

# Innovation and the future of the Oil Industry star at the 2017 Olive Exposium

**International experts in the olive sector will meet between 7 and 9 February in the Olive Exposium 2017, an event organized by The Olive Centre in McLaren Vale (Australia) to discuss innovation and the future of the oil industry.**

The 2017 Olive Exposium (OE17) was announced by Amanda Bailey, Director of The Olive Centre, at the recent Royal Adelaide Olive Awards attended by over 100 growers, producers, processors, olive oil judges and suppliers at the National Wine Centre. The OE17 will take place the McLaren Vale in the spectacular Fleurieu Peninsula in South Australia.

## Theme

“As Olive Exposium host, The Olive Centre, is constantly reviewing the latest issues facing the industry while talking with growers, researchers, retailers, suppliers, culinary experts and independent industry professionals” Amanda Bailey said. “We believe the olive industry worldwide is at a pivotal stage of development where a new turning point is on the horizon”, Bailey said. “Exciting and challenging times are ahead, and the key to this progression is through new pathways. We need to look at future directions, take insight, and head towards innovating to change our thinking, and to quintessentially make new ideas happen”.

The theme of the Olive Exposium for 2017 is “Future direction, Insight and Innovation... making ideas happen”. The OE17 is open to everyone working within the olive industry – olive growers, producers, processors, researchers, retailers and distributors, educators, suppliers and hospitality – who want to expand their knowledge and skills, improve their current operation, develop their business acumen, enhance their grove’s potential, explore new consumer-driven product trends and realise their marketing efforts to achieve higher levels of success.

The OE17 will take on some of the biggest issues faced by the olive industry and look at how to overcome the challenges these propose to people involved in the industry in practical, efficient and economically viable ways. The outcome for improvement is very much at the forefront of the program.

“People attending the OE17 will be able to take back an in-depth view of what is possible, and how they can incorporate this to achieve effective outcomes for their business and grove”, explained Bailey.

### **Focus Topics and Sessions**

- Exporting to China
- Modern Marketing Trends and Buyer Behaviours
- 70% of Australian produced olive oil are EVOO... what happened to the rest?
- Tasting the Science of olive oil
- Breaking down the Cellar Door to implement a successful operation in your grove
- Value adding to your consumer experience
- Threats to Australia
- Forums, workshops and much more...

More program topics and sessions to be announced over the coming months.

**Lien article :** <http://en.mercacei.com/noticia/1389/news/innovation-and-the-future-of-the-oil-industry-star-at-the-2017-olive-exposium.html>