

Olivetech China Show is the part of 15th Oil China 2020



1st OLIVETECH CHINA SHOW 2020

中国油橄榄种植和加工技术设备展

**1st China Trade Show of Equipment and
Technology for Olive Growing and Olives & Olive
oil Processing 2020**

In Conjunction with

2020 China's Olive Industry Investment Seminar

2020 Course for Technology and Management of Olive Growing

2020 Course for Processing and Technology of Olive Oil & Table Olives

September 10-12, 2020 Longnan city, China

www.eoliveoil.com



The Status and prospects of Chinese olive oil industry



After 55 years of development, China's olive industry has expanded to 67 counties and cities in 12 provinces (cities), 37 cities (states), with a total area of **84,000 hectares**, **47,725 tons of fresh fruit production**, and **6,738 tons of olive oil production**. It accounts for 0.76% of the olive planting area in the world, and the total number of plants accounts for 3.8% of the world.

Among them: **Longnan City in Gansu Province develops 40,000 hectares**; Sichuan Province has 24,000 hectares; Yunnan Province has 10,000 hectares; Chongqing City has 5,000 hectares; Hubei Province has 3,300 hectares; Zhejiang Province has 200 hectares; Guizhou Province has 67 hectares, Shaanxi Province has 33 million hectares, and other provinces and cities have the 700 hectares of on the trial basis. Other provinces and cities have 700 hectares of sporadic trial planting.

Grain and edible oil security was incorporated into the national strategy in the "Thirteenth Five-Year Plan" formulated at the national level. In 2014, the former National Forestry Administration, National Development and Reform Commission, and the Ministry of Finance jointly issued the National Layout Plan for the Development of Superior Economic Forests (2013-2020). "Including olive oil into the characteristic tree species of special economic forests, China plans to build 7 key base counties in the Bailong River low mountain valley area centered on Longnan, Gansu Province, the Jinsha River valley area centered on Xichang, Sichuan, and the Yangtze River Three Gorges low mountain valley area. by the end of the "Thirteenth Five-Year Plan" period, by 2020, the country's main producing provinces plan a total area of **167,000 hectares with a total investment of 0.244 billion Euro**, of which Gansu Province plans 43333 hectares with a total investment of 41.3 million euro; 53333 hectares with a total investment of 100 million euro; Yunnan Province plans 66666 hectares with a total investment of 65 million euro; Chongqing City plans 3333 hectares with a total investment of 37.5 million euro. **In 2021 or later, China will have over 250,000 hectares of olive trees, and it is forecast that the maximum yield of Chinese olive oil will reach about 60,000 tons in the future.**

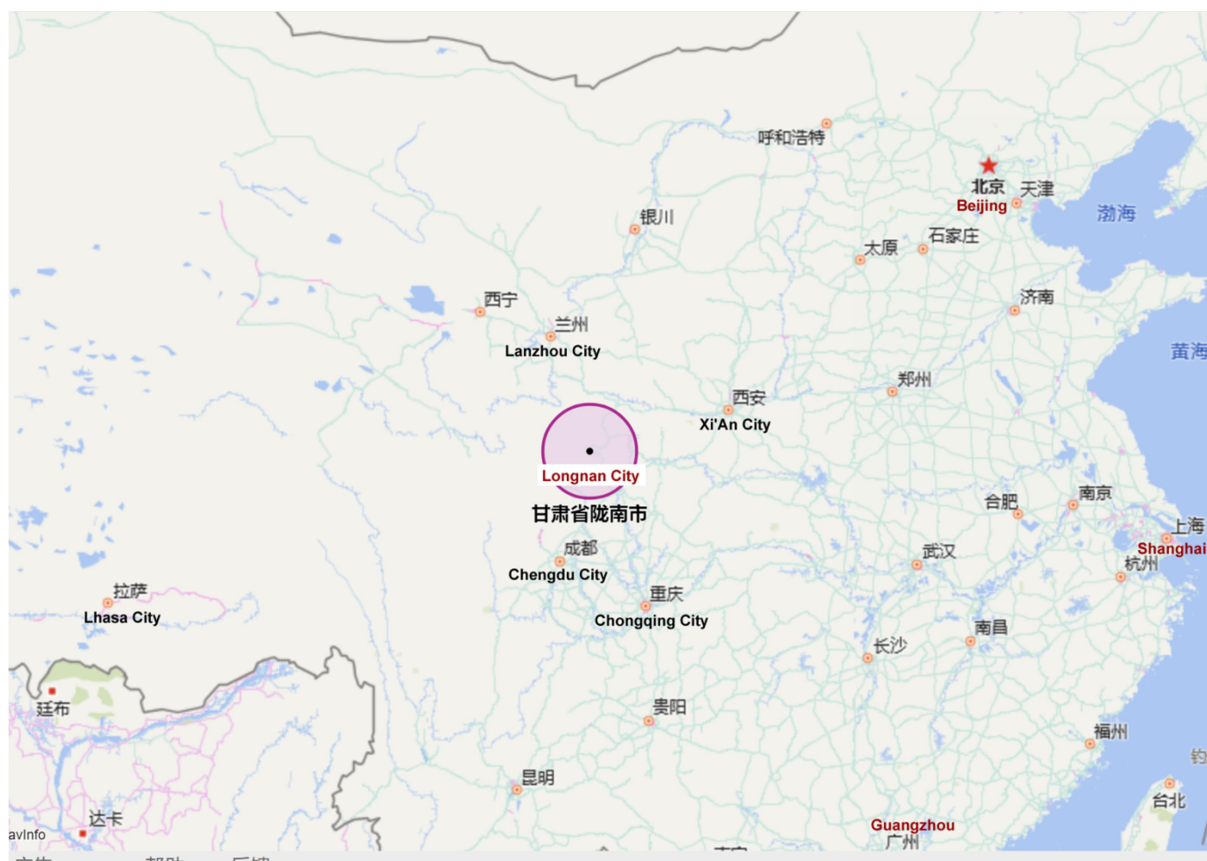
The Challenge and Opportunity of China's olive Industry

