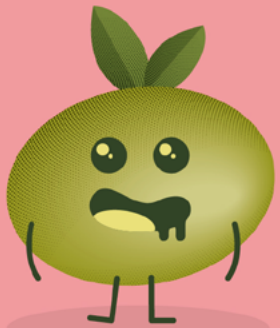
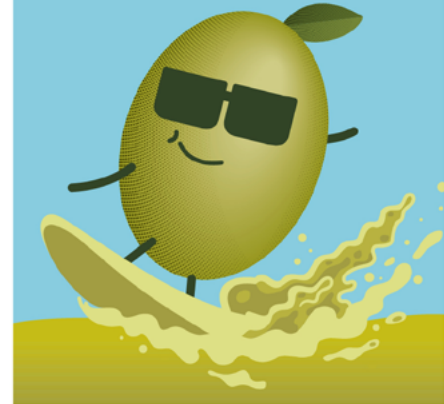
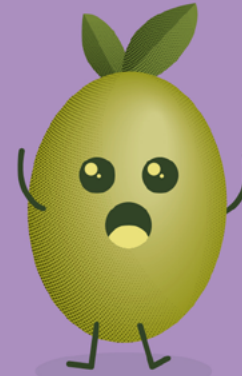
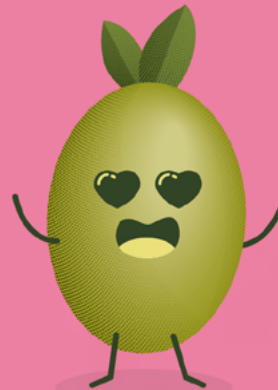
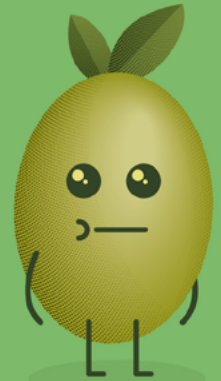


WO OE

World
Olive Oil
Exhibition



LET'S MAKE
GOLD TOGETHER!



ORGANIZA **PK** POMONA
KEEPERS

10 & 11 march, 2027
IFEMA Madrid
Hall 2

Where olive oil business and gastronomy come together

The World Olive Oil Exhibition brings together producers, buyers, distributors, chefs, restaurateurs, importers and opinion leaders from more than 50 countries in Madrid.

WOOE is the international meeting point where:

- **New business opportunities are created.**
- **New olive oils and market trends are discovered.**
- **The HoReCa sector connects directly with producers.**
- **Professionals and olive oil enthusiasts share unique experiences.**



INTERNATIONAL
BUYERS



HORECA &
GASTRONOMY



GOURMET RETAIL
& DISTRIBUTION



Why exhibit at WOOE?



INTERNATIONAL VISIBILITY

Position your brand in front of the world's leading olive oil industry players.



BUSINESS MEETINGS

Access private meetings with buyers, distributors and international representatives, guaranteed by the organisation.



STRATEGIC NETWORKING

Connect with companies, institutions and key professionals from the global market.



BRAND POSITIONING

Showcase your products in a highly specialised professional and gastronomic environment.



ACCESS TO CLUB WOOE

The exhibition's exclusive network for business connections and opportunities.



DIRECT CONNECTION WITH THE HORECA CHANNEL

Present your olive oils to chefs, restaurateurs, hotel buyers and gastronomy professionals looking for distinctive products for their establishments

MADRID: Europe's Gastronomic Capital

The city brings together some of the country's most influential food markets, restaurants, hotels and opinion leaders, making it the perfect setting to connect olive oil with those who prescribe it and serve it every day.

Gastronomy

Business

Culture

Networking

International Connectivity

IFEMA MADRID offers the ideal venue to bring together the global olive oil sector in the heart of one of Europe's most dynamic capitals.



Olive oil comes alive at WOOE



Olive Oil Bar

The exhibition's largest international tasting area.



Tastings & Pairings

Discover olive oils from around the world guided by experts, producers and chefs.



Live Gastronomy

Showcookings, creativity and real-life culinary applications of olive oil.



Trends & Innovation

The future of the sector told by those who are shaping it.

ESPACIOS

**WO
OE**

WOOE Tech

WOOE Tech is the area within the World Olive Oil Exhibition dedicated to companies providing solutions to the olive oil sector.



ARE YOU A SUPPLIER TO THE INDUSTRY?

