



**W
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**12TH World
Olive Oil
Exhibition**

SCHEDULE

2025 ————— March 11&12
Ifema. Madrid, Spain

SUSTAINABILITY · BUSINESS · FUTURE · GASTRONOMY · DESIGN · HEALTH

SCHEDULE



Conference Room



Tasting Room



WOOE Challenge



The Olive Tree Corner

* Maridadas

March 11

10:30 **WOOE Opening Ceremony and Presentation of the WOOE Awards**

11:00 **The essence of the Balearic Islands: Mallorca PDO Olive Oil**

11:30 **The current situation of the olive oil sector. Opening conference**

12:00 **Consumption trends in olive oil and other fats: habits, preferences, and market evolution**

12:00 **Jaén Olive Oils' Selection 2025: A symphony for the senses ***

12:00 **Desafío WOOE - Junta de Andalucía**

13:00 **Impact of travel through Airbnb on Spain's olive grove landscapes.**

13:00 **Toledo in green and gold ***

14:00 **Differentiation strategies in the EVOO market: from tradition to innovation**

14:00 **Secrets of the Volcano... Canary Islands Extra Virgin Olive Oil**

15:00 **Discover the Flavor of Sevillian Olive: A Tasting with PGI**

16:00

The new Michelin stars and the secret of olive oil

16:00

Among Olive Trees and Charm: A Journey through the PDO Olive Oils of Ciudad Real

17:00

Olive oil and gastronomy: key strategies to enhance its value in the restaurant industry

17:00

PDO La Rioja Olive Oil, grab some bread and dip in



Conference Room



Tasting Room



WOOE Challenge



The Olive Tree Corner

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Conference Room



Tasting Room



WOOE Challenge



The Olive Tree Corner

*Maridadas

March 12

10:30

Oleoturismo en Tierra de Volcanes: La historia del Molino de 1941

10:45

Proyecto Oleoturismo Lucena

11:00

Take Spanish Olive Oil to the World with Alibaba.com: A Dialogue Between Italy and Spain on B2B E-Commerce Opportunities

11:00

Tasting of the Best Mediterranean Extra Virgin Olive Oils. 2024/25 Campaign

11:00

Rutas Baena Oliva Virgen

11:15

Acesur presente sus proyectos de oleoturismo a medida con fines solidarios

11:30

Oleoturismo en el mayor Parque Natural de España

11:45

Presentación Centro del Olivar y del Aceite Virgen Extra de Sierra Mágina

12:00

The olive sector revolution: data, consumption, and global trends

12:00

Desafío WOOE – Campo y Alma

12:00

The Magic of Extra Virgin Olive Oil (EVOO), Ten Essences of Andalusia: Designations of Origin *

12:00

Finca Varona la Vella–Olivos Milenarios del Maestrat (Castellón)

12:15

Oleoturismo entre ríos: Vive el proceso del AOVE entre el Guadalquivir y el Aguascebas

12:30

Creación, extensión y consolidación de la experiencia "Oleoturismo en España"

13:00

Women in olive oil: leadership and challenges in the value chain

13:30

The Balearic Islands' essence: "Aceite de Ibiza" PGI & "Aceite de Menorca" PGI

14:00

Presentation of the book "Considerations on the Search for Competitive Advantages in Olive Growing"

15:00

Global production and price formation: where is the olive oil market heading?

15:30

Top quality vinegars



Conference Room



Tasting Room



WOOE Challenge



The Olive Tree Corner

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Olive Oil
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Y EN NEGOCIO
INTERNACIONAL**

