

WORLD OLIVE OIL EXHIBITION

World Olive Oil Exhibition

SCHEDULE

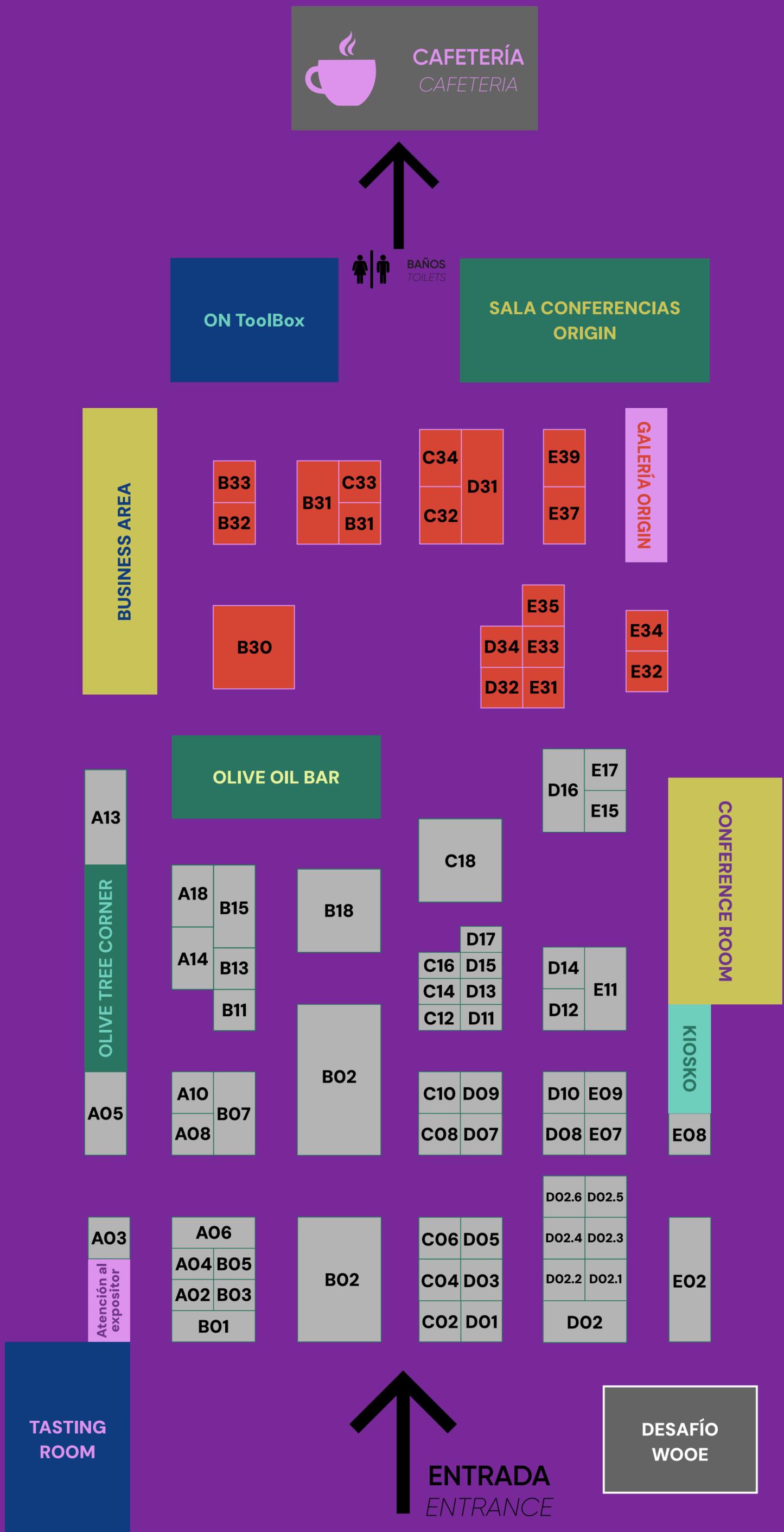


**3 & 4 MARCH
2026
IFEMA – MADRID**

ORGANIZES:

