

Great achievements in 2014

A 36% increase in visitors for a total of 43.500 visits, a 10% rise in exhibitors, and 40% more foreign exhibitors

compared to the 2013 edition and

1.500 non-Italian buyers

. These were the record attendance figures for SANA 2014, the 26th

International Exhibition of Organic and Natural Products, that closed its door last Tuesday.

Not only were records broken for the number of halls, crowded exhibitor booths, visitors and buyers from Italy and all over the world. It was also a full house at the meetings, with an **estimated 5.000 participants**

attending the

very many general interest and scientific sidecar conferences.

Topics ranged from the SANA Academy courses, organised by BolognaFiere, and meetings on health and professional or amateur sports, organised by the new section SANA Sport, to technical medical and scientific conferences on coeliac disease and dietary education in the third millennium, organised by the Foundation Istituto di Scienze della Salute. All these events confirmed that SANA is the

premier Italian tradeshow covering the entire gamut of the natural and organic sector, every year increasing its international reach, and acknowledged as a key promoter in the world of Made-in-Italy organic produce. This was amply borne out by the large

buyer delegations from

Australia

, Austria, China, Denmark, Germany, Greece, Japan, Latvia, Lithuania, Netherlands, Poland, Russia, Serbia, Slovenia, South Korea, Sweden, Switzerland, United Arab Emirates, and the United States

as well as the

2.613 B2B meetings

held in the

International Buyer

Lounge

between visiting foreign operators and

SANA exhibitors

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