



## The Future of the Olive Oil Sector International seminar organised by the International Olive Council

On the first anniversary of the creation of  
World Olive Day by UNESCO  
(Videoconference, Madrid 26 November 2020)  
10:30am-5pm (utc+1)



### 10:30 – Opening of the seminar

- Welcome address: **Abdellatif Ghedira**, Executive Director of the IOC
- **George Svanidze**, Chair of the IOC, Georgia
- **Luis Planas**, Minister of Agriculture, Fisheries and Food, Spain
- **Akissa Bahri**, Minister of Agriculture, Water Resources and Fisheries, Tunisia
- **Al Sayed Elkosayer**, Minister of Agriculture and Land Reclamation, Egypt
- **Levan Davitashili**, Minister of Environment Protection and Agriculture, Georgia
- **Miguel Clüsener-Godt**, Director, Division of Ecological and Earth Sciences, UNESCO

### 12:00 – Presentation of OLIVAE No 127: Egypt

*Michele Bungaro, Observatory, IOC*

### 12:10 – Olive oil and health

*Prof. Miguel Angel Martinez-González, University of Navarra, Spain*

### 12:30 – Break

### 13:30 – The history of olive oil

*Prof. Jorge Enrique Pereira, International consultant, Uruguay*

### 13:50 – The future of the olive market

*Prof. Dr Juan Vilar, Strategy consultant, Spain*

### 14:10 – What are the quality standards of olive oil?

*Angelo Faberi, Ministry of Agriculture, Food and Forestry Politics, Italy*

### 14:30 – The impact of covid-19 on the consumption of olive oil in the United States

*Joseph R. Profaci, Executive Director of the North American Olive Oil Association, USA*

### 14:50 – Women are the future of olive oil

- *Loriana Abbruzzetti, President of Pandolea International, Italy*
- *Nehaya Al-Muhaisin, Arabic International/Jordanian Olive Oil Women's Network, Jordan*
- *Jill Myers, Founder of Women in Olive Oil™ International Movement, USA*

### 15:10 – Olive Oil and the Plant-Forward Kitchen

*Greg Drescher, Vice-President of Strategic Initiatives and Industry Leadership at the Culinary Institute of America, USA*

### 15:30 – Break

### 16:00 – Prize-giving for the Mario Solinas Quality Award

### 17:00 – Close

*Simultaneous interpretation: Arabic, English, French, Italian and Spanish*

Moderator:

Mounir Fourati

Head of the External Relations Department, IOC

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World Olive Day 2020  
Thursday 26 November



International Seminar  
on the Future of the  
Olive Oil Sector

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