



33<sup>rd</sup> International exhibition  
of Organic and Natural products

The future  
restarts  
with organic

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SANA  
ORGANIC FOOD



SANA  
CARE & BEAUTY



SANA  
GREEN LIFESTYLE



SANA TECH



SANA TEA



FREE FROM HUB



BolognaFiere  
9 | 12  
September  
2021

an event by



IN COLLABORATION WITH



## ID CARD 2019

Almost  
**60.000 mq**  
gross of exhibition  
space on **6 hall**

**30.000** visitors

Over **1.000**  
exhibiting companies



**40** conference  
appointments

**2500 btb**  
meetings organized between  
foreign operators (buyers  
from 30 countries) and  
exhibitors in the framework  
of the International Buyers  
Program (in collaboration with  
ICE and FederBio)

**950** new products  
displayed at the Sana  
Novità exhibition

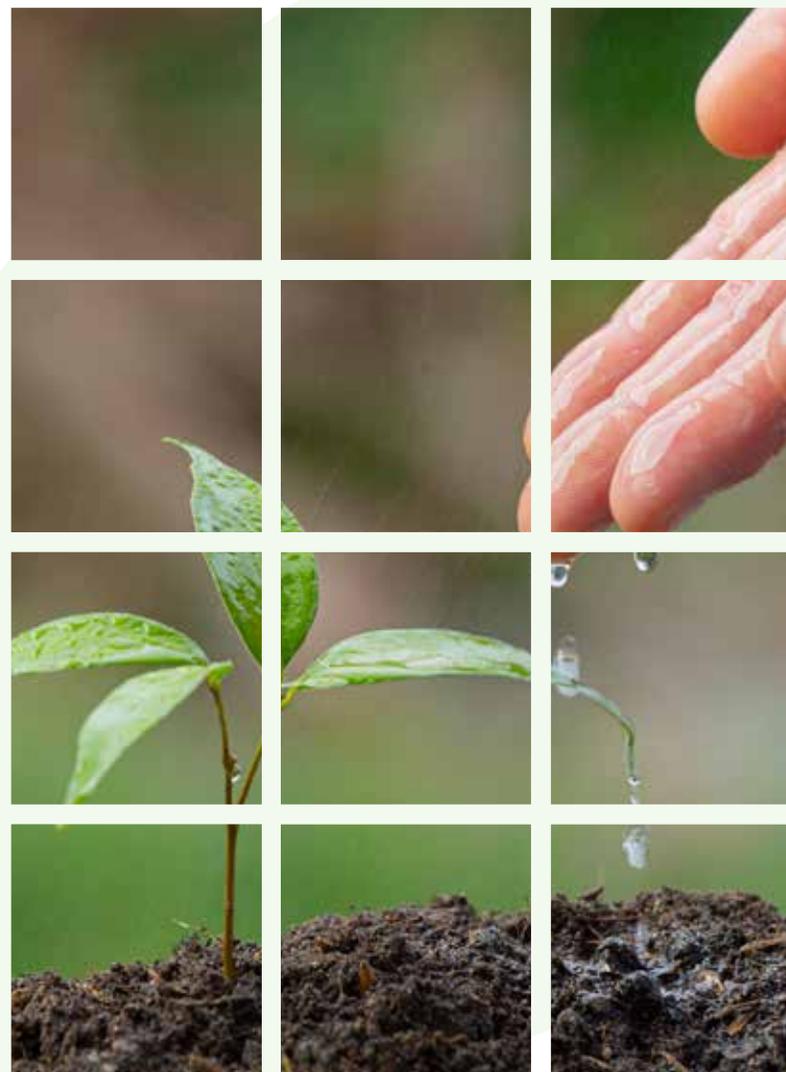
More than  
**750 accredited  
journalists**  
newspaper and magazine  
correspondents, radio  
and television broadcasters  
and web publications,  
arriving from Italy and abroad



## SANA RESTART 2020

BolognaFiere's first in-person event after the lockdown, **SANA RESTART** has once again proved it is the pivotal event for both the trade and general public with special interest in all things organic and natural. Attendance promises to be extremely high, signalling the drive to restart the economy on a sustainable note.

