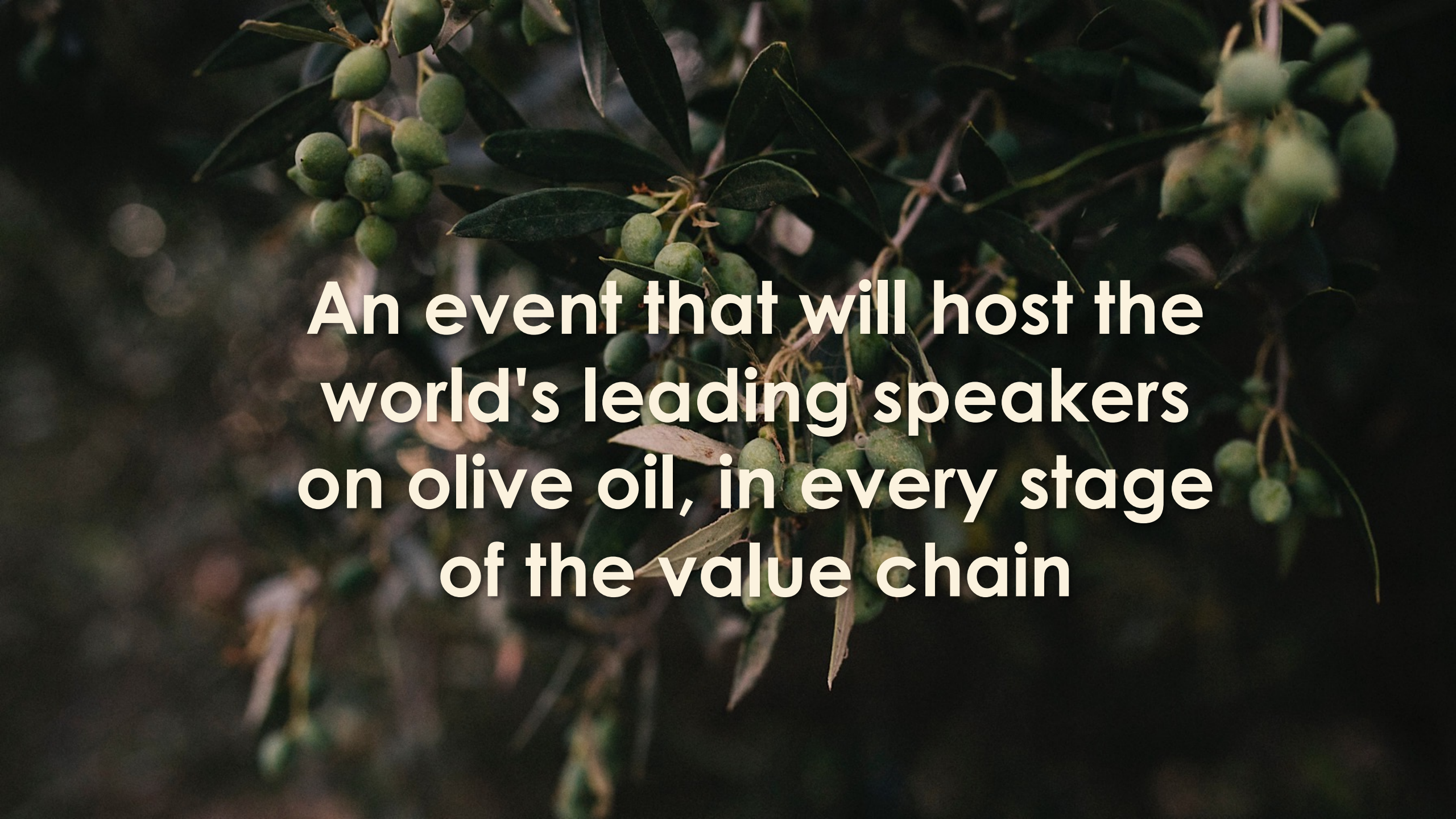




olive oil world Congress

Taste it, enjoy, it's olive oil

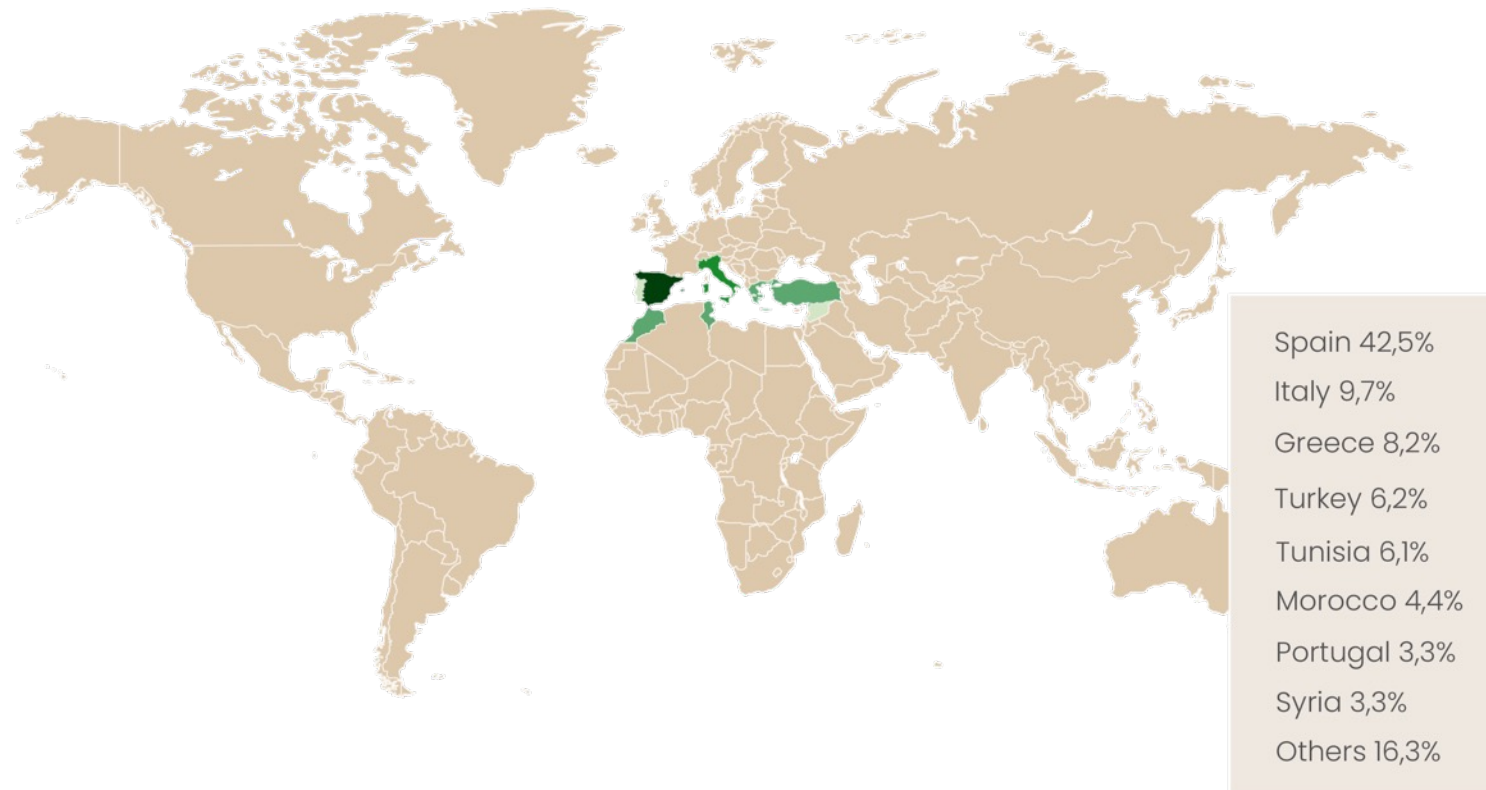


A close-up photograph of olive branches with clusters of small, green olives. The background is dark and blurred, creating a bokeh effect. The text is overlaid in the center in a white, bold, sans-serif font.

