

THE CONVENTIONS AT SANA 2017: OUR DAYS OF MEETINGS ON NATURAL AND ORGANIC PRODUCTS

Bologna – Around **70 events**, including conferences and workshops are scheduled for this edition of **SANA, the International Exhibition for Natural and Organic Products**, organised by **BolognaFiere**: institutions, organizations, trade associations and companies will take part in a calendar of events dedicated to operators, professionals and members of the public, due to take place in the conference rooms of the service centre and inside the exhibition pavilions.

The events curated by SANA

The 29th edition of the Exhibition will open with the conference on “Regulations to reinforce the growth of European organics”, organized by SANA and FederBio and scheduled for 11.00am on Friday 8 September in the Sala Concerto. The deputy minister of Agriculture, Food and Forestry Policy, **Andrea Olivero**, is scheduled to attend.

On the same day, but at 2.30pm in the Sala Notturmo, will be the meeting “All of the statistics of Italian organics” dedicated to the presentation of data from the **SANA Observatory 2017**. Promoted by **BolognaFiere** and compiled by **Nomisma**, with the support of **FederBio** and **AssoBio**, the Observatory will provide an up-to-date picture of the consumption habits and trends for the sector; the meeting will include the presentation of the data collected by **SINAB-MIPAAF** and by **ISMEA** on the current state of organic food agriculture in Italy.

On Saturday 9 and Sunday 10 September meetings of the **SANA Academy** will be taking place that will include speeches by a number of leading names from Italian academia.

IFOAM AgriBioMediterraneo, Organic Action Network Italia and **SANA** will present the international conference dedicated to the theme “**Organics 3.0: the current state of affairs and good practices in the Mediterranean**”, held in the Sala Notturmo at 11.00am on Monday 11 September.

The themes for 2017 include the organic market and certifications, green cosmetics and dietary supplements, health and medicinal plants.

AssoBio will be curating the meeting on Saturday 9 September at 3.00pm “**The organic market in the specialized retail channel and in grocery retail**,” also in the Sala Notturmo, including the participation of Nicola De Carne, retailer client business partner at Nielsen and Roberto Pinton, secretary of AssoBio. The meeting will be chaired by Roberto Zanoni, President of AssoBio.

Another key appointment, in this case in the field of cosmetics, will be the convention organized by the **Group Cosmetics and herbal medicines Comsetica Italia** “**Which future for green cosmetics? Potential and trends**”, scheduled for Sunday 10 September at 11.00am in the Sala Gallery on the mezzanine level in pavilions 21/22.

There will also be numerous opportunities for in-depth talks proposed by certification organizations, beginning with three meetings promoted by **CCPB**. The first, “**Does the perfect food exist? If organic**

wants...” will take place at 10.30 am on Friday 8 September in the Sala Notturmo; the second at 2.30 pm in Sala Melodia on Friday, will discuss the theme **“Cleaning sustainably: the experience of Bioceq”**

On Saturday 9 September at 10.30am **“Organic and natural cosmetics, between ethics and the environment”** will be held in Sala Melodia, organised with the support of **SISTE**.

In Sala Allegretto on Monday 11 September **Bioagricoop** will host the conference **“Internationalization of organic businesses: how to grow on the foreign markets of South East Asia (China, Thailand, Malaysia, Indonesia, Singapore)”**.

Curating the meeting **“The inception of Assocertbio: the Association for Organic Certification Organizations”**, planned for 9 September at 3.00pm in the Sala Melodia, will be **Bioagricert, ICEA, CCPB, Suolo e salute, BIOS and SIDEL**.

On a related topic, in Sala Bolero **ICEA** will hold the event **“Certification Cosmos: making the most of organic and natural cosmetic products”** due to take place on Monday 11 September at 10.00am.

Also scheduled is the second edition of the **“Bio&Consumi Awards 2017 – the prizes for excellence in retail”** on the opening day, beginning at 3.00pm in the Sala Concerto, organized by **Bio&Consumi** with the support of **Edizioni Turbo** and in collaboration with **Tespi Mediagroup**. Again on Friday **FederBio** will curate the event **“Business services: the leap in quality for Italian organics”** scheduled for 4.30pm in the Sala Notturmo.

Due to take place on Saturday at 10.00pm in Sala Gallery is the meeting of the **CIA- Confederation of Italian Agriculturalists | ANABIO**, **“Agriculture 4.0: compatibility and adaptation to organic and biodynamic agriculture”**.

SISTE, the Italian Society of Science applied to medicinal plants and health products in the Sala Bolero at 2.30pm on Friday 8 September will welcome operators and members of the public to the meeting **“Novel foods and traditional foods vs. dietary supplements”**. Again on Friday, but beginning at 9.30 am in the Sala Gallery is the day organised by the Foundation Institute Science and Health, dedicated to the theme **“Difficult digestion: a solution”**. The Foundation will also present a thorough in-depth analysis on **“How to improve quality and duration of life: recent acquisitions”** on Monday 11 September at 9.30 am in Sala Concerto.

Another in-depth event is scheduled for Saturday 9 September at 10.30 am in the Sala Bolero: **F.I.P.P.O. - the Federation of Italian Producers of Medicinal Plants** - in collaboration with **SISTE** and **ASSOERBE** will hold the conference **“The plan for the sector of medicinal plants: the situation three years on from the national launch”**.

The full programme of SANA events is available on the event website: <https://goo.gl/JxB6ih>

For further information:

Press Office SANA

Absolut eventi&comunicazione
Mariagrazia Lioce - Sara Telaro
ufficiostampa@absolutgroup.it
tel. +39 051 272523 / +39 340 9214636

Head of General Affairs, Communications and Institutional Relationships

Isabella Bonvicini
Isabella.bonvicini@bolognafiere.it
tel.+39 051 282920 / +39 335 7995370

Press Office BolognaFiere

Gregory Picco
gregory.picco@bolognafiere.it
tel. +39 051 282862 / +39 334 6012743



BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
Capitale sociale € 106.780.000,00 i.v.
C. F. - P. IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111
Fax +39 051 6374031
sana@bolognafiere.it
www.sana.it