EXHIBITOR LIST

COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
ABC AGRICULTURAL - EGYPT	D07	EGYPT
ACEITE CAMPO DE CALATRAVA	D09	SPAIN
ACESUR	C16	SPAIN
ACUSHLA S.A.	D10	PORTUGAL
AGQ LABS	D17	SPAIN
ALMAZARA Y BODEGA PALAREA	LTS01	SPAIN
ALMAZARAS D CÓRDOBA ACORA	A02	SPAIN
AOVE ZAIS-BIO.	E09	SPAIN
ARAL Y HOSTELERÍA	PRESS AREA	SPAIN
ASNAGARAN	LTS7	IRAQ
AUXILIAR CONSERVERA	D12	SPAIN
AZZAYT GROUP	A07	SPAIN
BORGES- BAIEO	B11	SPAIN
BUENSALUD	D04	SPAIN
CASTELLÓ RUTA DE SABOR	B12	SPAIN
CÓRDOBA VIRGENEXTRA	A04	SPAIN
COVICAR	C02-E	SPAIN
CR IGP ACEITE DE JAÉN	D06	SPAIN
CRDOP PRIEGO DE CÓRDOBA	B02	SPAIN
D.O.P. ESTEPA	B02	SPAIN

COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
D.O.P. PRIEGO DE CÓRDOBA	B01	SPAIN
DENOMINACION ORIGEN BAENA	B05	SPAIN
DIPUTACION DE CIUDAD REAL	D09	SPAIN
DIPUTACIÓN DE JAÉN	D02	SPAIN
DIPUTACIÓN DE TOLEDO	C12	SPAIN
DOP ACEITE DE LUCENA	A06	SPAIN
DOP ACEITE DE MADRID	C08	SPAIN
DOP CAMPO DE MONTIEL	D09	SPAIN
DOP MONTES DE TOLEDO	D09	SPAIN
DOP SIERRA MÁGINA	B02	SPAIN
ELOGIO PREMIUM	E05	SPAIN
ENCOMIENDA DE CERVERA	LTS02	SPAIN
ESAO	E13	SPAIN
FINCA NAVALCUERNO	LTS03	SPAIN
FINCA VARONA LA VELLA	B12-A	SPAIN
FOSS	C10	SPAIN
GARCIA DE LA CRUZ	A03	SPAIN
GRUPO VIDABOL	C02-B	SPAIN
GUARDIANES DEL CRISAL	LTS09	SPAIN
HERRIZA DE LA LOBILLA	A08	SPAIN
IBO GLASS	D14	BELGIUM
IFFCO IBERIA	D11	SPAIN
IGP MANZANILLA Y GORDAL	A08	SPAIN
INTEREMPRESAS	PRESS AREA	SPAIN
JUNTA DE ANDALUCÍA	B02	SPAIN

COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
KRG SPAIN	LTS07- LTS05	SPAIN
MANOS UNIDAS	E07	SPAIN
MERCACEI GRUPO EDITORIAL	C14	SPAIN
MOLI COLOMA	LTS04	SPAIN
NEOFLEX	D15	TURKEY
O.LIVE	E07	SPAIN
OLEO	PRESS AREA	SPAIN
ÓLEO OLIVIA	LTS08	SPAIN
OLEO PEPILLO SL	C02-C	SPAIN
OLIBROK SL	C02-A	SPAIN
ORIVA	E04	SPAIN
ORO DEL JABALÓN S.C.CLM	C02-D	SPAIN
PILARES	A08	SPAIN
POBILLECOLÒGICS	B12-B	SPAIN
PROMENDOZA ARGENTINA	LTS06	ARGENTINA
PUERTA DE LAS VILLAS	D08	SPAIN
RETAIL ACTUAL	PRESS AREA	SPAIN
SABORES PROVINCIA SEVILLA	A08	SPAIN
SIERRA DE SEGURA	B02	SPAIN
VALLEJO, ENCINAS DE MONTEQUINTO	E03	SPAIN
VINAVIN	A05	SPAIN
WOMEN IN OLIVE OIL	E11	U.S.A.