**An event that will host the
world's leading speakers
on olive oil, in every stage
of the value chain**

Current situation

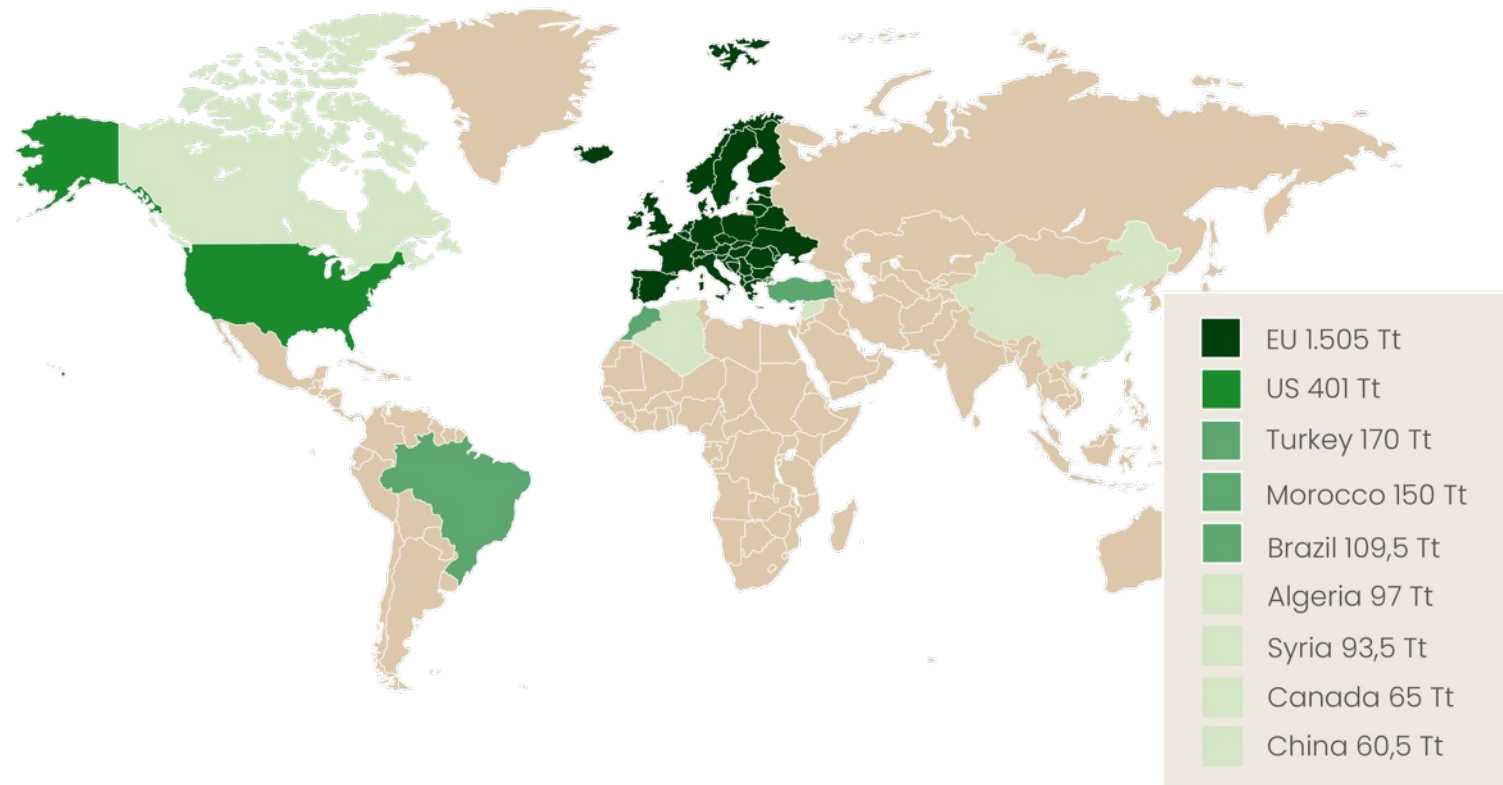
World's leading olive oil producers



Source: IOC

Current Situation

World's leading olive oil consumers



Source: IOC

Tt: thousands
of tonnes

Production

2020 to nowadays worldwide and EU

World

	2020/21	2021/22 (prov.)	2022/23 (est.)
EU	2.051,0	2.271,5	1.384,6
Turkey	193,5	235,0	380,0
Morocco	160,0	200,0	156,0
Syria	143,0	105,5	134,5
Tunisia	140,0	240,0	180,0
Algeria	70,5	91,0	81,0
Egypt	38,0	20,0	40,0
Argentina	30,0	33,0	28,0
Chile	25,5	21,0	22,5
Jordan	23,5	25,5	27,5
Australia	23,0	19,5	24,0
Libya	16,5	16,5	15,5
USA	16,0	15,5	15,0
Other pr.coun.	15,5	15,5	15,5
Lebanon	15,0	21,5	17,0
Palestine	14,5	17,5	23,0
Albania	13,0	11,5	15,5
Israel	12,0	12,0	18,0
Others	19,0	26,0	32,0
Total	3.019,5	3.398,0	2.709,6

