

## **IOTEX 2008 draws oil world producers to Jordan**

Category: [Business](#)

Article added by: [marwan Asmar](#)

It was a green meeting for olive lovers. At this IOTEX 2008 international exhibition, you not only got to meet olive oil traders, producers, and growers, but some tried their taste buds in the olive oil tasting competition.

This is the first International Olive Products and Technology Exhibition and Forum to be held in Jordan under the auspices of the Jordan Olive Products Exporters Association who are very keen in upgrading the local olive oil industry for better international niche markets through the help of the Amman Chamber of Industry.

COMCRA, a communications company organized the event, with Petra Events Management of Petra Tours serving as an exhibition supporter involved in logistics.

IOTEX 2008 is important because of the international presence of the venue and the fact that it is dealing in a major olive oil industry that is growing in the world. Olive trade and manufacturing companies from 12 countries flocked to the show at the Amman Motor Show in search of a cooperative spirit, exchange expertise and to put the international olive industry on a higher pedestal through innovation and quality control, aspects that were tackled at the forum.

Company representatives from Italy, Greece, France, Turkey and Cyprus met with local Jordanian firms as well as those from the Palestinian territories, Egypt, Syria, Lebanon, Libya, Tunis, who met to discuss the machinations of olives and the olive oil business.

Industry experts say IOTEX 2008 shows the growing diversity of the MICE industry in Jordan to cater for different kinds of meetings and exhibitions which the Kingdom is a flourishing venue for the meetings/incentives/exhibitions stretches from tourism to business to politics and development.

IOTEX 2008 organizers say the olive producers venue is important because it brings stakeholders together on a regular weekly basis; in fact today, the organizers add, they expect to see more than the 84 companies who attended the show this year.

"The strategic location of Jordan is crucial for these kinds of international gathering to bring people together and meet, discuss and cooperate in palatial and relaxed surroundings to make business and improve their growth potential," says Mazen Kavar, director of Petra Events Management, a division of Petra Tours which received a special plaque in appreciation of its support in the exhibit.

"Such gatherings up-scales Jordan's reputation as a MICE destination because of both the international nature of the event, and the fact that exhibit is a business-to-business gathering, meaning it's a trader's event and because many people are interested in olives and olive oil, a lot of members of the public also attended," added Kavar.

Jordan can be regarded as a nation of olive growers as 34 percent, 1.2 million hectares, of the total cultivated agricultural area is allocated to olive trees which raises another side issue to the venue and that is Jordan can be regarded as an incentives destination to look at the oil groves around the country and/or for sightseeing tours.

Under the theme of technology and taste, IOTEX 2008 had a number of foras, workshops to discuss the state of the olive oil industry, the importance of agricultural best practices, waste management and quality control in the process of oil pressing as Jordan has 107 olive oil presser workshops.

This year organizers as well had an olive oil tasting competition to benchmark different types of olives according to standards put forward by the Jordanian National Council for Olive Oil Testing which was formed in 2003.

Through IOTEX, Jordan wants to improve the mechanization of its olive oil industry through bringing outside investors to look further into the ways of local olive production as the Kingdom is ranked as the number 8 producer of olives and olive oil in the world at an annual average of 190,000 tons from 15

million trees reflecting the different types and varieties of olives that include Nabali, Rasii, Rommi, Nassoohi and Kalamat and reflecting a vibrant international industry.

"There is a growing demand for olives and olive oil through out the world...we compete with each other to enter markets, but it is to our advantage to work in partnership so we can learn from each other's experiences, concludes JOPEA Chairman Musa Saket.

**Posted By: marwan Asmar**

Web: <http://www.petratours.com>

Contact: [e-mail](#)

#### **About the Author:**

I am a media consultant and a journalist