

14TH SCIENTIFIC-TECHNICAL SYMPOSIUM EXPOLIVA 2009 PROGRAMME PREVIEW

GUADALQUIVIR AUDITORIUM

PAPERS

FORUM ON OLIVE OIL CUISINE, HEALTH AND CULTURE

Wednesday, 13 May – Morning

- 9,00 h. **Distribution of documentation to participants**
- 9,30 h. **Opening of the 14th Scientific-Technical Symposium**
- Ms Elena Espinosa Mangana. State Minister of the Environment and Rural and Marine Affairs
 - Mr Martín Soler Márquez. Minister of Agriculture and Fisheries of the *Junta de Andalucía* (Government of the Autonomous Community of Andalusia)
 - Mr Felipe López García. President of the *Diputación Provincial* (Provincial Council of Jaen)
- 10,00 h. **First Paper**
Effect of the Consumption of Olive Oil on the Prevention of Diabetes and Obesity
Dr Federico Soriguer Escofet
Department of Endocrinology. Carlos Haya Hospital. Malaga
- 10,30 h. **Second Paper**
Effect of the Olive Oil-Rich Mediterranean Diet on Cardiovascular Risk Factors and Inflammation: the PREDIMED Study.
Dr Ramón Estruch Riba
Department of Internal Medicine. Barcelona Faculty of Medicine. Barcelona University
- 11,00 h. **Third Paper**
The Minor Components of Olive Oil, a Safe Bet in Nutrition and Health
Ms Valentina Ruiz Gutiérrez
Fat Institute. CSIC (Spanish Scientific Research Council) Sevilla.
- 11,30 h. **Coffee break**
- 12,00 h. **Fourth Paper**
Consumption Trends. Consumption Panel. Effect of Globalisation
Mr Victor Martín Cerdeño
Department of Applied Economics. Complutense University of Madrid
- 12,30 h. **Fifth Paper**
Food, Health and Lifestyles
Ms Mabel Gracia Arnaiz
Department of Social Anthropology. Rovira i Virgili University. Tarragona
- 13,00 h. **Sixth Paper**
Mediterranean Diet and Development of Consumption Habits
Mr Lluís Serra Majem
Mediterranean Diet Foundation. Barcelona
- 13,30 h. **Debate and Discussion**

PPAPERS

FORUM ON THE OLIVE OIL INDUSTRY, TECHNOLOGY AND QUALITY

Wednesday, 13 May – Afternoon

16,45 h. Distribution of documentation to participants

17,00 h. Forum opening session

INTERNATIONAL SENSORY ANALYSIS CONFERENCE

17,10 h. **First Paper**

Sensory Analysis in the Official Virgin Olive Oil Control System in the European Union. The Spanish Model

Mr Juan Ramón Izquierdo Álvarez-Buylla

Food and Agriculture Arbitration Laboratory. Ministry of the Environment and Rural and Marine Affairs

17,30 h. **Second Paper**

Authorisation of Panels of the Autonomous Community of Andalusia

Mr Francisco Rodríguez García

General Director of Agro-food Industries and Quality. *Junta de Andalucía*

17,50 h. **Third Paper**

Recognition of Panels by the International Olive Council

Ms Mercedes Fernández Albaladejo

Technical Division. International Olive Council

18,10 h. **Debate and Discussion**

Sensory Assessment of Virgin Olive Oils. Alternative Methods

18,50 h. **Fourth Paper**

SensOLEO Project. A Technical Response to the Metrological Requirements of Sensory Tests

Mr Luis Cuadros-Rodríguez

Department of Analytical Chemistry. Faculty of Sciences. University of Granada

19,10 h. **Fifth Paper**

Fast Assessment Methods 1: Mass Spectrometry

Mr José Antonio García Mesa

Institute of Agrarian Research and Training. IFAPA. *Junta de Andalucía*

19,40 h. **Sixth Paper**

Fast Assessment Methods 2: NIRS Technique.

