



## THE EXCELLENT RESULTS OF ENOMAQ-OLEOMAQ AND TECNOVID-OLEOTEC 2009 CONSOLIDATE THEIR POSITION AS THE LEADING INTERNATIONAL TRADE FAIR

The four shows wrapped up on a positive note, after receiving over 25,000 professional visitors from the wine and oil sectors. The exhibition was characterized by a firm commitment to innovation in machinery, equipment and techniques for the wine, oil and general beverages industries and by the strong support received from the sector, with over one thousand corporate exhibitors, which set the tone over the four days it was held at the Zaragoza Trade Fair. For the first time, the event also housed FRUYVER, the 1st International Show of Techniques for the Fruits and Vegetables Sector, which met with an enthusiastic response.

On February 13th, after four days of intense activity and with great success, both in terms of visitors and participation, the 2009 edition of one of the most important commercial events in Europe for the wine and oil sectors, drew to a close at the Zaragoza Trade Fair: ENOMAQ, the 17th International Show of Winery and Bottling and Machinery Equipment; TECNOVID, the 6th International Show of Vine-growing Techniques and Equipment; OLEOMAQ, the 2nd Oil Mill Machinery Equipment and Packing Show; and OLEOTEC, the 2nd Olive Growing Equipment and Techniques show. This year they were joined by FRUYVER, the 1st International Show of Techniques for the Fruits and Vegetables Sector. The five shows received visits from over 25,000 professionals and attracted the participation of leading companies in international markets, once again confirming the position of the Zaragoza Trade Fair as the leading international exhibition for wine and oil.



**ENOMAQ**  
2009

**tecnovid**  
2009

**OLEOMAQ**  
2009

**Oleotec**  
2009

Uniting the worlds of wine and oil has proven to be a success. This is the first conclusion that can be extracted from the latest ENOMAQ-OLEOMAQ and TECNOVID-OLEOTEC event, which achieved excellent results in terms in participation. This is the second time that the wine and oil sectors occupy the same space, sharing synergies, both in equipment as well as in technical and management processes. Once again, this initiative has been widely endorsed by the support of the majority of the sector. Special mention should be made of the efforts of the trade fair team, which have made it possible to achieve such positive results in times of crisis, when most commercial events are shrinking in size. In the opinion of Alfredo Ibisate, President of the Organizing Committee of ENOMAQ 2009, honored at this event for his long-standing contribution to the growth of the Show, the results of this edition have been extremely satisfactory: **"Companies in the sector are increasingly better positioned and continue to rely upon more and more sophisticated management tools. For this reason, turnout at the shows has been massive, because they know that in difficult times, it is especially necessary to strengthen sales promotions and entries into new markets"**

With respect to the newcomer, FRUYVER, it received an enthusiastic response from companies in the fruits and vegetables sector, which have long been calling for a forum of this nature.

In this respect, Alberto López, Manager of the Agricultural Department of the Zaragoza Trade Fair explained to the press: **"The fruit and vegetable sector is of vital importance to the economy and is closely related to the wine and oil markets. For this reason, we established the First International Show of Techniques for the Fruits and Vegetables Sector. We envisioned this as a tool for re-launching the Spanish fruit-growing market, as well as a means of offering a different forum for those involved in the future of the domestic vegetable-growing market.**



### **ENOMAQ-OLEOMAQ and TECNOVID-OLEOTEC 2009 Statistics**

The shows managed to arrive at this edition "sound and solid", allowing them to consolidate practically the same figures as at the previous event. We should not forget that at the last edition the shows grew nearly 50% in terms of space and 30% in terms of participating companies. Therefore, while the official statistics are still pending, estimates indicate that the number of visitors has exceeded 25,000 professionals, a number similar to that of 2007, which was considered an all-time record.

With respect to space, exhibiting companies took up a total of 55,000 m<sup>2</sup>, distributed over 6 halls. The number of participating companies has also been high, with a total of 1,075 professional exhibitors from around the world, of which 560 were Spanish and the remaining 530 were foreign.

By shows, ENOMAQ-OLEOMAQ occupied a total surface area of over 35,000 m<sup>2</sup> and had a total of 806 participating companies; 390 Spanish companies and 416 foreign companies. TECNOVID-OLEOTEC occupied 19,000 m<sup>2</sup>, with 269 exhibitors, of which 170 were Spanish and 99 were foreign.

### **The Perfect Showcase for Innovation**

A total of 45 technical innovations were showcased at the exhibit. These were presented by companies from all over the world, confirming the significant role of the shows as a platform for launching new products and as a stimulus for R&D&I within the wine and oil industries.

New products were showcased by all of the sub-sectors attending the exhibit. We would highlight the new bottling machinery and equipment, which increasingly incorporates software to allow processes to be controlled electronically, as well as the ongoing trend towards modular equipment, which allows enlargements to be made, as well as attachments between different machines.

Innovations were also present in the bottle labeling sector for both oil and wine, with special emphasis on using recyclable materials to facilitate waste management. This eliminates the need to separate labels from bottles, with the resulting savings in energy and costs.

