



33° salone internazionale del biologico e del naturale
33rd international exhibition of organic and natural products

SANA 2021 IN BOLOGNA, SEPTEMBER 9 - 12

600 brands and 500 new products at the 33rd edition of the International Exhibition for Natural and Organic products

The event is being held simultaneously with OnBeauty by Cosmoprof and Cosmofarma, therefore representing a total of 1150 brands with the goal of taking advantage of the points of intersection between the respective sectors. At the centre of the triple event is the growing relevance of the segment of green and organic products, with particular reference to the strategies and initiatives in Italy and Europe in the post Covid-19 period.

The scheduled events include: THE ORGANIC REVOLUTION, the overview of the Organic sector, the Via delle erbe and the new event SANATECH.

Taking place from 9 to 12 September at the Bologna Exhibition Centre, the 33rd edition of **SANA, the international exhibition for natural and organic products**, is organized by *BolognaFiere* with the support of the Italian Ministry of Agriculture, Food and Forestry Policy, the Ministry for the Ecological Transition, and the Bologna Chamber of Commerce, Industry, Craft and Agriculture (CCIAA), in collaboration with *AssoBio* and *FederBio* and with the support of *ITA* (the Italian Trade Agency) for internationalization activities and *SISTE*, the Italian Society for Applied Sciences to Botanicals and Health Products.

"We have always considered sustainability to be a central issue for the country and the economy," announced Gianpiero Calzolari, President of BolognaFiere, "that is why thirty three years ago we launched the first – and now the most important – international event for the organic world. The development of the sector, across the length of the value chain, has grown in step with the role that the event now performs. SANA is a forward-looking event that is continually acquiring new tools and strategic agreements, an event that looks at the entire production chain, not only at the product but also at technologies and productive processes. The success of the event and its contribution to the sector is the result of a close and consolidated collaboration with established partners such as Cosmetica Italia, FederBio and AssoBio that support us in defining our goals and deploying the best performing tools for businesses in the sector."

The leading in-person event for the sector of organic and natural products, SANA has its own macro-areas of reference – **ORGANIC FOOD, CARE & BEAUTY** and **GREEN LIFESTYLE** – organized in **pavilions 25, 26 and 37, which has been completed recently and is being opened for the first time at the event.** Awaiting the public of professional operators and enthusiasts will be 600 brands and 500 new products for an event that will showcase the entire product range from the organic world.

Organic production has become a fully-fledged part of national and international consumer choice, an aware choice that is highlighting the growing attention towards the environment, the evolution of sustainable consumption models and the internalization of the goals of the European Union's Green Deal. Analysis of the situation in the national market reveals that **overall sales of Organic products have grown by 5% compared with last year, adding up to a value of just over 4.6 billion euros (year ending July 2021).** 'Made in Italy' organic exports have also recorded significant growth, in this case of **11% on last year, reaching 2.9 billion euros in sales on international markets.**

In the national market, the most relevant segment concerns home consumption, highlighting the increased attention in Italian households, with almost 3.9 billion euros (+4% compared with the same period in 2020). Also



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consumption away from the home is doing well, thanks to the gradual reopening of establishments, registering an increase of 10% and reaching 701 million euros in sales.

The evolution of the market, the emerging trends and the innovations for the entire organic sector, will be analysed, studied in-depth and discussed as part of SANA 2021, also in light of the changes and new trends that are emerging following the pandemic.

Also contributing significantly to the character of SANA 2021 is its timing alongside **OnBeauty by Cosmoprof** and **Cosmofarma**, which will further extend the scope of the reference public and increase the business and networking opportunities for companies and professionals from sectors that are interconnected.

CULTURE, INNOVATION AND SUSTAINABILITY: THE PROTAGONISTS OF SANA 2021

Among the key appointments at SANA is the third edition of **THE ORGANIC REVOLUTION, the general overview of the organic sector**, which once more this year offers an extensive panorama of the entire industry that will set the scene for dialogue and discussions between institutions, players in the sector and experts on issues of primary importance for the industry.