Mr Juan García Olmo

NIR / MIR Spectrometry Unit. SCAI (Central Service for Research Support). University of Cordoba

20,00 h. **Debate and Discussion**

20,30 h. **End of Forum. Viewing of Information Panels**

PAPERS

FORUM ON OLIVE GROVES AND THE ENVIRONMENT

Thursday, 14 May – Morning

9,00 h. Distribution of documentation to participants

9,30 h. Forum opening session

Andalusian Olive Grove Law

Program presentation and work methodology

Ms. Mar Remón-Menéndez

General secretaryship of Agriculture. *Junta de Andalucía*

10,00 h. **First Paper**

Area of Analysis: Growing and Production

Mr. Fernando Morillo Pérez.

Institute of Agrarian Research and Training. IFAPA. *Junta de Andalucía*

10,30 h. **Second Paper**

Area of Analysis: Industries

Mr. Francisco de Paula Rodríguez García.

General Director of Agro-food Industries and Quality. *Junta de Andalucía*

11,00 h.

Third Paper

Area of Analysis: Olive Oil Markets

Mrs. Carmen de Pablos Epalza.

General Direction of Planning and Markets Analysis

11,30 h.

Fourth Paper

Area of Analysis: Rural Development and Land Organisation

Mr. José María Ortiz Ots.

General Direction of Rural Sustainable Development.

12,00 h.

Coffee break

12,15 h.

Round Table: The Olive and Olive Oil Sector under Debate

Presented and moderated by:

Mr Dimas Rizo Escalante

Secretary General of Agriculture. *Ministry of Agriculture and Fisheries of the Junta de Andalucía*

Participants:

- D. Ricardo Serra Arias.

Young Farmers Agricultural Association. ASAJA.

- D. Agustín Rodríguez Sánchez.

Small Farmers Union. UPA.

- D. Rafael Sánchez de Puerta.

Andalusian Federation of Agricultural Cooperative Business. FAECA.

- D. Pedro Luís Rubio Aragonés.

National Association of Edible Oil Refiners and Bottlers. ANIERAC.

- D. Juan José Sáenz Jiménez.

Spanish Federation of Olive Oil Industrial Manufacturers. INFAOLIVA.

- D. Miguel López Sierra.

Agricultural and Farmers Organisations. COAG.

13,45 h. **Debate and Discussion**

14,00 h. **End of Forum. Viewing of Information Panels**

FORUM ON OLIVE GROVES AND THE ENVIRONMENT

Thursday, 14 May – Afternoon

- 17,00 h. Current Situation of Verticillium Dahliae in Olive Groves**
Moderated by: Mr Francisco Javier de las Nieves López
Institute of Agrarian Research and Training. IFAPA. *Junta de Andalucía.*
- 17,10 h. First Paper**
Verticillium Dahliae of Olives: Problems and Perspectives for Integrated Handling
Mr Rafael Jiménez Díaz
Agronomy Department. ETSIAM (Higher Technical School of Agricultural and Forest Engineers).
University of Cordoba
- 17,40 h. Second Paper**
Integrated Control of Verticillium Dahliae of Olives
Mr José Bejarano Alcázar
IFAPA, Alameda del Obispo. *Junta de Andalucía*
- 18,10 h. Olive Groves and Mitigation of Climate Change**
Moderated by: Ms Judith Anda Ugarte
Director General of Agricultural Production. Ministry of Agriculture and Fisheries of the *Junta de Andalucía*
- 18,20 h. Third Paper**
Availability of Water. Impact of Climate Change on Olive Growing
Participants:
Dr Keith Weatherhead
School of Applied Sciences. Cranfield University
Mr Juan Antonio Rodríguez Díaz.
Agronomy Department. ETSIAM. University of Cordoba
- 19,00 h. Fourth Paper**
Efficiency in Water Use
Mr Francisco Orgaz Rosua
Agronomy Department. Institute of Sustainable Agriculture (IAS-CSIS)
- 19,30 h. Fifth Paper**
Capacity for Carbon Sequestration of Olive Groves
Mr Francisco Villalobos Martín
Agronomy Department. ETSIAM. University of Cordoba

PAPERS

ECONOMIC AND SOCIAL FORUM

Friday, 15 May – Morning

9,00 h. **Distribution of documentation to participants**

9,30 h. **Forum opening session**
Ms. Teresa Sáez Carrascosa.
Andalusian Agency for Foreign Promotion. Extenda