EU

	2020/21	2021/22 (prov.)	2022/23 (est.)
Spain	1.389,0	1.491,5	680,0
Greece	275,0	232,0	350,0
Italy	273,5	329,0	235,0
Portugal	100,0	206,2	125,0
Cyprus	4,5	4,0	6,1
France	4,5	5,8	3,6
Croatia	3,7	2,9	4,4
Slovenia	0,9	0,3	0,7
Total	2.051,2	2.271,7	1.504,8

*Thousands of tons

Consumption

2020 to nowadays worldwide and EU

World

	2020/21	2021/22 (prov.)	2022/23 (est.)
EU	1.520,0	1.476,5	1.207,9
USA	402,5	389,0	401,0
Turkey	170,0	160,0	170,0
Morocco	140,0	140,0	150,0
Algeria	115,0	80,0	97,0
Brazil	104,0	106,5	109,5
Syria	103,5	86,0	93,5
Japan	69,5	59,0	60,0
Canada	57,5	58,0	65,0
China	57,5	53,0	60,5
Egypt	43,0	30,0	20,5
Australia	42,5	53,0	50,0
Saudi Arabia	41,5	33,0	33,5
Tunisia	38,0	30,0	30,0
Jordan	34,0	21,5	19,0
Israel	28,0	25,0	23,0
Russia	27,0	32,0	35,0
Switzerland	18,0	15,5	15,0
Libya	17,0	16,0	16,0
Palestine	17,0	16,0	16,5
Mexico	17,0	17,5	14,5
Albania	13,0	14,5	13,0
Other pr.coun.	12,5	12,5	12,5
Others	180,1	200,5	204,5
Total	3.268,5	3.125,0	2.917,4

EU

*Thousands of tons

	2020/21	2021/22 (prov.)	2022/23 (est.)
Italy	418,6	481,7	486,5
Spain	541,1	587,3	425,0
France	140,1	128,5	122,0
Greece	110,2	106,3	110,0
Germany	82,9	68,1	88,0
Portugal	60,0	63,0	61,0
Netherlands	21,2	15,0	18,2
Sweden	13,3	11,8	12,3
Poland	11,3	16,2	12,0
Belgium	11,1	13,7	13,0
Austria	8,8	9,2	7,7
Denmark	6,0	5,3	5,1
Hungary	3,4	3,0	2,9
Others	46,7	41,5	48,0
Total	1.474,8	1.550,6	1.411,7

Source: IOC European Commission and sectorial forecast

Exports

Worldwide

Exports made between EU countries are not considered. In other words, as an example, exports made from Spain to France or from Spain to Italy are not included.

	2020/21	2021/22 (prov.)	2022/23 (est.)
EU *	804,0	818,5	588,5
Tunisia	205,0	205,0	155,0
Turkey	42,0	58,0	134,0
Argentina	23,0	27,0	22,0
Syria	18,5	15,0	24,0
Chile	13,0	13,0	16,0
Morocco	10,0	28,0	28,0
Palestine	6,0	6,0	5,5
Lebanon	5,5	4,0	6,0
Other pr.coun.	5,0	5,0	5,0
Jordan	4,5	4,5	4,0
USA	4,0	9,0	8,5
Australia	2,0	4,0	3,0
Mexico	1,5	1,0	0,0
Egypt	1,0	1,0	1,0
Algeria	0,5	0,0	0,0
Uruguay	0,5	0,5	0,5
Saudi Arabia	0,5	0,5	0,5
Total	1.146,5	1.200	1.001,5

