



18-20 October 2016

MISSION IN JAPAN FOR SOL D'ORO OLIVE OILS TAKING AWARDS ON TRIAL FOR ASIAN BUYERS

VeronaFiere presents the olive oils winning awards in the Sol d'Oro Southern Hemisphere and Northern Hemisphere contents at Olive Oil Kansai 2016 International Exhibition. This promotional initiative with a sales accent seeks to promote knowledge and awareness on one of the most interesting markets for quality produce - where imports have grown by 86% in six years - and to present officially the 2017 editions of Sol d'Oro Southern Hemisphere and Sol&Agrifood.

Verona: 17 October 2016. From Melbourne, in Australia, where Sol d'Oro Southern Hemisphere announced its awards one month ago, to Olive Oil Kansai 2016 International Exhibition in Osaka, Japan, attended by the most important olive oil buyers in Asia. This is the promotional approach that Veronafiere offers to olive oils winning awards at the most important international competition dedicated to quality olive oil production.

On 18 October, a seminar is scheduled for 70 top traders complete with a guided tasting dedicated to extra virgin olive oils from the southern hemisphere, while 18-20 October sees small group tastings (on prior reservation) on stands also hosting olive oils taking medals at Sol d'Oro Northern Hemisphere, held in Verona last February.

Osaka will also welcome the official announcement of the collaboration agreement with the Olive Oil Kansai International Exhibition, which asked to be the host the 2017 edition of Sol d'Oro Southern Hemisphere. The date will be set in the most appropriate for assessment of olive oils produced south of the Equator (even if Japan, of course, is in the northern hemisphere).

"Veronafiere," said President Maurizio Danese, "responded with great interest to the proposal from Osaka, since it matches one of the main purposes of the Contest - which is to promote the growth of culture and knowledge of quality extra virgin olive oil around the world. The agreement also means we can implement our targeted action and timely promotion for one of the leading Italian agro-food products, which needs support and promotion to emphasise its and special features, especially in the markets aware of the history and characteristics food."

The two-day event in Osaka also welcomes the presentation of the 2017 edition Sol&Agrifood, scheduled 9-12 April in Verona (www.solagrifood.com), in order to promote the International Exhibition of Quality Agro-Foods among an audience of specialist professionals of considerable interest to exhibitors attending the Verona event.

The high regard among Japanese consumers for extra virgin olive oil, in particular, is linked to its health properties and sensorial characteristics (smell and taste) combined with Italian and Mediterranean cuisine.

The latest figures published by the Japanese Ministry of Agriculture, presented during the seminar analysing the Japanese market during Sol d'Oro Southern Hemisphere in Australia, indicate that Japan increased its

imports of olive oil by 6% between 2013 and 2014 for a total of 57,000 tonnes. Growth was confirmed at +8% in the first 10 months of 2015, with a trend of +86% (Source: IOC) over the six years of sales campaigns between 2008-2009 and 2014-2015. Virgin and extra virgin olive oil represented 71% of imports. Spain is the leading supplier with 54% of total, Italy takes second place with 41% but achieves a higher unit value, equivalent to an average for virgin and extra virgin oils of 7.1 euros/kg.

Link to picture - [Sol d'Oro Southern Hemisphere - Australia](#)

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