



Mediterranean EVO Olive Oil Fair
January 29 - 31, 2026 / Fiera del Levante, Bari



For further information:
E-mail: evolio@senaf.it
www.evolioexpo.com



EVO OIL: THE CULTURE OF ITALY IN THE WORLD

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Event by Project and Management in collaboration with



A SECOND EDITION AFTER GREAT SUCCESS

Following the strong response to its debut edition, **EVOLIO Expo** returns for a second year. This international B2B fair was created to promote EVO olive oil and its millennia-old heritage.

With **161 exhibitors**, **6,482 visitors**, and **22 international buyers** at the last edition, the fair has established itself as an exclusive platform for **business, networking, and EVO oil culture**. The 2026 edition will be even richer, with **new conferences, tastings, and themed areas**, offering industry professionals a unique opportunity to grow their business networks and explore emerging market trends.

EVENTS, CONFERENCES & CONTENT: A PERFECT NETWORK

The event offers a rich and dynamic program designed to engage all stakeholders: associations, schools, promotional bodies, and producers. In addition to themed conferences and expert round tables, **EVOLIO Expo 2026** features:

Quality contests to reward EVO oil excellence.

Masterclasses and tasting courses for operators, professionals, and enthusiasts.

Demo and multimedia areas to explore production techniques and innovation.

Networking sessions to encourage new commercial opportunities between exhibitors and buyers.

THE KEY THEMES OF EVO OIL

Three macro-themes will be explored in depth thanks to contributions from renowned international stakeholders, university professors, and top-level speakers:

1. OIL, ENVIRONMENT, LANDSCAPE, AND IDENTITY

The olive landscape is one of Italy's key cultural and identity resources. Given the historic connection between the agri-food sector and tourism, olive groves are not only part of Italy's agricultural heritage but also its scenic, historical, cultural, and touristic identity.

2. OIL AND HEALTH: EVO OIL AS A NATURAL MEDICINE FOR A HEALTHY DIET AND EFFECTIVE COMMUNICATION

EVO oil plays a vital role in promoting a healthy lifestyle. It is a cornerstone of the **Mediterranean Diet (UNESCO Heritage)** thanks to its health and nutraceutical benefits.

3. OIL AND OLIVE OIL TOURISM: FROM THEORY TO PRACTICE

A highly relevant topic, this theme aims to teach olive oil companies how to create real **oleotourism** experiences by providing them with the practical tools to do so.



WHO VISITS EVOLIO Expo?

EVOLIO Expo attracts visitors from across the **Mediterranean** and **Northern Europe**, where EVO oil is increasingly appreciated. The fair is an excellent opportunity to **expand business** and **establish new commercial relationships**.

Professional profiles attending include:

- Purchasing and product managers from large retailers (GDO)
- Ho.Re.Ca. professionals (chefs, service staff)
- EVO oil importers and exporters
- International buyers and distributors
- Professional tasters and specialized food bloggers

A specific time slot will be dedicated to **final consumers**.

WHO EXHIBITS AT EVOLIO Expo?

The exhibition is **reserved for EVO oil producers**, participating either individually or collectively, along with trade associations, cooperatives, and PGI consortia. Regional and local promotional bodies will also be present to showcase and enhance Italy's olive-growing heritage.



INTERNATIONAL ACTIVITIES

To foster connections between supply and demand, **EVOLIO Expo exhibitors** will have the opportunity to **meet buyer delegations from Italy and abroad** through a program of **one-on-one business meetings**. A key opportunity to connect with new potential clients and **develop a network of international distributors/importers**.

Countries represented at the first edition:



AUSTRALIA



DENMARK



GERMANY



ITALY



MEXICO



MONACO



NETHERLANDS



TUNISIA



USA