*Thousands of tons

Source: IOC

EU Exports

Per countries

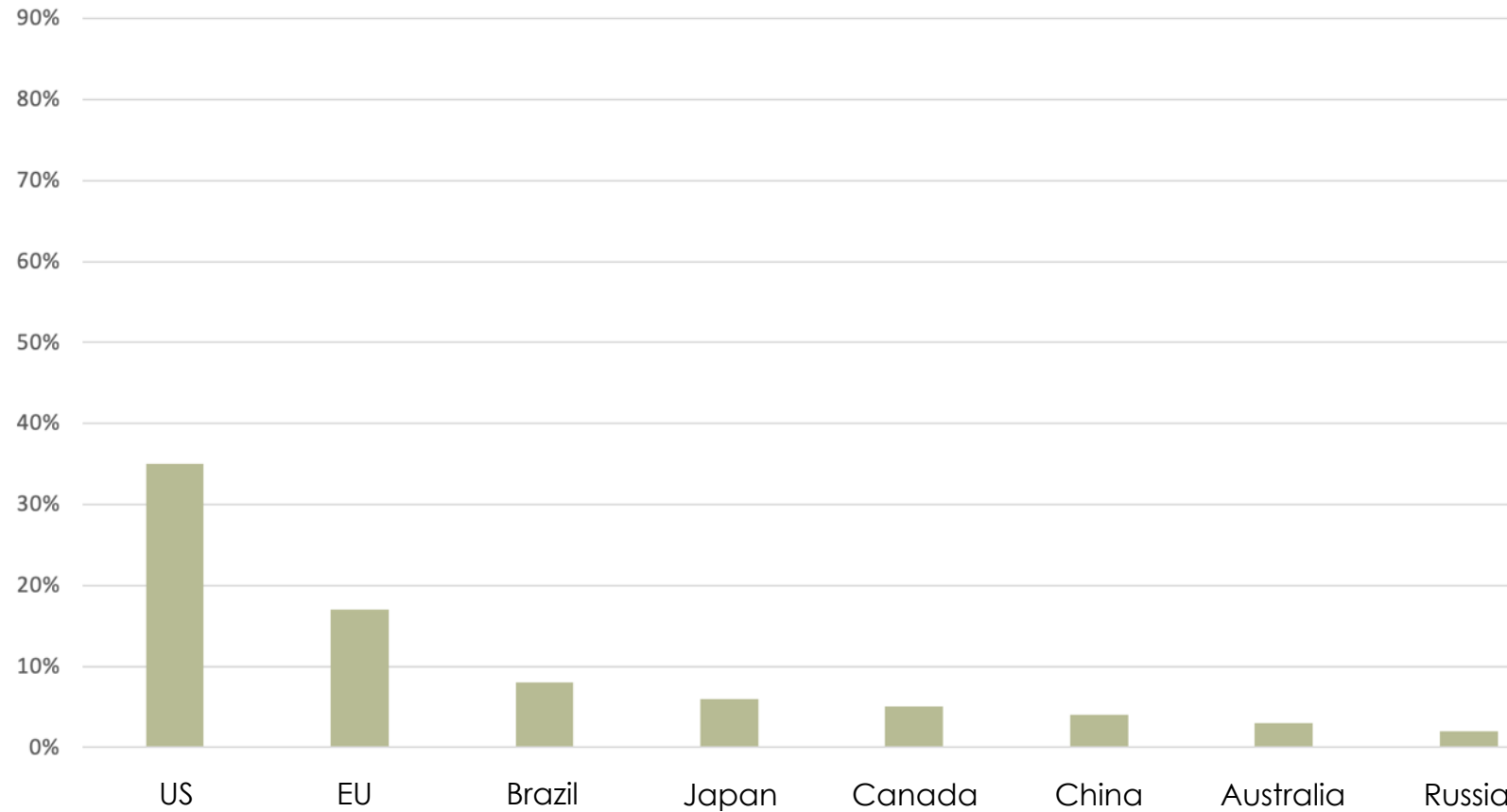
	2020/21	2021/22 (prov.)		2022/23 (est.)	
Spain	464,6	467,5	1.100 tons	300,0	700 tons
Italy	222,6	233,9	320 tons	185,0	280 tons
Portugal	76,1	72,7	264 tons	69,5	280 tons
Greece	24,5		24,5		28,0
Belgium	5,7		8,8		0,9
France	3,1		3,6		1,3
Netherlands	1,7		1,9		1,6
Lithuania	1,2		1,2		0,0
Poland	1,2		1,4		0,0
Germany	1,0		0,7		1,0
Austria	1,0		0,8		0,0
Others	1,2		1,7		1,2
TOTAL	804,0	818,4		588,3	

Source: IOC European Commission and sectorial forecast

*Thousands of tons

Exports

Main destinations of 2021/22 exports



Source: IOC

What is the OOWC?