There are still many problems in the Chinese olive industry, such as the need to expand the area of olive planting, the inadequate infrastructure, the slow popularization of good olive varieties, the weak ability to support olive technology, the high cost of olive oil production, the lack of market

expansion, insufficient capital investment, and industrialization low degree. In particular, the following aspects have improved operability and effectiveness, such as olive breeding, olive planting management, olive and olive oil processing technology, talent cultivation, and capital and technology introduction, etc.

For the above reasons, we wish to hold 1st Olivetech China Show - the trade show of equipment and technology for olive growing and olives & olive oil processing, which will be helpful to improve the olive planting technology and management capabilities, to improve the quality and quantity of olive, to improve the effective use of olive, and to increase the yield and quality of olive oil in order to reduce costs, to improve the skills of industrial talents and to increase the talent reserves, to increase the attention of all sectors of society to the olive industry and investing in olive industry, and to consume olive oil products, thereby help to strengthen China 's olive industry and benefit Chines people by olive oil and related products.

The Host City of Olivetech China Show- Longnan



Longnan, Gansu is China's main and most important olive oil producing region. As of now, Longnan City has developed nearly 40,000 hectares of olive oil bases, accounting for 48% of the nation's 84,000 hectares; an annual output of 38,000 tons of fresh olives, accounting for 81% of the nation's 47,000 tons; an annual output of 5,700 tons of virgin olive oil, accounting for 85% of the national 6,677 tons. Longnan was named "National Olive Demonstration Base" by the State Forestry and Grassland Administration. With the full support of the Longnan Municipal Government,

we will hold Olivetech China Show and a series of activities, which will not only help the development of the local industry, but also provide an effective business and communication platform for Chinese olive industry in the aspects of olive growing, olive and oil equipment and technology, talent circulation, capital investment, market flow and related service, so as to comprehensively enhance the efficiency of Chinese olive industry and to build Longnan city as the "Chinese olive city".

Supporters:

- Chinese Olive Industry Alliance
- Longnan Municipal People's Government
- University of Jaén
- University of Bari Aldo Moro

Organizers:

- Longnan Olive Research Institute
- Centro de Estudios Avanzados en Olivar y Aceites de Oliva (CEAOAO)
- Centro di Ricerca Sull'Olio, L'Olio e Le Olive da Mensa

Co-Organizers:

- Beijing Regalland Convention Exhibition Co., Ltd.
- Longnan Olive Industry Development Office

Media Supporter:

- Xinhua News Agency
- Gansu Daily-Longnan News
- Olive Oil Life- www.oliveoilife.com

Sponsor:

- Longnan Xiangyu Olive Development Co. Ltd.

