

## PROGRAM OF EVENTS

### ROUND TABLE DISCUSSION

Friday May 20

#### **“Building Added Value for the Greek Extra Virgin Olive Oil”**

Coordinator: Ms Maya Tsokli, Journalist

- 16:00 **Opening Remarks: “How the Greek Wine has Become a Brand Name”**  
*Mr. Yannis Boutaris*, Mayor of Thessaloniki  
**Opening Remarks**  
*Dr. Kyriakos Lefakis*, President of the Greek International Business Association (SEVE)
- 16:10 **“Gastronomic and Tourist Agenda of Thessaloniki”**  
*Mr. Spyros Pengas* Thessaloniki Vice Mayor for International Relations and Tourism
- 16:30 **“Best Practices from Cultivation to Packaging: The role of organoleptic evaluation.”**  
*Mr. Yannis Karvelas*, Director, PARATUS Europe
- 16:50 **“Phenol content of olive oil and health benefits:  
New scientific evidence and new market trends”**  
*Dr. Prokopis Mayatis*, Associate Professor,  
Faculty of Pharmacy, National and Kapodistrian University of Athens
- 17:10 **Recess**
- 17:20 **“New Olive cultivation systems for mechanical harvesting”**  
*Dr. Athanasios Gertsis*, Professor, Perrotis College; Director Krinos Olive Center
- 17:40 **“Adapting the Greek Diet to the modern lifestyle”**  
*Ms. Irene Paschaleri*, Biologist / nutritionist; health columnist
- 18:00 **“Export Strategy for Olive Oil”**  
*Mr. Babis Filatharlis*, CEO, Global Greece – International Business Projects
- 18:20 **“Entrepreneurship during Recession: From the Inception Stage to the Extrovert Business”**  
*Mr. Christos Katsanos*, Brand Strategist, Total Greenhouse & Farm Management Consultant
- 18:40 **“A successful model of Social Entrepreneurship”**  
*Ms. Melina Taprantzi*, Wise Greece

**SEMINARS**  
**Saturday 21/5 - Sunday 22/5**

**Saturday 21/5**

- 11:30                   **“Olive Oil Selection Criteria”**  
*Mr. Vasilios Frantzolas, Olive Oil Taster & Quality Consultant, oliveoilseminars.com*
- 12:00                   **“Gastronomy & Tourism: The Case of the Greek Olive”**  
*Ms. Maria Emmanouilidou, Pathway Coordinator for Alternative Tourism Management, Perrotis College*
- 12:30                   **“Organoleptic Evaluation of the Table Olive”**  
*Dr. Constantinos Tertivanides, Head of the Dept. of Agricultural Economy and Veterinary Medicine, District of Chalkidiki*
- 13:00                   **“our.food – Focusing on the Olive Oil Traceability”**  
*Mr. Panayotis Papadakos, Postdoctoral researcher, Institute of Computer Science (ICS) of the Foundation for Research & Technology - Hellas*  
*Mr. Marios Athanasiades, R & D Engineer, Institute of Computer Science (ICS) of the Foundation for Research & Technology – Hellas; CEO, Drag&Drop*
- 14:00                   **“Two Sacred Ingredients: Olive and Cocoa. Can they Unite?”**  
*Ms. Mina Apostolides, Chocolatier, Mina Handmade Chocolates, Brussels*

**Sunday 22/5**

- 12:00 – 13:30       **Seminar: “Creative Couples: Stories of Cooperation”**  
*Mr. Panos Remoundos and Ms. Dimitra Divani, Agrodeshign Cluster*  
“Creative Couples”: a series of interactive presentations starring producers and professional artists who have joined forces to collaborate in producing a new packaging, image on a label, company video, etc., which are among the most important tools used to support the branding of a modern agro-food business.  
  
“Creative Couples” recounts actual experiences acquired through this creative process, so that we may gain inspiration and learn from successful experiences and good results as well as from existing difficulties and risks.  
  