In light of the pandemic, **Sana Restart has made personal safety the key concern.** The new BolognaFiere project places business, networking and safety centre stage in the roll out of SANA RESTART, a major event supporting of the recovery of companies in the sector.



# INSTITUTIONS - OFFICIAL PARTNERS

## SANA IS ORGANIZED BY BOLOGNAFIERE IN COLLABORATION WITH:

- 🌿 **FEDERBIO** - Italian Federation of Organic and Biodynamic Agriculture
- 🌿 **ASSOBIO** - National Association of Processing and Distribution of Organic Products

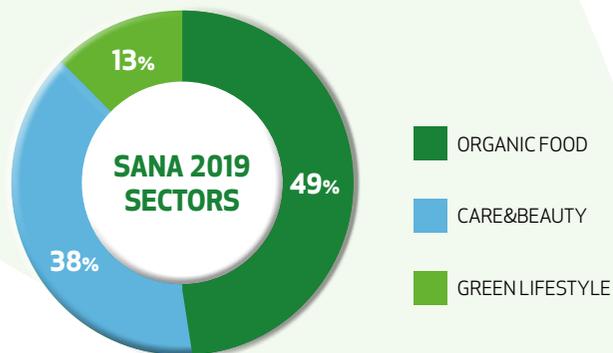
## SANA HAS THE INSTITUTIONAL SUPPORT OF:

- 🌿 **COSMETICA ITALIA** - Cosmetics Group for Aesthetics
- 🌿 **MINISTERO DELLA TRANSIZIONE ECOLOGICA**
- 🌿 **MINISTERO AFFARI ESTERI**



## SANA 2021 - THE EXHIBITORS

- Organic food (companies with certified organic production only)
  - Production and Transformation Industries
  - Large Scale Distribution
  - Distributors
  - Certification Bodies
  - Institutions and Regions
- Natural and organic body care (companies with organic and natural products, producers of medicinal herbs and dietary supplements)
- Green lifestyle (companies with reduced environmental impact products, for care, furnishing and beauty of the home, clothing and leisure)



## SANA 2021 – THE VISITORS

- ✔ Sana is a b2b event whose visitors are wholesalers, owners of specialized shops and international distributors, herbalists and parapharmacists.
  - ✔ Herbalists and parapharmacists are interested both in products on display in the food industry and in those exposed in the cosmetics sector, represent an interesting “trait d’union” of the sectors within Sana.
  - ✔ Large Scale Distribution
  - ✔ At Sana the exhibitor also meets consumers who give direct feedback on how the market will be able to accommodate their needs.
- ✔ Agent
  - ✔ Associated retail
  - ✔ Cosmetics and supplement Production Distributors
  - ✔ Food and beverage production/ Ingredients
  - ✔ Herbalist/Naturopath/Omeopath/Doctors
  - ✔ Herbalist’ s shops
  - ✔ Import/Export
  - ✔ Independent retail specialized
  - ✔ Large Scale Distribution
  - ✔ Machines, Plants and equipment
  - ✔ Nutritionists, Food technologists
  - ✔ Pharmacy/Drugstores
  - ✔ Restaurant/Chains/catering for large groups
  - ✔ University/training schools/ Institutions
  - ✔ Wholesaler



## SANA 2021 – NEW DAYS

In 2021 the event will run from Thursday to Sunday: Thursday and Friday available to top **professional Italian and foreigner buyers** mainly coming from sectors such as Large Scale Distribution, Import Export, Retail, Restaurant/Chains/catering, collective catering, Distribution, E Commerce.

