



# Med Mag Oliva

## Fiche Technique

### International Exhibition of the Olive, Olive oil and derivatives of olive tree

From 11 to 14 June 2015 - Sousse - Tunisia

<b>Denomination :</b>	3 <sup>rd</sup> Edition of the International exhibition of the Olive, Olive oil and Derivates of Olive tree «Med Mag Oliva 2015»
<b>Slogan :</b>	«Science and Technology for Olive Cultivation»
<b>Organiser :</b>	Med Mag events
<b>Place :</b>	International Fair of Sousse, ZI Sidi Abdelhamid, Road Monastir. 4061 - Sousse - Tunisia
<b>Date :</b>	From 11 to 14 Juin 2015

#### Objectives

- \* To promote the commercial exchanges
- \* To ensure the transfer of production technologies and the olive-growing transformation
- \* To propose the olive-growing potentialities
- \* To promote olive-growing opportunities
- \* To promote the appropriatenesses of meetings and partnerships between potential suppliers
- \* To put forward the therapeutic and esthetic virtues of the olive oil
- \* To promote the role of the certification of the olive oil Quantitative and qualitative improvement of the olive-growing production

#### Sectors of the activities

- \* Conventional olive oil
- \* Biological olive oil
- \* Olive oil carrying of the signs of quality (AOC/AOP/IGP)
- \* Aromatized olive oil
- \* Refined olive oil
- \* Olives of tables
- \* Olive tapenade
- \* Machines of conditioning, packing and labeling
- \* Material of weighing, balances and rockers
- \* Equipment of oil mill, continuous chain...
- \* Material of storage of olive oil, stainless cisterns...
- \* Materials and agricultural equipment Material of irrigation
- \* Machines and tools for the mechanical gathering
- \* Cosmetic products containing olive oil
- \* Seedbeds and products of plants Plant health products
- \* Wood of the olive-tree and olive core (energy production)
- \* Craft industry (wood of the olive-tree)
- \* Research centers
- \* Test laboratories
- \* Research departments and councils
- \* Banks and insurances
- \* Organizations of agricultural credits
- \* Public agencies and of support Professional rooms
- \* Media and specialized press

#### Official and professionals partners

- |                                  |           |
|----------------------------------|-----------|
| * Ministère de L'agriculture     | * COI     |
| * CSN des exportateurs HO        | * ONH     |
| * CSN des conditionneurs HO      | * IO      |
| * CSN des oléofacteurs           | * UTICA   |
| * Foire Internationale de Sousse | * CEPEX   |
| * Iris Édition                   | * APIA    |
| * AVPA                           | * ISBS    |
| * CTA                            | * Packtec |
|                                  | * DGAB    |

#### Net & Media Partners

- |                           |               |
|---------------------------|---------------|
| * Made-in- Tunisia        | * Mercacei    |
| * Index Tunisie           | * Jawhara FM  |
| * Afrique agriculture     | * Radio Jeune |
| * L'investisseur Agricole | * Sabra FM    |
|                           | * Shems FM    |

#### Activities in margin of the exhibition

- \* Scientific days
- \* Better contest olive oil
- \* Workshop of tastings and Sensory analyses
- \* Workshop of formation on certification and quality
- \* Official dined reception