PK POMONA
KEEPERS

FLOOR PLAN



EXHIBITOR LIST



COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
ABC AGRICULTURAL – EGYPT	A08	EGYPT
ACEITE LUCAS	E07	SPAIN
ACEITES GARCIA DE LA CRUZ	B15	SPAIN
ACESUR	E11	SPAIN
ACETARIA	A04	SPAIN
ACUSHLA S.A.	C16	PORTUGAL
AGQ LABS	D12	SPAIN
ALAUDA	D17	SPAIN
ALMAZARAS DE CÓRDOBA ACORA	A06	SPAIN
ALMAZARAS DE LA SUBBÉTICA S.L	A14	SPAIN
ASOC. VINA VIN VINAGRES	A04	SPAIN
AYOZAR	D02.6	SPAIN
AZZAYT GROUP	A13	SPAIN
BODEGAS ROBLES S.L.	A04	SPAIN
BORGES– BAIEO	A05	SPAIN
BUENSALUD– A.GUADALQUIVIR	D02.2	SPAIN
CASTELLÓ RUTA DE SABOR	D16	SPAIN
COLIVAL	E08	SPAIN
COVICAR	D05	SPAIN

COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
CR DOP PONIENTE DE GRANADA	B02	SPAIN
CR DOP SIERRA DE CÁDIZ	B02	SPAIN
CR DOP. ESTEPA	B02	SPAIN
D.O.P. PRIEGO DE CÓRDOBA	B03	SPAIN
DENOMINACION ORIGEN BAENA	B01	SPAIN
DIPUTACION DE CIUDAD REAL	D09	SPAIN
DIPUTACIÓN DE JAÉN	D02	SPAIN
DIPUTACIÓN DE TOLEDO	C18	SPAIN
DOP ACEITE DE LUCENA	B05	SPAIN
DOP ACEITE DE MADRID	D07	SPAIN
DOP ANTEQUERA	B02	SPAIN
DOP CAMPO DE MONTIEL	D09	SPAIN
DOP MONTES DE TOLEDO	D09	SPAIN
DOP SIERRA CAZORLA	B02	SPAIN
DOP SIERRA MÁGINA	B02	SPAIN
ELEA TECHNOLOGY GMBH	C10	GERMANY
ELOGIO PREMIUM	D02.3	SPAIN
ESAO	E15	SPAIN
ESENCIA ESPADÁN	D16	SPAIN
FINCA VARONA LA VELLA	D16.1	SPAIN
FOSS	D14	SPAIN
GENERALITAT VALENCIANA	B07	SPAIN
GOYVAL	A03	SPAIN
GRUPO VIDABOL	C04	SPAIN

COMPANY NAME <i>NOMBRE</i>	STAND <i>STAND</i>	COUNTRY <i>PAÍS</i>
HACIENDA CHOROMBO	A10	CHILE
HACIENDA VALDIVIESO	B18	SPAIN
HERRIZA DE LA LOBILLA	B18	SPAIN
IGP ACEITE DE JAÉN	B02	SPAIN
JUNTA DE ANDALUCÍA	B02	SPAIN
JUWEI CONTAINERS	C08	CHINA
LA CHINATA	D10	SPAIN
LA CHOZA DEL ABUELO	B18	SPAIN
MAMA OIL	C14	SPAIN
MERCACEI GRUPO EDITORIAL	E17	SPAIN
MOLI COLOMA	D15	SPAIN
NEUROPUBLIC S.A.	B11	GREECE
NEXT GENERATION SENSORS	E09	NETHERLANDS
NIRLAB SA	A18	SWITZERLAND
OLEAÍ ACEITE ECOLÓGICO	D02.4	SPAIN
OLEAND MANZANILLA OLIVE	B18	SPAIN
ÓLEO ALBAICIN S.L.	D13	SPAIN
OLEO PEPILLO SL	C06	SPAIN
OLIBROK SL	C02	SPAIN
OLIS CUQUELLO	D16	SPAIN
ORIVA	E02	SPAIN
ORO DEL JABALÓN S.C.CLM	D03	SPAIN
PENÍNSULA	D11	SPAIN
PILARES	B18	SPAIN

COMPANY NAME NOMBRE	STAND STAND	COUNTRY PAÍS
POBILLECOLÒGICS	D16	SPAIN
PROMENDOZA ARGENTINA	D08	ARGENTINA
PUERTA DE LAS VILLAS	D02.5	SPAIN
QUALIS OLIVA	C12	SPAIN
SABOR A CÓRDOBA	A02	SPAIN
SABORES DE LA PROVINCIA	B18	SPAIN
SAN MIGUEL S.C.L. DE CLM	D01	SPAIN
SIERRA DE SEGURA	B02	SPAIN
TECHNOIOLOGY S.R.L.	B13	ITALY
VALLEJO, ENCINAS DE MONTEQUINTO	D02.1	SPAIN
VINAGRE MONTILLA-MORILES	A02	SPAIN
EXHIBITOR SERVICE	A01	