Machinery · Packaging · Technology
Automation · Digitalisation
Logistics · Consultancy · Certification
Energy · Industrial Solutions

LOOKING TO GROW INTERNATIONALLY?

- 59 countries represented
- International buyers
- Olive oil producers and cooperatives
- Distributors and exporters
- High-level networking

POSITION YOUR COMPANY AS A STRATEGIC PARTNER

Show how your technology, product or service can help the sector become more competitive, efficient and sustainable.



Club WOOE

Being an exhibitor at WOOE gives you immediate access to CLUB WOOE. An exclusive club designed to connect the leading decision makers in the olive oil industry



TAILOR-MADE PRIVATE MEETINGS with buyers, distributors and national and international institutional representatives. Only exhibiting companies will have access to meetings with buyers invited by the exhibition.

SPEAKING OPPORTUNITIES: present your company or product through an exclusive presentation or host a tasting session at the Olive Tree Corner. WOOE guarantees a specialised audience and real visibility.

YEAR-ROUND VISIBILITY: maintain visibility throughout the year through our database of more than 10,000 professional contacts.

Storytelling across our digital platforms: we promote your personalised content to a loyal community of more than 5,000 followers on Instagram alone.

EXCLUSIVE EXHIBITORS' DINNER held in one of Madrid's iconic venues..

PRIORITY ACCESS TO HORECA AND INDUSTRY INFLUENCER EVENTS. Connect with chefs, restaurateurs, hotel buyers and opinion leaders attending the exhibition.

Opportunity to take part in one of our **ANNUAL WEBINARS.**

* Please consult specific conditions according to participation format.



Participation Formats

Olive Business

The exhibitor will be identified with personalised signage and all the equipment required for an optimal tasting service.

2m x 3m open space (no walls) with fascia signage (company name and stand number) and carpet.

Electricity (lighting and power socket), initial floor cleaning, insurance and public liability insurance.

Furniture included:

- Counter display table, small table, two chairs

Stand service:

- Complete tasting service equipment (bread, tasting cups, napkins, water, etc.)
- Replenishment and cleaning during the event.

3 samples included in the Olive Oil Bar.

1 invitation to the Club WOOF VIP Dinner.

Club WOOF benefits.

3 exhibitor badges.

10 exhibition invitations.

Includes participation in the tasting programme and connection with HoReCa professionals attending the exhibition.

2.625 € + VAT

STAND NOT AVAILABLE FOR INSTITUTIONS.

Family Business

Participation opportunity for olive mills producing less than 200,000 litres annually, with proven quality.

The exhibitor will be identified with personalised signage and all the equipment required for an optimal tasting service.

2m x 3m open space (no walls) with fascia signage (company name and stand number) and carpet.

Electricity (lighting and power socket), initial floor cleaning, insurance and public liability insurance.

Furniture included:

- Counter display table, small table, two chairs

Stand service:

- Complete tasting service equipment (bread, tasting cups, napkins, water, etc.)
- Replenishment and cleaning during the event.

2 samples included in the Olive Oil Bar.

1 invitation to the Club WOOF VIP Dinner.

Club WOOF benefits.

3 exhibitor badges.

10 exhibition invitations.

Includes participation in the tasting programme and connection with HoReCa professionals attending the exhibition.

1.800 € + VAT

Olive Business Gold

3m x 3m stand with laminated construction, fascia signage and carpet.

Electricity (lighting and power socket), initial floor cleaning, insurance and public liability insurance.

Furniture included:

- Counter display table, small table, two chairs

Stand service:

- Complete tasting service equipment (bread, tasting cups, napkins, water, etc.)
- Replenishment and cleaning during the event.

5 samples included in the Olive Oil Bar.

2 invitation to the Club WOOE VIP Dinner.

Club WOOE benefits.

5 exhibitor badges.

10 exhibition invitations.

Includes participation in the tasting programme and connection with HoReCa professionals attending the exhibition.

4.580 € + VAT

WOOE Tech

3m x 3m stand with laminated construction, fascia signage and carpet.

Electricity (lighting and power socket), initial floor cleaning, insurance and public liability insurance.

Furniture included:

- Counter display table, small table, two chairs

Full tasting service.

Exclusivity by business category.

2 invitations to the Club WOOE VIP Dinner.

Club WOOE benefits.

5 exhibitor badges.

10 exhibition invitations.

Includes participation in the tasting programme and connection with HoReCa professionals attending the exhibition.