Jaén selección | 2025

Aceites de oliva virgen extra

Dominus Cosecha Temprana

www.monva.com

Melgarejo

www.aceites-melgarejo.com

Picualia

www.picualia.com

O.Live Extra Virgin Olive Oil

www.aceitesolive.com

Jabalucz Gran Selección

www.avejabalucz.com

Oro Bailén

www.orobailen.com

Señorío de Camarasa

www.santaisabeldetorres.es

Oleícola Jaén

www.oleicolajaen.es



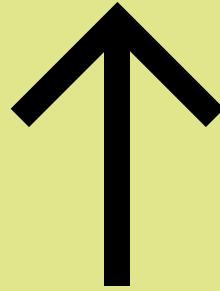
FLOOR PLAN



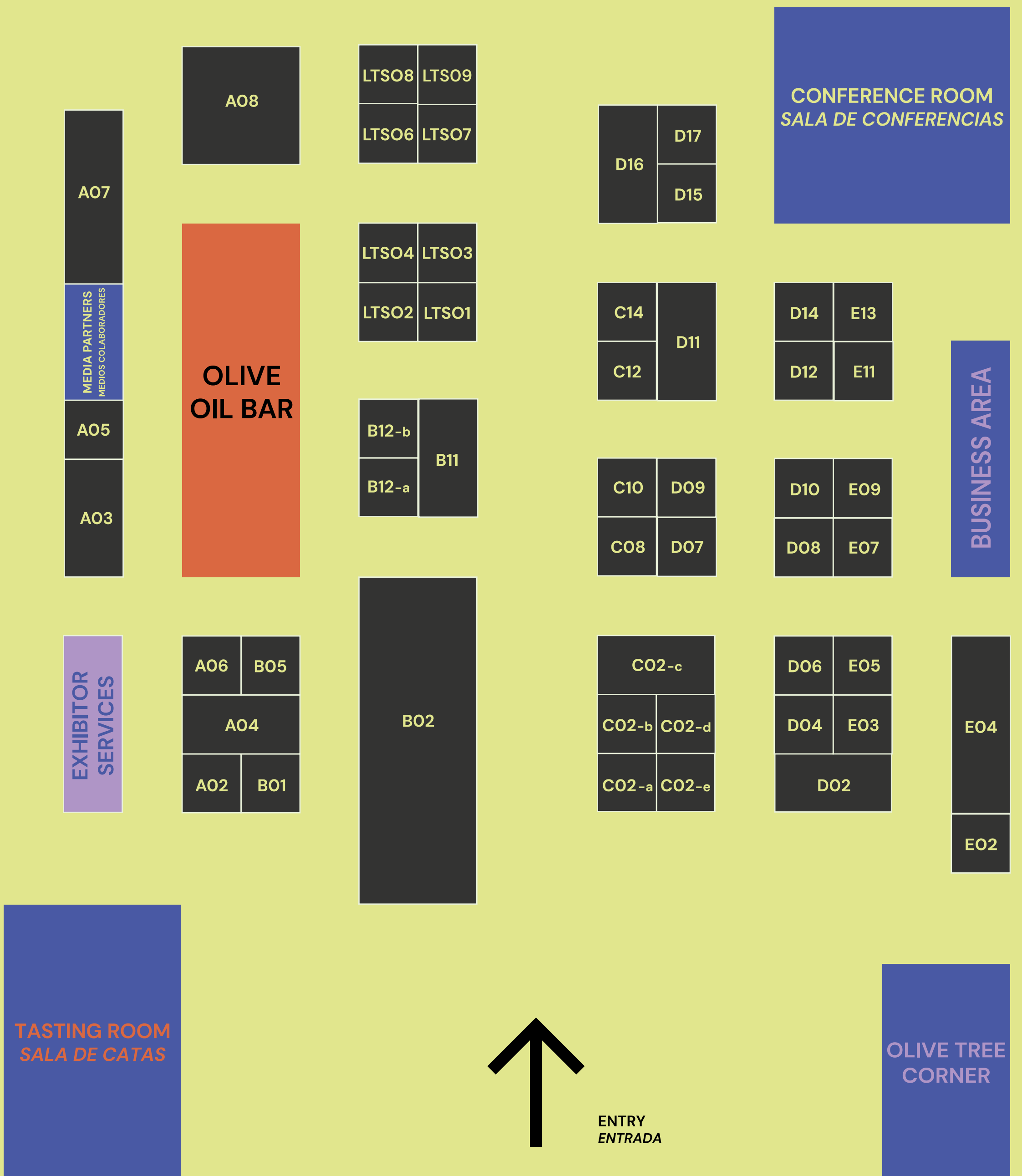
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CONFERENCE