SCHEDULE



CONFERENCE ROOM



WOOE Challenge



TASTING ROOM



The Olive Tree Corner

MARCH 3

10:30

WOOE 26 Opening Ceremony / WOOE Awards for Excellence

11:00

The aromas of the Valencian Community

11:30

Inaugural conference: Current overview of the sector: context, challenges, and prospects

11:30

WOOE Challenge – Campo y Alma

11:30

Mindset Transformation unlocks the Digital Transformation

12:00

Haute cuisine with EVOOs with Andalusian PDOs and PGIs

12:00

Olive Oil Tourism Spain – Huelva Provincial Council

12:30

The value of olive oil tourism. Five success stories

12:30

EVOO: Quality, Cloudiness and Color

13:00

Montoro Olive Week Presentation – May 2026

13:30 **Factors that influence consumer behavior when choosing a product**

13:45 **Paired tasting of Jaén Selección 2026 EVOOs**

14:00 **WOOE Challenge – Community of Madrid**

14:30 **Applications of olive oil in the food industry: from condiment to functional ingredient**

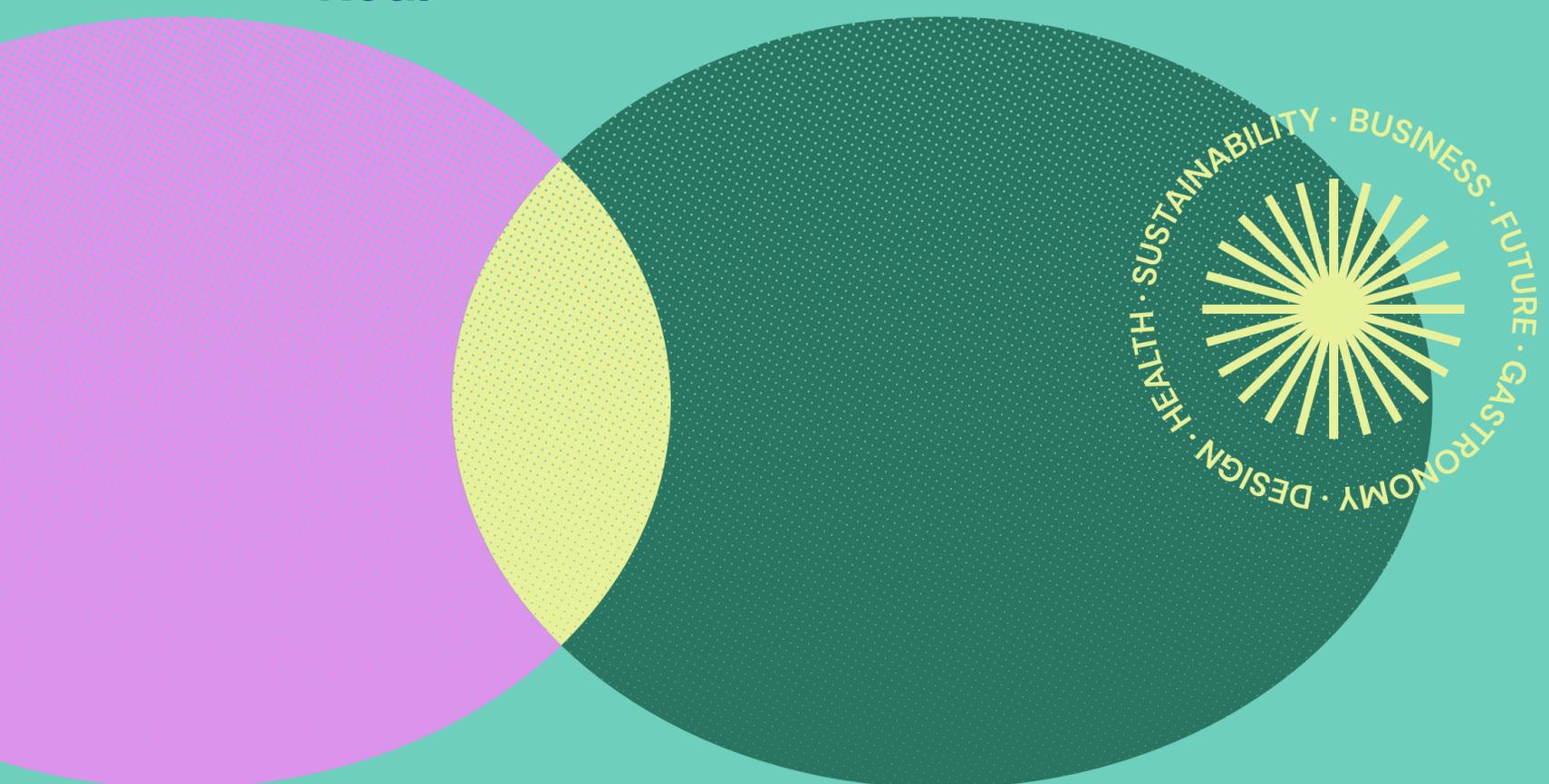
14:45 **From the volcano to the table: discover the oils of the Canary Islands**

