

Beijing will host the 12th Global Olive Oil Competition 2015

Under the promotion of China's huge market potential and economic globalization, Beijing will host the 12th Global Olive Oil Competition 2015 to promote the standardized development of olive oil industry, carry out the national famous brand development strategy, set up the China International healthy olive oil brand, and promote the flourished development of healthy industry.

Under the promotion of China's huge market potential and economic globalization, more and more foreign olive oil manufacturers enter China. Olive Oil has been recognized by more and more consumers in China. The purpose of this event is order to better promote the standardized development of olive oil industry, carry out the national famous brand development strategy, set up the China International healthy olive oil brand, and promote the flourished development of healthy industry.

The purpose of this event is to display the best Olive Oil and Olive Oil Brands; to increase the transparency of olive oil consumption market in China; to improve the popularity of olive oil company and brand, expand product distribution channels; to display the best olive oil to the consumers, suppliers and retailers; o increase the attention of society to olive oil industry, promote the healthy and standardized development; and to give the affirmation and commendation to healthy and high-quality olive oil products and brands.

At the first stage, the participating olive oil will be tasted and evaluated by the jury and the result will serve producers, exporters, importers, wholesalers, dealers and agents as scientific basis for the long-term quality improvement of "Extra Virgin Olive Oil" and choice of the best olive oil. Finally, at the second stage, the same oil will be tasted and ranked after popularity by consumers that will visit Global Olive Oil Competition 2015.

The followings are allowed to participate in "2015 Global Olive Oil Competition": Producers, exporters, importers, wholesalers, and agents of olive oil. Only Companies producing or selling the minimum quantity of no. 3,000 bottles with capacity of 0.75 liter or equivalent production will be admitted.

Only "Extra Virgin Olive Oils" in original bottles are certified for participation. The submitted olive oils must correspond to the Chinese legislation or the related standards of IOOC as well as the regulations valid in the production countries.

The participating olive oil is divided into two categories: extra virgin olive oil and organic olive oil, and divided into 3 ranks according to the sensory evaluation: license, medium and light.

Each participant must send the following by courier and/or post by March 15th ,2015 to:

Beijing Shibowei International Exhibition Co., Ltd.,
Room 904, Cell 4, Building 1, No 69(Fortune street tower), Chao Yang Road, Chao Yang District, Beijing, China 100123

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