

## 30 YEARS OF ORGANIC, 30 YEARS OF SANA. ORGANIC IS FOR EVERYONE

The market for natural and organic products is growing and renewing its reference event in Italy, which celebrated its thirtieth edition.

**52,000m<sup>2</sup> of exhibition space in 7 pavilions, more than 950 new products and around 2000 B2B meetings with buyers from more than 30 countries, dozens of conventions, +27% in the number of dedicated training events at SANA Academy and more than 100 initiatives in the city. Today the international exhibition of natural and organic products concludes in Bologna.**

The area of cultivated land is increasing, consumption is growing, and the product assortment is becoming increasingly varied: over thirty years the world of natural and organic products has experienced a revolution, transforming from a niche segment to a mass market. With 1.9 million hectares under organic cultivation (+.3% compared with 2016 and 15.4% of the total), more than 1,400 specialized retail points and the grocery retail sector also growing, the market is responding to a consumer demand that each year is becoming more conscious and discerning, in which organic and natural products represent a preference for almost one in every two Italians.

And in order to respond to this type of demand – identifying solutions and strategies for a market in expansion, while remaining true to its own values – companies and professionals from the natural and organic sector meet at **SANA**, which has underlined its credentials as an unmissable event for developing commercial contacts, gaining an outline of the sector and finding inspiration for potential future directions. For the public, SANA represents a showcase at which to learn about the latest market trends and also a way of making quality purchases.

Subdivided into three areas: **Organic Food, Natural and Organic Personal Care and Green Lifestyle**, the 7 pavilions of SANA 2018 presented to the thousands of visitors in attendance (including a significant increase in the number of foreign operators) the very best of national and international organic and natural production.

There was also an increase in the number of international buyers, who came from **30 countries**. Around **2000 meetings** were organised between foreign operators and exhibitors as part of the International Buyer Program organised in collaboration with **ICE** and **FederBio** in the International Buyer Lounge (pavilion 32).

Thousands of companies attended the event, both producers and distributors in addition to a significant increase in attendance from the grocery retail sector, which has contributed to making organic products more accessible and extended the assortment of products available. The Bologna event also attracted representatives from the world of trade associations as well as local and national institutions.

Increasingly relevant are the professional training sessions at the exhibition, as demonstrated by the statistics for the **SANA Academy**, which recorded a +27% increase in the number of participants at its scheduled events, underlining the role as a cultural and discussion platform for operators from the sector.

There was a notable media presence with **more than 750 accredited journalists** sent by daily newspapers and publications, radio and television broadcasters and web titles, from Italy and abroad (with reporters from Germany, Great Britain, India, Morocco, Romania, Switzerland and the USA). There was significant attention from the media with special editions in the main national dailies and reports on the web. SANA also attracted numerous bloggers and influencers specialized in the sectors of food, beauty and green living as well as those curious to learn more about a world that is becoming increasingly relevant.

The SANA digital platform, an integrated hub of online services and tools designed to optimise the SANA experience, was a resounding success. **More than 1.5 million consultations** of the pages of the website, with **visits numbering more than 290,00 units** (+9% on 2017). **From 7 to 10 September there were 58,000 logins with a peak of over 20,000 visits per day** (+5%). **62,000** users registered for the online services contacted and updated through email marketing activities.

**4 active social channels: more than 24,000 professionals on Facebook** (first among Italian and international competitors), **4,6000 on Twitter and 6,000 on Instagram**. The Facebook profile (+4,000 new likes), 130,000 average daily users with a total of 40,000 interactions; 200,000 views on **Twitter** and **#SANA18** was among the trending topics in Italy on Saturday 8 September. **More than 50** SANA videos were shown on the **YouTube** channel BolognaFiere/SANA and on the event's social networks.

**1,600 new followers** on the **Instagram** channel during the days of the event alone and **100,000 views** of Instagram Stories and IGTV. Thanks to the success of the Challenge #SANA30th, with its 1,600+ participants, not to mention the presence of the 6 official SANA bloggers, the participation of accredited influencers from the sector and @igers communities on a national level, meaning that Instagram confirmed its role as the leading social media amongst the SANA public.

SANA is organised by **BolognaFiere**, in collaboration with **FederBio**, with the support of **MIPAAFT, the Ministry of Agricultural Policy, Forestry and Tourism, the Ministry of the Environment and the Protection of the Territory and the Seas and MISE; the Ministry of Economic Development**, and with the support of **ICE, the Agency for the internationalisation and promotion of Italian companies abroad**.

#### Website

[www.sana.it](http://www.sana.it)

#### Social media

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

#### Press Office SANA

Absolut eventi&comunicazione  
Mariagrazia Lioce - Sara Telaro  
[ufficiostampa@absolutgroup.it](mailto:ufficiostampa@absolutgroup.it)  
tel. +39 051 272523 / +39 340 9214636

#### Product Communication and Event Manager

Isabella Bonvicini  
[Isabella.bonvicini@bolognafiere.it](mailto:Isabella.bonvicini@bolognafiere.it)  
tel. +39 051 282920 / +39 335 7995370

#### Press Office BolognaFiere

Gregory Picco  
[gregory.picco@bolognafiere.it](mailto: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@pec.bolognafiere.it](mailto:segreteria.generale@pec.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](mailto:sana@bolognafiere.it)  
[www.sana.it](http://www.sana.it)