15:30 **POOLred, a success story in the agri-food industry**

15:45 **Olive oil tasting from Huelva**

16:30 **Lifestyles and breast cancer: LifeBreast Trial**

16:45 **EVOO from Campo de Calatrava, Montes de Toledo and Montiel: The essence of Ciudad Real**



 **CONFERENCE ROOM**

 **TASTING ROOM**

 **WOOE Challenge**

 **The Olive Tree Corner**



CONFERENCE ROOM



WOOE Challenge



TASTING ROOM



The Olive Tree Corner

MARCH 4

10:30 **Walk among centuries-old olive trees and olive oil tasting course**

10:45 **Oleaí Tourism: The Ecological Olive Grove Forest in Sierra de Segura**

11:00 **Islands with identity: tasting of Menorca PGI and Mallorca PDO oils**

11:00 **Winning pairs: the next generation takes the lead**

11:00 **Hualdo Experiences | Experience the Taste of the Countryside**

11:15 **PICK YOUR OLIVES, EXTRACT AND TAKE THE OIL WITH YOU**

12:00 **Tasting of the extra virgin olive oils that won the COI Mario Solinas quality award**

12:00 **Jaén and smart Oleotourism: Accessibility, Digital Innovation and National Leadership**

12:00 **WOOE Challenge – Junta de Andalucía**

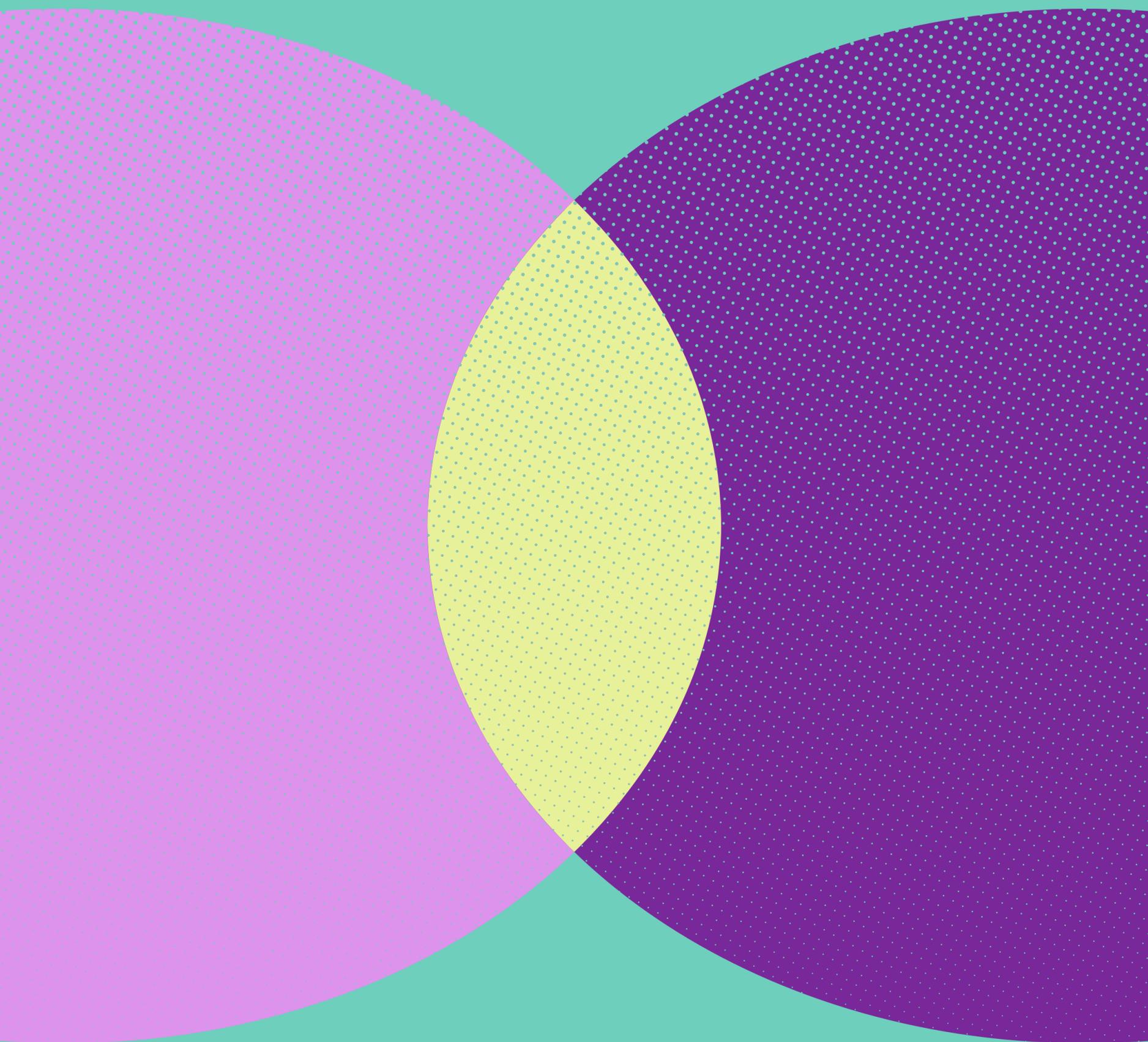
12:00 **Olive oil tourism experiences among ancient olive trees**