The initiative is promoted by *BolognaFiere*, in collaboration with *FederBio* and *AssoBio* and produced with the organizational office of *Nomisma*. These same actors, with the support of *ICE*, will be taking part in the presentation of the data from **SANA 2021 Observatory**, which, as is customary each year, will provide “all of the facts and figures concerning the world of organic products” from production to market size.

The appointments of the Organic Revolution will take place on 9 and 10 September, the scheduled appointments include the presentation of the SANA Observatory - Key statistics, market prospects, the role of Made in Italy (9 September at 2.30 pm) and the meeting **Towards an Italian action plan for the development of the organic sector** (10 September at 10am). Both meetings will take place in the Open Theatre at the Service Centre.

The Organic Revolution 2021 is sponsored by Zurich.

Also confirmed for 2021 is **La Via delle Erbe**, the initiative organized in partnership with SISTE, the Italian Society for Sciences Applied to Botanicals and Health Products, and with ALTEA, the Association of herbal technicians at the University of Turin, and launched last year to present the stories, properties, benefits and potential uses of plants, selecting specific examples to discover and illustrating applications beyond those commonly recognized. The focus of the 2021 edition is the theme of “fire” and the plants that represent it: pepper, chilli pepper, ginger, Indian Incense, Tea and Cocoa.

In terms of innovation, a significant contribution arrives in the form of the new exhibition projects **SANATECH** and **SANA TEA**.

SANATECH has been organized as the first professional event dedicated to organic and eco-sustainable food production, including animal husbandry, and wellbeing, promoted by BolognaFiere with the support of FederBio Servizi and the technical-scientific office of Avenue Media.

The exhibition represents a highly qualified showcase for operators and each year will develop a focus on specific issues. In this first edition the focus is on packaging, concerning both food products and cosmetics, also taking place through two in-depth sessions dedicated respectively to *Responsible packaging: Focus on Cosmetics* (10 September 10.30 am), organized in collaboration with Cosmetica Italia, and *Food: Packaging and Organics* (10 September, 2.30pm as part of the Organic Revolution programme) and the presentation of a study by AssoBio into sustainable packaging.



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SANA TEA, organized by *BolognaFiere* in partnership with the association *In Tè*, will offer an initial opportunity to become familiar with teas and infusions, which are currently the subject of growing demand. The latest products from Italian companies that have decided to focus on this rapidly expanding market will be on display in Bologna.

HIGH PROFILE PARTNERSHIPS: FROM ALIBABA TO THE SLOW FOOD COALITION

BolognaFiere's commitment to consolidating national and international relationships with strategic partners to develop business and the sector continues unabated.

The partnership between BolognaFiere and Alibaba.com is now operative and has seen the BolognaFiere exhibition platform, and in particular SANA, join forces with the platform that is the global leader in online B2B trade and that sees more than 26 million buyers each day active in 190 countries around the world.

Furthermore, the ever-closer relationship between BolognaFiere-SANA and Slow Food is now official. With the recent creation of the Slow Wine Coalition, the new global network of Slow Food created to bring together operators in the wine production industry that share an idea of good, clean wine that is fair for all, will be added to a series of appointments as we head towards the first edition of **SANA SLOW WINE**, the event organized by BolognaFiere and curated by Slow Food, which will host the first international meeting of the *Slow Wine Coalition*.

THE MACRO-AREAS OF THE EXHIBITION

The three macro-areas of the exhibition will once again represent the core of the event: the **ORGANIC FOOD** area will offer a broad overview of the agri-food sector, including new market trends, innovations and research; **CARE & BEAUTY** will involve producers of cosmetics, products for natural and organic body care, dietary supplements and medicinal plants, while **GREEN LIFESTYLE** is dedicated to consumers in search of products for an ecological, healthy and responsible lifestyle.

SANA 2021, MEETING TOGETHER IN FULL SAFETY

In compliance with the legislative decree 105 of 23 July, admission to SANA 2021 will only be possible for holders of the **Green Pass**. For those who do not possess the pass, BolognaFiere will provide a service offering rapid antigen swab tests in return for payment. Alternatively this service can also be provided by various pharmacies located near the Exhibition Centre.

The new measures will be in addition to other measures already activated by BolognaFiere to make participation at SANA even safer: **entrance tickets can be purchased exclusively online** in order to avoid crowding at the ticket offices.

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