Alarcón & Harris

Press Release

2009 EDITION OF ENOMAQ and TECNOVID plus OLEOMAQ and OLEOTEC LEADING TRADE FAIRS IN WINE AND OIL

The vine-growing and oil sectors will hold their landmark biennial trade fairs at the Zaragoza Trade Fair Centre from February 10 to 13 2009. The long-running ENOMAQ, the 17th International Show of Winery and Bottling Machinery and Equipment, and TECNOVID, the 6th International Vine-Growing Techniques and Equipment Show will turn the Zaragoza Trade Fair Centre into the international focal point of the vine-growing sector and the general drinks industry.

The second editions of OLEOMAQ, the Oil Mill Machinery, Equipment and Packing Show and OLEOTEC, Olive-Growing Equipment and Techniques Show will be held in conjunction with the above-mentioned fairs.

FERIA DE ZARAGOZA

ENOMAQ 2009 tecnovid 2009 OLEOMAQ 2009 Oleotec 2009

The Zaragoza Trade Fair Centre is preparing to house the most important event of the year for the wine and oils sectors, due to take place from February 10 to 13. This will be the 17th edition of ENOMAQ, the International Show of Winery and Bottling Equipment and Machinery, whilst TECNOVID, The International Vine-Growing Techniques and Equipment Show will be held for the sixth time. This latest event takes place at time of enormous activity within a sector seeking new promotional methods and tools, now that it is fully immersed in the application of the new CMO for wine.

ENOMAQ and TECNOVID are two highly specialised fairs with a long tradition. They provide the best platform for the vine-growing and general drinks sectors to showcase the latest in innovation and techniques for the development of the winery and wine industry. Both events have enjoyed constant growth from one edition to the next and are now seen as reference trade fairs within the international panorama.

The previous edition marked the integration of ENOMAQ and TECNOVID with two other events: OLEOMAQ, the Oil Mill Machinery, Equipment and Packing Show and OLEOTEC, Olive-Growing Equipment and Techniques Show. The excellent results of the two fairs fully vindicate the decision to take advantage of the synergies and similarities of equipment and processing techniques for wine and oil production. These synergies and similarities exist both with regard to crop cultivation as well as the production and bottling of the product.

The 2007 edition was an unprecedented success. In addition to the excellent reception given to newcomers OLEOMAQ and OLEOTEC, participation and visitor figures reached an all-time high. The four fairs boasted over 1,200 exhibiting enterprises, up 30% on 2004. 7 halls were occupied and the total exhibition space of 56,571 m^2 represented an increase of more than 50% on the previous edition. 1,281 of the 22,497 visitors were foreign, with the rest being Spanish.

ENOMAQ AND OLEOMAQ, AN EXHIBITION OF STATE-OF-THE-ART MACHINERY

Many companies have already booked their exhibition space for the upcoming fairs. Exhibitors will present the latest in equipment, techniques and machinery for the vine-growing, oil and general drinks sectors. Wine-sector professionals from all over the world will attend ENOMAQ 2009: producers, importers, exporters, wineries, vine-growers, technical experts and specialists. The same is true of OLEOMAQ, which will share much of the content and will bring together highly specialised exhibitors, technical experts, producers, oil mills, cooperative managers, Regulating Councils for Protected Denomination of Origin, and others.

At the previous edition in 2007, ENOMAQ and OLEOMAQ occupied 5 halls and exhibition space totalled 36,931 m^2. There were 896 exhibiting companies from 24 countries, 449 from Spain and 447 from abroad. Countries with the greatest presence included: Italy with 203 companies; France with 85, Germany with 36, Portugal with 25 and Great Britain with 23. There were also participants from Belgium (8), Switzerland (7), Austria (8) and Denmark (6). A total of 22 companies came from The United States, Canada, Argentina and Chile and there were also participants from Japan, China and Taiwan.

