

BUSINESSCLUB

International Olive Products and Technology Exhibition and Forum to be held in April

REPRESENTATIVES OF COMPANIES from 18 countries will assemble in Jordan in April to attend the second biannual International Olive Products and Technology Exhibition and Forum (IOTEX). Jordan Olive Products Exporters Association (JOPEA), Communications Craftsmen (COMCRA) and the Amman Chamber of Industry announced this week the final preparations for the IOTEX 2010 which is one of the largest regional meeting specialised in the olive sector. The event will bring together a wide spectrum of regional and international stakeholders that include suppliers and importers of olive products, manufacturers of machinery, technology and service providers, industrial additives and material suppliers, as well as industry experts and policy makers. Through IOTEX, Jordan aims to improve the mechanisation of its olive oil industry, currently ranked eighth worldwide in the production of olives and olive oil. The Kingdom boasts an annual average of 190,000 tonnes from 15 million trees, reflecting the different types and varieties of olives that include Nabali, Rasii, Rommi, Nassoohi and Kalamata. The first edition of the exhibition, covering a net area of 1800 square metres and including six national pavilions, attracted 121 exhibitors from 12 countries. A total of 2,852 specialised businesspersons visited the exhibition.