

INTERBIO

NEWSLETTER IN ENGLISH

No. 7 – May/July 2010

ITALIAN EVENTS FOR FOREIGN OPERATORS

1. SANA – Rendez-vous in Bologna from 9 to 12 September 2010



The event

SANA was set up in 1989 as a natural food exhibition.

A pioneering start on the road of organic agriculture highlight the close links between food, health and the environment, and the show championed this new approach.

In 2007, BolognaFiere took over as the management company and proposed a new format for exhibition, to reflect the increasingly important role of sustainable lifestyles and consumption in our everyday lives. SANA today presents three overlapping exhibit areas: Nutrition, Health and Wellness, incorporating them in a lifestyle project centered around good living. The nutrition area is dedicated to certified food; the wellness space includes the concept of beauty and the importance of an attractive appearance; the living area proposes a functional house in harmony with the environment without sacrificing beauty, demonstrating that culture, technology and design can go hand in hand.

One of the key strengths of the show is the permanent monitoring centre on the consumption and behavior of Italians directed by Giampaolo Fabris, set up to provide information on factors driving consumption. Such an annual survey, conducted over a representative sample of the adult population, addresses the most important issues and each year focuses on a specific theme.

All the information about the fair can be found at the site www.sana.it .

The location

SANA takes place in Bologna, in the Bologna Exhibition Center. The Guglielmo Marconi International Airport in Bologna is linked directly to BolognaFiere by a convenient AEROBUS BLQ shuttle service. For more information visit the Website: www.bologna-airport.it. If you arrive by train, the Bologna Central train station is just 10 minute bus journey. Buses numbers 10, 35 and 38 stop at the Piazza Costituzione and Viale Aldo Moro fair entrances. From the center of Bologna take the bus 28. Tickets (1 Euro) can be bought at newspapers desks and tobacco shops. For more informations ATC tram system www.atc.bo.it.

If you arrive by car from the motorway: from Florence, Milan and Ancona, exit "BOLOGNA FIERA", directly from the motorway A14. From Padua: ring-road (tangenziale) exit no. 8 for the North, Michelino and Moro entrance and Michelino car parking; ring-road exit no. 7 for Piazza Costituzione entrance and car parking.



Opening time

From Thursday 9 to Sunday 12 September 9.30 a.m. – 7.00 p.m.
Thursday 9, Friday 10 and Saturday until 2.00 p.m.
for professionals only

Entrance for professionals and foreign visitors is free:

Professionals and foreign visitors can register and print an electronic ticket that allows free entrance to the Exhibition. In any case, the daily ticket costs € 15,00, a reduced ticket € 10,00 . A **Bologna Card** is free of charge and reserved for trade fair and conference visitors that can utilize the services and discounts at the Exhibition Centre as well as throughout the city.

Hotel Reservations

BOLOGNA CONGRESSI Convention & Travel

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The sectors of SANA

Food: Halls 19, 21, and 22

Health & Wellbeing: Halls 14 e 16

Living: Hall 14

The organisation

BolognaFiere S.p.A.

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