



Veronafiere 20-21 February

**EVOO DAYS:
TRAINING, INFORMATION AND BUSINESS
FOR THE EXTRA VIRGIN OLIVE OIL SUPPLY CHAIN**

The Sol d'Oro Northern Hemisphere Competition is the occasion hosting Veronafiere's new initiative designed to provide knowledge tools to help expand the Italian olive oil sector and exports of quality extra virgin olive oil. There will be four work sessions and registrations are already open. EVOO Days boast the patronage of the *Accademia dei Georgofili* and the National Olive and Olive Oil Academy. The event will also be attended by the International Olive Council with its Executive Director.

Verona, 30 January 2017 – Two days of work sessions with an impressive programme of seminars ranging from cultivation techniques to analysis of the world market and exports, packaging, marketing, corporate communication and product information involving internationally renowned speakers from Italy, Spain, Japan, Taiwan, the USA and Morocco. Welcome to the EVOO (Extra Virgin Olive Oil) Days, the first training and networking forum for the quality extra virgin olive oil chain developed and organised by Veronafiere/Sol&Agrifood.

The first edition is scheduled Monday 20 & Tuesday 21 February 2017 in Verona during Sol d'Oro Northern Hemisphere, the most authoritative international olive oil competition. The programme for the two-day event on <http://bit.ly/2jNkgU4>.

The EVOO Days exploit the experience gained with wine2wine, the wine business forum which posted its third edition last December. The objective is to provide the olive oil value chain with a venue for updates and comparisons covering all aspects, from the olive grove to table, needed to develop products capable of being successful on the market.

«The focus is always on business but as for wine2wine the emphasis is also on networking expertise in order to improve the final result and achieve economic benefits for everyone», said Giovanni Mantovani, CEO of Veronafiere. «This new initiative , - he went on - is determined to encourage and expand the human and professional potential of the olive oil sector, since quality olive oil is an expression of Italian culture. Such values must be safeguarded yet, at the same time, modernised to achieve leadership and increasingly develop opportunities on domestic and international markets».

There are four work sessions (two per day):

- *Monday 20 February - morning* - Extra virgin olive oil: an economic resource that also promotes the image of Made in Italy around the world. How to produce more without losing identity. Comparison of simple yet little used techniques that may help improve the productivity and profitability of olive groves without requiring investments in new plantations;
- *Monday, 20 February - afternoon* - Quality in relation to the evolution of regulations/standards, sensorial and health qualities, aspects having an impact on the quality of extra virgin olive oil in production processes. From the olive mill forwards, how, to what extent and where should action be taken intervene to obtain desired quality levels;
- *Tuesday 21 February - morning* - Analysis and prospects for the olive oil consumption world-wide. What do reference markets (USA and Asia) expect from Italian products. Internationalization through involvement in trade fairs and competitions;
- *Tuesday 21 February - afternoon* - Producing quality is not enough produce and nor is knowing how to sell. Added value is hidden in details: from developing labels for olive oil to internet sites of the

companies in the olive sector, available tools that are not too expensive while avoiding improvisation.

The olive oils taking awards in the Sol d'Oro Northern Hemisphere Competition will be announced at the end of the first day. On the second day (registration required), a guided tasting of these oils will be organised.

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