

## NEWSLETTER N. 1 – FEBRUARY 2011



### AN IMPORTANT CHANGE OF DIRECTION

This edition marks a turning point in the long history of the Italian exhibition devoted to Natural and organic products.

**Sana is more and more a professional event**, the natural reference point in the Mediterranean area, with an increased commitment to do business on major international markets. In accordance with this new strategy, **the sale of products will be strictly forbidden**.



### THE NEW PROJECT SHARED AND AGREED UPON WITH THE ADVISORY COMMITTEE

Starting from this edition SANA will be supported by an Advisory Committee made up of the representatives of the leading manufacturers' associations:

FederBio, Confederazione italiana agricoltura, Confagricoltura, Federimpresa Erbe, Unipro, Assoerbe, Siste, Fippo. All of these bodies were in Bologna to attend the first assembly on Monday 17 January, favourably welcoming the new project which will meet professionals' present requirements.

Now the Committee will have to identify and choose the subjects and lecturers of the meetings and seminars to be organised during the Exhibition.

### MAIN FEATURES

- **The Food Sector** emphasises the values of organic products and only companies with **certified organic products will be allowed to exhibit**.
- The **Wellness Sector** is dedicated to companies with **certified organic and natural products** based on official herbs (food supplements and beauty products).
- Creation of an **Independent Committee** has been set to carefully check that every company is certified.
- The **Observatory on Consumption**, which has presented data on changes in consumer trends for the past four years, will expand its sphere of analysis and become a tool for exhibitors.
- SANA will also launch the **Sana-Award** dedicated to distribution channels and to communication.

In collaboration with

