

THE 28TH EDITION OF THE INTERNATIONAL EXHIBITION OF NATURAL AND ORGANIC PRODUCTS IS SET TO BEGIN FROM THE 9TH -12TH SEPTEMBER AT BOLOGNAFIERE

**833 exhibitors (+19%), 50,000 m² of exhibition space (+30%)
more than 60 events including conferences, workshops and company presentations, 2,300 B2B meetings
with international buyers from 27 countries.**

**THE INAUGURATION WITH THE DEPUTY MINISTER ANDREA OLIVERO
FRIDAY 9TH SEPTEMBER AT 10.30AM**

**At 11.30 am the inaugural conference “Organic agriculture: a strategic opportunity for the country”
At 4pm “All of the statistics for Italian organics” with the presentation of data from the SANA
Observatory, SINAB-MIPAAF e di ISMEA.**

Bologna, 9th September – Opening on Friday 9th September the International Exhibition for Natural and Organic Products: companies, professionals, buyers and members of the public will meet at the BolognaFiere Exhibition Centre for the long weekend of SANA, which will conclude on Monday 12th September. SANA is growing with more exhibitors than ever before, 833 companies (+19% on 2015), a larger exhibition space 50 thousand m² (+30%) and an even stronger presence of international buyers, from 27 countries (+29%). The 28th edition will involve five pavilions (pavilions 25, 26, 29, 30 and 36), where the visiting public can meet with companies involved in the three sectors of the Event to discover all of the latest developments in the sector and enjoy a rich programme of important and qualified training events. The thousands of visitors will find at SANA the very best of national and international production in the sectors of **Organic Food, Natural and Organic Body Care** and **Green Lifestyles**. The selection present at the Fair will include both fresh and packaged organic foodstuffs, equipment and packaging for the food and agriculture sectors, medicinal plants, treatments, dietary products, supplements and special natural ingredients, products and equipment for Personal Care and services. Furthermore, there will be natural fabrics and items for hobbies and free time, proposals for ecological living, eco-compatible technology and products for the home and for daily life. There will also be a huge area with products on sale to the public, the **SANA Shop**, the market area dedicated to trying and purchasing the products displayed by companies at the fair.

The inauguration is due to take place on Friday 9th September at 10.30 am in the Service Centre with **Franco Boni**, President of BolognaFiere, **Andrea Olivero**, Deputy Minister for Agriculture, Food and Forestry, **Simona Caselli**, Assessor for Agriculture, Hunting and Fishing at the Emilia-Romagna Regional Administration, **Luisa Guidone**, President of Bologna Council Committee, **Paolo De Castro**, Coordinator COMAGRI, the EU Parliamentary Commission for Agriculture, **Paolo Carnemolla**, President of FederBio, the Italian federation for Organic and Biodynamic Agriculture, **Mario Guidi**, President of Confagricoltura, the General Confederation of Italian Agriculture, and **Dino Scanavino**, President of the CIA (the Italian Confederation of Farmers).

“Organics is the turning point for sustainability,” explains Deputy Minister Andrea Olivero, “ the sector has come of age and contributes significantly to policies of sustainability. The data speaks for itself and is clearly in line with the objectives of the National Strategic Plan: the agricultural land being used for organic production has increased to a figure of one and a half million hectares, while sales are increasing constantly, thus signaling the consolidation of the national market, accompanied also by a positive trend for exports. The culture of organics has caught the attention of consumers that are increasingly selective and informed about their own dietary choices.”

Following on at 11.30 am will be the **inaugural Conference “Organic Agriculture: a strategic opportunity for the country”**, which, following a welcome from **Antonio Bruzzone**, Director General of BolognaFiere, and the presentation of the report “Organics: opportunities and challenges” by **Gabriele Canali** of the S. Cuore University

in Piacenza, will include speeches by **Dino Scanavino**, President of the CIA, **Mario Guidi**, President of Confagricoltura, **Paolo Carnemolla**, President of FEDERBIO, **Simona Caselli**, Assessor for Agriculture, Hunting and Fishing at the Emilia-Romagna Regional Administration; summing up will be **Andrea Olivero**, Deputy Minister for Agriculture, Food and Forestry, chairing proceedings will be the journalist **Lorenzo Tosi** of New Business Media/Edagricole.

The event's success is due to all of the partnerships and collaborations developed by BolognaFiere. First of all is the agreement for strategic collaboration with FederBio and the support from the **Ministry of the Environment and the Protection of the Territory and the Seas and the Ministry of Agriculture, Food and Forestry**, the contribution of **Cosmetica Italia** and the support of **IFOAM - International Federation of Organic Agriculture Movements** and **ICE – the Agency for the international promotion of Italian businesses**, in addition to the strong relationships established with local institutions such as the Emilia-Romagna Regional Administration.

