



# Sana

ORGANIC TEA FESTIVAL



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**SANA** - the International Exhibition of Organic and Natural Products - is Italy's premier trade show for businesses and professionals operating in the organic and natural products sector.

**Food, Care&Beauty, and Green Lifestyle** are the key themes that have made SANA Italy's major showcase for organic and natural products.

**Sana Organic Tea** – in partnership with **In Tè**, the association that in the last four years has organized a Festival in Italy entirely dedicated to tea – will now become the most important venue, gathering producers, distributors and key figures on the Italian and European Food & Beverage market.



**October 2020**

From Friday 9 to Sunday 11 October



**Bologna Fiere**

Viale della Fiera



**Covid19 Safety**

**BolognaFiere** – the first professional trade-show operator to be granted 18001 Safety Certification – will ensure the trade show takes place in compliance with the most stringent safety norms. Logistics solutions have been studied and put in place to prevent any form of risk.

# Why exhibit



## Europe's key showcase

The Sana Organic Tea Festival will be the most important tea event in Europe in 2020



## Hospitality Industry Focus

Sana is a must-attend venue to meet top professional specific-interest buyers



## Penetrate the Italian market

Overall tea sales in Italy top €350 million, with growth forecasts of 22%





## How to participate



### **In person**

Rent a booth and have your staff present your products



### **Remote attendance**

Send your tasting and sales material for our tea specialists to serve and explain to visitors