March 11

10:30 **WOOE Opening Ceremony and Presentation of the WOOE Awards**

11:30 **The current situation of the olive oil sector. Opening conference**

Jaime Lillo
COI Executive Director

12:00 **Consumption trends in olive oil and other fats: habits, preferences, and market evolution**

Alberto Iglesias
Sales Manager at NIELSENIQ

Carlos Jiménez
Operations Director at Grupo ACESUR

Enrique Escudero
CEO of IFFCO Iberia

José Ángel Olivero
Sales Director at Lipsa

Juan Vilar
International Agronomic Analyst

Vicens Serrano
Purchasing Manager at Borges (Agricultural & Industrial Edible Oils)

13:00 **Impact of travel through Airbnb on Spain's olive grove landscapes**

Sara Rodríguez
Director of Public Policies for Airbnb Spain and Portugal

14:00 **Differentiation strategies in the EVOO market: from tradition to innovation**

Manuel Parras
President of the Regulatory Council of the PGI Aceite de Jaén

16:00 The new Michelin stars and the secret of olive oil

Eva Millán

Chef and MasterChef Finalist. WOOE 2025 Ambassador

Restaurante Malak: Javier Jurado Ruíz

Chef-owner

Restaurante Pabú: Ignacio Montes González

Chef-owner

Restaurante Radis: Juan José Mesa León

Chef-owner

Restaurante Vandelvira: Juan Carlos García Garrido

Chef-owner

17:00 Olive oil and gastronomy: key strategies to enhance its value in the restaurant industry

Enrique García

Portavoz de la Organización de Consumidores y Usuarios (OCU)

