SFAX CHAMBER OF COMMERCE
AND INDUSTRY
TUNISIA

International Forum

of Olive oil

27 - 28 NOVEMBER 2014

SFAX - TUNISIA

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www.tunisiaoliveoil.com

Sfax Chamber of Commerce and Industry
International Forum of Olive Oil
27-28 November 2014

Sfax-Tunisia
Hotel: “Les Oliviers Palace" Sfax-Tunisia

In order to enhance the Olive Oil Sector, The CCIS organizes the first international forum of Olive Oil.

Importers, central purchasing departments, industrials coming from different perspectives and especially from countries to which Tunisia exports olive oil, participate with Tunisian experts in the forum on:



« Tunisian Olive Oil: Innovation and Development »

The event includes four major axes :

- A forum
- Business meetings
- Exhibitions
- Tasting sessions and visits to companies and olive fields

Program

THURSDAY 27 NOVEMBER 2014:

08:30 : Welcoming and participants registration
09:00 : Opening speech of CCIS President
09:15 : Tunisian officials and guests speeches
09:45 : Opening session

1st Theme : The remarkable signs of the olive oil quality: quality labels and commercial brands

Moderator : Mrs. Naziha Kammoun, Senior researcher - "Olive Tree Institute"
Speakers : • **Christian TEULADE**, Agro Food Engineer - President of Nyons olive oil Union Montpellier Area - France
• **Angel MARTINEZ**, Professor of commercial Law - Jaen University - Spain
Testimony
11.00 : Coffee break

2nd Theme : Olive oil: Health and Well-Being

1st session: Olive oil and Health
Moderator : M. Mohamed DAMAK, Pharmacist
Speaker : Prof. Alberto Fernández GUTIÉRREZ - Department of Analytical Chemistry - University of Granada - Spain
Testimony : Borj Cedria Technopark (Japanese Cooperation)
2st session : Olive oil and Well-Being: "Myth or Reality"
Moderator : Prof. Mohamed ABID, Head of endocrinology department- Hedi Chaker University Hospital of Sfax
Speaker 1 : Prof. Maurizio SERVILI, Researcher - Department of Food Science University of Perugia - Italy
Speaker 2 : Prof. Mohamed HAMMAMI, Head of Biochemistry Laboratory - LabNAFS Faculty of Medicine of Monastir

3rd Theme : Olive oil and Nutrition

Speaker : National Institute of Nutrition
Testimony : Laboratory LabNAFS FMM 'Nutrition Functional Foods & Vascular Health'
12:30 : Discussion
13:30 : Lunch
15:00 - 17:00 : B2B Contributors encounter in presence of the following countries:
France, Italy, Germany, Spain, Portugal, Romania, Switzerland, Lebanon, Greece, Russia, Japan, Gulf Countries, Brazil, USA, China, Iran.

FRIDAY 28 NOVEMBER 2014 :

08:30 : Participants registration
09:00 : Opening session

4th Theme : Olive oil between Heritage and Future

Moderator : Nasseur BAKLOUTI, Ethnologist.
Speaker : Prof. M'hamed Hassine FANTAR, Lecturer – Author – Historian.
10:00 : Tasting session
11:00 : Departure for a field trip : • Visiting CHAAL and CHOGRANE fields
• Visiting a Traditional and a Modern Factory
15H00 : Visiting Companies : • Visiting olive oil conditioning unit
•Visiting extraction and refining unit of pomace olive oil

Collaborating with :

International Forum of Olive Oil

27 - 28 November 2014, Sfax - Tunisia

Registration form

Company name : .....

Business sector : .....

Manager's name : .....

Tel : ..... Fax: ..... Mobile: .....

E-mail : .....

Web site : .....

Address : .....

Country : .....

I would like to:

- ☐ Participate in the forum
- ☐ Participate in partnership meetings (B2B) :
- ☐ Desired cooperation:
  - ☐ Buying
  - ☐ Selling
  - ☐ Joint venture
  - ☐ Subcontracting
  - ☐ Other (specify).....
- ☐ Give testimony:
  - ☐ **1st theme:** The remarkable signs of the olive oil quality: quality labels and commercial brands
  - ☐ **2nd theme:** Olive oil, health and Well-Being
  - ☐ **3rd theme:** Olive oil and nutrition
  - ☐ **4th theme:** Olive oil between heritage and future
- ☐ Ask for the sponsorship file

Stamp and signature

Tunisian Olive oil sector

Key Figures

Tunisia is the fourth international producer and exporter of Olive Oil

7% of international production
20% of international exportations

Agriculture production:

78 million trees
1.78 million acre fields
309 000 owners 57% of whom are farmers

Transformation:

1750 oil factories, 11% are in the north, 53% in the center and 36% in the south
50 conditioning units, 15 refining units, 9 olive-residue oil extraction units

Marketing:

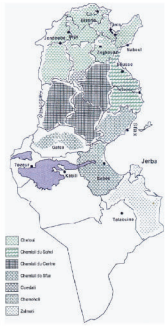
246 approved exporters
40 exporting companies of conditioned olive oil
60 commercial labels
43% of food sector exportation

Densities and varieties by region

North : 100 olive / ha
(Chetoui, Sayali, Jarboui)

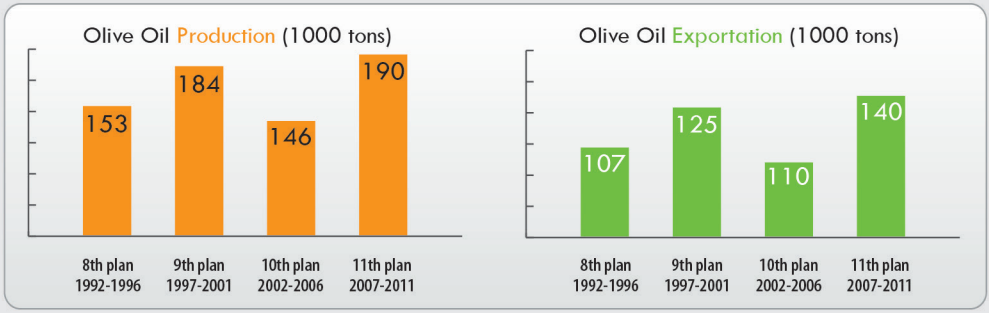
Middle : 50-60 olive / ha
(Chemali, Ouslati)

South : 17 olive / ha
(Zalmati, Zarrazi, Chemali)



Source : Ministry of Agriculture

Tunisian Olive Oil Evolution of Production and Exportation



Tunisian Conditioned Olive Oil Evolution of Production and Exportation



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