13:00 Essential oils from nuts

13:00 Olive oil on the global board: international trade and new geopolitical scenarios

14:00 Olive oil, population fixer

15:00 From origin to application: unique and differentiated uses of olive oils



SALA CONFERENCIAS



SALA CATAS



Desafío WOOE



The Olive Tree Corner

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Exhibition



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Y EN NEGOCIO
INTERNACIONAL**

Jaén selección | 2026

Aceites de oliva virgen extra

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Oro Bailén

www.robailen.com

Sierra Santo Tomé

www.avesantotome.com

Balcón del Guadalquivir

www.balcondelguadalquivir.com

Jabalruz Gran Selección

www.aovejabalruz.com

Oro de Cánava

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CONFERENCE

MARCH 3

10:30 **WOOE 26 Opening Ceremony / WOOE Awards for Excellence**

11:30 **Inaugural conference: Current overview of the sector: context, challenges, and prospects**

Jaime Lillo
IOC Executive Director

12:30 **The value of olive oil tourism. Five success stories**

David Taus
Founding owner of Pobill Ecologics, Càlig (Castellón)

Juan Antonio Gómez Pintado
Mayor of La Pontezuela, Los Navalmorales (Toledo)

Marcelo Reynoso
Director of Tourism Development and Innovation, Mendoza (Argentina)

Pedro Álvarez
Manager of La Aceitera de la Abuela, Titulcia (Madrid)

Moderator: José María Penco
Secretary General of AEMO

13:30 **Factors that influence consumer behavior when choosing a product**

Alexia de la Morena
Neuropsychologist, expert in applied neurology

Gabriel Carrascosa
Director of Fusion Lab, Neuromarketing

Raquel A. Fructos
CEO of The Smart Bubble

Rocío Ruiz
Product & Innovation Manager at GOLI Neuromarketing

Yolanda Nieto
Marketing Director at Conde de Benalúa

Moderator: Juan Vilar
International olive oil analyst

14:30 Applications of olive oil in the food industry: from condiment to functional ingredient

Carlos Pérez
CEO of Origen Oliva

Dick Vink
CEO of the Olive Health Institute (OHI)

José Franco
CEO of Pan Cazorla

Modera: Juan Vilar
International olive oil analyst

15:30 POOLred, a success story in the agri-food industry

Ana Fernández Parras
Manager of the Aceites de Arjona cooperative

Eduardo Valverde
Managing Director at Conde de Benalúa

Javier Olmedo
Director of the Olive Grove Foundation

16:30 Lifestyles and breast cancer: LifeBreast Trial

Virginia López Carvajal
Senior Scientist at the National Epidemiology Center. Carlos III Health Institute



CONFERENCE

MARCH 4

11:00 **Winning pairs: the next generation takes the lead**

Antonio Manzano Aranda y Ángela Manzano Coca

President of Manzano – Flottweg and CEO of Manzano – Flottweg

Carmelo Sánchez Zamorano y Carmelo Sánchez Sánchez

Founder of Terranovus and CEO of Terranovus

Pepe Cano y Marisa Cano

Managing Director of Aceites Canoliva and Commercial Director of Aceites Canoliva

Moderan: Juan A. Peñamil Alba y Pandora Peñamil Peñafiel

CEO of Mercacei Publishing Group and Editor-in-Chief of Mercacei Publishing Group

12:00 **Jaén and smart Oleotourism: Accessibility, Digital Innovation and National Leadership**

