



## ECOFESTIVAL 2006 9<sup>η</sup> ΕΚΘΕΣΗ ΒΙΟΛΟΓΙΚΩΝ ΠΡΟΪΟΝΤΩΝ & ΥΠΗΡΕΣΙΩΝ

Press Release

### Ecofestival becomes bigger

**Ecofestival 2006, the 9<sup>th</sup> Exhibition of Organic Products & Services presented an outstanding growth concerning the number of exhibitors and visitors. The increase of the exhibitors was 25% more than the previous year, and the visitors were more than 18.000 (+10% more comparing to the Ecofestival 2005).**

Athens, Sunday night, 19<sup>th</sup> of November 2006, the curtains of the **9<sup>th</sup> Exhibition of Organic Products & Services**, which was organized by DIO Inspection & Certification Organization of Organic Products and Technical Press S.A., fell and the four- day festival, which was exclusively dedicated to Organic Products were closed.

Visitors were more than 18.000. The number of exhibitors increased by 25% (130 stands were used and the number of participants was 180) more comparing to Ecofestival 2005. Concerning the area, 350ha approximately were dedicated to the exhibition, while hundreds of commercial visitors, including visitors from abroad (producers, traders, retailers, store managers). Consequently, the interest about the market of Organic Products becomes day to day bigger and a great number not only of consumers but also of other fields wants to be informed about them. Moreover it is observed a great interest from journalist and in general from all the media.

**☑ Opening Day:** The message of the opening day was the intention of political leadership to analyze and support the perspective of development of Organic Rural. Ecofestival 2006 started with the present of leadership of Ministry of Rural Development & Food, more specific the Minister Euggelos Basiakos and the Under secretary Alexandros Kontos were there. Moreover, the Minister of Ministry of Development Mr Dimitris Sioufas sent his message through a letter. Representatives of all the political area and Local Admistration were also there and off course a big number of organic producers. All the above deferent parts had came in contact before Ecofestival 2006 and they will continue to communicate and argue about the usefulness and importance of Organic Rural.

**☑Visitors:** Large number of visitors came to the annually meeting of Organic Farming, **9<sup>th</sup> Exhibition of Organic Products & Services – Ecofestival 2006**. Consumers, families, artists, stars, athletes, students, visitors with commercial interest were there. The deferent background of visitors shows the importance of organic farming and also the character of the exhibition. Ecofestival is the event where the production, market, services, consumption come together. All these deferent part are there in order not only to take advantage of the development of Organic Farming but also to contribute the development process.



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☑ **Foreign Visitors:** The development and the reputation of Ecofestival not only to Greece but also to abroad as the time goes on become bigger. This is a fact that comes up from the continually increase number of foreign visitors. China, South Africa, Austria, Russia, USA, Britain, France, Italy, Spain, Albania, German, Denmark, Cyprus, Canada, Netherlands, Skopia, Syria, Saudi Arabia, etc.

☑ **Exhibitors & Products:** Exhibition accumulated the most important professionals from fields of production, packaging, handling, trade, sales, organic stores. More specific, at least 20.000 deferent kinds of Greek and foreign (fresh and manufactured) products were available to Ecofestival 2006. The variety of products was so big that can satisfy all the needs of households. The grand variety of type and origin of products presents the nation character of the exhibition. Except for number of participants, it is also remarkable that all the stands were good organized and well done. This is a fact that it made the selection and the reward of the most beautiful stand more difficult for as.

Organic cosmetics & Hygiene products were categories, which presented an adequate number of exhibitors. So, the growth and the development of these products categories as it concerns the Greek market have start, and the perspectives for them are very good. Machinery & Equipment supplies is the other product category with important presentation to Ecofestival 2006, more specific one section were dedicate to these products. A good presentation took place from the most important and aggressive Environmental Organizations, departmental press and also [Bio@gro](#) - the organic agricultural through internet-stand had a big number of visitors.

☑ **Parallel Events:** All Ecofestival' s presentations and the other events gain a big number of participants. Especially, the play for children, which was organized from WWF and mentioned to the climate changes, was very successful. Other events, which took place and were very interesting, are the presentation of the Association for Holistic Architecture and Ecological Building (S.O.L.A.R.), which inform the audience about Ecologic Building & Bioclimatic Architecture. "Promote the Organic Olive Oil" was one of DIO's presentation and the approach of the subject was really constructive, this fact comes out from the seriousness discussion and the materials were been examined. Visitors present a high interest also for others subjects as "Electronic management of Organic Farming", "Information about visiting farms" etc. The Greek Organic Farming report and relevant information about the European & World's organic farming are subjects, which the members of Mediterranean Council who is a part of the IFOAM presented jointly with DIO, which organized also the presentation.

☑ **Wine & Olive Oil Competition:** The interest for both competitions was high. The participation was large not only for Wine produced with organic Grapes Competition, which took place for 2<sup>nd</sup> year but also for the 1<sup>st</sup> competition of The Most Beautiful Label of Organic Olive Oil. All procedures and results satisfied the participants.

☑ **Artistic Events and others:** Exhibitors and visitors enjoy the music events that the organizers of the exhibition offered. Jazz, traditional Greek music and a small musical from the "Mesaotopites" a group who came from Lesvos especially for this performance, entertained not only the visitors but also the exhibitors, who have the opportunity except from the above to taste organic food, drink and listen Greek music.



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**Nutrition choices during the exhibition:** For an other year Ecofestival's restaurant and coffees bar offer only organic products.

**Prints & Recycling paper:** For all printed materials such as (leaflets, exhibitor's files, invitations, tickets and others) is used only recycling paper.

All participants (organizers, exhibitors, visitors) are satisfied. Ecofestival is not only a yearly exhibition but it is an institution. It is a yearly stage, which helps, accommodates and expands the Greek organic farming. Moreover it's an event which reflect the trends of organic farming of domestic organic market.

Finally, we would like to thanks all the exhibitors, visitors, communication sponsors, journalists, and in general all media who supported Ecofestival. A thanks to of them, who spend time, place and they had a good word for the exhibition and through their position affirm that,

**“The organic Farming is a subject that all of us we have to concerned about”**

Organized by: DIO – Inspection & Certification Organization  
Technical Press S.A.

PR Department



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