Saturdays and Sundays will allow **qualified visits** of the many specialized shops, parapharmacies, as well as herbalist shops, nutritionists and the organic business community which recognizes **SANA Store** as the most qualified place for testing and buying new products.



# SANA 2021 - THE SECTORS WHAT'S NEW?

## ORGANICFOOD#1

### ALL THE GOOD FOOD

Sana is the main stage for the organic market in Italy.

It's the **ideal space for the best organic products**, and the meeting point for manufacturers, distributors, institutions, control bodies, technical equipment for organic agriculture and new ideas for low environmental-impact packaging.

The **large-scale retail** will exhibit with their own stand and thanks to the know how of Bolognafiere in Private label, retail buyers will be invited at SANA.



# SANA 2021 – THE SECTORS WHAT'S NEW?

## ORGANICFOOD#2

**FREE FROM HUB:** large-scale distribution requires more and more organic products and 'organic free from', in this perspective **SANA inaugurates a big focus** that will host national and international companies that deal with free from products, in-depth activities and training sessions



# SANA 2021 – THE SECTORS WHAT'S NEW?

## NATURAL AND ORGANIC BODYCARE AND BEAUTY

For the last few years, SANA has been extending its focus to **certified and natural cosmetics**, launching an area dedicated to body care: think natural pampering, supplements and body care products.

**Observatory** on the theme of food (human and animal), food supplements, homeopaths, cosmetics obtained from plants and spices, production, marketing and consumption of these medicinal plants, as materials raw materials and their use.

**SANA TEA FESTIVAL**: an immersive experience entirely dedicated to tea, herbal tea, tea leaves, an area that develops the concept at 360°, from the historical and cultural aspect, passing through the distribution channel. The herb project will complement the **Via delle Erbe** project already launched in SANA RESTART 2020 with the "Golden Herbs". The project will be developed in collaboration with SISTE / ASSOERBE.

