



**11-14 October 2012**

International Terra Creta Conference 2012  
Kolymbari - Chania  
Greece

**Join us  
for a unique  
Cretan experience**

**Terra Creta®**

# Program

Terra Creta has the pleasure of inviting you to a unique experience in Crete, from 11 to 14 October, which will take place in the region of Kolymbari, birthplace of Terra Creta, and one of the finest olive oil fields in the world.

## Arrival day:

Arrival in Souda airport (CHQ), Chania. Transportation to the hotel will be arranged. Welcome drink, conference kit and dinner.

## Day one Thursday 11th Oct.:

The conference begins; opening presentation by the keynote speakers, presentations by established experts, professors and marketers. Main topics will be Olive Oil Quality, Safety, Nutritious value and innovation workshops.

Evening tour around the picturesque city of Chania, and Cretan dinner

## Day two Friday 12th Oct.:

A full day of farming and getting to know all the secrets of “how to make a good olive oil”. Guests will take part in a true olive picking experience, at our Estate Olive groves, and then follow the olives from the field to the oil mill, closely watching all steps and participate in the actual process.

Participants will be privileged to harvest, for first time after decades, the oldest olive tree in the world (at least 3000 years old), the monumental Vouves tree.

Farm-to-table lunch with traditional products and recipes made with local products and authentic Cretan olive oil.

Return to the hotel and presentation of cooking show by famous chefs.

Dinner with modern Cretan cuisine recipes.



## Day three Saturday 13th Oct.:

Conference resumes. On the second part of the conference, participants will present their success stories from different countries. Further more, characteristics of Cretan diet, olive oil organoleptic evaluation technique and international marketing issues, will be presented. Conference will close with awarding of the certification of attendance to all participants. Traditional Cretan music festival and dinner.

## Day four Sunday 14th Oct.:

Visit to the breath-taking, ancient city of Knossos, close connected to olive oil production from the 7,000 BC, home of king Minos and the Minoan civilization.

*We would be truly delighted if you could join us on this rich 4-day experience around the paths of olive oil, from ancient to modern times and from the field to the bottle.*

