



PRESS KIT

SOL2EXPO AT VERONAFIERE RELAUNCHES AND DOUBLES UP ITS SHOW AREA: 2-4 MARCH - VERONA HOSTS ITALY'S ENTIRE OIL AND OLIVE VALUE CHAIN

BRICOLO (PRESIDENT): SECTOR MONITORING AND ANALYSIS WITH A NEW OBSERVATORY AND TECHNICAL-SCIENTIFIC COMMITTEE

REBUGHINI (GENERAL MANAGER): A TRADE FAIR COMBINING EXPERIENCE AND BUSINESS. TOP BUYERS EXPECTED FROM 26 COUNTRIES

Verona: 2-4 March 2025. Italian oil and olives on show over a show area of **10,000 sq.m.** This is how **SOL2EXPO 2025 – Full Olive Experience** makes its debut as a separate trade show at Veronafiere Sunday 2-Tuesday 4 March.

*"With 230 exhibitors, SOL2EXPO will represent not only the entire olive and oil supply chain," explained the President of Veronafiere, **Federico Bricolo**, "but also all Italy's production regions, with massive and capillary attendance by Associations and leading exponents in the sector. Global olive oil consumption now exceeds 3 million tonnes, while the consumer base is also expanding into emerging markets in South America and Asia. At the same time, Italy is experiencing a difficult production period put to the test by climate change. This is why," Bricolo went on "we have strengthened our analytical activities in this sector with two new tools: the new **SOL2EXPO Observatory** to monitor the market and consumption in collaboration with Nomisma and perhaps even other institutional and non-institutional partners in the future, as well as the new **Technical-scientific committee** to ensure scientific involvement in research, innovation and hot topics in the sector."*

Italia Olivicola together with the Italian Association of Olive Oil Mills – AIFO; Italian Olive Oil Supply Chain - FOOI-Interprofession; Unapol; Unaprol as well as association friends Frantoio Oleari Associati - FOA Italia and Fondazione EVOO School are the names involved in the event, alongside all production regions represented by group shows or individual companies (Basilicata, Abruzzo, Apulia, Campania, Sicily, Latium, Veneto, Calabria, Liguria, Umbria, Friuli Venezia Giulia, Tuscany and Marches).

In its new solo role after 28 editions alongside Vinitaly, SOL2EXPO makes its debut with double its exhibition space, moving from a tensile facility into two complete show halls: an important result that highlights the centrality and interest in this symbolic Made in Italy product. The General Manager of Veronafiere, **Adolfo Rebughini**, added: *"This start-up edition of SOL2EXPO already ensures a complete overview of the world of olives and oil, from business through to end consumers. It ranges from main products to by-products by way of technology, training and tourism, with the aim of offering operators and visitors a highly experiential trade fair, as well as an exceptional showcase for the excellence of Italian olive oil. As regards promotion, we have worked with our delegates and the ITA Trade Agency on **incoming specialist top-buyers**, with operators attending from 26 countries."*

In addition to profiled professionals already invited and hosted by Veronafiere from Armenia, Azerbaijan, Brazil, Bosnia Herzegovina, South Korea, Croatia, China, Colombia, Denmark, Estonia, Finland, France, Japan, India, Israel, Morocco, Netherlands, United Kingdom, Czech Republic, Slovakia, United States, Switzerland, Tunisia, Hungary and Vietnam, other national and international operators will also travel to Verona.

International attendance by companies from Albania, Spain, Tunisia and Germany (for technology) is confirmed.

The focus ranges from virgin and extra virgin olive oil to by-products, as well as from special seed oils to nutritional oils, not to mention wellness products, oil-based cosmetics and technology. SOL2EXPO 2025 also relaunches the **Evoo Days** training programme (3-4 March), with in-depth analyses of current technical-scientific and market topics. In addition, insights covering technological innovation and cosmetics will be curated by Aipo, the Inter-regional Association of Olive Producers. The B2B schedule is accompanied by a calendar of **consumer appointments** including cooking shows, workshops, tastings with pairings and oil-based hand and face cosmetics.

