



PROMOTION PROGRAM OF EUROPEAN
UNION'S OLIVE OILS IN THIRD COUNTRIES

Great Olive Oil at SIAL CANADA 2015!

SEVITEL, the Greek Association of Industries and Processors of Olive Oil, participated in the international exhibition of food and beverages "SIAL CANADA 2015", held in Toronto, at Direct Energy Center, April 28-30 2015, with a variety of olive oils - extra virgin, organic, PDO, PGI - from the main oil producing regions of Greece.

The Association's participation in the exhibition was carried out under the Information and Promotion Program for the promotion of olive oil with the distinctive title "GREAT OLIVE OIL", which is co-financed by Greece and the European Union.

More than 13.000 of people, from 65 different countries mainly from USA and Canada and from all over the world, visited this year the exhibition, making a record -breaking number of visitors, increased by 13% over 2013. The visitors had the chance to meet with 831 exhibitors on 239.000 sp. ft. of exhibition space. This exhibition holds an important role in food sector bringing together the traditional and international trends with innovations and the new international products that are presented.

A large number of people who visited the exhibition had the opportunity to receive information regarding the Greek olive oil and its quality categories, the types of olive oil, especially the Greek P.D.O. and P.G.I. olive oils, the packaging, the use and the cooperation opportunities with Greek companies.

During the exhibition, which is the biggest international food exhibition in Canada, numerous business meetings took place between representatives from Greek olive oil companies and oil importers, distributors, marketers and opinion-makers.



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