



THE REPUBLIC OF CROATIA
COUNTY PREFECT OF
VARAŽDIN COUNTY

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Varaždin, 17th January 2019.

ALPE - ADRIA

**A Call for Expression of Interest in -
Participation at the
2nd Alpe - Adria International Pumpkin Oil Exhibition**

To whom it may concern,

This year Varaždin County is, for the second, organising the **Alpe - Adria International Pumpkin Oil Exhibition**. The Exhibition will be held on **25th May 2019** in the County Palace, Varaždin County's seat, and will evaluate refined and unrefined pumpkin oil.

The goal of the 2nd Alpe - Adria International Pumpkin Oil Exhibition is to further popularise high-quality pumpkin oil and raise consumer awareness of the importance of healthy eating and locally-sourced produce. With this goal in mind we wanted to connect pumpkin oil producers from within the Alpe - Adria Region for a second consecutive year to create a strong production brand.

The first and most significant step towards this goal was last year's initial Alpe - Adria International Pumpkin Oil Exhibition, which was held in May with the following Austrian Slovenian partners cooperating with Croatian Institutions - Landwirtschaftskammer Kärnten (Austria), Landesverband bäuerlicher Direktvermarkter (Austria) and Kmetijsko gozdarski zavod Ptuj i Murska Sobota (Slovenia) - and we would like to take this opportunity to thank each and every one of them. It is important to emphasise that the **1st Alpe - Adria International Pumpkin Oil Exhibition included 119 participating exhibitors submitting 136 examples of pumpkin oil** (91 from Croatia, 37 from Slovenia, 7 from Austria and 1 from Hungary), of which 20 were cold-pressed and 116 were unrefined pumpkin oils produced using traditional roasting methods. The Exhibition was accompanied with a Catalogue written in Croatia, German and English. The Alpe - Adria Exhibition awarded a total of 11 gold, 47 silver and 38 bronze medals.

We greatly hope that this International Exhibition will become a traditional event that will, year on year, significantly contribute to the strengthening of the

pumpkin oil brand, garnering more visitors who will exchange their experiences and improve the fundamental quality of pumpkin oil.

We would therefore like to invite all interested parties that wish to participate in the 2nd Alpe - Adria International Pumpkin Oil Exhibition to get in touch with us.

Throughout the Exhibition on 25th May 2019 a series of expert lectures will be held by highly renowned lecturers and participants will also be able to hear the experiences of the producers themselves. The Exhibition will be held in the centre of Varaždin at a time when many people gather and it will be covered extensively by the media, as it was last year.

We would like to emphasise that participation in the Exhibition is free, and participants need only cover travel and any possible accommodation costs. Winners can expect valuable prizes.

Please **express your interest by sending your basic details** (name and surname, title of Company Name or other legal entity, telephone and e-mail) to the Head of County's Department of Agriculture and Rural Affairs at: dragutin.vincek@vzz.hr.

Yours sincerely,



County Prefect
Radimir Čačić