



**EVO OIL, THE CULTURE OF ITALY IN THE WORLD**

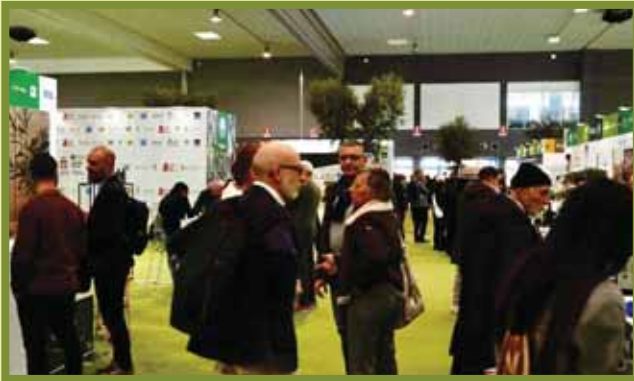
**Mediterranean Extra Virgin Olive Oil Fair  
January 28- 30, 2027 / Fiera del Levante, Bari - Italy**





## THE PROJECT

**EVOLIO EXPO** returns for its **third consecutive year**, following the significant success of previous editions, reaffirming its status as the **leading B2B trade fair dedicated to promoting extra virgin olive oil** and its millennia-old tradition. It is a key event that brings together **producers, buyers, and industry professionals**, creating tangible **business opportunities** in a highly **specialized and international** setting.



## The numbers of EVOLIO EXPO 2026



In 2027, the event will evolve further, expanding its offering with new **conferences, tastings and themed areas** dedicated to the main issues facing the sector. Taking part in EVOLIO Expo means entering a **dynamic ecosystem**, where **innovation, quality and relationships** come together to generate **tangible value**.

An unmissable opportunity to:

- expand your **commercial network**
- **strengthen** your **product positioning**
- identify new **growth opportunities**



# EXHIBITING AT EVOLIO Expo

## WHO EXHIBITS AT EVOLIO Expo?

The exhibition is exclusively reserved for **producers of extra virgin olive** oil and regional and local promotional bodies, ready to showcase and promote Italy's olive-growing heritage.

## HOW TO PARTICIPATE

- **FREE AREA** (Free Area refers solely to the marking out of the area on the ground)  
**€ 110.00/m<sup>2</sup> + € 350.00 Registration fee + € 15.00/m<sup>2</sup> for technical services**

- **ENTRY LEVEL PACKAGE - ALL INCLUSIVE**

**NEW!**

### Special area 6 m<sup>2</sup> (mt 3x2)

*Reserved exclusively for companies exhibiting for the first time.*

The package includes: White walls – height 300 cm; green carpet; 1 desk; 2 stools; 1 shelving unit; 1 storage 100 x 100 cm; 1 coat rack; 1 waste bin; 1 electrical socket; 1 band side with company name; lighting system

**€ 1,450.00 All inclusive**  
(including registration fee and technical services)

- **BASIC SET - UP STAND**

### For stands from 12 m<sup>2</sup> upwards (mt 4x3)

This package includes everything in the Entry Level package, but with 1 table and 3 chairs instead of a desk and stools

**€ 77.00/m<sup>2</sup> (to be added to the free area)**

- **STAND WITH EVOLUTE SET-UP**

### For stands from 32 m<sup>2</sup> upwards (mt 8x4)

The package includes: white walls – height 400 cm; carpet in a colour of your choice; 1 storage; 2 tables; 6 chairs; 2 waste bins; 1 branded desk; 1 stool; 1 coat rack; 1 shelving unit; 2 electrical sockets; lighting system; 2 band sides with company name

**€ 110.00/m<sup>2</sup> (to be added to the free area)**

- **GROUP PARTICIPATION**

Reserved for companies participating through institutions, trade associations, cooperatives and consortia

**Quotation available on request**



## 3 DAYS OF EVENTS, CONFERENCES AND CONTENT: THE PERFECT NETWORKING OPPORTUNITY

The event offers a rich and dynamic programme, designed to actively engage all stakeholders in the sector including associations, institutions, schools, promotional bodies and producers.

Alongside **themed conferences** and **round-table discussions** with industry experts, the 2027 edition offers an even more packed programme of events:

- **Masterclasses and tasting courses** for trade professionals, industry experts and olive oil enthusiasts.
- **Demonstration and multimedia areas** to explore production techniques and innovation.
- **Networking sessions** to foster new business opportunities between exhibitors and buyers directly at the stands or in the dedicated Buyers' Lounge.
- **EVOLIO Podcast**, a space giving a voice to exhibitors who wish to share their latest news and initiatives in line with the fair's themes.

## THE THEMES OF EVOLIO Expo

EVOLIO Expo explores **three strategic themes** in depth, with contributions from internationally renowned professionals, university lecturers and leading experts in the olive oil sector:

### 1. OLIVE OIL IS TOURISM. HIGHLIGHTING THE SENSE OF PLACE

The olive-growing landscape is a resource capable of telling the story of the local area and its Traditions. In a context where the link between the agri-food sector and tourism is becoming increasingly strategic, olive groves are taking centre stage in authentic experiences. This approach to the topic will provide olive-growing businesses with tools to design effective and sustainable olive oil tourism experiences.



### 3. OLIVE OIL IS INNOVATION. FROM THEORY TO PRACTICE

Innovation is now an essential driver of competitiveness within the olive oil sector. From production to promotion, innovation is a key tool for promoting extra virgin olive oil and successfully tackling the challenges of a constantly evolving market.



### 2. OIL IS HEALTH. EXTRA VIRGIN OLIVE OIL IS NOT JUST A DRESSING, BUT A FOOD IN ITS OWN RIGHT

Extra virgin olive oil, a key component of the Mediterranean diet, is much more than just an ingredient: it is a true ally of daily wellbeing. Its composition makes it one of the most complete foods. At a time when the quality of nutrition is an integral part of self-care, extra virgin olive oil represents a cornerstone of Italian food culture.



## WHO VISITS EVOLIO Expo?

In 2026, the event attracted **6,720 highly qualified visitors** holding key decision-making roles in the HoReCa, large-scale retail, distribution and agency sectors. A qualified and international audience, coming primarily **from Northern European countries and non-European markets** where, although there is no direct production of extra virgin olive oil, demand and consumption are constantly growing.

The following **professionals** will be visiting the fair:

- Purchasing and product managers from large-scale retail
- Professionals from the HoReCa sector
- Importers and exporters of extra virgin olive oil
- International buyers and distributors
- Professional tasters and specialist food bloggers



Saturday will be dedicated to Oil Lovers, who will be able to broaden their knowledge of the subject, meet producers, and taste and purchase the extra virgin olive oil on display.

## INTERNATIONAL ACTIVITIES

With the aim of bringing together supply and demand, **EVOLIO Expo offers exhibitors the opportunity to meet buyer delegations from Italy, across Europe, and beyond.** These meetings take place through a structured programme of matchmaking and one-to-one business meetings during the event.

This represents a valuable opportunity to establish direct relationships with new potential clients and to expand an international network of distributors and importers.

**Key countries** at the 2026 edition of EVOLIO Expo:



BRAZIL



DENMARK



FINLAND



GERMANY



JAPAN



NETHERLANDS



NORWAY



POLAND



SERBIA



SOUTH ARABIA



SOUTH KOREA



SWEDEN



SWISS



UNITED KINGDOM



UNITED ARAB EMIRATES



USA





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For further information  
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[www.evolioexpo.com](http://www.evolioexpo.com)



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