



Art.1 Organization

As part of 8th Oil China 2012, 2012 China International Olive Oil Competition (hereinafter “2012 Oil China Competition”) will be held in April 2012 and organized by Beijing Regalland Convention & Exhibition Co., Ltd..

The Administration Committee of “2012 Oil China Competition” consists of a representative of China Council for the Promotion of International Trade, a representative of the Ministry of Agriculture, P. R. China, the representative of the Academy of Forest, P. R. China. This committee will monitor the whole process of the competition.

Art.2 Purpose

“2012 Oil China Competition” will achieve the following purposes:

- To display the best olive oil;
- To divulge the best olive oil to consumers, importers, wholesalers, agents;
- To present to the public and media;
- To promote transparency on China’s olive oil market;
- To boost the olive oil consumption in China

Art.3 Process

The whole process will include two stages as follow:

- 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.
- At the second stage, the same oil will be tasted and ranked after popularity by consumers that will visit Oil China 2012.

Art. 4 Authorization of Participation

The followings are allowed to participate in “2012 Oil China 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.

Art.5 Certification for Participation

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

Note: the above and the following mentioned “Olive Oils” indicate two types of olive oil i.e. extra virgin olive oil and Organic extra virgin olive oil. The prizes will be divided into two parts, one part for extra virgin olive oil and another for organic extra virgin olive oil

Art.6 Categories

The “Extra Virgin Olive Oil” is divided into the following quality categories:

- Intense
- Light
- Medium



Art.7 Registration

Each participant must send the following by courier and/or post by **March 20th 2012** to: Beijing Regalland Convention & Exhibition Co., Ltd., address: Room No.438 Jin Ou Building, An Zhen Li, Chaoyang District, Beijing 100029 China, Tel:+86 10 64416542 ;

- 1) The application form duly completed, and please note that the form must be filled out in block capitals and preferably typed on a typewriter, computer or other similar means, since any hand-written applications which cannot be clearly understood will be excluded from the Competition. The certificate of participating oil should clearly indicate also the name of the producer company;
- 2) The certificate of analysis of oil samples indicates at least the following: free oleic acidity; number of peroxides; spectrophotometry at K 232 nm, at K 270 nm. with alumina and delta-K; acidic composition referred especial to oleic, linoleic, stearic and palmitic acids;
- 3) If you samples are organic extra virgin olive oil, the organic certificate will be also attached.**
- 4) A single sample of olive oil in 3 bottles of 0.75 lit capacities or the equivalent quantity of oil in bottles of different volume. 2 bottles (1500ml) of The sample olive oil are need for the sensory evaluation on the occasion of "Olive Oil China 2012" and the other 1 bottle are need for the ranking by consumers that will visit 7th Oil China 2012. The sample olive oil that are not delivered in original packaging, are not considered for evaluation as well;
- 5) Any receipt of the sum paid with samples and documents must be delivered in a single sealed package.

If you use express transportation companies like DHL, TNT, UPS, FedEx and so on, please confirm about the detailed regulation (duty fee or duty free) of Chinese customs from your local express companies in case that your products could be blocked by the Chinese customs. The Pre-form Invoice must be indicated "No Commercial Value" and the declare value is not more than USD 50.

Art.8 Fees

The following fees are raised for the participation in "2012 Oil China Competition":

Per participant:	Participation basic fee: EURO 220 (include VAT)
Per olive oil:	Handling fee: EURO150 (include VAT)

Remarks:

- (1) **The exhibitors of Oil China 2012 and second time participants will get a discount of 50% off the participation basic fee;**
- (2) This sum must be paid when sending the application for participation and must be affected clearly indicating the name of the participant and respective competition, through: Bank transfer to: **Beijing Regalland Convention & Exhibition Co., Ltd.**
BNF's A/C No.: 11 230138040000101 SWIFT Code: ABOCCNBJ010
BNF's Bank: Agricultural Bank of China, Beijing Branch
- (3) The fees contain the following achievements:

- Sensory evaluation by the tasters;
- Ranking of the oils by consumer in a preference-test at the occasion of Oil China 2012;
- Publication of the results in the daily papers, the related magazines and the Internet.

Art.9 Exemption Clause

The Organizers decline all liability for late arrival of samples after the established date (**20th March 2012**), for total or partial loss of samples during shipment, for chemical-physical and organoleptic alterations of the samples due to temperature range, for breakage and other malfunctions occurring during shipment. **The involved taxes (the duty, VAT and so on) and shipment costs must be fully paid by the participants up to destination** (Beijing Regalland Convention & Exhibition Co., Ltd. – Room No.438 Jin Ou Building, An Zhen Li, Chaoyang District, Beijing 100029 China). The samples of extra virgin olive oil shall be assessed by a secret code kept by the organizers. From receipt of the samples to their presentation to the tasting panel, the organizers shall preserve the samples scrupulously and adequately to ensure they remain in good condition.

Art.10 The Tasting Panel

The tasting panel consists of a Tasting Committee, comprising tasters from the Mediterranean Sea, international and domestic experts. The tasters are selected from the list olive oil taste panels recognized by the IOOC.

Art.11 Sensory Evaluation of Olive Oil

The olive oils are tasted and evaluated according to flavor intensity (intensive-mediums-slight) by the jury. Tasting and the evaluation of the oils take place in accordance with the regulations of the IOOC (organoleptic assessment of virgin olive oils). The organizers will distribute the sample oils to the tasters that will be requested to evaluate the oil according to the assessment sheet given in annex 1. The final point score of each sample is the arithmetical average of votes shown in the points table specified by the adopted method.

