

# THE JORDAN TIMES

**Olive technology exhibition, forum opens Saturday**

## **Industry overview**

Area planted	1.2 million hectares (34% of the total cultivated area in Jordan)
Number of trees	More than 15 million
Varieties	Nabali, Rasii, Souri, K18, Gross-Di, Nabali Muhassan, Rommi, Nassoohi, Klamat and Luciano
Average annual production	Over 190,736 tonnes
Number of presses	107
Types of olive oil	Extra virgin, virgin, pure, light olive oil, pomace
Local consumption of olives	25,000 tonnes

By Hani Hazaimeh

AMMAN - Olive oil traders, producers and innovators will convene at the International Olive Products and Technology Exhibition and Forum, which opens on Saturday at the Amman International Motor Show.

Organised by the Amman Chamber of Industry, the Jordan Olive Products Exporters Association (JOPEA) and Communication Craftsmen, the two-day event will offer local olive oil producers the opportunity to display their products and sign export agreements with participating businessmen, JOPEA Chairman Musa Saket said on Sunday.

“More than 100 participants from 12 Arab and foreign countries are expected to participate in the event,” he said, noting that a forum entitled, “Olive Technology and Taste” will also be held on the sidelines of the exhibition, including an olive oil taste competition.

Saket said the event was advertised through meetings with the Agricultural Engineers Association, the association of olive press owners as well as the Jordan Farmers Union.

It will also provide stakeholders with a chance to learn about the latest developments in the international olive oil industry and business opportunities in the sector, he added.

Event organiser and olive press owner Nidal Sammaen said EU countries have expressed interest in the event, adding that more than 1,000 foreign participants are expected to attend the exhibition.

For Jordanians, olive trees are considered blessings as more than 600,000 citizens are dependant on olive farming, according to Sammaen.

The average Jordanian consumes 4.6kg of olive oil per year, he added, compared to the international standard of 12kg.

There are currently some 107 olive presses in the country, with the capacity of producing 273 tonnes per hour.

During Saturday's activity, organisers will also highlight the importance of recycling olive waste including "black water".

Sammaen pointed out that olive presses in the Kingdom produce more than 100,000 tonnes of black water during the process, and owners have to bear the steep costs of disposing of this waste.

In an effort to solve this problem, event organisers contacted an Italian factory specialised in olive waste treatment to share their expertise at the forum, Sammaen said.

Organisers are also working with the Jordan Investment Board to explore investment opportunities, exhibition director Abdullah Hindawi said, adding that the event is an example of public-private sector cooperation.

In addition to Agriculture Minister Muzahim Muhaisin, his counterparts from Syria, Lebanon, Tunisia and the Palestinian Authority are expected to attend the activities, according to organisers.