



## Terra Creta International Conference 2012

### Hania - Crete

**Dates :** 11<sup>th</sup> to 14<sup>th</sup> of October 2014

**Official language** – English. Simultaneous translation will be available in Greek, English and Russian

**Place:** Iolida Beach Hotel, Agia Marina, Hania, Crete Greece  
<http://www.smilehotels.gr/iolidabeach/index-en.html>

### Wednesday 10th October 2012

Arrival of participants. Transportation to the hotel will be arranged by Terra Creta.

Free time, dinner in the hotel (19.30-21.30). Conference kit will be available in the rooms.

### First day (Thursday 11th )

International scientific meeting with the support of LIFE+ project INFOIL

#### A Session

#### Moderation

Fotis Sousalis

08:00 – 09:00

#### Registration

09:00-09:40

#### Opening and welcome speeches, main targets of the conference, short presentation of Terra Creta

- **Evangelos Kalousis**  
President of SEVT (Federation of Greek Food Industries) and President of Terra Creta SA
- **Ioannis Malandrakis**, Mayor of Platania Municipality
- **Prof. I. Filis**, Rector of Technical University of Crete
- **Dr. K Chartzoulakis**, Director of Institute of Sub-tropical plants and Olive Tree of Chania
- **George Mpaourakis**, Director of Mediterranean

Agronomic Institute of Chania

- **Emmanouil Anagnostakis**

CEO of Terra Creta

09:40-09:55      **Region of Kolymvari and its unique characteristics**  
Metzidakis Ioannis, Senior researcher, National  
Agricultural research Foundation (N.AG.RE.F.), Olive tree  
and subtropical plant

09:55-10:10      **Extra Virgin olive oil. Chemical composition, quality  
and nutritional value**  
Maria Z. Tsimidou, Professor of Food Chemistry (Aristotle  
University of Thessaloniki, GR)

10:10-10:25      **High quality olive oil as a functional food**  
Dr. Prof. Apostolos ( Paul) Kiritsakis, President, Greek  
Observatory of Oxidative Stress in Health and AgriFood,  
AOCS Fellow

**10:25 – 11:00      Coffee break**

**B Session**

11:00-11:15      **Olive oil, Traditional foods and Health**  
Prof Antonia Trichopoulou, MD, PhD  
Director, WHO Collaborating Centre  
Medical School, University of Athens  
Vice President, Hellenic Health Foundation

11:15-11:30      **Olive oil, a potential new drug**  
Prokopios Magiatis, Assistant professor of  
Pharmacognosy and natural products chemistry.  
Faculty of Pharmacy, University of Athens.

11:30-11:45      **Olive oil, Mediterranean diet and human health: a  
new paradox**  
Dr Prof Eugenio Luigi Iorio, MD, PhD; International  
Observatory of Oxidative Stress, Salerno, Italy

11:45-12:00      **Questioning olive oil quality**  
Liz Tagami . International Broker, Consultant &  
Entrepreneur, President at Tagami International, LLC

**12:00 – 12:30 Coffee break**

**C Session**

12:30 – 12:45 **The effect of adulteration of virgin olive oil on its nutritional and biological value**  
Dr. Edwin N. Frankel, Ph.D. Senior Scientist Advisor for the Olive Center at the University of California, Davis, CA (UCD).

12:45 – 13:00 **Food contamination. A threat for the olive oil**  
Dr. Petros Paschalis, Managing Director of "AGENT Laboratories SA"

13:00 – 13:15 **Terra Creta's Total Quality System**  
Fotis Sousalis, Export Manager of Terra Creta

13:15 – 13:30 **Marketing policy of Terra Creta and new products.**  
Emmanouil Karpadakis, Marketing Manager of Terra Creta

**13:30 – 14:45 Lunch break**

**D Session**

14:45 – 15:30 **Innovation Workshops**

A **Looking for a new moto**  
Fotis Sousalis, Export Manager of Terra Creta

B **Branding of a new product (tsounati variety olive oil)**  
Emmanouil Karpadakis, Marketing manager of Terra Creta

C **How the decision of the consumer is affected by declaration of acidity in the front label**  
Kostantinos Fintikakis, Supply chain manager of Terra Creta

D **Packaging innovation**  
Avgoula Aggeliki, Key account Manager of Terra Creta

- 15:30 – 17:00 Free time
- 17:00 – 22:00 Walk through the old town of Hania. Transfer to “Nichterida” restaurant for olive oil tasting and competition, organized by INFOIL. Dinner based on Cretan cuisine.