The taster issues judgments not open to appeal. To safeguard the confidentiality of the participating Companies, only the list of extra virgin olive oils that have been awarded prizes is published, and not all of the participating Companies. Points assigned to individual samples are not divulged.

Art. 12 Classifying & Certificates

Olive Oils that show no negative deviations correspond totally to the demanded quality for “Extra Virgin Olive Oils”. In dependence of the evaluation of the general impression of harmony an award will be distinguished. Award categories for **extra virgin olive oil and organic extra virgin olive oil** are the following:

- Golden Olive
- Silver Olive
- Copper Olive
- Grand Mention
- Quality Mention

The winning participants receive a certificate “Golden Olive” and/or “Silver Olive” and/or “Copper Olive” and/or “Grand Mention” and/or “Quality Mention” as well as the authorization for the printing of labels with the Logo “Golden Olive” and/or “Silver Olive” and/or “Copper Olive” and/or “Grand Mention” and/or “Quality Mention”. Appropriate labels may be attached only on original bottles belonging to the sample oils in one year.

Art.13 Appeal

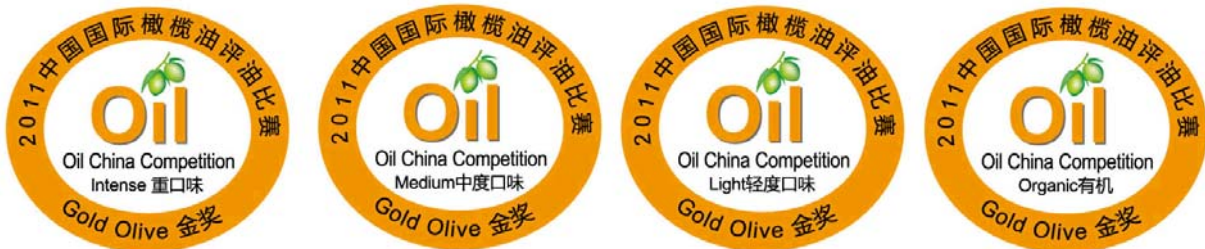
The determined results of the sensory evaluation are final. There is no possibility to appeal.

Art.14 Publication of the results /Award

On the occasion of “2012 Oil China Competition”, the first publication of the evaluation results will be announced and prizes awarded on the opening day of 8th Oil China 2012 as well as the official award of the “Golden Olives”, the “Silver Olives”, the Copper Olives” and the “Big Mention” and “Quality Mention”. In addition each participant and/or winner is informed personally. The Organizers reserve the right to modify these Rules at any time, if necessary.

Art 15 Award Stickers Order

To assist the winners in full promoting the awarded olive oil, the organizer will provide the necessary quantities of stickers for the winners to affix the stickers on the bottles of olive oil that is awarded. If the winners want to order the stickers, please contact the organizer after the publication of the result of Oil China Competition 2012. The samples of the stickers as follows:



Art.16 Publication on Exhibition and Internet

The awarded olive oils will be published in “China Oil & Fat”, in the daily papers as well as in the internet (www.eoliveoil.com). Otherwise, the awarded olive oil will be on display in a display cabinet for visitors tasting during Oil China 2012.

Special Regulation At the second stage

Art.16 Tasting

At the occasion of Oil China 2012, the sample oils will be tasted by consumers that will rank the participating oils in accordance with their popularity. Every oil is presented “blind” in a set of five. The evaluation of the overall-impression is done on a 10 point hedonic scale.



The oils, which receive most points will win the title “**the most favorable olive oil in 2012**”, it is guaranteed that all participating oils will be judged by the same number of consumers.

Art.17 Certificate

The 10 most popular oils receive a certificate together with the permission to print labels with the Logo of “Oil China 2012”.

Art. 18 Publication

The results of the consumer ranking and the winners of the “Oil China 2012” will be published in “China Oil & Fat”, in the daily papers as well as in the internet (www.eoliveoil.com).

Art.19 Acknowledgment

Each participant of 2012 China International Olive Oil Competition recognizes and accepts the available regulations with his registration.

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Annex 1

2012 China International Olive Oil Competition Sensory Assessment Sheet

Sample code: _____
 Taster identification no.: _____
 Date: _____

1. Olfactory perceptions

(max 35 / 100)

◆ **Olive fruitiness** (5 - 10): _____
 (Intensity at first and next inspirations)

◆ **Positive perception** (1 - 7): _____
 (Just indicate your perception and score)

- Artichoke
- Leaves
- Fresh grass
- Dried grass
- Almond
- Green Apple
- Red tomato
- Green tomato
- Tomato leaves
- Others _____

◆ **Harmony of olfactory perceptions** (10 - 18): _____
 (How much oil scents stay well together)

Partials score for olfactory perceptions _____ / 100

2. Gustatory and Re-olfactory perceptions

(max 50 / 100)

◆ **Fruity** (5 - 10): _____

◆ **Bitter** (0 - 10): _____

◆ **Sweet** (3 - 10): _____

◆ **Spicy** (0 - 10): _____

◆ **Harmony of tasting perceptions** (5 - 10): _____

(How much oil tasting perception is impressive)

Partial score for gustatory / re-olfactory perceptions _____ / 100

3. Relation Olfactory / Gustatory perceptions (max 15 / 100)

Global harmony

(How much olfaction and taste satisfy you) (10 - 15): _____

Partial Score Olfactory / Gustatory perceptions _____ / 100

4. Total score of the sample _____ / 100