Carmen Morillo Ruiz

Chief Financial Officer at Oleícola Jaén

Juan Antonio Parrilla

Advisor to Picualia and researcher in olive oil tourism

Manuel Romero Ligeró

CEO/Managing Partner of Dinamiza Asesores

Modera: Ana Fernández Zamora

Director of the Tourism Department of the Provincial Council of Jaén

13:00 **Olive oil on the global board: international trade and new geopolitical scenarios**

Francisco Gobee

General Coordinator and Co-Founder of the AOG Group (Argentina Olive Group)

Jesús Cuervas

CEO of Jesús Cuervas, Aceites y Derivados

José Luis De la Rosa

Expert in water resource location and management

Leandro Ravetti

Cobram Estate Olives, Australia/United States – Managing Director

Luís Batista

Gallo Worldwide Buying & Lands Project Manager

14:00 Olive oil, population fixer

Francisco Elvira
Secretary General of COAG Jaén

Jesús Cózar Pérez
Secretary General of UPA Andalusia

Luis Carlos Valero
Manager of ASAJA Jaén

Rafael Sánchez de Puerta
President of the Olive Oil Sector of Agri-Food Cooperatives

Moderator: Mihaela Dinca
Head of Online Training at ESAO

15:00 From origin to application: unique and differentiated uses of olive oils

Antonia Sevilla
Cosmética Olivo

David Marcos
CEO of Viveros Sophie. Head of the Oleodiversity Project

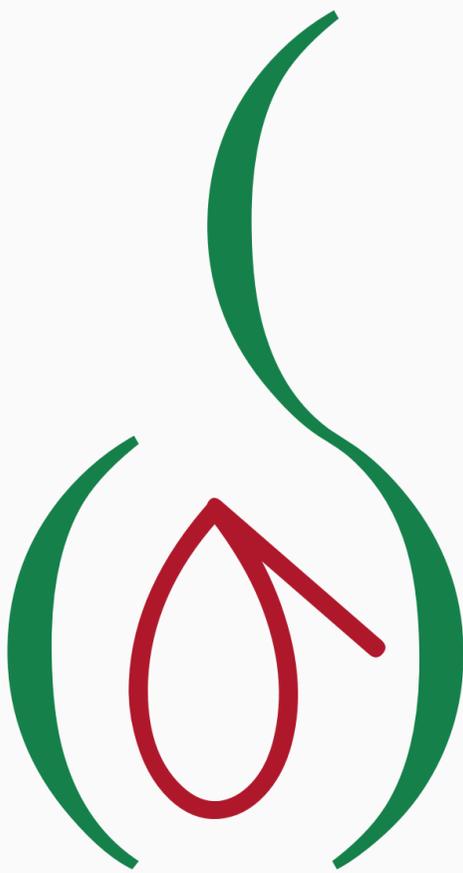
Roberto Domínguez
Pan de Olivo

Moderator: Juan Vilar
International olive oil analyst





**Comunidad
de Madrid**



aceite de
madrid

denominación de
origen protegida

aceite de oliva
virgen extra

TASTING SESSIONS

MARCH 3

11:00 The aromas of the Valencian Community

Joan Clement Hernández

Federation of Agri-Food Cooperatives of the Valencian Community

Vicent Insa Olcina

Agricultural Technical Engineer at Cooperatives Agroalimentaries of the Valencian Community

12:00 Haute cuisine with EVOOs with Andalusian PDOs and PGI

Kisko Barona

Chef and owner of the El Olivo restaurant (Luque, Córdoba)

13:45 Paired tasting of Jaén Selección 2026 EVOOs

Antonio Bernal

Agricultural engineer, panel leader, and olive oil tasting expert at Agraria Olearum.

14:45 From the volcano to the table: discover the oils of the Canary Islands

Tanaira Rodríguez

Agricultural engineer and traveling oil mill teacher

15:45 Olive oil tasting from Huelva

José M^o Penco

AEMO Manager

16:45 EVOO from Campo de Calatrava, Montes de Toledo and Montiel: The essence of Ciudad Real