Veronafiere Press Service

Tel. +39 045 829 8427/8805/8350

E-mail: pressoffice@veronafiere.it**Ispropress Press Office**Benny Lonardi | direzione@ispropress.it 393.4555590Marta De Carli | press@ispropress.it 393.4554270

NOMISMA-SOL2EXPO OBSERVATORY:

**EVO OIL PURCHASED BY 96% OF ITALIAN CONSUMERS WHO BELIEVE IT IS
SYNONYMOUS WITH GOOD HEALTH. FOUR OUT OF TEN ALSO
BUY IN RELATION TO ORIGIN**

EVO OIL EXPORTS: +52.5% IN VALUE IN THE FIRST TEN MONTHS OF 2024

WORTH MORE THAN €2.1 BILLIONS

Verona: 2-4 March 2025. EVO oil is purchased by 96% of Italian consumers is a “social asset” and an essential ingredient in Italian cuisine. A survey carried out by the Nomisma-SOL2EXPO Observatory - which will be illustrated in full precisely during SOL2EXPO (Veronafiere 2-4 March) - suggests that 36% of consumers consider EVO oil to be one of the most healthy foods, on a par with vegetables, fruit and fish, so much so that the words most associated by Italians with the olive oil supply chain are "health", "sustainability" and "nature", alongside references to "quality", "goodness", "well-being" and "beneficial". The inclusion of extra virgin olive oil – the Observatory points out – is also an incentive for purchasing canned fish (70%), flavoured oils (69%), olive patés and spreads based on olive oil (64%) and products preserved in oil (63%).

Even before price (the main reason for 18%) and brand loyalty (15%), purchases of EVO oil are increasingly driven by indications of origin – a key factor for 4 out of 10 consumers who pay attention to both Made in Italy (29%) and PDO/PGI certification (15%). The denomination of origin product segment is one of those achieving the best growth even in production terms, having registered over the last ten years an increase in market share for Italian PDO/PGI oils from 2% to 6%. This is also accompanied by the performance of organic cultivation, having extended by now to almost one-quarter (24% compared to 15% in 2013) of the 1.14 million hectares of olive groves in Italy.

With 619,000 companies and 4,327 active mills, Italy is one of the main producers of olive oil on a global scale. Production for the 2024/2025 campaign stood at 224,000 tonnes, a 32% decrease compared to the previous year. This confirms the downward trend over the decade, mainly attributable to the negative effects of climate change on yields. In particular, from 2018 to today, olive oil production has never exceeded 370,000 tonnes.

The downturn on the supply side has brought about a significant increase in average prices on international markets (from €5.08/kg to €10.12/kg in two years) as well as in Italy. As a result, sales volumes of EVO oil in the off-trade channel in 2024 posted -1% compared to an increase in value of 29%, with the average price up by 30%. Thanks to stable demand and rising prices, exports of Italian extra virgin olive oil in the first ten months of 2024 continued to post positive performances, with growth of 52.5% in value (for a final balance of trade between January and October of 2.116 billion euros) and 5.4% in volume compared to the same period in 2023. Made in Italy EVO exports today reach 160 countries, although more than 60% of Italian extra virgin olive oil exports are concentrated between the United States, Germany, France, Canada and Japan, with the USA alone taking about one-third of Italian EVO oil exported.

In providing a comprehensive overview of products, technology, training and tourism, [Sol2Expo – Full Olive Experience](#) (2-4 March at Veronafiere) spotlights the entire Italian olive growing value chain, from land to table

and from production to processing, with focus events ranging from oil to olives and all derivative and by-products, through to wellness and cosmetics. The business soul – with an incoming plan to attract specialist international operators – is backed up by an impressive consumer programme that includes cooking shows, workshops and tastings, with pairings for the general public and enthusiasts, in addition to the possibility of direct purchases.

