

# “Certification of Authenticity and Development of a Promotion Network olive products in the across border GREECE – ITALY area”

## “AUTHENTIC-OLIVE-NET”

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*Report on the participation in the  
International Food Fair FoodExpo*

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This report was prepared by:



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ΔΙΑΦΗΜΙΣΕΙΣ - ΔΙΑΝΟΜΕΣ

## The partnership of “AUTHENTIC-OLIVE-NET”



REGION  
OF WESTERN  
GREECE  
*Full of contrast!*



ΥΠΟΥΡΓΕΙΟ ΑΓΡΟΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΤΡΟΦΙΜΩΝ  
ΕΛΛΗΝΙΚΟΣ ΓΕΩΡΓΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ «ΔΗΜΗΤΡΑ»



ASSOPROLI BARI  
*La produzione non delle olive, ma degli uomini.*



CAMERA DI COMMERCIO  
FOGGIA *for*

BENEFICIARY No	BENEFICIARY INSTITUTION	Role	Country
LB1	PREVEZA CHAMBER	Lead Beneficiary	Greece
PB2	REGION OF WESTERN GREECE	Partner	Greece
PB3	HELLENIC AGRICULTURAL ORGANIZATION - DEMETER	Partner	Greece
PB4	ASSOPROLI BARI AGRICULTURAL COOPERATIVE SOCIETY	Partner	Italy
PB5	CHAMBER OF COMMERCE OF FOGGIA	Partner	Italy

## REPORT ON THE EVENT

The European Project “Authentic Olive Net, Certification of Authenticity and Development of a Promotion Network of Olive Products in the Crossborder Greece- Italy Region” participated in the “Foodexpo 2022” Exhibition, which took place on March the 12<sup>th</sup>, the 13<sup>th</sup> and the 14<sup>th</sup>, in Metropolitan Expo in Athens.

For our presence in the Exhibition an informative invitation was created and distributed to olive oil producers as well as olive oil market professionals. Furthermore a press release was issued before, as well as after the end of the Exhibition.

Two olive oil producers were also invited to participate, Mr Spiliotopoulos and Mr Gidiaris, for whom we arranged the transportation of their products to the Exhibition as well as after the end of it. Furthermore, their expenses for transportation, food and staying in Athens were fully covered.

We rented the C2 Convention Room within Metropolitan Expo, in order for the informative event for the Project to take place. The event took place successfully on Sunday the 13<sup>th</sup> of March and was photographically and video wise covered.

For the participation in the Exhibition complementary informational material (roll ups) was also designed and manufactured, in order to define the Projects’ area within the Region of Western Greece stall. We also picked up informational material (printed material) about the Project, from the Region of Western Greece. This material was distributed among the visitors of the Exhibition.

We made arrangements for the transportation, staying over and nutrition of one of the speakers of the event, as well as for the personnel who worked throughout the Exhibition on behalf of the Project.

From our stall more than 500 visitors of the Exhibition received information about the Project, mostly olive oil producers as well as olive oil market professionals. A data base from more than 120 visitors was conducted and further more all the olive oil producers who participated in the Exhibition were notified about the event at the 13<sup>th</sup> of March.

Finally, during the event which took place in the C2 Convention Room of the Exhibition, on Sunday March the 13<sup>th</sup>, the whole Project “Authentic Olive Net” was presented at all its extend. During the event the audience was addressed by Mr. Vasilopoulos Theodoros Deputy Governor of Agricultural Development of the Region of Western Greece, the President of the Chamber of Preveza Mr. Ioannis Bouris, Mrs. Despoina Karasoulou C.E.O. for the Project “Authentic Olive Net” who spoke thoroughly about the implantation of Project, Mr. Sigalos Georgios Agronomist who spoke about “Developmental Projects on the Agricultural Sector of the Economy and Processing” as well as Mr. Salahas Georgios, University Professor, who spoke about “Peak Technologies in off- ground Cultivations”.