Carlos González

Director of DOP Aceite Campo de Montiel

Enrique García Tenorio

Director of DOP Montes de Toledo

DOP Campo de Calatrava



TASTING SESSIONS

MARCH 4

11:00 Islands with identity: tasting of Menorca PGI and Mallorca PDO oils

Xisco Blas
Manager of Treurer Estate

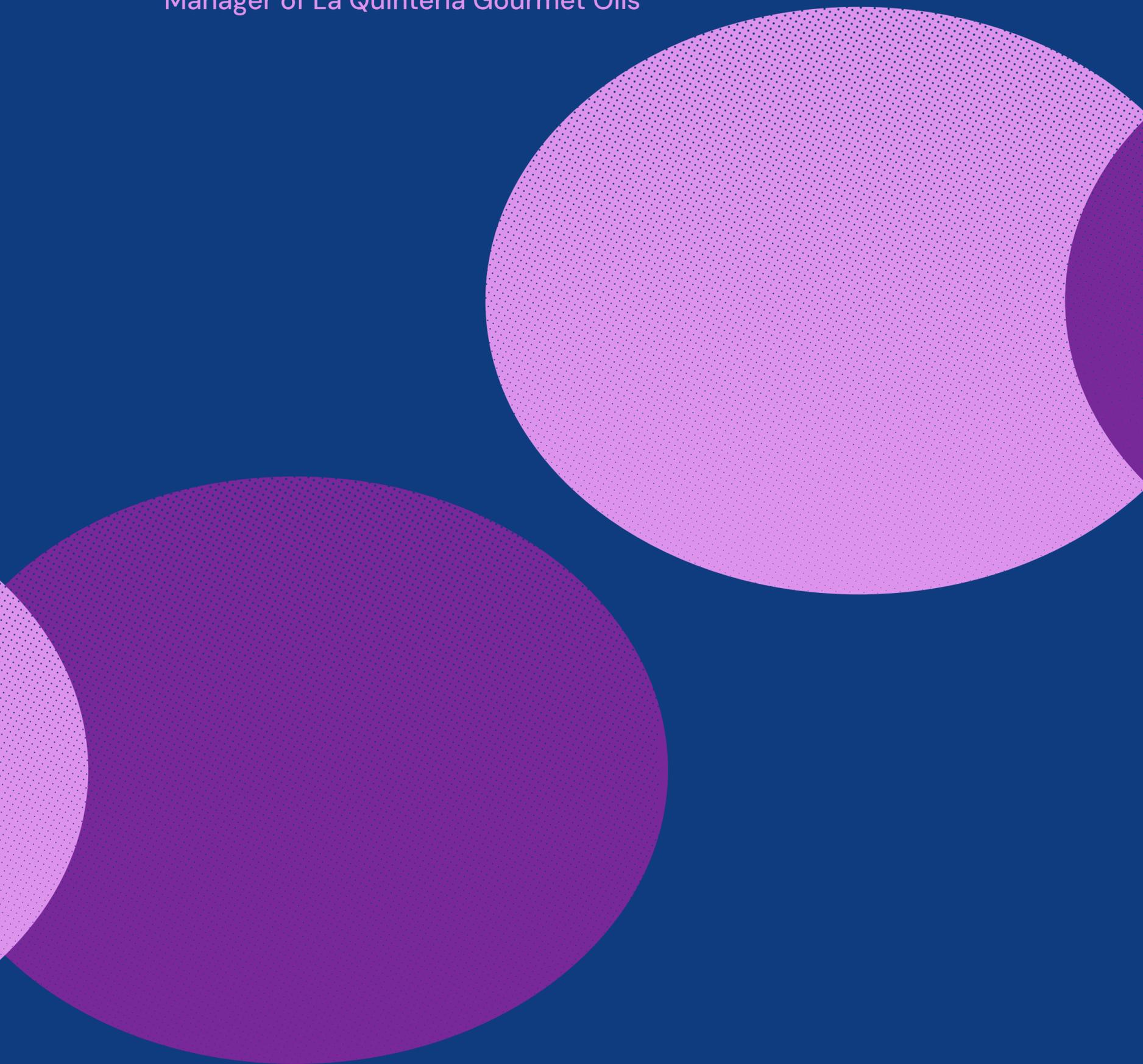
Faustino Corral
Manager of Corbel

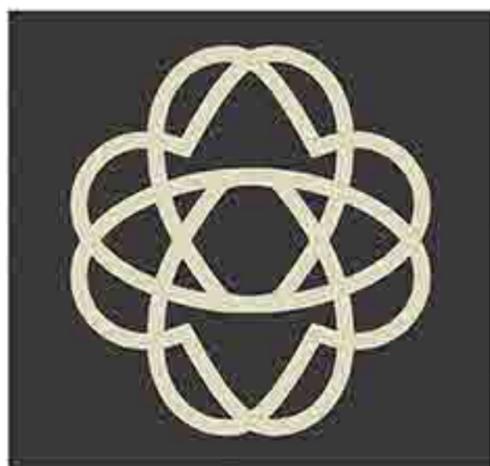
12:00 Tasting of the extra virgin olive oils that won the COI Mario Solinas quality award

Mercedes Fernández Albaladejo
Head of the Standardization and Research Unit of the International Olive Council