Veronafiere Corporate Media and Product Area

045.829 8350-8805 - pressoffice@veronafiere.it

Facebook: @veronafiere | Instagram: @veronafierespa | X: @pressVRfiere

Ispropress Press Office

Benny Lonardi | direzione@ispropress.it 393.4555590

Marta De Carli | press@ispropress.it 393.4554270

VERONAFIERE - SOL2EXPO: A NEW SCIENTIFIC-TECHNICAL COMMITTEE

BRICOLO (PRESIDENT VERONAFIERE): AN INTERNATIONAL AND IMPARTIAL POOL OF EXPERTS TO ENSURE INCREASINGLY QUALIFIED CONTENT

Verona, 2-4 March 2025. The members of the new Technical-Scientific Committee for Sol2Expo (scheduled at Veronafiere 2-4 March) were announced today. This Exhibition focuses entirely on the olive and olive oil value chain which, for the first time, will see an international team of experts entrusted with the management and coordination of the event's content and technical training offering. Chaired by the President of Veronafiere, **Federico Bricolo**, the Committee currently comprises Italians **Riccardo Gucci**, President of the National Olive and Oil Academy (a group that brings together all the top Italian researchers in this sector), **Enzo Perri**, Director of the CREA Olive, Fruit and Citrus Growing Centre, and **Donato Boscia**, emeritus researcher at the Institute for Sustainable Plant Protection of the CNR (National Research Centre) They are supported by internationally renowned scientific figures such as **Juan Vilar**, Professor and Director of the Master's Degree in Olive Growing (Olive MBA) at the University of Jaén, and **Javier Olmedo**, Director of the Fundación del Olivar, a Spanish public-private entity that seeks to modernize the world of olive groves and olive oil.

"It is the first time that a trade fair dedicated to oil and olive growing has appointed an impartial Technical-Scientific Committee," President Bricolo explained. This is a carefully considered and well-studied choice to ensure for the general public and trade operators alike an increasingly qualified, specialized, up to date and innovative content offering. From the latest trends in research fields to sustainability, competitiveness and the circular economy, from production to the rational use of by-products - Sol2Expo aims to provide occasions for comparison across the entire oil sector, becoming a reference hub for business as well as for training and information through in-depth analyses of the top current issues in the sector."

The Technical-Scientific Committee will preside over and validate the content of talk shows and seminars within the scope of EvoDays, the format dedicated specifically to training for operators and producers in olive and oil fields. The Technical Scientific Committee welcomes research institutions or universities from other olive-growing countries keen to play a leading role - with their own institutions, associations or individual companies - in the wide-ranging yet inclusive debate during the event. The Committee is also happy to receive contributions from individual researchers, institutes and universities from all over the Mediterranean and beyond.

In providing a comprehensive overview of products, technology, training and tourism, [Sol2Expo – Full Olive Experience](#) (2-4 March at Veronafiere) spotlights the entire Italian olive growing value chain, from land to table and from production to processing, with focus events ranging from oil to olives and all derivative and by-products, through to wellness and cosmetics. The business soul – with an incoming plan to attract specialist international operators – is backed up by an impressive consumer programme that includes cooking shows, workshops and tastings, with pairings for the general public and enthusiasts, in addition to the possibility of direct purchases.

Veronafiere Press Area

Press Area Director - Carlo Alberto Delaini | 045 829 8290

Deborah Begali | 349 9554240

Tel. +39 045 829 8427/8805/8350

E-mail: pressoffice@veronafiere.it

Ispropress Press Office

Benny Lonardi | direzione@ispropress.it 393 4555590

Marta De Carli | press@ispropress.it 393 4554270

SOL2EXPO SCIENTIFIC-TECHNICAL COMMITTEE

Riccardo Gucci is Full Professor of Tree Crops at the Department of Agricultural, Food and Agro-Environmental Sciences of the University of Pisa, where he teaches “General Arboriculture” and “Olive Growing and Wine Growing”. His olive growing research activity takes in aspects of olive physiology as well as olive grove cultivation techniques. He is Associate Editor of journals “Irrigation Science” and “Frontiers in Plant Science (Horticulture)”. He was awarded the “Antico Fattore” Scientific Prize for olive growing in 2006 by the Accademia dei Georgofili. He co-organized the OLIVETRENDS symposium for the 2010 International Horticultural Congress in Lisbon, and the IV National Olive and Oil Conference of S.O.I. in Pisa in October 2017. He has published over 75 scientific articles in international peer-reviewed journals and, together with Dr. C. Cantini, the book “Pruning and forms of cultivation of olive groves” (Edagricole). He has been President of the National Olive and Oil Academy since 2014, and Member of the Accademia dei Georgofili since 2015.

