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## 6<sup>th</sup> International Olive Congress – Zurich 2007

“Olive Oil – Requirement and Reality”

March 22, 2007, 10:00 a.m. - 04:00 p.m.

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The 6<sup>th</sup> International Olive Congress – Zurich 2007 will take place March 22, 2007 on the occasion of the 6<sup>th</sup> International Olive Oil Award – Zurich 2007 at the University of Applied Sciences Waedenswil.

Under the slogan „Olive Oil – Requirement and Reality“, the main aim of this event is to build a platform for experts and consumers around different themes concerning olives and olive oils.

This year, representatives of the olive oil field form a panel discussion – take position from their personal and professional point of view and discuss the conference topic. Different perspectives and experiences will guarantee the participant interesting information and various impressions on the topic.

In addition - the first publication of the winning participants of Golden Olives, Silver Olives and Awards, which were determined on the occasion of the 6<sup>th</sup> International Olive Oil Award – Zurich 2007, will take place.

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### **Target audience**

The conference is aimed at persons involved in the production, marketing and evaluation of olive oil as well as persons concerning with public health, nutrition and medical treatment, the regulatory authorities and, of course, interested consumers.

### **Organization**

Annette Bongartz, Dipl. oec. troph. (univ.)  
University of Applied Sciences Waedenswil  
Department of Food Technology  
Division of Sensory Evaluation

### **Conference Language**

German / English

- Talks in mother-tongue of the speaker
- Handouts as well in German as in English

### **Conference Secretary**

Irène Tinguely  
University of Applied Sciences Waedenswil  
Grüntal, CH 8820 Wädenswil  
Tel. +41 44 789 99 80, Fax +41 44 789 99 50  
E-mail: [i.tinguely@hsw.ch](mailto:i.tinguely@hsw.ch)

### **Homepage**

[www.oliveoilaward.ch](http://www.oliveoilaward.ch)  
[www.hsw.ch](http://www.hsw.ch)

### **Conference Fee** (including snack-lunch and beverages)

CHF 160.- (Euro 110.-) per person  
to be paid on registration on March 22, 2007

### **Announcement**

By e-mail, fax or mail to the conference secretary up to March 09, 2007

### **Parking**

Because there are only a limited number of parking spaces (charged) available at the conference venue, the use of public transportation is highly recommended.

Conference participants arriving by car will be directed to the "Gerenu" car park (please follow the HSW-signs). A shuttle-bus (from 09:15 up to the start of the meeting) will take you to the campus.

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## 6<sup>th</sup> International Olive Congress – Zurich 2007

„Olivenöl - Anspruch und Wirklichkeit“

Donnerstag, 22. März 2007, 10:00 – 16:00 Uhr

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from 09:15 Shuttle bus – leaving from car park “Gerenau”

from 09:30 Registration with coffee and croissants

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### PROGRAMM

10:00 a.m.	<b>Opening &amp; Greetings</b>	<b>Michael Kleinert</b> University of Applied Sciences Waedenswil
	<b>FACTS and RESEARCH</b>	
10:10 a.m.	„International Olive Oil Award – Zurich“ 5 years - Trends, Developements, Experiences, ...	<b>Annette Bongartz</b> Hochschule Wädenswil
10:20 a.m.	<b>Trends from an national and international point of view</b> Production, Import, Marketing, ...	<b>Dieter Oberg</b> Informationsgemeinschaft Olivenöl
10:40 a.m.	<b>Trends from the consumer view</b> Results out of a consumer questioning at HSW	<b>Annette Bongartz</b> Hochschule Wädenswil
	<b>PANEL DISCUSSION - „Quo Vadis“ Olive Oil ? Lots of differences but no more transparency ?</b>	
11:00	Moderation  Participants from different perspectives: <b>Atilay Ileri</b> → Production <b>Richard Kägi</b> , Globus → Import / Retail <b>Dr. Tilo Hühn</b> , Hochschule Wädenswil → Consum / Markting <b>Dieter Oberg</b> , Informationsgemeinschaft Olivenöl → Panel Supervisor, Sensory Science	<b>Stefan Schramm</b> Edition Salz & Pfeffer
12:30 a.m.	<b>Lunch-Snack – „Olio di Oliva“</b> Parallel: Exhibition of participating oils 2007 Parallel: Sensory Parcours „Olive Oil“	Foyer D 303
	<b>6<sup>th</sup> INT. OLIVE OIL AWARD ZURICH 2007</b>	
02:00 p.m.	<b>Assignment of the winners</b>	<b>Annette Bongartz</b> Hochschule Wädenswil
approx. 03:00 p.m.	„Open End“ at the Olive Oil - Bar Taste this years' excellent Extra Virgin Olive Oils and get to know producers and distributors. Parallel: Exhibition of participating oils 2007 Parallel: Sensory Parcours „Olive Oil“	Foyer D 303

## REGISTRATION

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### 6<sup>th</sup> International Olive Congress – Zurich 2007 "Olive Oil – Requirement and Reality"

March 22, 2007, 10:00 a.m. - 04:00 p.m.

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First / Last name: \_\_\_\_\_

Address: \_\_\_\_\_

ZIP, City: \_\_\_\_\_

Tel. (private): \_\_\_\_\_

Tel. (business): \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_

The **conference fee** of Fr. 160.00 (Euro 110.00) is to be paid at the check-in-counter.

I am arriving by:       Car  
    Public transportation

**Comments:**

Please use public transportation – if possible (SBB / ZVV up to train station Waedenswil; Bus 123 or 124 up to stop "Hochschule Wädenswil"). Conference participants arriving by car will be directed to the "Gerenau" car park. A shuttle-bus (from 09:15 up to the start of the meeting) will take you to the HSW campus.

**Registration to send or fax to**

University of Applied Sciences Waedenswil, Kurssekretariat I,  
P.O. box 335, CH 8820 Waedenswil / Switzerland  
Fax: +41 (0) 44 789 99 50