4.580 € + VAT

Buyers, HoReCa and Decision Makers

WOOE brings together:

INTERNATIONAL IMPORTERS

GOURMET DISTRIBUTORS

SPECIALISED RETAIL

RESTAURANTS AND RESTAURANT GROUPS

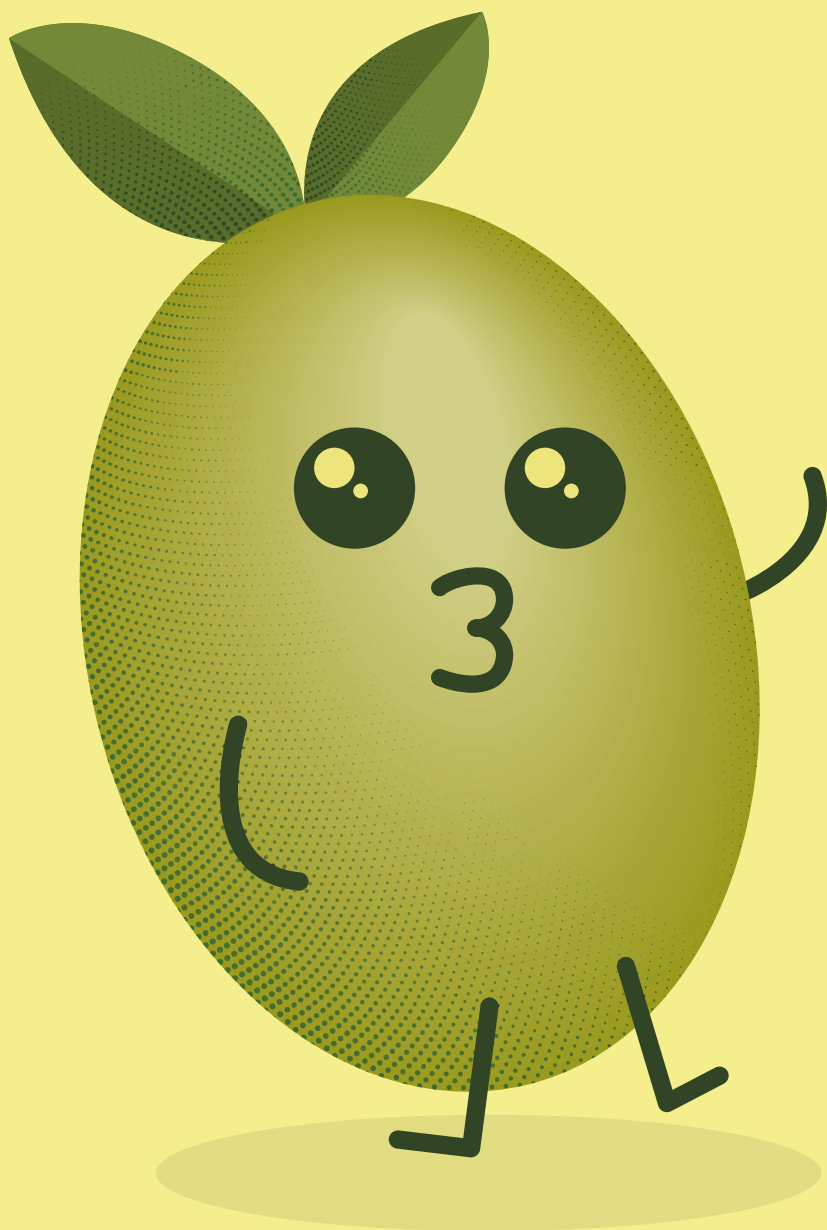
HOTELS

CULINARY SCHOOLS

GASTRONOMIC OPINION LEADERS

A programme of business meetings and networking activities designed to generate real business opportunities.





New at WOOE 2027

For the first time, the exhibition opens part of its programme to passionate olive oil consumers during its second day.

Exclusive tastings

Meet the producers

Direct purchase of olive oils at exhibitors' stands

Gastronomic activities

WOOE remains a professional trade exhibition while introducing new ways to connect products with those who value and consume them.



10 & 11 March 2027

The future of olive oil meets in Madrid

WHERE

IFEMA MADRID

Hall 2

Avenida del Partenón, 5. 28042, Madrid, España.

HOW TO GET THERE

METRO

Line 8 › (Nuevos Ministerios – Barajas T4)

Feria de Madrid Station

EMT

Line 122 › Avenida de América

Line 112 › Mar de Cristal

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ORGANIZA
PK POMONA
KEEPERS