An event that will host the world's leading speakers on olive oil subjects, generating knowledge about the latest researches and improvements in every stage of the value chain.

It will gather all worldwide operators from the sector, with the aim of joining forces to continue working altogether.

The first edition will take place in Madrid in 2024, but the project will begin in 2023 with the promotional actions of "On the road to OOWC".

After this first edition, the venue will be itinerant, although inter-congress activities will take place all over the world.



Goals

The Olive Oil World Congress has the following goals:

- Becoming a knowledge trading platform for every link of the value chain
- Pass on the benefits of the product to society
- To further enhance the value of olive oil and the professionals in the sector who produce it, within and beyond our frontiers



Sponsors

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Collaborate



Media Partner





Olive Oil World Congress

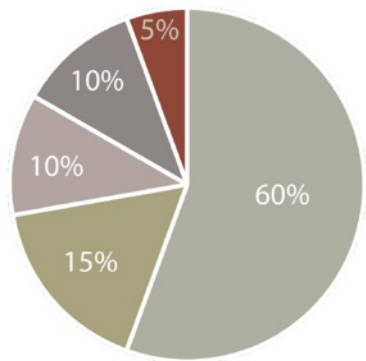
OOWC

- Frequency: Biennial
- Organizers: Agrifood Communication in collaboration with the olive oil sector
- First edition venue: Madrid*
- First edition date: June 2024
- Events will be organised during 2023 and until its celebration to promote and raise awareness about the product "**On the road to OOWC**".

*The congress venue will vary on each edition



Target



- Sector companies
- Distribution & catering
- Supply industry
- Students & researchers
- Media and public administration



- Companies and associations of the olive grove and olive oil sector at national and international levels
- Companies and associations of the distribution and catering sectors
- Ancillary industry
- Public and private research centres, researchers and students
- Public administration

Press Office

Statements



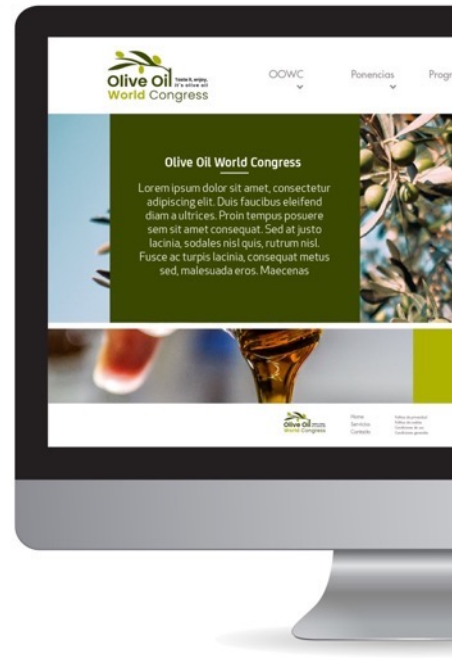
Press Office

Digital communication

Agrifood Communication will carry out different actions that will promote awareness of the OOWC, as well as the importance of the Spanish sector worldwide, seeking notoriety and success of the congress, such as:

- Development of a website and social media profiles for the congress.
- APP
- Development and mailing of periodic newsletters with relevant content about the congress and the sector.
- Production of audiovisual pieces of interest for the media and the sector.
- Promotion of the congress through Agrifood, Qcom.es and Euroganadería.eu, and their respective newsletters.

These channels will be created at the beginning of the "On the road to OOWC" period and will be maintained both until the congress is held and afterwards.