Enzo Perri is Research Director of the Council for Agricultural Research and Analysis of Agricultural Economics. He was Director of the Olive Growing and Olive Oil Industry Research Centre from 2004 to 2016. Coordinator or Head of UO CREA for numerous national research projects funded by the Ministry of Agriculture, MIUR or the Regions. He has published more than 150 scientific papers. Contract Professor for the Inter-University Specialist Degree Course in Veterinary Medicine of the Course in “Bromatology of Zootechnical Feed” at “Magna Graecia” University in Catanzaro (academic years 2007/2008; 2008/2009, 2009/2010, 2010/2011, 2011/2012, 2012/2013, 2013/2014); Contract Professor of Environmental Chemistry and Feed Chemistry at the Faculty of Pharmacy at “Magna Graecia” University of Catanzaro (academic year. 2003/2004). He specializes in oil chemistry, olive oil extraction and genetic improvement, sensory evaluation of olive oils, olive oil production technologies, mass spectrometry, chemometrics, and food chemistry.

Donato Boscia is Emeritus Researcher at CNR-National Research Centre and former Research Director in charge of the Bari branch of the CNR Institute for Sustainable Plant Protection and Academician of the Accademia dei Georgofili. He is a phytopathologist with more than 300 publications to his name. As one of the researchers who first identified *Xylella fastidiosa* in Salento, since 2013 he has been committed full-time to the study of the bacterium and its vectors, coordinating several research projects especially including the European H2020 Programme Project “Pest Organisms Threatening Europe” (POnTE). Nominated by the Presidency of the Accademia Nazionale dei Lincei for the John Maddox Prize, he received a special mention in the 2020 edition “for continuing his commitment to tackling the *Xylella fastidiosa* epidemic decimating olive groves in Apulia despite legal proceedings and a smear campaign”.

Juan Vilar Hernandez has a degree in Economics and Business Administration and is a full-time Professor at the University of Jaén. Director of the Olive Oil MBA at the University of Jaén and visiting professor at the San Telmo Business School. He is Director of the Caja Rural de Jaén and member of the Social Council of the University of Jaén. He is a member of the University Olive and Olive Oil Research Institute and the Chair of Olive Growing Economics, Marketing and Cooperative Systems for Caja Rural, both of the University of Jaén,

and of the Aula Universitaria Oleícola Innova, UNIA (International University of Andalusia) c/o the Antonio Machado Section. Global executive with international experience and responsibility for a career spanning more than 16 years in multinational environments in positions such as Chairman of the Board of Directors, Director, General Manager and Chief Executive Officer. He boasts more than 1,000 scientific contributions, including books (36 in 6 languages), chapters, articles, etc. as well as speaker in more than 30 countries. CEO and founder of Juan Vilar Strategic Consultants.

Javier Olmedo Hernandez is currently Managing Director of the Fundacion del Olivar, an institution supervised by the Junta de Andalucia. The Foundation for the Promotion and Development of Oil and Olives was established in 1990 to work with and help modernize the olive and olive oil sector by improving management of knowledge applied to the production sector. Olmedo Hernandez has a Labour Sciences Degree and a Social Sciences Degree and has contributed to the Terra Oleum Active Museum of Olive Oil, at Expoliva, as the Scientific Technical Symposium, the Expoliva Awards as well as the Prices at Origin of Olive Oil Information System (PoolRed).

VERONAFIERE, SOL2EXPO SHOWCASES THE ENTIRE OLIVE OIL SUPPLY CHAIN

OVER 50 EVENTS INCLUDING CONFERENCES, COOKING SHOWS, TASTINGS, COSMETICS AND TOURISM

Verona, 2–4 March 2025 - The countdown is on for **SOL2EXPO – Full Olive Experience**, the Veronafiere exhibition that, from Sunday 2 to Tuesday 4 March, shines a spotlight on the entire olive and olive oil supply chain. On the agenda is a marathon of **more than fifty events**, including conferences, cooking shows, tastings, and in-depth sessions — taking visitors on a journey from soil to table, and beyond, bridging the gap between business and consumers.

