



2015, Organics from EXPO to SANA, from SANA to EXPO

See you in
September 2016

Attendance

45,820

Exhibitors **+25%**

+10% 2014

International Buyers

+40%

Bologna goes green

6 Halls



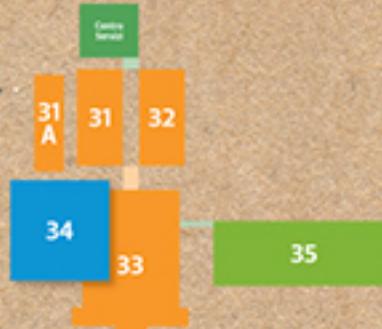
Food



Wellbeing



Other Natural Products



1 Vegan Bar

1 Organic Restaurant

4,000
B2B Meetings



65
Workshop
and conferences

6,000
Attendees

sana city

10 days
180 of green events

curated by

Restaurants in Bologna
with organic food proposals

Organic White Night
downtown

in collaboration with



"The Right of the Earth. The Right to the Earth"

International Forum of the Organics

Sana and BolognaFiere bring organics
in the Milan Charter.

It is the statement of Expo Milan 2015
for combating undernutrition, malnutrition
and waste, promoting equitable access to
natural resources and ensuring sustainable
management of production processes.

What is the
Milan Charter?

Markets and retail trade of Organic Food

Italian Market

GDO
+20% in 2015
first half year
Specialized channels
+15% last 5 years

Turnover
Source ITIA/Normisima
+337% last 5 years
+1,4 billions € in 2015
Export
Source ITIA/Normisima
4% of the total Italian export

In special connection with



www.sana.it

106,000

visits

+13% of single visitors
traffic compared with 2014

755,000

views

15,198

views

58 videos



10,469 fans

+112% compared with 2014

3,256,000

views +171%



2,600 follower

+172%
compared with 2014

117,590

views +30%



5,000

posts