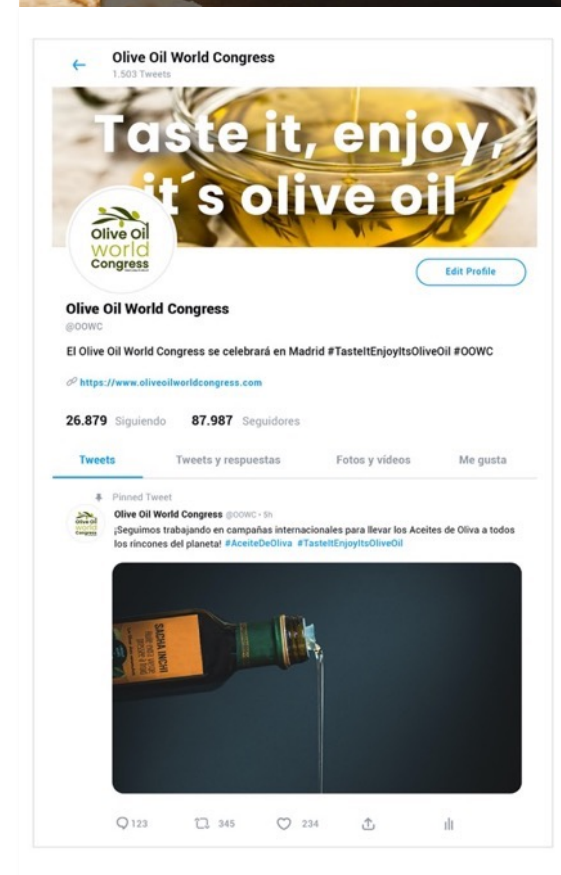
Press Office

Social Media

- Development of social media profiles.



- Communication strategy in social media for the period "On the road to OOWC" and for the congress.
- Production of infographics, videos and other materials.
- Advertising investment. Segmented campaigns to reach an optimised audience and to boost these profiles.



Press Office

Newsletters

- Generation of a database of professionals from the OOWC's target audiences.
- This tool will be used to communicate the programme, news, speaker confirmations and all the information that will allow us to attract the attention of potential attendees and sponsors.
- Frequency: Monthly.

