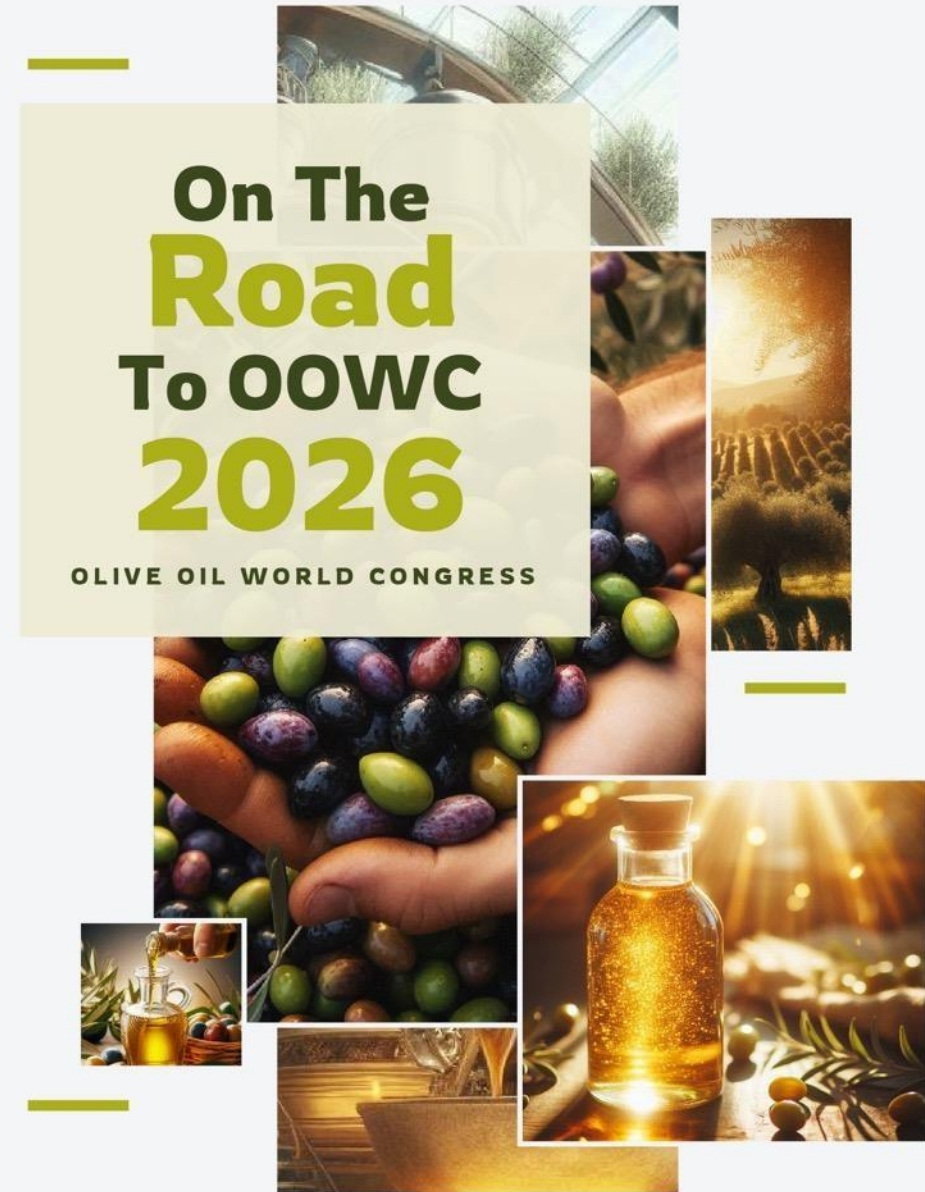




Media Kit OOWC 2025

Taste it, enjoy it. it's olive oil.



#OnTheRoadToOOWC2026

What is the OOWC?

After the success of its first edition, the **Olive Oil World Congress (OOWC)** returns in 2026, bringing together the world's leading experts in olive oil. This event will once again serve as a platform for sharing the latest research, innovations, and improvements across every stage of the value chain.

The congress will gather key players from the global olive oil sector, fostering collaboration and strengthening joint efforts to drive the industry forward.

The first edition took place at the **Spanish National Research Council (CSIC) in Madrid** on **June 26, 27, and 28, 2024**, following a series of promotional activities under the initiative *"On the Road to OOWC"*.