The event kicks off on Sunday, 2 March (11:30 a.m., Talk Area – Hall 2) with the official ribbon-cutting ceremony, followed in the afternoon (2:30 p.m., Talk Area – Hall 2) by the opening conference, featuring a special focus curated by the SOL2EXPO–Nomisma Observatory: **“Positioning and Prospects of EVO Oil: The Perspective of Italian Consumers”**. Expected speakers include **Abderrraouf Laajimi**, Deputy Executive Director of the International Olive Council (IOC), and **Patrizio La Pietra**, Undersecretary of Masaf (Italian Ministry of Agriculture, Food Sovereignty and Forests). The analysis will be led by Denis Pantini, Head of Agrifood at Nomisma.

The same SOL2EXPO–Nomisma Observatory will then present, on Monday 3 March (2:00 p.m., Talk Area – Hall 2), the report **“The Olive Oil Market in Italy and Europe: Current Landscape and Future Outlook”**. Among the most anticipated events are several discussions on topical issues, including **“Italy Calls Europe: National Olive Growing Must Bloom Again”** (3 March, 11:30 a.m., Talk Area – Hall 2) with Patrizio La Pietra, Undersecretary of Masaf, and Dario Nardella, Member of the European Parliament. Other sessions include: **“Learning to Read Olive Oil Labels to Prevent Fraud”** (ICQRF/Customs Agency, 2 March, 3:00 p.m., Conference Hall – Hall 2), **“The Sterol Issue in Extra Virgin Olive Oil: Facts and Perspectives”** (Italia Olivicola, 2 March, 4:00 p.m., Talk Area – Hall 2), **“From the Wealth and Diversity of Olive Varieties to Resources Against Climate Change”** (Crea, 3 March, 4:00 p.m., Conference Hall – Hall 2), **“How to Use Extra Virgin Olive Oil in Cosmetics”** (Aipo, 2 March, 12:00 p.m., Conference Hall – Hall 2), **“Preserving Extra Virgin Olive Oil: From Steel to Bottle”** (Aipo, 2 March, 4:00 p.m., Conference Hall – Hall 2). Rounding out the program is the **Evo Days** educational series, taking place on Monday 3 and Tuesday 4 March in Sala Salieri, featuring – among other topics – an analysis of prospects and solutions for tackling **Xylella** (3 March, 4:00 p.m., Sala Salieri).

A space dedicated to taste and gastronomy will feature **tasting sessions and cooking shows**, where visitors can learn directly from the “Extra Virgin Chef” **Andrea Perini** (3 March, 11:00 a.m., Cooking Show Area – Hall 1) under the aegis of Airo, the International Association of Olive Oil Restaurants. Completing the program, the “Olive Oil Chef” **Emanuele Natalizio** will take the stage in Hall 1 on the final day (4 March, 11:00 a.m., 2:00 p.m., and 4:00 p.m.).

The **Mixology sessions** organized by the Women in Olive Oil Association, featuring EVOO-based aperitifs, together with **table olives** from the national **Ercole Olivario competition**, will also take center stage daily at the *Oil Bar* in Hall 2.

With a comprehensive overview of product, technology, training, and tourism, [SOL2EXPO-Full Olive Experience](#) (2–4 March, Veronafiere) shines a spotlight on the entire Italian olive industry — from soil to table and from production to processing — with focuses ranging from olive oil and olives to by-products and derivatives, as well as wellness and cosmetics. Alongside its business-oriented soul – supported by an international buyer program bringing in specialized operators – SOL2EXPO also features an extensive consumer program including cooking shows, workshops, tastings, and pairing sessions, plus opportunities for direct purchase.

Veronafiere Corporate and Product Media Office



+39 045.829 8350-8805 - pressoffice@veronafiere.it

Facebook: @veronafiere | Instagram: @veronafierespa | X: @pressVRfiere

Ispropress Press Office

Benny Lonardi | direzione@ispropress.it +39 393 4555590

Marta De Carli | press@ispropress.it +39 393 4554270

VERONAFIERE OPENS ITS DOORS TO CONSUMERS ON THE OPENING DAY OF SOL2EXPO

SUNDAY, MARCH 2: SPACE FOR TASTINGS, EDUCATION AND IN-FAIR PURCHASES

Verona, 2-4 March 2025 – A Sunday of “**Full Olive Experience**” kicks off **SOL2EXPO**, the Veronafiere event dedicated to the world of olives and olive oil. With a program designed for *olive lovers* of every background and level of expertise, **SOL2EXPO** offers a rich blend of taste, education, and discovery, guiding visitors through Italy’s entire olive and olive oil supply chain.