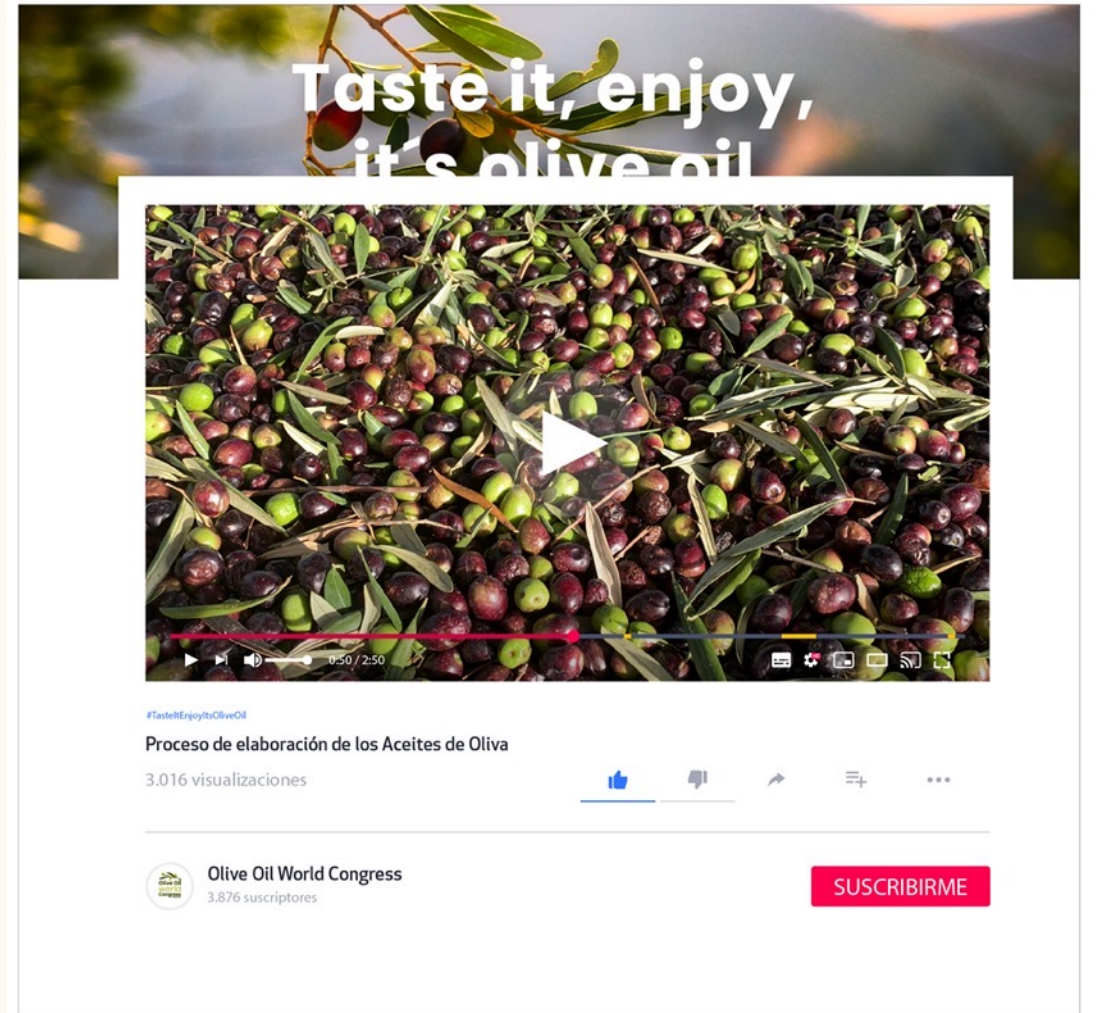


Press Office

Videos

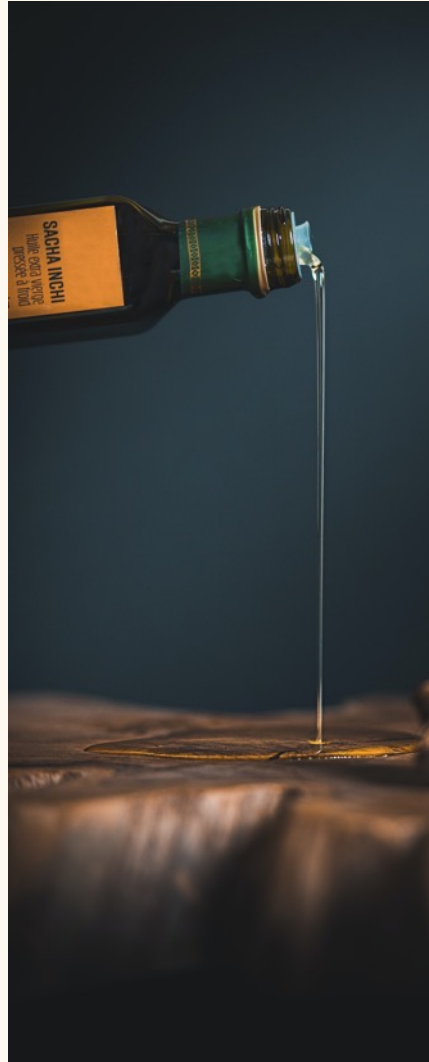
Agrifood Comunicación will release videos for the media, social media and the sector itself, aiming to amplify the communication impact.

- Presentation of videos and updates
- Save the date
- Overview Teaser of the congress' program
- Presentations by the speakers at the event
- Organised activities during the “On the road to OOWC” time frame



Press Office

Traditional Communication



Agrifood Comunicación will be in charged of pruding the materials for the “On the road to OOWC” and Congress timeframes:

- Press kit
- Press releases
- Media relations for interview publishing, journalistic reports, opinion articles
- Press calls
- Clipping

Action Plan

Developing an important action plan for 2023 and 2024 is key to promote OOWC, previous to its celebration.

- “On the road to OOWC” time frame – 2023
- Congress time frame – 2024



2024 Initiatives

- OOWC program presentation in Spain, Italy and Tunisia
- Poster contest
- Tapa de Oro (Golden Tapa) (for example, in Madrid and Andalusia, Castilla-La Mancha or Castilla y Leon, according to Regional Associations)
- Olive Oil's week



Agrifood Team



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Eduardo García



Paloma Fernández



Mª Carmen Martínez



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Glenda López



olive oil Taste it, enjoy,
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World Congress

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