13:00 Essential oils from nuts

Ángel Redondo
Manager of La Quintería Gourmet Oils





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THE OLIVE TREE CORNER

MARCH 3

11:30 Mindset Transformation unlocks the Digital Transformation

12:00 Olive Oil Tourism Spain – Huelva Provincial Council

12:30 EVOO: Quality, Cloudiness and Color

13:00 Montoro Olive Week Presentation – May 2026

MARCH 4

10:30 Walk among centuries-old olive trees and olive oil tasting course

10:45 Oleaí Tourism: The Ecological Olive Grove Forest in Sierra de Segura

11:00 Hualdo Experiences | Experience the Taste of the Countryside

11:15 PICK YOUR OLIVES, EXTRACT AND TAKE THE OIL WITH YOU

12:00 Olive oil tourism experiences among ancient olive trees



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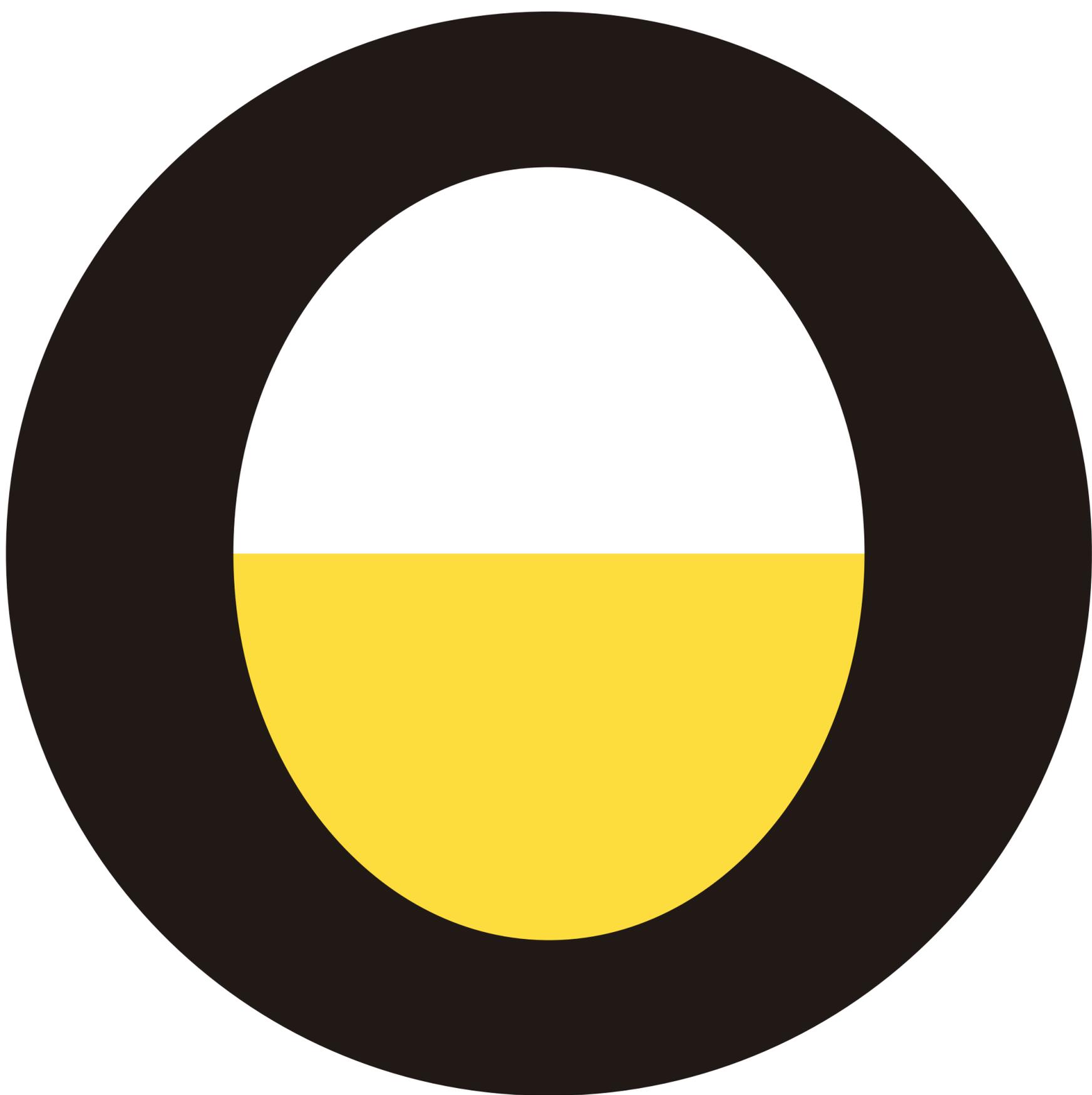


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