

SANA 2016, THE NEW WEBSITE IS ONLINE

Preparations are in full swing for the organization of the 28th edition of SANA, due to take place from the 9th to the 12th September at the Bologna Exhibition Centre.

Ahead of discovering all of the events of #SANAEXPERIENCE – consisting of workshops, conferences, cooking shows and events both inside and outside the exhibition centre in Bologna – SANA, the International Exhibition of Natural and Organic Products, is set to launch its new website.

New graphics, more content, greater possibilities for thematic in-depth analysis and navigation, efficient interaction with the other digital channels of the platform. On the main menu space is provided for the institutional pages of SANA 2016 and the dedicated areas for exhibitors and visitors, with all of the information relating to participation.

The home page introduces the numerous initiatives planned for the programme of events during SANA, which this year will take place from Friday 9th to Monday 12th September. In the coming weeks updates about SANA CITY will be published including the calendar of events specially organized in the city, SANA SHOP, the space to try and buy products and SANA NOVITÀ, the showcase dedicated to innovations presented by exhibitors at the fair. In depth features online also for the SANA ACADEMY, the educational programme for professional training, VEGAN FEST with numerous events dedicated to the world of vegan eating, organized by VeganOK and the SANA Observatory, which will include the presentation of the latest data regarding the progress of the sector.

In the media area, in addition to press releases, press round-ups, photo and video galleries, news and curiosities will be published from sectors of interest relating to the event, such as **Organic food**, for comestible products, **Organic and natural personal care** that will include the sections for health and personal wellbeing and **Green Lifestyle** dedicated to those interested in ecological, healthy and responsible lifestyles.

A key feature of the website is the close collaboration with the event's social channels and their proliferation for each themed area, created with the objective of enabling visitors to read and find out immediately about the subjects that interest them. The SANA platform also includes three social channels: Facebook, Twitter and YouTube, already active in the previous editions and already boasting over **11,500 fans** and **3,000 followers** and with a rich calendar of regular **newsletters** sent to the community for the sector, a community that **numbers more than 76,000** including professionals from the sector, visitors and exhibitors at the event.

Together with the launch of the website will be the presentation of the new advertising campaign that focuses on the identity, mission and specifics of the SANA event, which for the public of operators, professionals and those interested in the sector represents the ideal venue in which to cultivate not only business but also acquaintances, contacts and relationships. SANA enables the development not only of individual players but the entire network, the whole production chain, the organic system for which the event is historically the most important venue and the leading meeting place.



Bologna
venerdì 9 - lunedì 12
settembre 2016

Friday 9th
Monday 12th
September 2016

salone internazionale del biologico e del naturale
international exhibition of organic and natural products

Organized by BolognaFiere, SANA is the reference event in Italy for the sector of organics and natural products, with over 700 exhibitors and more than 45,000 visitors. Due to take place from the 9th to the 12th September 2016 at the Bologna Exhibition Centre, SANA is the marketplace and opportunity for networking for professionals, operators and those interested in the sector, in addition to being an important cultural event and opportunity for training, thanks to the qualified programme of conferences and workshops organized by BolognaFiere and the companies and institutions associated with the sector. Completing the programme is SANA NOVITA, the space dedicated to innovation, SANA SHOP, the area reserved for testing and purchasing products and services and SANA CITY, the calendar of 'external' events that each year bring the streets and shops of the city of Bologna to life.

For further information

Press Office Sana

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

Press Office BolognaFiere

Gregory Picco
gregory.picco@bolognafiere.it
ph. + 39 051 282862 - 334 6012743

Web site

www.sana.it

Official event hashtag

#SANA16
#SANAEXPERIENCE

Social channels

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna)
[Twitter.com/sanafiera](https://twitter.com/sanafiera)
[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere)

Themed hashtag

#SANAfood
#SANAwellbeing
#SANAlifestyle



BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
PEC bolognafiere@pec.bolognafiere.it
Capitale sociale € 93.780.000,00 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