The olive oil consumption in emerging countries

- 10,00 h. **First Paper**
The olive oil in the Chinese market
Mr. Manuel León.
Shangái Business Promotion Unit. Extenda Agency.
- 10,25 h. **Second Paper**
The olive oil in China
Mr. Yu Ning.
Shenzhou Olive Development Corporation.
- 10,50 h. **Third Paper**
The experience Kerry Group on the construction of the first Chinese olive oil brand.
Representant of Kerry Group
- 11,15 h. **Fourth Paper**
The olive oil market in Horeca distribution channel in Brazil.
Mr. Marco A. Guimarães.
D'Olivino. Brazil
- 11,40 h. **Fifth Paper**
The Brazilian olive oil market in the great distribution.
Ms. Fernanda Freita.
Import Manager of Wall Mart Stores Inc.
- 12,05 h. **Coffee break**
- 12,15 h. **Round Table**
The olive oil promotion
Strategies of the current situation
- 13,45 h. **Debate**
- 14,15 h. **End of Forum. Viewing of Information Panels**

This Programme Preview could be affected by changes after it is printed.
Nevertheless, up-to-date information can be obtained at www.expoliva.com

INSCRIPCIÓN · APPLICATION FORM

La persona abajo firmante solicita la inscripción en el Simposium Científico-Técnico EXPOLIVA 2009

CIS

Nombre / Name N.I.F. / C.I.F.

Empresa / Company País / Country

Dirección / Address Núm. / Number Cod. Postal / Zip

Población / Town Provincia / Province

Teléfono / Phone Fax E-mail

Indique los foros en los que desea inscribirse / Put a tick on the forums you want to apply

- 13 de mayo / mañana Foro de la Alimentación, la Salud y la Cultura del Aceite de Oliva / Forum on Olive Oil Cuisine, Health and Culture
- 13 de mayo / tarde Foro de la Industria Oleícola, Tecnología y Calidad / Forum on the Olive Oil Industry, Technology and Quality
- 14 de mayo Foro del Olivar y el Medio Ambiente / Forum on Olive Groves and the Environment
- 15 de mayo / mañana Foro Económico y Social / Economic and Social Forum
- Grupos de enfoque Título del Grupo de Enfoque / Focus Group

Cuota de Inscripción / Entry fee 42€ x Número de Foros / Grupos de Enfoque ... Importe / Amount (1)

Beca de la Fundación del Olivar para estudiantes universitarios (75% de descuento) Descuento / Reduction (2)
Foundation award to University students (75% reduction)

[importes IVA incluido] Total a ingresar (1) - (2)

Forma de Pago / Payment Manner

Cheque nominativo a favor de la FUNDACIÓN PARA LA PROMOCIÓN Y EL DESARROLLO DEL OLIVAR Y DEL ACEITE DE OLIVA
Check payable to FUNDACIÓN PARA LA PROMOCIÓN Y EL DESARROLLO DEL OLIVAR Y DEL ACEITE DE OLIVA

Transferencia a la cuenta corriente número 2024 0072 84 3300110280
Bank transfer to IBAN ES89 2024 0072 8433 0011 0280 BIC CECA ES MM024

Tarjeta de Crédito / Credit Card        Diners Club

Nº tarjeta de crédito / Card number Fecha de caducidad / Expiry date ____ / ____

Nombre del titular / Name Firma / Signature

Actividad del asistente / Activity

01	Fabricante. Productor de Aceite / Olive oil producer	09	Tecnología Oleícola o Servicios / Oil Technology or Services
02	Agricultor / Agriculturist	10	Prensa / Press
03	Cooperativa productora de Aceite de Oliva / Co-operative	11	Institución Oficial / Government institution
04	Envasador / Packer	12	Asociación Profesional / Professional Association
05	Exportador / Exporter	13	Entidad financiera / Bank
06	Importador / Importer	14	Investigador / Researcher
07	Distribuidor de alimentación / Food distributor	15	Estudiante / Student
08	Agente o corredor de comercio / Broker	99	Otros / Other

Los asistentes al Simposium dispondrán de invitación para visitar el Salón Internacional y Expoliva 2009 · The people present will have an entry free in Meeting and Fair

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