

Spanish Extra virgin olive oil opens towards the world

Exports and internationalization have become two strategic factors for Spanish extra virgin olive oil companies that currently strive to expand and compete successfully in international markets, driving commercialization towards this star product of the Mediterranean Diet, improving its image and promoting the understanding of Spanish EVOO as a quality and healthy food.

Therefore, there are many activities that Spanish producers hold abroad in both traditional and established markets such as European Union (EU) countries or high growth potential ones such as India or Saudi Arabia.

Trade Mission in Riyadh

During the past month, several extra virgin olive oil companies, along with other Spanish SMEs participated in the Hispanic Arabia Bilateral Committee held from 14 to 15 May at the Riyadh Chamber of Commerce.

This business meeting, which was attended by Finca Duernas and La Cultivada, was very well received and marked a further step in the consolidation of good trade relations between the two countries.

The manager of *La Cultivada*, Elena Vecino, said that their EVOOs “aroused great interest and enthusiasm among the visitors”; while Soledad Serrano, manager of *Finca Duernas* and president of QvExtra! International, said that “Saudi Arabia is a land of opportunities for Spanish producers”.

Spain Week in Shanghai

On the other hand, yesterday concluded in Shanghai the *SpainWeek in China*, a unique event that showed the Spanish culture to the inhabitants of the Chinese city and at the same time, served to promote these products in the Asian market, including extra virgin olive oil.

This event -organized by Orienterraneum and Shanghai STEO Exhibition Co., Ltd- included a gastronomy and entertainment area -managed by Samfaina Pizza & Gastro Bar- and the participation of Spanish restaurants in the city that offered the best of Spanish cuisine, entertainment and culture.

Master Class in Budapest

We must not forget about the presence of Spanish EVOOs in gastronomic events held throughout the world. This is the case of the Master Class offered last week by Jeremy Cayron, executive chef of the Sofitel Budapest Chain Bridge, along with two other Michelin stars, Jacques Pourcel and Alain Cairen, that involved the participation of the EVOO *First Day of Harvest Picual* from the Spanish company Castillo de Canena Olive Juice.

Every year, Spanish extra virgin olive oil is one of the central players of the most important trade fairs and international events in the food industry, consolidating its presence in key events such as Summer and Winter Fancy Food Show, Gulfood, BioFach, SIAL, Anuga and Cibus, among many others.

Investing in packaging

But beyond our borders, Spanish EVOOs can boast of excellence, because each year they receive hundreds of Awards from various countries that view favourably its quality and packaging.

In this case, for example, the new packaging of the EVOO *Mas Tarrés*, with PDO Siurana, has received the Silver Medal in the “Contemporary Classic” category in Los Angeles International Extra Virgin Olive Oil Competition.

This triumph adds to the long list of successes of countless Spanish extra virgin olive oils in prestigious competitions as Mario Solinas, Concorso Internazionale Oli Extra Vergini di Oliva Orciolo d’Oro, BIOL, SIAL d’Or Canada, International Olive Award in Zurich, Ovibeja or SOL d’Oro, among many others.

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