Pedro Barato Triguero

Presidente de Interprofesional Aceite de Oliva Español

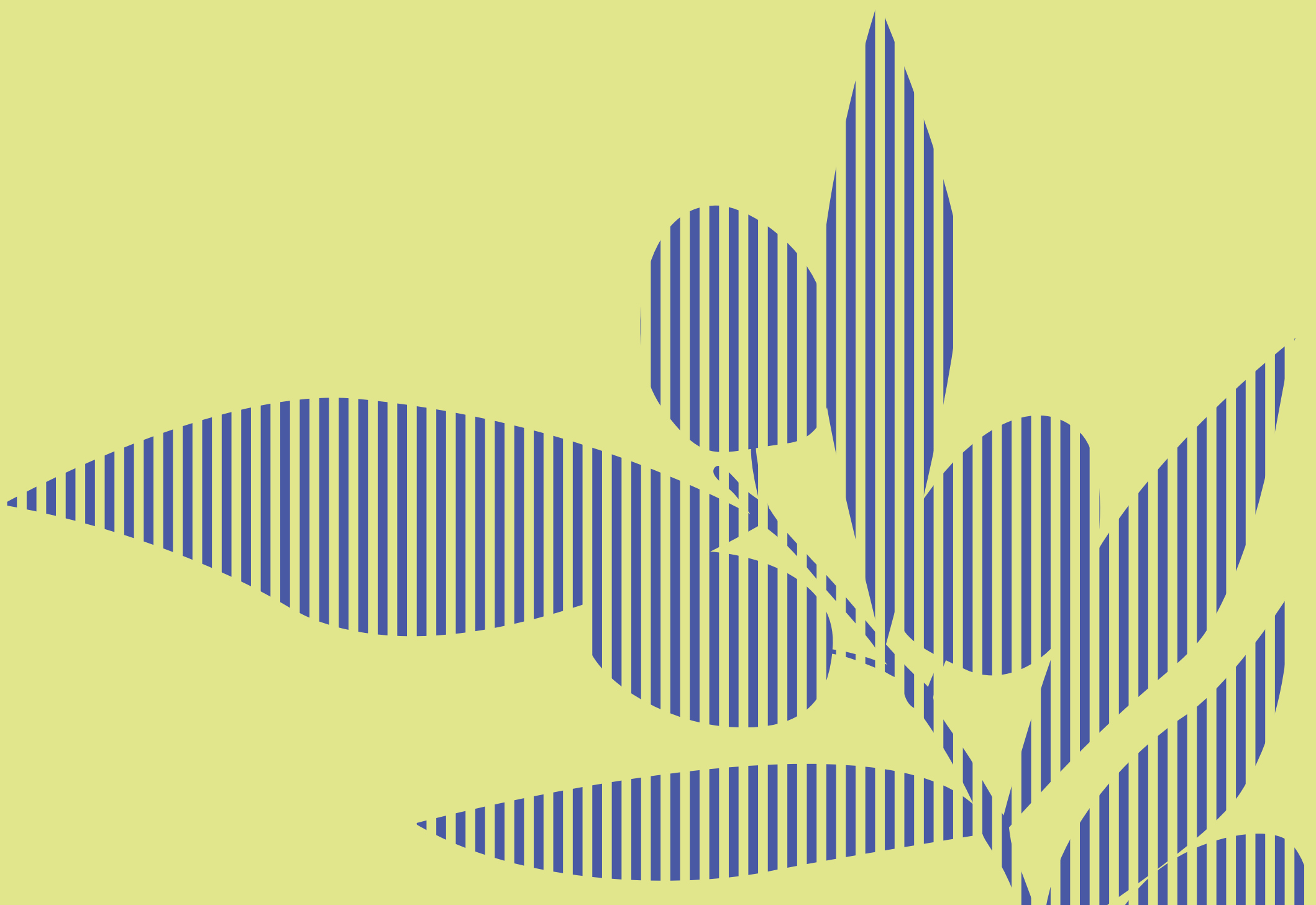
Periko Ortega

Chef del restaurante ReComiendo

Representante de Hostelería Madrid (TBD)

Representante de la Dirección General de Consumo (TBC)

Periodista del ámbito gastronómico/informativo



CONFERENCE

March 12

11:00 **Take Spanish Olive Oil to the World with Alibaba.com: A Dialogue Between Italy and Spain on B2B E-Commerce Opportunities**

Gianluca Vincolato

Export Manager & Sales Team Leader at URSINI SRL.

Pol Robert Compte

New Business Development Associate Alibaba.com (Spain)

12:00 **The olive sector revolution: data, consumption, and global trends**

Ángel Minaya

CEO & founder of Agroptimum

Brígido Chámbrá Sánchez

General Director of Chámbrá Agraria SL

Juan Vilar

International Agronomic Analyst

Manuel Alburquerque

Head of Agribusiness Southern Europe of CBRE

Patricio Villalba

Business developer at Agromillora

Sergio Caño

International Agronomic Analyst

13:00 **Women in olive oil: leadership and challenges in the value chain**

Ángela Díaz

Olive oil and olives producer

Brenda Wilkinson

Co-owner and Marketing Manager of Río Largo

Cristina Stribacu

Founder of LIÁ Cultivadores

Lori Jean Levy

Founder of My Global Table and portfolioevoo.com

Marije Passos

Founder of Passeite

Sarah Vachon

Sommelier and founder of Citizens of Soil

14:00 Presentation of the book “Considerations on the Search for Competitive Advantages in Olive Growing”

Antonio Roldán Luque

Senior Consultant & Advisor for the Development of NIR and FTIR Spectroscopy Applications at FOSS Iberia

Cristobal Sánchez Ramírez

Area Sales Manager de GEA Wesfalia Separator Ibérica

Francisco Carmona

Manager of Carmonagro

Juan Vilar

International Agronomic Analyst

Pedro Martínez

Managing Director of IMS

Rubén Garzón Guerrero

CEO of Garzón Green Energy

16:00 Global production and price formation: where is the olive oil market heading?