Innovation at the previous edition and exhibition Sectors

The last edition of ENOMAQ-OLEOMAQ showcased the sector's high degree of technological innovation and featured the exhibition of state-of-the-art machinery and equipment for wine and oil production: grape processing, wine treatment, bottling, specific winery materials, oenological products and laboratory equipment. The wine and oils sectors use the same machinery and equipment to a large extent. Highlights included increasingly modern presses, functional bottling equipment and modular bottle-sealing machines. There was also innovation in cap types to enable in-bottle micro-oxygenation. The latest in laboratory equipment included new portable analysis systems for wine and oil. Also on view were new innovative products for labelling and packing to enable better product handling and control. In the I.T. field, new management software for cooperatives, agriculture and wineries was presented.

To facilitate the ordered participation of enterprises and a more convenient business environment, ENOMAQ and OLEOMAQ are structured as follows:

- •Bottling machinery and auxiliary equipment.
- •Tanks and other containers.
- •Wine treatment machinery / Olive treatment machinery
- •Oenological Products and laboratory materials / Olive products and laboratory materials
- •Conditioning, projects and wine-growing auxiliary industry / Conditioning, projects and olive-growing auxiliary industry
- •Grape-processing machinery / Olive-processing machinery.

TECNOVID–OLEOTEC, INNOVATION AT ITS BEST

The success of both the more recently established OLEOTEC and the longer-running TECNOVID can be attributed to the constant evolution of specific machinery for the wine and oils sector. This constant modernisation allows for the development and optimisation of all processes related to the cultivation and production of both grape and olive, from the mechanisation of the different tasks to plant-health control.

TECNOVID-OLEOTEC 2007 boasted total exhibition space of 19.640 m^2 and occupied two halls. 304 exhibitors participated. Of these 177 were Spanish, with the rest coming from 18 different countries... Italy (49) and France (33) had the most participants, followed by Germany (9) and Portugal (7). There were also companies from The United States (4), Japan (3) y Australia (2) and others from Brazil, and China.

Amongst the innovative products presented at the last edition of TECNOVID-OLEOTEC, multi-purpose machines and tools stood out. There was a grape harvester for use in both olive plantations and vineyards, and pruning machines suitable for all agricultural purposes. Products and tools for plant-health care, such as ergonomic spraying machines and new sensors for the control of different cultivation parameters also attracted great interest. In general, trends were set with respect to all instruments, techniques and tools designed to save effort and improve performance. In addition, the growing importance of electronics and computers in cultivation was evident.

TECNOVID and OLEOTEC have the following **exhibition sectors**:

- Tractors
- Working and preparation of soil.
- Vineyard plantation, fertilisation and irrigation/ Olive tree plantation, fertilisation and irrigation
- Vineyard pruning and pest control./ Olive pruning and pest control
- Posts and wiring for trained vines.
- Harvesting/ Picking
- Grape transportation and handling/ Olive transportation and handling
- Nurseries.
- Agrochemical products.
- Institutions, Associations, Information Technology and Services.

A landmark event for the wine and oil industry

ENOMAQ-OLEOMAQ and TECNOVID-OLEOTEC together constitute a not-to-be-missed commercial event for the wine and oil industries and represent the most important date on the calendar for these sectors. The four fairs, taken together, provide a powerful, multi-purpose tool with the function of promoting and genuinely opening markets in order to establish new commercial relationships and boost technological advances within the two sectors. It is for this reason that the wine and oil industry gives such enormous support to its four most important trade fairs. The 2009 edition of ENOMAQ-OLEOMAQ and TECNOVID–OLEOTEC will highlight the wide range of innovative products and solutions in machinery, techniques and equipment for optimising wine and oil activities and will serve to showcase the strength and impetus of two sectors with great economic significance for Spain.

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On behalf of:

ENOMAQ* International Show of Winery and Bottling Machinery and Equipment **TECNOVID** International Show of Vinegrowing Equipment and Techniques **OLEOMAQ** the Oil Mill Machinery, and Packing
Show and **OLEOTEC** Olive-Growing Equipment and Techniques Show
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