With its itinerant format, the second edition in **2026** will take the congress to a new location, reinforcing its global reach. Meanwhile, inter-congress activities will continue to be held worldwide, ensuring ongoing dialogue and progress within the sector.



Website: <https://www.oliveoilworldcongress.com/eng>

Goals

The Olive Oil World Congress has the following goals:

- Becoming a knowledge trading platform for every link of the value chain
- Pass on the benefits of the product to society
- To further enhance the value of olive oil and the professionals in the sector who produce it, within and beyond Spanish frontiers



01

Venue



OOWC 2026 - Venue

Portugal's olive oil producers had proposed their country as the next venue for the OOWC in June 2026.

The Portuguese Ministry of Agriculture has confirmed its interest in hosting the meeting in 2026, but the exact location is yet to be determined. Different options are currently being evaluated to choose the most suitable venue, considering both the logistical needs and the relevance of the event in the framework of the IOC accession session.

In this sense, the technical secretariat is working on the details to coordinate all organisational aspects, to ensure the best development of the meeting and to officially announce the news soon.



A close-up photograph of an olive branch. The branch is covered with small, elongated, silvery-green leaves. Interspersed among the leaves are clusters of olives. Some olives are bright green, while others are dark purple or black, indicating different stages of ripeness. The background is softly blurred, showing more of the branch and leaves.

02

Committees

OOWC Committees

Honorary Committee 2026

Chaired by the maximum authority of the host Country

Made up of people from the institutional sphere of producing countries. Leaders of producing regions, high-ranking people from official bodies have been invited to take part.

All the Ministers of Agriculture of any producing country involved in this organization could take part in this.



Spain



Italy*



France*



Greece



Portugal*



Turkey*



Morocco*



Tunisia*



Jordan*

*Invited**

OOWC Committees

Organizing Committee 2025

Composed by the Main, Platinum and Golden sponsor and the collaborator institutions with the Olive Oil World Congress.

The main objective of this Committee is the definition of the strategy of promotion of the OOWC and decide about the possible events that are going to be organized

This committee is in charge of monitoring the established working plan and the promotional actions, advising on image issues and possible activities, and also collaborate in the preparation of the scientific programme.



Spain



Italy



Greece



Portugal



Turkey



Morocco



Tunisia



Argentina



Brasil

OOWC Committees

Scientific Committee 2025

Composed of **academics, scientists and experts from different universities, institutions and organisations** from different countries in the olive and olive oil sector around the world. The main objective of this Committee is the elaboration of the scientific programme and the selection of posters and scientific papers.



Spain



Italy



Greece



Portugal



France



Albania



Turkey



Morocco



Tunisia



Lebanon

03

**Inter-congress
period**





Inter-congress period

Proposal for promotional actions

The **OOWC** continues to drive the olive oil sector forward with a series of international events in **2025 and 2026**.

In **Washington D.C.**, in collaboration with **NAOOA**, an event will be organized focusing on **sustainable olive growing and the health and gastronomic benefits of olive oil**, bringing together experts in medicine, nutrition, production, import, and distribution.

At the same time, the **Olive Oil Week** will take place in several countries to **promote consumption and raise consumer awareness** of its benefits. Under a unified brand identity, activities will include **tasting sessions, point-of-sale and social media campaigns, and educational workshops**, among others.

In **Brazil**, a technical event will be held in **São Paulo** in **June 2025**, focusing on the country's growing olive oil consumption. It will bring together **nutritionists, doctors, students, importers, and media representatives**.

The OOWC organization also intends to organize **meetings in Spain and other producing countries in 2025**.



Inter-congress period

Proposal for promotional actions

The OOWC will also participate in **Expoliva 2025 (May 14-17, Jaen, Spain)**, the world's leading olive oil industry fair, highlighting the value of olive groves and olive oil while strengthening the congress's brand presence.

On the digital front, the "**Beyond Olive Oil**" contest will encourage participants to explore **innovative uses of olive oil in gastronomy, cosmetics, and wellness**.

Looking ahead to 2026, the **official presentation of OOWC 2026** will take place in the **second half of 2025**, in collaboration with the **IOC and the host country**. Additionally, in **November 2025**, the **Scientific Poster Contest** will be launched to **promote research in the sector**.

The OOWC continues to grow and establish itself as the global reference for the olive oil industry.



**On The
Road
To OOWC
2026**

OLIVE OIL WORLD CONGRESS



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