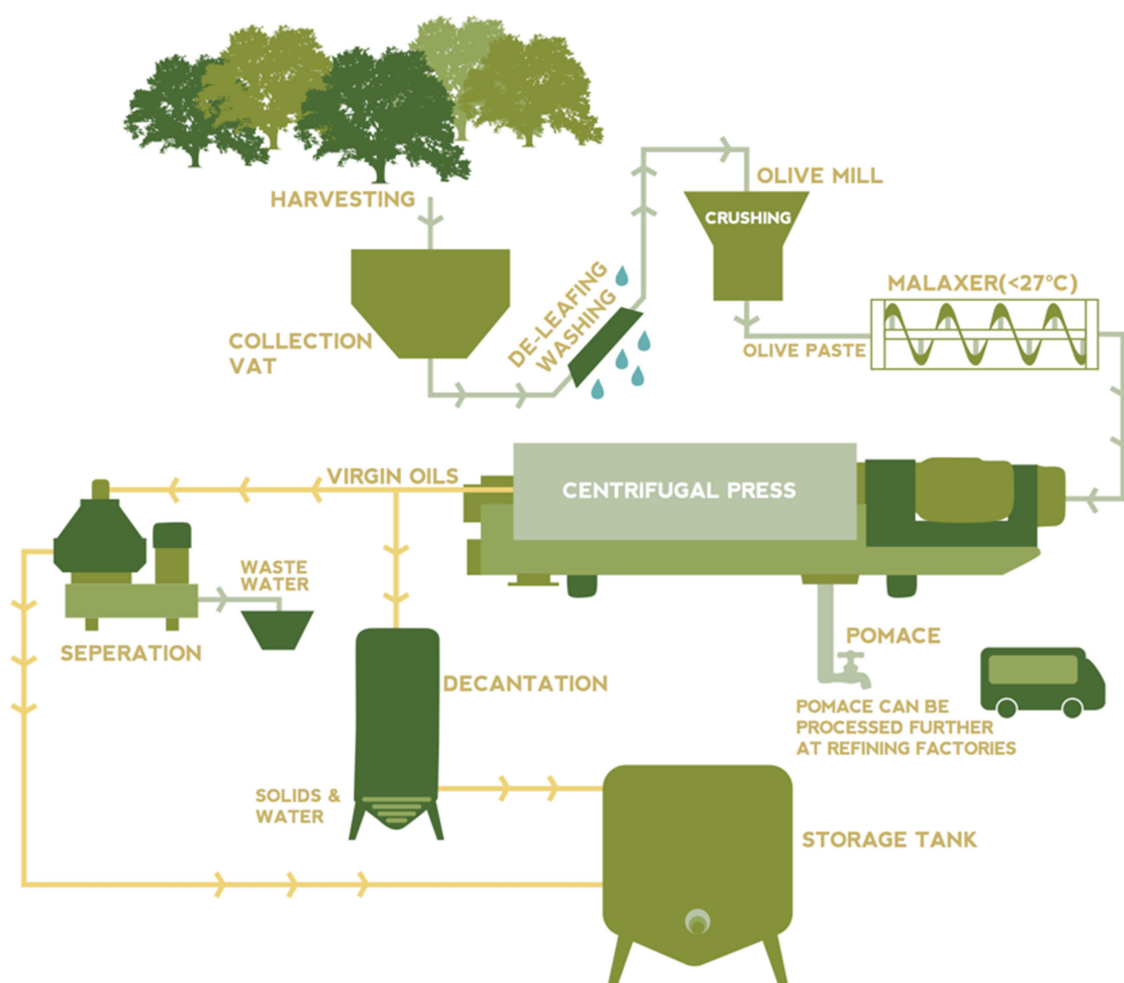
Date and Venue:

- Show Move-in: September 8-9, 2020 (09:00-16:30)
- Show Date: September: September 10, 11, 12, 2020 (09:00-16:30)
- Show Move-out: September 12, 2020 (16:30-20:00)
- Venue: Xiangyu Ecological Industrial Park, Wudu District, Longnan City, Gansu Province, China

The Scope of Exhibits:

- The materials, instruments, tools, equipment and technology for olive planting, olive harvesting, table olives processing, olive oil processing and by-products
- Bottles, Boxes, pipes, container, Packaging materials, filter materials, etc.
- Transportation pipelines, transportation tankers, transportation truck, etc.
- Analytical instruments for testing soil, water, leaves, olives, olive oil and the analysis laboratories, tasting glasses, heating equipment and etc.
- Books, website, software, service, consulting, research institutes and etc.

Totally, the exhibits from breeding to propagation, from pest and disease control to irrigation, from pruning to harvesting, from olive oil production to by-product recycling, etc.



