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## **5<sup>th</sup> International Olive Congress – Zurich 2006**

“The consumer is the focus”

**March 30, 2006, 10:00 a.m. - 04:00 p.m.**

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The 5<sup>th</sup> International Olive Congress – Zurich 2006 will take place March 30, 2006 on the occasion of the 5<sup>th</sup> International Olive Oil Award – Zurich 2006 at the University of Applied Sciences Waedenswil.

Under the slogan „The consumer is the focus“, the main aim of this event is to build a platform for experts and consumers around different themes concerning olives and olive oils.

Referents from different Industries and different institutions representing different perspectives will guarantee the participant an interesting impression on various topics concerning olives and olive oil.

In addition - the first publication of the winning participants of Golden Olives, Silver Olives and Awards, which were determined on the occasion of the 5<sup>th</sup> International Olive Oil Award – Zurich 2006, will take place.

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### **Target audience**

The conference is aimed at persons involved in the production, marketing and evaluation of olive oil as well as persons concerning with public health, nutrition and medical treatment, the regulatory authorities and, of course, interested consumers.

### **Organization**

Annette Bongartz, Dipl. oec. troph. (univ.)  
University of Applied Sciences Waedenswil  
Department of Food Technology  
Division of Sensory Evaluation

### **Conference Language**

German / English

- Speeches in mother-tongue of the speaker
- Handouts as well in German as in English

### **Conference Secretary**

Irène Tinguely  
University of Applied Sciences Waedenswil  
Grüental, CH 8820 Wädenswil  
Tel. +41 44 789 99 80, Fax +41 44 789 99 50  
E-mail: [i.tinguely@hsw.ch](mailto:i.tinguely@hsw.ch)

### **Homepage**

[www.oliveoilaward.ch](http://www.oliveoilaward.ch)  
[www.hsw.ch](http://www.hsw.ch)

### **Conference Fee** (including snack-lunch and beverages)

CHF 160.- (Euro 110.-) per person  
to be paid on registration on March 30, 2006

### **Announcement**

By e-mail, fax or mail to the conference secretary up to March 17, 2006

### **Parking**

Because there are only a limited number of parking spaces (charged) available at the conference venue, the use of public transportation is highly recommended.

Conference participants arriving by car will be directed to the "Schliessplatz Beichlen" car park (please follow the yellow signs). A shuttle-bus (from 09:15 up to the start of the meeting) will take you to the campus.

**SWISS FOOD NET**

**CASE POSTALE 2345 - 1950 SION 2**

**WWW.SWISSFOODNET.CH**

**[H<sup>S</sup> W]** •

**HOCHSCHULE WÄDENSWIL**

**Hochschule für  
Life Sciences  
und Facility Management**

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from 09:15 **Shuttle bus – leaving from car park “Beichlen”**

from 09:30 **Registration** with coffee and croissants

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### **PROGRAMM**

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|--------------------|--|---|
| 10:00 a.m.         | <b>Opening &amp; Greetings</b>   | <b>Michael Kleinert</b><br>University of Applied<br>Sciences Waedenswil |
| 10:15 a.m.         | <b>Rewiew of the 4<sup>th</sup> International Olive Oil Award – Zurich 2005 &amp; OLIO 2005</b><br>“Olive Oil – Scientific Facts and Consumer Trends”                        | <b>Annette Bongartz</b><br>University of Applied<br>Sciences Waedenswil |
| 10:45 a.m.         | <b>Olive Oil – Quality expectation for the Asian, the American and the European consumers</b>  | <b>Dr. Michele Bomio</b><br>CEO Innocat AG                              |
| 11:30 a.m.         | <b>Analytical methods in order to discover Olive Oil falsifications</b>  | <b>Dr. Christian Gertz</b><br>Chem. Untersuchungsamt<br>Hagen           |
| 12:15 a.m.         | <b>Olive Oil – seen as medicine and seen as thick-ener</b>   | <b>Dr. Leoluca Criscione</b><br>Direktor<br>MangiaSano Consulting       |
| 01:00 p.m.         | <b>Lunch-Snack – „Olio di Oliva”</b><br><br>During the lunch break in the foyer...<br><b>Exposition – „Everything Olive ?”</b>   |   |
| 02:30 p.m.         | <b>„Everything Olive ?”</b><br>The “world of olive” in literature and art  | <b>Werner Cüppers and<br/>Bernd Kirstein</b><br>2MalerZweiMöglichkeiten |
| 03:15 p.m.         | <b>5<sup>th</sup> International Olive Oil Award – Zurich 2006</b><br>Assignment of the winners   | <b>Annette Bongartz</b><br>University of Applied<br>Sciences Waedenswil |
| from<br>04:00 p.m. | Following in the foyer ...<br><b>„Open End“ at the Olive Oil - Bar</b><br>Taste this years’ excellent Extra Virgin Olive Oils<br>and get to know producers and distributors. |   |

## REGISTRATION

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Thursday, March 30, 2006, 10:00 a.m. – 04:00 p.m.

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First / Last name: \_\_\_\_\_

Address: \_\_\_\_\_

ZIP, City: \_\_\_\_\_

Tel. (private): \_\_\_\_\_

Tel. (business): \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_

The **conference fee** of Fr. 160.00 (Euro 110.00) is to be paid at the check-in-counter.

I am arriving by:       Car  
                                  Public transportation

#### Comments:

Please use public transportation – if possible (SBB / ZVV up to train station Waedenswil; Bus 123 or 124 up to stop “Hochschule Wädenswil”). Conference participants arriving by car will be directed to the “Schliessplatz Beichlen” car park. A shuttle-bus (from 09:15 up to the start of the meeting) will take you to the HSW campus.

#### Registration to send or fax to

University of Applied Sciences Waedenswil, Kurssekretariat I,  
P.O. box 335, CH 8820 Waedenswil / Switzerland  
Fax: +41 (0) 44 789 99 50