

Preveza, 16/12/2021

PRESS RELEASE



ORGANISATION BY PREVEZA CHAMBER OF A PROMOTION EVENT OF OLIVE OIL TOURISM IN PREVEZA ON SATURDAY 18/12/2021 WITH THE PARTICIPATION OF THE DEPUTY MINISTER OF TOURISM

Preveza Chamber, as Lead Beneficiary of the cross-border project: "**AUTHENTIC-OLIVE-NET - "Certification of Authenticity and Development of a Promotion Network olive products in the across border GREECE – ITALY area", funded by the Operational Territorial Programme «Interreg V/A Greece-Italy 2014-20», organizes a promotion event titled: "Olive oil Tourism a promising form of alternative in Preveza"** aiming at highlighting the cultivation of olives as a valuable natural and human-made tourist resource for the promotion of alternative forms of tourism and the development of olive tourism routes in the Region Unit of Preveza.

The event will take place on **Saturday 18/12/2021 at 18:00 – 21:00**, at "**Margarona Royal Hotel**", in **Preveza**.

The event will be organized as a Symposium, with the participation of **Ms Sofia Zacharaki, Deputy Minister of Tourism**, and representatives of Local and Regional Authorities, local Tourism Representative Associations, and other stakeholders, including 3 rounds of discussions on related topics, Olive Oil Testing Event knowledge, Gastronomy Event with local dishes and recipes based on local dishes and recipes based on local varieties of olive oils, and Music Event at the end.

The main aim of the **AUTHENTIC-OLIVE-NET** project is the development and provision of innovative and integrated methods, tools, and services for the certification and promotion of the authenticity of olive oil the producers / standardizers / distributors of olive oil in the common cross-border area GREECE-ITALY.

Preveza Chamber believes strongly that the promotion of the extra virgin local olive oils from Preveza through can contribute decisively, through the local gastronomy, to the complete upgrade of the provided tourist product.

For this reason, Preveza Chamber invites all participants in the tourism industry to participate in the above event.