An impressive display of new products was also offered by the companies specializing in wine treatment equipment and machinery and laboratory materials. The general trend in this area is to facilitate and streamline production processes and ensure the purity of the wines. This is accomplished by relying upon sophisticated measuring and analysis systems, featuring new filters, state-of-the-art sensors and high-precision easy to use electronic mechanisms.

There has been no end to the number of new IT management applications for wineries and general beverages companies. For example, there is software capable of controlling all the processes involved in the fermentation and aging of the wine from a single screen, allowing the complete traceability of the product and calculating all the necessary parameters. The programs tend to be modular, based on open architecture that is adaptable to each specific situation and there is a clear and growing trend towards the use of mobile equipment and RFID and WIFI technologies to collect data in situ, whether in the winery, to monitor casks, or in the vineyard, for traceability purposes.

In the field of agricultural machinery, under the auspices of the TECNOVID-OLEOTEC and FRUYVER shows, there was a display of modern, powerful and high-performance tractors, designed specifically for vineyards and fruit orchards. In general, the new machines afford enhanced operator protection and comfort and improved environmental conservation, with low levels of exhaust gas and noise emissions, along with reduced fuel consumption. Among many other attractive machines, such as the lightweight and non-polluting electric degerminators, the new harvesting machines were particularly noteworthy. These are equipped with a mechanism to separate the grapes from foreign bodies while still in the vineyard, thus eliminating the need to pass through the stalk stripper. Lastly, the nursery sector also brought innovative contributions to the show, consisting of new vine stocks resistant to different diseases, as well as un-potted olive seedlings encased in biodegradable paper, which facilitates rooting and eliminates the subsequent management of plastic waste.



## A Business Rendezvous with Emerging Countries

The organization of Commercial Missions has become a long-standing tradition at these trade fairs. At this edition, specific markets were chosen on which to focus Spanish production. This led to three days of productive business encounters with over one hundred delegations from countries such as Algeria, Lebanon, Morocco, Syria, Tunisia and Turkey. The appropriate choice of these emerging countries in the wine and oil sectors was particularly useful to the Spanish producers, who knew exactly how to make the most of the opportunity to expand into new markets.

## A Major Debate Forum for the Sector

As has now become traditional, the shows hosted a variety of technical workshops, meetings and round tables that, during several days, turned the Zaragoza Trade Fair into an industry debate center; a place to analyze the challenges and opportunities for companies in the wine and oil industries.

The grape and wine growing Technical Workshop, organized by the "Semana Vitivinícola" magazine and the Zaragoza Trade Fair, covered topics of particular interest such as: vine growing in the face of climatic change and the challenges this presents with respect to the quality of wines; conditioning and emerging factors in the current panorama of wine production and the new types of bottles and bottling techniques for quality wines. The Instituto Catalán de Corcho (Cork Institute of Catalonia) organized a presentation on the contribution of the cork industry to environmental sustainability. Other items that caught the attention of experts and professionals were the presentations of risk management technology tools and the so-called "Precision Vine-growing", based on the use of computers to control vineyards.

The Olive-growing Technical Workshop, organized by the Spanish magazine, "Mercacei" and the Zaragoza Trade Fair, focused on the inter-trade organization in the oil industry as being the most important mechanism for channeling the development of new projects for the sector, and on R&D&I to provide access to new markets. It also addressed, among other issues, the challenges and weaknesses in the oil sector, quality, food safety and the sustainability of operations, as well as the modernization of their management.

As a final point, this edition launched the newly founded "Enologist Club". The Club was established as a meeting place for wine makers and the visiting public, where different tasting sessions offered the opportunity to learn about the secrets of wine, its nuances and the sensations experienced upon tasting the different varieties. The initiative was a great success among those attending, who enjoyed a pleasurable activity and, at the same time, acquired basic knowledge regarding the tasting, fermentation and aging of wines.

You can find this Press Release in

[www.alarconyharris.com/\\_prensa/enomaq\\_tecnovid/\\_enomaq\\_tecnovid\\_indexeng.htm](http://www.alarconyharris.com/_prensa/enomaq_tecnovid/_enomaq_tecnovid_indexeng.htm)  
(Word/jpg 300 dpi)

Issued by:

**ALARCÓN & HARRIS**

Communication and Marketing  
Consultants

Avda. Ramón y Cajal, 27

28016 MADRID

Tel: +34 91 415 30 20

Fax: +34 91 415 30 20

E-Mail: [info@alarconyharris.com](mailto:info@alarconyharris.com)

Web: [www.alarconyharris.com](http://www.alarconyharris.com)

On behalf of:

**ENOMAQ\*** International Show of Winery  
and Bottling Machinery and Equipment and **TECNOVID**  
International Show of Vinegrowing Equipment  
and Techniques

**OLEOMAQ** the Oil Mill Machinery, Equipment and  
Packing Show and **OLEOTEC** Olive-Growing Equipment  
and Techniques Show

Apartado de Correos 108

50080 ZARAGOZA

Tel: +34 976 76 47 00

Fax: +34 976 33 06 49

E-Mail: [comunicacion@feriazaragoza.com](mailto:comunicacion@feriazaragoza.com)

Web: <http://www.feriazaragoza.com>

\*Dates: 10-13 February 2009

MOD.ENOMAQ.IN.02.09