

The 2020 Edition of SANA Rescheduled



“Since the beginning of the Covid-19 emergency, the national and international exhibition system has been facing a huge effort to repositioning the events which were scheduled in these recent months - declared Antonio Bruzzzone, General Manager of BolognaFiere. To this complicated reprogramming phase, we are aware that it is necessary to work with even greater energy and commitment so as to create the most favourable conditions to support the business of all companies involved in the system.

Starting from these premises, **BolognaFiere has decided to hold the 32nd edition of SANA, the international exhibition of organic and natural products** (organized in collaboration with FederBio / Assobio) and **COSMOPROF WORLDWIDE BOLOGNA on the same dates. The two events will open on 3rd September and will end on Sunday 6th September (SANA) and Monday 7th September (COSMOPROF).** We are currently working on the definition of an event layout that will increase the meeting and the networking opportunities for exhibitors and operators of both events.

The concentration in the first weeks of September of the main international exhibitions of the national Fair system will be a plus for the incoming of foreign trade delegations which will be able to better plan their agendas taking full advantage of the concurrence of multiple events simultaneously in different Exhibition Centers on a national scale. Now, as never before - continues Bruzzone - a high degree of flexibility and commitment are fundamental to adapt to this current situation. This is exactly what we are doing at the moment by identifying all the possible synergies that can be activated and the new initiatives to be put on track to guarantee the growth and development of companies at a global level ".