**2<sup>nd</sup> day, (Friday 12<sup>th</sup>)**

- 08:30 – 11:30 Casual clothes are necessary. Transfer at the Vouves village (15 minutes) for the harvesting event of the ancient olive tree of Vouves (3000 years old).
- 11:30 – 14:00 Tour through the olive groves of Kolymvari region (20 minutes). We'll experience two hours in an olive grove as Cretan farmers, with harvesting and discussion. Lunch based On traditional Cretan diet.
- 14:00 – 17:00 Transfer to the olive mill of Terra Creta (20 minutes), in Kolymvari. We'll follow the olive oil extraction procedure in the olive mill, for both normal olives and olives from the Ancient Tree of Vouves, in different machinery. Short tour in the bottling unit and guided olive oil tasting by an expert.
- 17:00 Departure to the hotel. Free time
- 17:30 – 18:30 Cooking Show for journalists by the Executive Chef Dimitris Skarmoutsos.
- 19:00 – 22:00 Cooking show for participants by the Executive Chef Dimitris Skarmoutsos and dinner.

### 3<sup>rd</sup> day (Saturday 13<sup>th</sup> )

#### **E Session**

#### **Moderation**

Fotis Sousalis

09:00 – 09:05

#### **Welcome speech**

Ioannis Margaronis, President of Hania Chamber of Commerce

09:05 – 09:20

#### **Challenges in exports of greek olive oil**

Alkiviadis Kalabokis, Chairman of the Board & CEO of Hellenic Exports Organization, President of the Exporters' Association of Crete

09:20 - 09:35

#### **Quality products in German retail market**

Joachim Schalinski, editor in the retail newspaper "Lebensmittelzeitung", Germany

09:35 - 09:50

#### **Contribution of the travel retail in the promotion of local products**

George Veletzas, Deputy CEO & General Manager Folli Follie Group

09:50 – 10:00

#### **Olive oil in the emerging market of Brazil**

Apostolos Kalfas, Chief Manager of Tropical Brazil Ltd

10:00 - 10:10

#### **Olive oil in Belgium. Trends and potential of the market**

Dirk Thoelen – Category buyer SPAR/ALVO, Belgium

10:10 – 10:25

#### **The miracle of Cretan nutrition**

Nikolaos Psilakis, writer, MC in cultural anthropology

10:25 – 10:40

#### **Tourism supports the local products**

Dimitrios Kalaitzidakis, Director of operations, Grecotel SA

10:40 – 10:55

#### **Olive oil use in food service and the benefits for the customer**

Executive Chef, Dimitris Skarmoutsos

**10:55 – 11:25**

#### **Coffee break**

## **F session**

11:25 - 11:50 **Insights into the US Market, Ethics and Quality**  
Praful Mehta, Founder & President, Unity Brands Group, USA

11:50 - 12:05 **Organic products: trends and growth in international markets**  
Sotiris D.Bampagiouris  
Regional development department of BIO Hellas –  
Inspection Institute for Organic Products S.A  
Substitute representative of Greece to the IFOAM.eu

12:05 - 12:15 **Dynamism and particularities of the US olive oil market**  
John Gibson, President of MINOAN IMPORTS LLC, USA

12:15 - 12:25 **Quality is an economic value**  
Vasilis Zampounis, agro-economist, director of EI3P and editor of "Olive & Olive Oil" magazine

12:25 – 12:35 **Finnish market, a view of olive oil from inside**  
Mirja Tyynysniemi, Managing Director, Miraz Trading Oy, Finland

12:35 – 12:45 **Olive oil in cosmetic market, in S. Korea**  
Il Woo Joo, MD.PhD. Dept. of Planning, at Seil International. South Korea

12:45 – 13:00 **Olive oil market in central Europe**  
Dr. Markus Kampf, CEO and Managing Director  
NATURATA AG, Germany

**13:00 – 14:20 Lunch break**

## **G session**

14:20 – 14:30 **Quality olive oil as a new product in Russian market**  
Tatiana Postnikova, Journalist in the magazine  
"Gastronomos", Russia

- 14:30 – 14:45 **How to perform an in-store demo (tasting promotion)**  
Avgoula Aggeliki, Key account manager of Terra Creta
- 14:45 – 15:00 **Logistics-from bottling to the kitchen, do and don'ts**  
Costantinos Fintikakis, Supply chain manager of Terra Creta
- 15:00 – 15:15 Closing speech**  
Emmanouil Anagnostakis, CEO of Terra Creta
- Participants' certifications will be available at the exit of the conference hall.
- 15:15 – 16:45 Free time
- 16:45– 18:30 Departure for Terra Creta's facilities in Kolymvari, short ceremony, participants and farmers awarding (Farmers' awards organized by INFOIL)
- 18:30- 22:00 Traditional Cretan celebration with local music, dance and Cretan cuisine. Farmers of the region will join us.
- In case of heavy weather conditions, the celebration will be transferred to the Hotel for the participants.

#### **4<sup>th</sup> day (Sunday 14th)**

- 08:30 Departure of the participants or  
a half day tour to the ancient city of Knossos (seven hours)  
Lunch at Rethimnon area
- 17:00 Return at the hotel, free time and departure