Ajmi Larbi

Research Scientist at the L'Olivier Institute, Tunisia

Ender Gunduz

International Market Consultant

Francisco Gobbee

CEO of Argentina Olive Group

Jorge Pereira

Professor at the University of the Republic and International Olive Cultivation Consultant

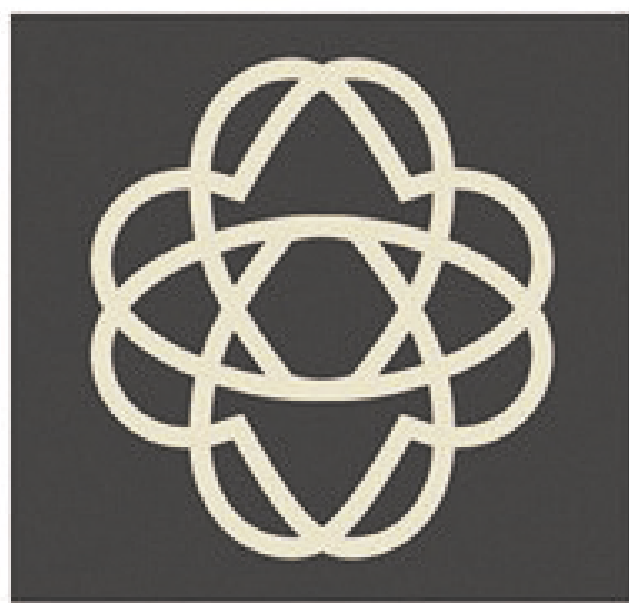
Juan Vilar

International Agronomic Analyst

Leandro Revetti

General Director of Cobram Estate and international olive oil consultant



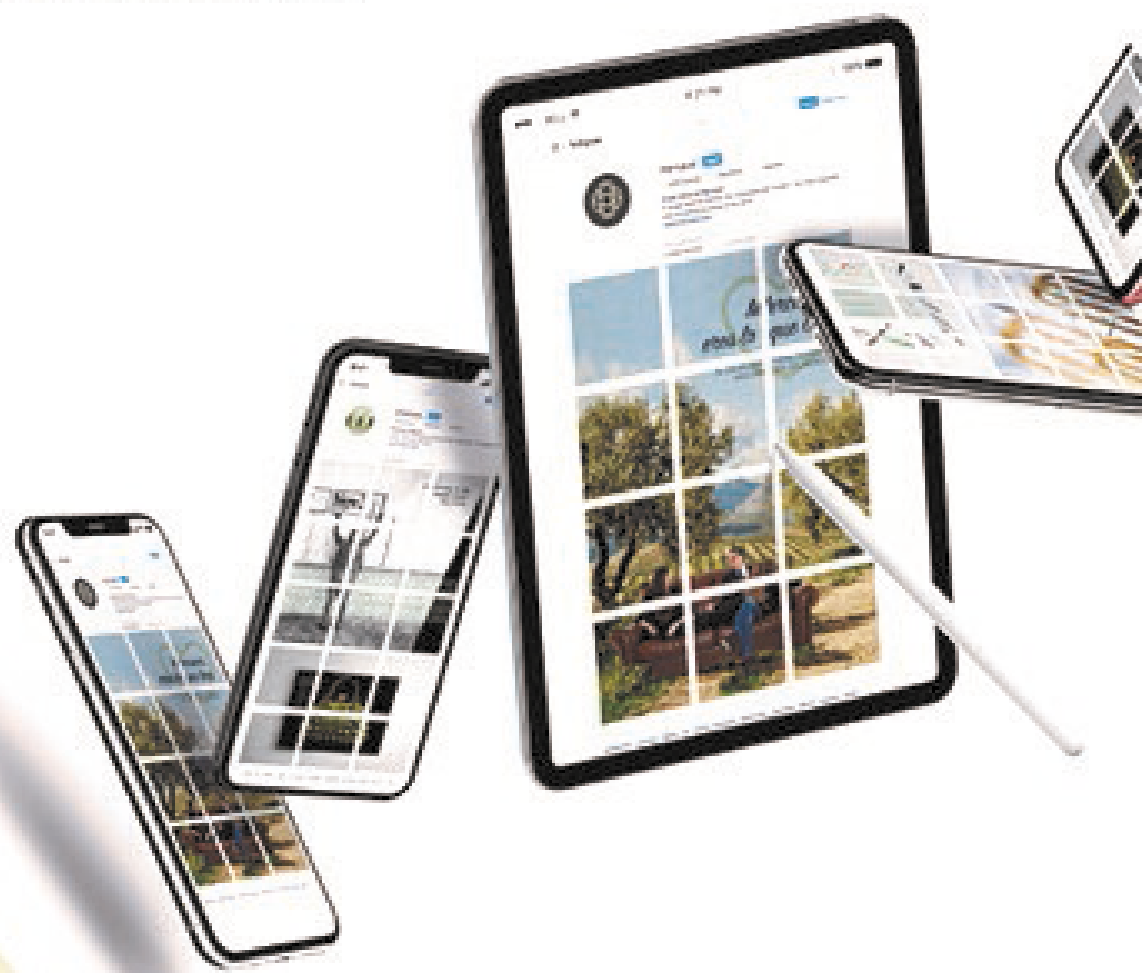


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TASTING SESSIONS

March 11

11:00 The essence of the Balearic Islands: Mallorca PDO Olive Oil

Lydia E. Larrey

Communications Director of 'Oli de Mallorca' PDO

12:00 Jaén Olive Oils' Selection 2025: A symphony for the senses

Maria Dolores Jaén Cañadas

Director of Higea Laboratories and Tasted Room tasting school

13:00 Toledo in green and gold

Almudena Ávila Zamorano

Quality Manager at Aceites García de la Cruz

Carlos Maldonado

Head Chef of Raíces restaurant, with one Michelin star

Enrique Vivas

Quality Department at Casas de Hualdo

Gonzalo Vadillo Delgado

Head of Oleotourism and Commercialization at Finca La Pontezuela

Rufino García

CEO of OleoQuirós

14:00 Secrets of the Volcano... Canary Islands Extra Virgin Olive Oil

Tanaira Rodríguez

Technical Agricultural Engineer and Master of Oil Mill

15:00 Discover the Flavor of Sevillian Olive: A Tasting with PGI

Rosario Acosta Mateos

Secretary General of the Regulatory Council of the PGI Gordal Olive of Seville

16:00 Among Olive Trees and Charm: A Journey through the PDO Olive Oils of Ciudad Real

Carlos González