The Participating Fee

- **Option 1: Standard Booth: Euro 165 / USD 188 per m²**

Remark: Minimum 9 sqm, Basic fittings for standard booth include: Exhibit space, Sign panel in Chinese & English, One 5amp/220v electrical outlet, two lights, one information counter, Walls on three sides, Carpeted floor, two chairs, Daily booth cleaning, and one wastepaper basket. Two Official Catalogues

- **Option 2: Raw Space: Euro 150 / USD 170 per m²**

Remark: Minimum 18 m². Additional raw exhibit space is available. Price includes exhibitor services.

Note:

- The Deadline of Application: **July 01, 2020**
- Early Bird: before **March 01, 2020** booking your booth or space, you will obtain **10%** discount of the above

Related Events:

1. 2020 China's Olive Industry Investment Seminar
2. 2020 Course for Technology and Management of Olive Growing
3. 2020 Course for Processing and Technology of Olive Oil & Table Olives
4. 2020 National Fresh Olives Order Meeting

The Attendees of the above events:

1. The farmers, technicians and farm owners of olive planting
2. CEO, oil mill manager, technician, workers, operator and maintainer of olive oil and table olives processing plants or mills
3. Quality inspection and sales personnel of olive oil and table olives
4. Technical personnel for processing equipment research and development, product research and by-product research and development
5. equipment purchasing managers, investors, operators and participants in table olives planting and olive oil processing factories
6. Other relevant service institutions, research units and associations, etc.

The Training Contents and Modules:

- The technology and management of olive planting, olive breeding, cultivation technique, crop protection
- Table olive processing and quality control: table olive processing process and related equipment introduction and technical analysis
- Olive oil processing and quality control: olive oil processing process and related equipment introduction and technical analysis
- Chemical testing and sensory analysis: knowledge and practical operation of chemical testing and sensory analysis of olive oil and table olives.
- Technical innovation and suggestions: technical innovation of olive oil and table olive and suggestions for improving the output and quality of the processing of olive oil and table olives.
- On site practical operation and on-site guidance for the processing of olive oil and table olives.

The Topics of 2020 China's Olive Industry Investment Seminar

1. To fully introduce the status and prospects of Chinese olive oil industry
2. To promote some investment projects of olive planting, olive oil mills for the potential investors
3. To visit olive groves and olive mills

For the sponsor Opportunity:

1) The Title Sponsor of the Trade Show: Euro 13,000 / USD 15,000 per 1 company

The following treatments for the sponsor:

- The company name will be shown on the website, documents, spot and the boards of the show and course
- The two standard booths for you.
- Your brochure or leaflets will be for each visitor or your promotion pages will be included in the training guide.
- The list of the attendees will be given for you.
- The logo of your company or brand will be shown in the official website (www.eoliveoil.com) in one year.
- Your advertisement roll-up banner will be placed at the spot
- Your advertisement flags will be placed at the spot.
- Your technical expert may make the 1-hour speech about your company and products on the first day.
- Your representative will be present at the opening ceremony as the VIP to make a short speech.

2) The Title Sponsor of the Event: Euro 6,500 / USD 7400 per 1 company

The following treatments for the sponsor:

- The company name will be shown on the website, documents, spot and the boards of the show and course
- The one standard booth for you.
- Your brochure or leaflets will be for each attendee or your promotion pages will be included in the training guide.
- The list of the attendees will be given for you.
- The logo of your company or brand will be shown in the official website (www.eoliveoil.com) in one year.

- Your advertisement roll-up banner will be placed at the room of the course.
- Your technical expert may make the 1-hour speech about your company and products on the first day.
- Your representative will be present at the opening ceremony as the VIP

3) The Event Sponsor: Euro 3,000 / USD 3,400 per 1 company (total 2 sponsors)

The following treatments for the sponsor:

- Your company name will be shown on the board of the course
- Your brochure or leaflets will be for each attendee or your promotion pages will be included in the training guide.
- The one standard booth for you.
- The list of the attendees will be given for you.
- The logo of your company or brand will be shown in the official website (www.eoliveoil.com) in one year.
- Your advertisement roll-up banner will be placed at the room of the course.
- Your technical expert may make the 20-minute speech about your company and products on the first day.
- Your representative will be present at the opening ceremony as the VIP.

Contact:



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Website: www.eoliveoil.com

Note: We are also the organizer of the following events:

- 15th China International Olive Oil Competition
- 15th Oil China B2B & B2C Trade Show & Tasting
- The 2nd Training Course of Chinese Olive Oil Tasters