“When the exhibition was first set up, the Italian experience of organics was just dawning. Today, on its 28th edition, we can say that we have seen consumer interest and commitment to sustainable choices grow significantly,” explains Director General of BolognaFiere, **Antonio Bruzzone**. *“The figures from the SANA Observatory, curated by Nomisma, demonstrate the huge success of the organic sector: more than 13 million Italians consume organic products at least once a week and the even more surprising figure is that the number of families purchasing organic products has exceeded 19 million. The data from Nielsen too for the first five months of 2016 confirm the positive trend: in the sector of grocery retail sales of organic products have increased by 20%: The figures for the event underline this trend with a consistent increase in exhibitors and exhibition space. We are happy to contribute to supporting the entire production chain, acknowledging its value and its increasing presence on the global market.”*

Over 60 initiatives in the cultural programme of SANA 2016, including conferences, workshops and meetings organized by companies, associations and organizations from the sector, are scheduled for the congress halls (within the pavilions there will be a similar number of initiatives promoted by the exhibitors). Among the first and in addition to the inaugural Conference, is the meeting on Friday 9th September at 4pm **“All of the statistics of Italian Organics”** with the presentation of the data from the **SANA Observatory** and data from **SINAB, MIPAAF** and **ISMEA**. The SANA Observatory is a project promoted and financed by ICE in collaboration with BolognaFiere, created by Nomisma with the support of FederBio and AssoBio; on Saturday 10th at 3pm **“Everything you wanted to know about organics (but were afraid to ask)”**, with experts from the sector on hand to speak to the public and the press. Among the events curated directly by SANA are the three conferences of the SANA ACADEMY dedicated to the Mediterranean diet, photo-aging and bio-availability of supplements, planned for Saturday 10th and Sunday 11th September. Another key event is the meeting **“Organics 3.0 in the Mediterranean: accounting the effective costs and correct pricing of organic agriculture”**, the second **International AM AgriBioMediterraneo Conference** on Saturday 10th at 10.30am.

INTERNATIONAL BUYERS AT SANA

A strong international presence is guaranteed by the thousands of accredited **international buyers from 27 countries** Albania, Belgium, Bulgaria, Bosnia and Herzegovina, Cyprus, Croatia, Denmark, Estonia, Finland, France, Great Britain, Poland, Holland, Romania, Russia, Serbia, Slovenia, Sweden, Ukraine, Hungary, Australia, Canada, China, United Arab Emirates, Japan, South Korea and the USA: an **increase of 29% compared with 2015**. Such a significant presence of foreign delegations is fruit of the projects launched with the collaboration of MIPAAF, the Ministry for Agricultural, Food and Forestry Policy and ICE, the Agency for the International Promotion of Italian Businesses. Thanks to the programme aimed at matchmaking, organized in collaboration with FederBio, the foreign buyers will be able to meet with exhibiting companies during the four days of the event. So far around 2,300 B2B meetings have been scheduled to take place.

Sana Novità, the prize awarded to the best products of the year is due to return. The winning entrants for the three different categories of the event will be those adjudged to stand out for the innovation of their concept and packaging. More than 500 products have been entered into the competition (a maximum of three entrants per exhibitor), all of which are products that have been launched since October 2015. Selecting the winners will be the visitors to SANA, who be casting their votes during the four days of SANA, while the official bloggers will select three products for the category #BloggerForSana. The prize ceremony will take place on Sunday 11th September at 4pm at the Service Centre. All of the products competing will be on display at the Service Centre in a specially created area that will serve as a genuine showcase for innovation and originality in the world of organics.

Bringing the Exhibition Centre to life will also be **VeganFest**, in an edition bigger than ever before. During SANA episodes of the television format "VeganFest Live", will be recorded including exhibitions, events, video projections, meetings, conferences and displays of vegan cooking.

Not to be missed are the opportunities for in-depth examination and insights into the latest developments offered by the attending companies and a diverse calendar of events scheduled in the city. The ten days of **SANA CITY**, organized in collaboration with **Eco-Bio Confesercenti** and up and running from the 9th to the 18th September with over 170 initiatives for adults and children, from food and wine tasting, to workshops, to presentations, all will be combined with activities promoted by **Confcommercio-Ascom Bologna** - "A healthy day" and the "White Night of Organics" on Saturday 10th September will involve 40 restaurants in Bologna and the surrounding area that will extend their opening hours and offer on their menus a specific dish created for the occasion an using organic ingredients.

For further information

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Website

www.sana.it

Official hashtags for the event

#SANA16
#SANAexperience
#BloggerForSana

Social channels

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna)
[Twitter.com/sanafiera](https://twitter.com/sanafiera)
[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere)
[Instagram/Sana_fiera](https://www.instagram.com/Sana_fiera)

Themed hashtags

#SANAFood
#SANAWellbeing
#SANALifestyle