Director of 'Aceite Campo de Montiel' PDO

Enrique García Tenorio

Director of 'Montes de Toledo' PDO

Juan Pedro Díaz Bustamante

Director of 'Aceite Campo de Calatrava' PDO

17:00 PDO La Rioja Olive Oil, grab some bread and dip in

Lorena Marín

Technician at La Rioja's Olive Oil Regulatory Council

March 12

11:00 Tasting of the Best Mediterranean Extra Virgin Olive Oils.
2024/25 Campaign

Jose María Penco

Director of the EVOOLEUM international competition and Director of AEMO

12:00 The Magic of Extra Virgin Olive Oil (EVOO), Ten Essences of
Andalusia: Designations of Origin

Eva Millán

Chef and Finalist in Master Chef TV show. WOOE 2025 Ambassador

13:30 The Balearic Islands' essence: "Aceite de Ibiza" PGI & "Aceite de
Menorca" PGI

Lydia E. Larrey

Communications Director of 'Oli de Mallorca' PDO

15:30 Top quality vinegar

Isabel Calvache

Partner and taster of the VINAVIN tasting panel





Alimentos de Extremadura

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SPAIN

THE OLIVE TREE CORNER

12 Marzo

10:45 **Oleotourism in the Land of Volcanoes: The History of the 1941 Mill**

11:00 **Routes Baena Virgin Olive**

11:15 **Acesur presents its tailor-made oleotourism projects for solidary purposes.**

11:30 **Oleotourism in Spain's largest Natural Park**

11:45 **Presentation of the Center of Olive Grove and Extra Virgin Olive Oil of Sierra Mágina**

12:00 **Varona La Vella Estate - Maestrat Millenary Olive Trees (Castellón)**

12:15 **Oleotourism between rivers: experience the EVOO process between the Guadalquivir and Aguascebas rivers**

12:30 **Creation, extension and consolidation of the "Oleotourism in Spain" experience.**

