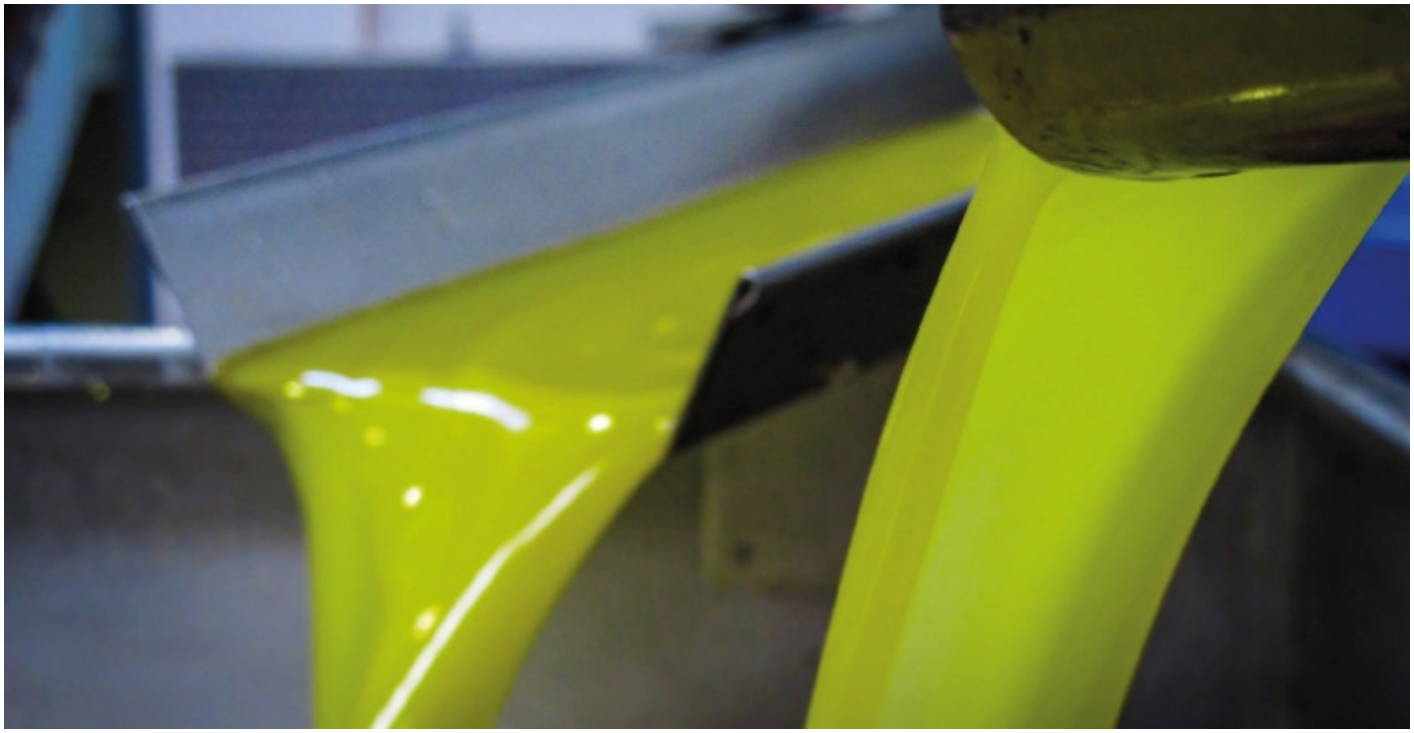
The WOOE delivers in its 7th edition a recognition to the BAENA PDO for its prestige and national and international projection



The World Olive Oil Exhibition has decided to grant, in its VII Anniversary, a special recognition to the BAENA Protected Designation of Origin for the quality of its oils, for its national and international projection, for its prestige in the most demanding markets and for its commitment from the beginning, for this event. This recognition will be delivered officially on March 22nd at 10:45 in the Tasting Room of the WOOE, with the presence of the President of the PDO, Javier Alcalá de la Moneda, and the Secretary General, José Manuel Bajo.

> The Olive Oil World Encounter is celebrated on March 21st and 22nd in Hall 2 of IFEMA (Madrid)

The WOOE is a unique opportunity for producers and professionals of olive oil. A strictly professional appointment to open new markets and close some of the most important operations of the year.

The WOOE is complemented by a large program of tastings and conferences, which is why during its celebration it becomes the main debate and analysis forum for the sector.

Around 200 olive oil companies met in the last edition of the WOOE with buyers, distributors, and entrepreneurs of the sector of more than 30 nationalities (including Japan, China, United Kingdom, Italy or USA). Figures that are expected to be overcome in the next edition of the World Olive Oil Exhibition, the only monographic meeting of olive oil.

Source: WOOE