This activity will be carried out by the “Agro Design Cluster” team, whose goal is effective networking among professionals in the Agro-food and Design sectors, together with other creative services.

**Olive Bar**  
**Friday 20/5 - Sunday 22/5**

**Friday 20/5**

13:15 – 14:15

**“Olive Oil Tasting”**

*Mr. Yannis Karvelas, Director, PARATUS Europe*

14:15 – 15:15

**“Olive Tasting”**

*Dr. Constantinos Tertivanides, Head of the Dept. of Agricultural Economy and Veterinary Medicine,  
District of Chalkidiki*

**Saturday 21/5**

13:15 – 14:15

**“Olive Oil Tasting”**

*Mr. Vasilios Frantzolas, Olive Oil Taster & Quality Consultant, oliveoilseminars.com*

14:15 – 15:15

**“Olive Tasting”**

*Dr. Constantinos Tertivanides, Head of the Dept. of Agricultural Economy and Veterinary Medicine,  
District of Chalkidiki*

16:15 – 17:15

**“Olive Oil Tasting”**

*Dr. Kiki Zinoviadou, Associate Professor, Food Science and Technology, Perrotis College*

**Sunday 22/5**

13:15 – 14:15

**“Olive Oil Tasting”**

*Mr. Odysseas Vlachavas, Certified Olive Oil Taster*

14:15 – 15:15

**“Olive Tasting”**

*Dr. Constantinos Tertivanides, Head of the Dept. of Agricultural Economy and Veterinary Medicine,  
District of Chalkidiki*

15:15 – 16:15

**“Olive Oil Tasting”**

*Mr Manolis Salivaras, Multichrom.Lab*

## Cooking Shows Friday 20/5 - Sunday 22/5

### Friday 20/5

12:00 – 13:00

**“One hour with Eleni Psychouli”**

κ. Ελένη Ψυχούλη, Δημοσιογράφος γαστρονομίας

13:00 – 15:00

**“The Thessaloniki Food Festival in the kitchen...”**

With the help of local chefs, we will be testing the gourmet versions of selected recipes taken from the gastronomic guide\* to the city, Food Stories, using virgin olive oil.

Chef Kiki Emmanouilidou, author of the recipes in the guide, will be cooking trachanas and mussel risotto; pastry chef Filippos Bantis will prepare bougatsa with goat cheese and fig marmalade, while Elsa Koukoumeria, President of the Thessaloniki Bakers Association, will be making the “Thessaloniki koulouri”.

### Saturday 21/5

15:30 – 17:30

**“Chef Vasilis Kallides in the kitchen”**

Recipes using extra virgin olive oil and selected gourmet ingredients from the exhibitors' stands

17:30 – 18:30

**“Chef Giorgos Lekkas in the kitchen using fine olive products by “Axion Esti”**

18:30 – 19:30

**“Yanna Balafouti from Pyliaki Gi sets the table”**

### Sunday 22/5

14:00 – 15:00

**“Nomad Chef Andreas Lagos in the kitchen”**

Recipes using extra virgin olive oil and selected gourmet ingredients from the exhibitors' stands

15:00 – 15:45

**“Porto Palace Hotel creative recipes”**

Recipes using extra virgin olive oil and selected gourmet ingredients from the exhibitors' stands

15:45 – 16:30

**“Truffles with extra virgin olive oil”** Mr. Theodoros Valogiorgis, “Agapitos Patisserie”

\*The gastronomic guide to Thessaloniki was written and published in 2014 by the Tourist Division of the Municipality of Thessaloniki to promote the city's gastronomic identity. Since its publication, it has been presented in many Greek cities and even more abroad. The Guide includes 13 representative Thessaloniki recipes (from Asia Minor and Pontus, Jewish, etc.).

**Public Awards  
Sunday May 22**

**Sunday 22/5**

16:30

**Public Awards Ceremony**

presented by *Ms. Alexandra Anthidou*, Public Relations

- Olive Oil Award
- Olive Award
- Delicatessen Award
- Packaging Award
- Innovation Award