

INTERBIO

NEWSLETTER IN ENGLISH

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ITALIAN EVENTS FOR FOREIGN OPERATORS

1. BtoBIO Expo – a forthcoming new “organic” event in Milan (8-11 May 2011)

Milan new center of the organic world? Actually yes. New opportunities arise in the near future thanks to a promising event planned in the context of the successful world food exhibition “TuttoFood”: **BtoBio Expo**. It will debut on May 8th, 2011, in Hall 18 of Fieramilano, promptly qualified as the International Biennial Exhibition dedicated to the professional organic world. BtoBIO expo is bound to become the new, great attraction on the international market for all organic-related pipelines, an event capable to reconcile the needs of production channels with distribution and sales.



The event

Organized and promoted by Fiere e Comunicazioni (a leader in the Italian and international exhibiting landscape for over 30 years and a groundbreaking promoter of the organic market in Italy), *BtoBIO expo*, a biennial event, will take place in 2011, 2013, 2015...

In addition to the thousands of operators in the organic sector, *BtoBIO expo* will attract professional visitors from all over the world (buyers, large-scale distributors, exporters, suppliers, importers, industries, wholesalers, manufacturers, opinion leaders, associations, institutions, and the specialized press) thanks to its combination with TUTTOFOOD. **BtoBIO expo** wants to become an international reference point for everything related to the organic market and, therefore, associated with an eco-sustainable process and with products obtained respectfully of natural resources and of man.

The elements that will make up the great product range and attractiveness of *BtoBIO expo* will be the variety of certified organic foodstuffs and health, beauty, herbal products, all certified as organic, a broad range of specialized services, and a focused agenda of meetings, conventions, events, and debates.

A pre-registration form can be found in the web site www.btobio.it ,