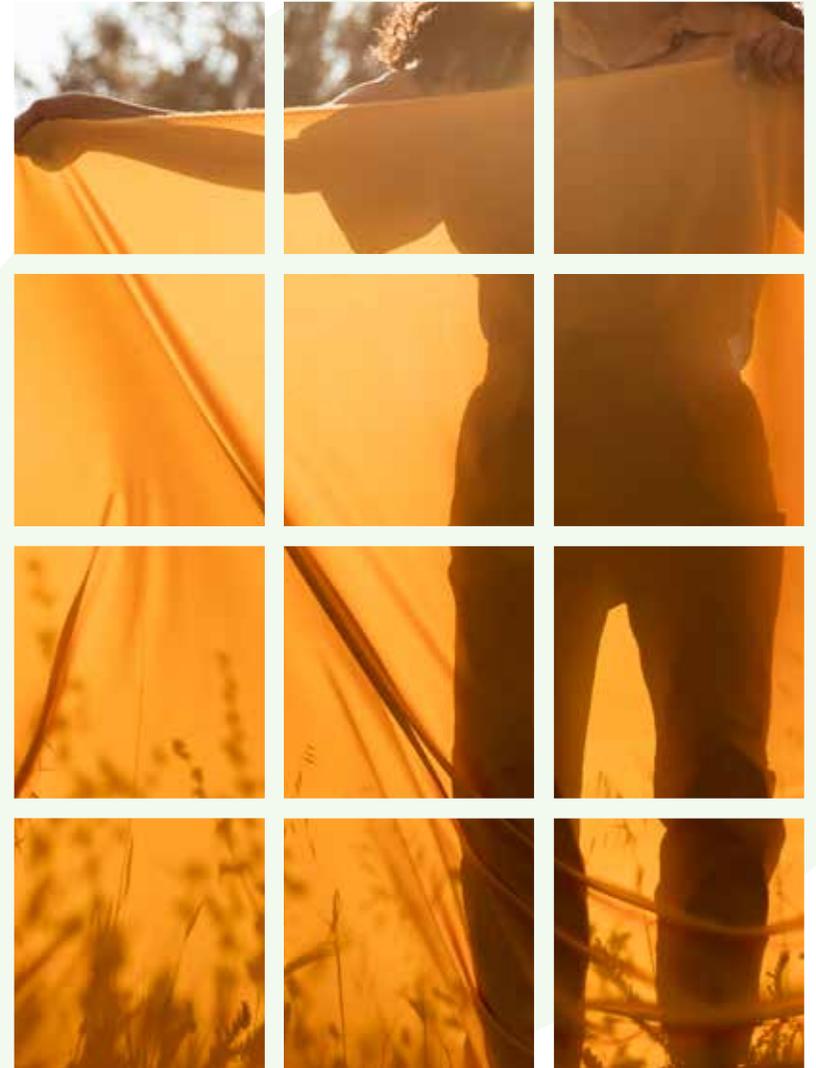


# SANA 2021 - THE SECTORS

## GREEN LIFESTYLE

### THE FUTURE IS ALL ABOUT CHOICES

**Eco-friendly, healthy, and responsible** lifestyle: this area is entirely dedicated to the ethical choices everyone can make in their daily life: from green building products to home decor, without forgetting the most innovative offers in natural-fiber clothing.



## SANA 2021 – SUCCESSFUL INITIATIVES

**OSSERVATORIO SANA**, managed by Nomisma under the patronage of Federbio and Assobio, is a monitoring tool for understanding key trends in the organic products market, from production levels to the size of the market.

Among the new features in 2021 is the new themed **EXHIBITION SANATECH**, an international exhibition of the organic and natural production chain. This fair within the fair will be a showcase for producers of seeds, semi-finished products, raw materials, equipment, ingredients and technologies serving the organic sector. An innovative initiative, with a global vision of all of the productive process of the organic sector that, each year will develop dedicated focus sessions on various themed areas that will range from natural cosmetics and organic agriculture to animal rearing and ingredients. Sanatech will be an important opportunity for visibility for a sector in which Italy plays a leading role at international level thanks to the extraordinary know-how acquired by national producers and the research into organic production based on guaranteed and certified methods. Sanatech is a BolognaFiere event that will be curated by the specialized partner Avenue Media.

**SANA TEA**, a brand new overview of the product category of tea and infusions that is seeing constant growth in the number of discerning enthusiasts and lovers of health drinks (which are becoming increasingly present in our day-to-day lives) as well as products with active ingredients for widespread use for personal wellbeing. SANA TEA focuses attention on the market for tea and infusions, the global revenues of which are forecast to reach 4.2 billion dollars in 2025 and in the last year recorded an increase of 4.2% (Source Market Research Future). For this market SANA TEA will analyse the direction, new features and benefits linked to drinking these beverages.



# SANA 2021 - TO BE CONCOMITANT WITH COSMOFARMA

The 33<sup>rd</sup> edition of Sana will be held concomitantly with Cosmofarma, from 9 to 12 September.

Having these two events on the same days lines up **greater business opportunities** for companies and operators.

Two parallel trade shows running at the same time bring added benefits for those investing in SANA this year, with the attendance of Pharmacy sector operators from a market showing ever increasing interest in natural and organic cosmetic products, functional foods and supplements.

The major meeting platform for the herbal sector, SANA is developing **new opportunities** to ensure maximum operator attendance of the trade show.



