

Olives – The Symbol of Peace Joint Palestinian-Israeli Booth at The International Olive Oil Exhibition, Verona, Italy March 2007

The Peres Center for Peace and the Fred J. Hansen Institute for World Peace of the San Diego State University Research Foundation facilitated the participation of a joint Palestinian-Israeli delegation in the international olive-oil exhibition held annually in Verona, Italy. Members from the Israeli and Palestinian Olive Oil Boards presented together in an exceptional display of unity, under the common logo "**Olives – The Symbol of Peace**". Cooperation between the Olive Oil Boards was initially facilitated by the Peres Center, who brought together Palestinian and Israeli representatives a few years ago, and has continued to encourage cooperation between them.



This is the second time that the Peres Center has facilitated the joint Palestinian-Israeli booth at the exhibition in Verona, with excellent outcomes resulting from the first experience two years ago, including the signing of official agreements for export of Palestinian and Israeli olive oil, amongst them, with the United States.

Heads of the Palestinian and Israeli Olive Oil Boards, with other senior officials, jointly participating in the annual olive-oil exhibition in Verona, Italy

The participation of the Palestinian-Israeli delegation in Verona is part of a broad initiative launched by the Peres Center in 2004, which focuses on the growing of olives for quality production in the Palestinian Authority and Israel, through joint combating of the damaging olive fly with environmentally-friendly traps developed in Israel, and the development of the local olive oil markets. The initiative includes a training program sponsored by the Peres Center as well as the nurturing of joint Palestinian-Israeli marketing operations to maximize economic returns.

The participation of the Palestinian-Israeli delegation was supported by Alfa-Laval, Casanova Di Chiatri, VeronaFiere and Mr. Ron Benatoff, Director General of the Israel-Italy Chamber of Commerce.



Palestinian and Israeli representatives, with a Peres Center staff member, manning the joint Palestinian-Israeli booth in Verona, under the common logo "Olives - The Symbol of Peace"