From cooking shows to food and cocktail pairings, the event also explores **the beauty side of olive oil**, with treatments and talks dedicated to the use of extra virgin olive oil in cosmetics (Sunday 2 March, 12:00, Conference Hall, Hall 2). The program also includes in-depth sessions on topical issues such as “**Learning to Read Olive Oil Labels to Prevent Fraud**” — a hot topic at a time when supermarket prices range from € 5 to over € 12 per bottle. The discussion (Sunday 2 March, 16:00, Conference Hall, Hall 2) will feature experts from Italy’s Fraud Prevention Department and the Customs Agency. The session will reveal the tricks used to disguise the true origin of oils on labels and show consumers how to tell whether an Italian extra virgin olive oil is fresh from the latest harvest or a blend of different vintages.

SOL2EXPO’s transparency mission also extends to the restaurant sector. The Cooking Show by **Piero Palanti** of Extravoglio (Monday 3 March, 14:00, Cooking Show Area, Hall 1) will demonstrate that the cost impact of quality olive oil in a dish is often overestimated compared to the sensory benefits it brings — enhancing flavor and customer loyalty. Visitors will also have the opportunity to meet **producers from all over Italy** and, on Sunday 2 March, **purchase** not only their extra virgin olive oils, but also olive pâtés, table olives, and preserved products.

With a 360-degree view of product, technology, training, and tourism — and a program featuring more than 50 events, [SOL2EXPO - Full Olive Experience](#) shines a spotlight on the entire Italian olive industry, from soil to table and from production to processing. The event’s key focuses range from oil and olives to by-products and derivatives, as well as wellness and cosmetics. The start-up edition of SOL2EXPO marks its solo debut after 28 years alongside Vinitaly, blending a fresh consumer-oriented spirit with its established **business vocation**. The event is further strengthened by an international buyer program welcoming trade operators from 26 countries.

Veronafiere Corporate and Product Media Office

+39 045.829 8350-8805 - pressoffice@veronafiere.it

Facebook: @veronafiere | Instagram: @veronafierespa | X: @pressVRfiere

Press Office - Ispropress

Benny Lonardi | direzione@ispropress.it +39 393 4555590

Marta De Carli | press@ispropress.it +39 393 4554270

PROGRAMME | EVOO DAYS – SOL2EXPO

EVOO DAYS – First Day: 3 March 2024

09:30-13:30 - The needs of olive growing in response to climate change: the tools available to agronomists

09:30 - arrival of participants

09:45 - institutional greetings.

10:00 - Riccardo Gucci (National Olive and Oil Academy): “The water requirements of olive groves based on cultivars and phenology”

11:00 - Enzo Perri (CREA) – “The role of micro-elements in olive nutrition, leaf or soil fertilization?”

12:00 noon - Annalisa Rotondi (CNR-IBIMET) – “Zeolite in olive growing: from the nursery sector to its use as an improver”

12:30 - Lucia Morrone (CNR-IBIMET) – “Tonics for olive trees; kaolin and zeolite not only to fight olive flies”

13:00 - Debate.

EVOO DAYS - Second day: 4 March 2024

09:30 - 13:30– “Olive oil quality standards over and above legislation: from minor compounds to contaminants”;

09:30 - arrival of participants

09:45 - institutional greetings;

10:00 - Alessandra Bendini (University of Bologna) – “Minor compounds (volatile and phenolic molecules) and their relationship with the sensory characteristics of olive oil”

11:00 - Alessandro Leone (University of Bari) – “Guiding oil extraction in relation to minor compounds: the role of technology”

12:00 noon- Sabrina Moret (University of Udine) – “Contaminants in oil: from MOSH/MOAH to polycyclic aromatic hydrocarbons”

13:00 - Debate.