

SANA 2016, MORE INTERNATIONAL THAN EVER

2.300 B2B meetings with buyers from 27 countries

Data from the SANA Observatory presented at the Fair: the foreign market grew by 15% in 2016 and organic exports have increased by 408% since 2008

INTERNATIONAL BUYERS, AN INCREASE OF 29% IN THE NUMBER OF COUNTRIES REPRESENTED

SANA is growing from all points of view. The number of countries that see SANA as a reference point for the sector is higher than ever. This has been demonstrated by the 2,300 B2B meetings between companies attending the Fair and 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, the United Arab Emirates, Japan, South Korea and the USA.

The matchmaking programme has been organized in collaboration with FederBio, while the record numbers of foreign delegations attending is fruit of the projects launched with the collaboration of MIPAAF, the Ministry of Agriculture, Food and Forestry Policy and ICE, the Agency for the international promotion of Italian businesses.

In the large Buyer Lounge created in Pavilion 29 at SANA, from the very first day of SANA, meetings began between foreign buyers and exporters at the event; contacts that develop important business opportunities for Italian organic product, which are held in high regard in foreign markets.

MIPAAF and ICE have established, as part of the extraordinary Plan to encourage the 'Made in Italy' brand, a convention aimed at optimizing the 'DOP' and 'IGP' labels of origin, especially for the North American market in Canada and the USA, countries with international delegations attending SANA.

Canadian and American journalists and buyers in particular have been attending SANA as part of the project "Valorization of excellent products" by ICE that establishes meetings with exhibiting companies, involving them in a programme of visits to businesses and consortiums in Italy.

'MADE IN ITALY' ABROAD

The SANA-ICE 2016 Observatory yesterday presented "All of the statistics of organics" on the opening day of the event, with a notable focus on the markets of Canada and the USA.

The data illustrated that interest in organics is strong also on the other side of the Atlantic. In the USA the share of families that in the last 12 months bought an organic product on at least one occasion numbers 81%, greater than that of Canada, where the percentage is 76%. Italian organics also register considerable success in both markets (10% of consumers in USA and 5% in Canada have tried Italian organic products), Italian organic products have an excellent reputation and even greater untapped potential (few effective purchasers).

From the point of view of exports and developing the international aspect, it is important to know that for the US consumer, Italy is top of the list of countries that produce organic food products of the highest quality: so think one third of Americans and 15% of Canadians.

Over 80% of US and Canadian consumers are interested in Italian organic products: those with the greatest potential are pasta (37%), extra-virgin olive oil (31%), cheeses (27%), sieved tomatoes and tomato sauces (16%) and Wine (15%).

Foreign markets in general represent an area of great interest: exports have grown by 408% since 2008 (compared with a 40% increase in total food exports) and 16% more compared with one year ago.

According to the available data, Italy, with 1,420 million€ (1,650€ in 2015) earns the second highest revenues in the world from exports of organic food.

A final note, the typical profile of US consumers of Italian organic products are young (18-35 years), university educated and with an annual revenue of over 70,000\$.

The Observatory is promoted and financed by ICE in collaboration with BolognaFiere and created by Nomisma with the support of FederBio and AssoBio.