12:45

13:00

13:15 **Lucena Oleotourism Project**

13:30



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REVISTA DEL GRAN CONSUMO

58 años

HOSTELERÍA

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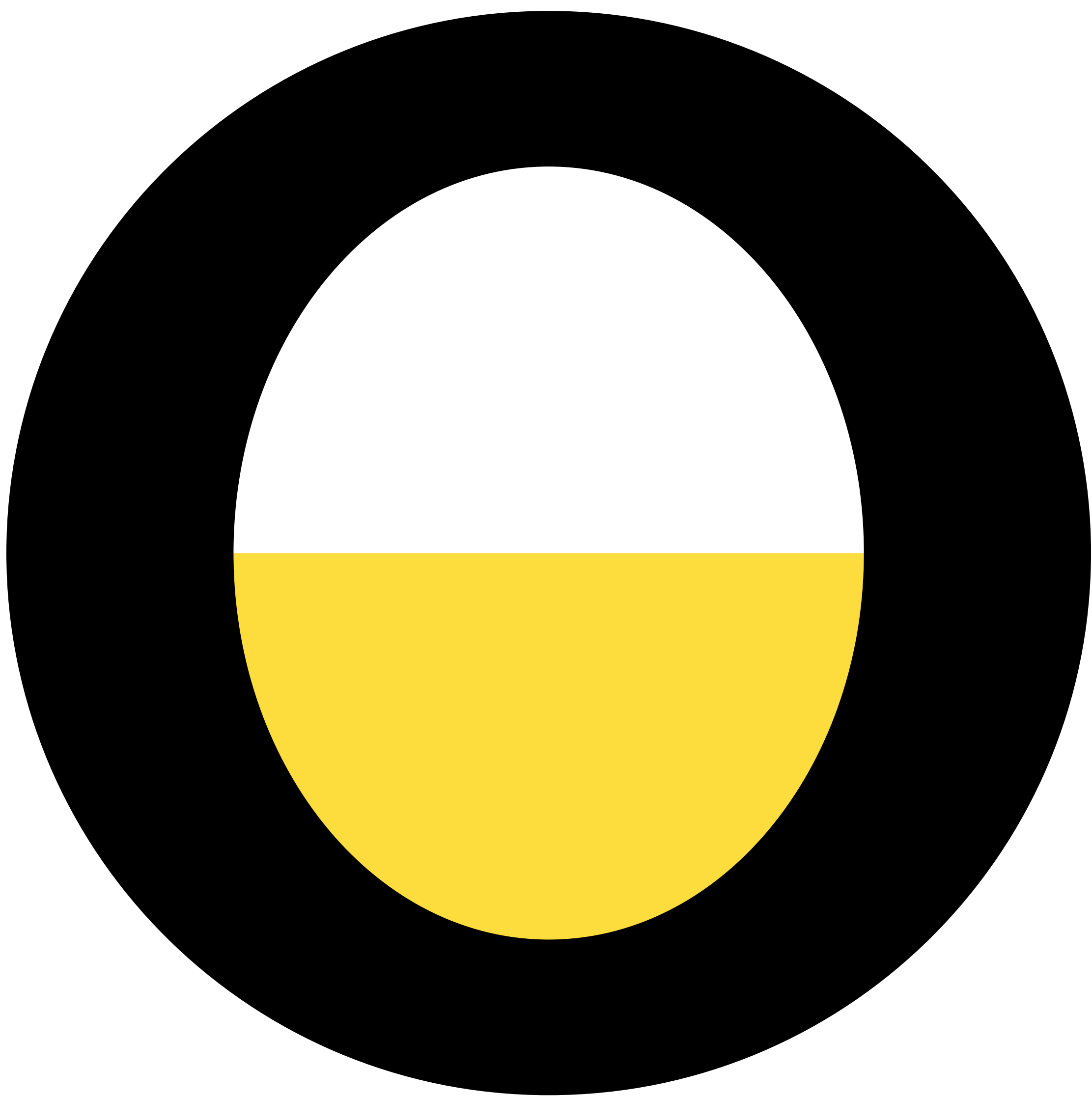
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