## SANA 2021 - MAP OF THE DISTRICT

 ONBEAUTY  
BY COSMOPROF WORLDWIDE BOLOGNA  
9-13 SEPTEMBER 2021

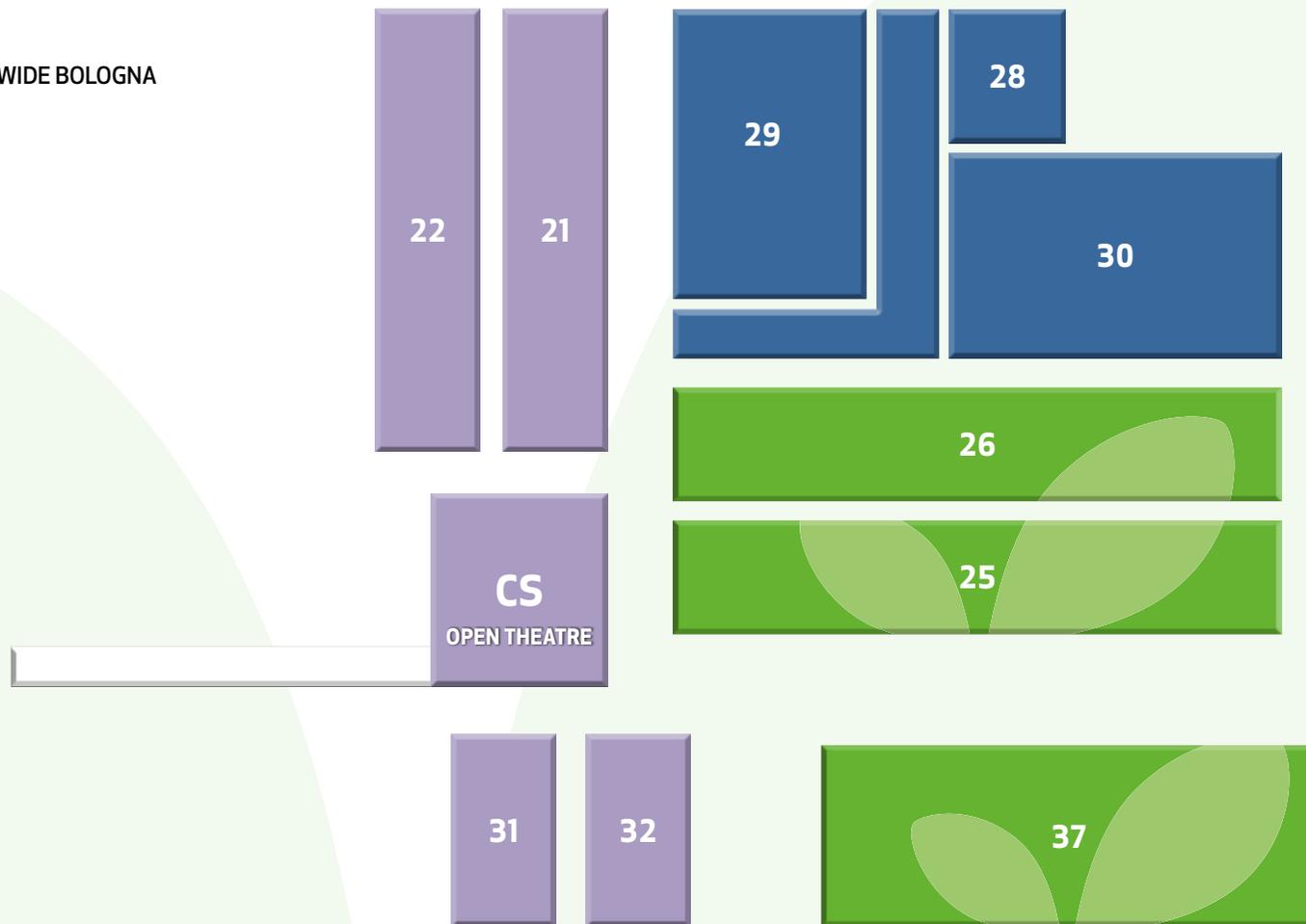
 COSMOFARMA  
9-12 SEPTEMBER 2021

 SANA  
9-12 SEPTEMBER 2021

 **COSTITUZIONE**  
ENTRANCE →

 **NORD**  
ENTRANCE ↓

 **MICHELINO**  
ENTRANCE ←





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