

## **SOL2EXPO AT VERONAFIERE RELAUNCHES AND DOUBLES UP ITS SHOW AREA: 2-4 MARCH - VERONA HOSTS ITALY'S ENTIRE OIL AND OLIVE VALUE CHAIN**

**BRICOLO (PRESIDENT): SECTOR MONITORING AND ANALYSIS WITH A NEW OBSERVATORY AND TECHNICAL-SCIENTIFIC COMMITTEE**

**REBUGHINI (GENERAL MANAGER): A TRADE FAIR COMBINING EXPERIENCE AND BUSINESS. TOP BUYERS EXPECTED FROM 26 COUNTRIES**

**Verona: 2-4 March 2025. Italian oil and olives** on show over a show area of **10,000 sq.m.** This is how **SOL2EXPO 2025 – Full Olive Experience** makes its debut as a separate trade show at Veronafiere Sunday 2-Tuesday 4 March.

*"With 230 exhibitors, SOL2EXPO will represent not only the entire olive and oil supply chain," explained the President of Veronafiere, **Federico Bricolo**, "but also all Italy's production regions, with massive and capillary attendance by Associations and leading exponents in the sector. Global olive oil consumption now exceeds 3 million tonnes, while the consumer base is also expanding into emerging markets in South America and Asia. At the same time, Italy is experiencing a difficult production period put to the test by climate change. This is why," Bricolo went on "we have strengthened our analytical activities in this sector with two new tools: the new **SOL2EXPO Observatory** to monitor the market and consumption in collaboration with Nomisma and perhaps even other institutional and non-institutional partners in the future, as well as the new **Technical-scientific committee** to ensure scientific involvement in research, innovation and hot topics in the sector."*

Italia Olivicola together with the Italian Association of Olive Oil Mills – AIFO; Italian Olive Oil Supply Chain - FOOI-Interprofession; Unapol; Unaprol as well as association friends Frantoio Oleari Associati - FOA Italia and Fondazione EVOO School are the names involved in the event, alongside all production regions represented by group shows or individual companies (Basilicata, Abruzzo, Apulia, Campania, Sicily, Latium, Veneto, Calabria, Liguria, Umbria, Friuli Venezia Giulia, Tuscany and Marches).

In its new solo role after 28 editions alongside Vinitaly, SOL2EXPO makes its debut with double its exhibition space, moving from a tensile facility into two complete show halls: an important result that highlights the centrality and interest in this symbolic Made in Italy product. The General Manager of Veronafiere, **Adolfo Rebughini**, added: *"This start-up edition of SOL2EXPO already ensures a complete overview of the world of olives and oil, from business through to end consumers. It ranges from main products to by-products by way of technology, training and tourism, with the aim of offering operators and visitors a highly experiential trade fair, as well as an exceptional showcase for the excellence of Italian olive oil. As regards promotion, we have worked with our delegates and the ITA Trade Agency on **incoming specialist top-buyers**, with operators attending from 26 countries."*

In addition to profiled professionals already invited and hosted by Veronafiere from Armenia, Azerbaijan, Brazil, Bosnia Herzegovina, South Korea, Croatia, China, Colombia, Denmark, Estonia, Finland, France, Japan, India, Israel, Morocco, Netherlands, United Kingdom, Czech Republic, Slovakia, United States, Switzerland, Tunisia, Hungary and Vietnam, other national and international operators will also travel to Verona.

International attendance by companies from Albania, Spain, Tunisia and Germany (for technology) is confirmed.

The focus ranges from virgin and extra virgin olive oil to by-products, as well as from special seed oils to nutritional oils, not to mention wellness products, oil-based cosmetics and technology. SOL2EXPO 2025 also relaunches the **Evoo Days** training programme (3-4 March), with in-depth analyses of current technical-scientific and market topics. In addition, insights covering technological innovation and cosmetics will be curated by Aipo, the Inter-regional Association of Olive Producers. The B2B schedule is accompanied by a calendar of **consumer appointments** including cooking shows, workshops, tastings with pairings and oil-based hand and face cosmetics.

**Veronafiere Press Service**

Tel. +39 045 829 8427/8805/8350

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)**Ispropress Press Office**Benny Lonardi | [direzione@ispropress.it](mailto:direzione@ispropress.it) 393.4555590Marta De Carli | [press@ispropress.it](mailto:press@ispropress.it) 393.4554270