

Press Release

SOL EXPO KICKS OFF TODAY IN VERONA, LA PIETRA (MASAF UNDERSECRETARY): “NATIONAL OLIVE OIL PLAN READY, €300 MILLION TO INCREASE PRODUCTION BY 25%”

BRICOLO (PRESIDENT OF VERONAFIERE): “TEAMWORK BETWEEN INSTITUTIONS AND THE SUPPLY CHAIN IS KEY TO PROMOTING THE EXCELLENCE OF MADE IN ITALY OLIVE OIL”

Verona, 1 March 2026 – “Last year at SOL Expo, we presented the draft of the National Olive Oil Plan, which had been missing for over two decades. After a year of work, we have completed this framework, which in the coming days will be reviewed by the State-Regions Conference. This is a fundamental plan that provides a strategy for the sector and will be supported by €300 million in resources for the supply chain, aiming to increase national extra virgin olive oil production by at least 25% over the next five to six years,” stated MASAF Undersecretary Patrizio La Pietra, speaking at the inauguration of SOL Expo, the exhibition dedicated to the olive and olive oil supply chain, running until Tuesday, 3 March, at Veronafiere. With 230 companies from Italy, Slovenia, Spain, and Hungary present at the venue, alongside the main trade associations and a programme of over 90 events, SOL Expo confirms itself as an international showcase for the sector. For Veronafiere President Federico Bricolo: “The strength of SOL Expo lies in bringing together all stakeholders, who are involved from the decision-making and strategic phases of the event. We are convinced that teamwork with institutions, trade associations, regions, and consortia is the key to effectively promoting one of the flagship products of Italian excellence.” Also speaking at the inauguration, Deputy Executive Director of the International Olive Council (IOC) Abderraouf Laajimi said: “SOL Expo reflects not only the vitality and excellence of this Italian economic sector, but also the commitment of the entire olive oil community in Italy at a global moment marked by strong tensions and the opening of new markets. We must pay increasing attention to protecting consumers, producers, and product authenticity standards.”

The inauguration was also attended by Marta Ugolini, Verona City Councillor for Culture, Vice President of the Province of Verona David Di Michele, and Diego Ruzza, Regional Councillor for Transport and Mobility of Veneto (statements to follow).

SOL Expo (Veronafiere, 1–3 March, Hall 12) is the international showcase dedicated to the olive and olive oil supply chain. Built on a unique format in Italy, the event stands out as a B2B2C platform, connecting industry professionals, companies, the foodservice sector, and informed consumers. It is a hub for business, education, and culture, promoting Italian olive oil excellence with a strong focus on internationalisation and engagement with the end audience.

Information and Tickets: <https://www.solexpo.com/>

Dates: 1–3 March 2026

Opening Hours:

- Sunday, 1 March: 10:00 a.m. – 6:00 p.m.
- Monday, 2 March & Tuesday, 3 March: 9:30 a.m. – 6:00 p.m.

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Other Statements

Marta Ugolini, Verona City Councillor for Culture: “The Municipality of Verona renews its support for SOL Expo, an event that brings together territories, businesses, and markets, strengthening the city’s international role. Olive oil is not just an agricultural product, but culture, memory, and identity, capable of combining tradition, innovation, and creativity. Verona continues to invest in collaboration and sustainability, because only together can we fully enhance our excellences and look to the future with confidence.”

David Di Michele, Vice President of the Province of Verona: “In an increasingly competitive global market, the goal is teamwork, focusing on digitalisation, traceability, and transparency to protect the quality and identity of Italian products, which are too often subject to imitation abroad. In the province and local territories, olive oil represents roots, landscape, and the future, thanks to the work of businesses and generational renewal that keeps a strategic supply chain for the national economy alive.”

Diego Ruzza, Regional Councillor for Transport and Mobility of Veneto: “The Veneto Region confirms its full support for the olive oil and agri-food sector, recognising its economic, cultural, and identity value for our territory. In a context marked by geopolitical challenges and climate change, it is essential to create networks between institutions, the Fair, and producers to protect and innovate this excellence. Our commitment is to ensure proper recognition for those who, every day, bring top-quality products to our tables, reinforcing Veneto’s primary role at the national and international level.”