

ORGANICA

*međunarodna izložba organskih i biodinamičkih
vina, maslinovih i bučinih ulja*

*International Exhibition Of Organic And
Biodynamic Wines, Olive And Pumpkin Seed Oils*



**Zagreb
Hotel Zonar
27.10.2023.**

UVOD / INTRODUCTION



Organica je međunarodna Izložba organskih (ekoloških) i biodinamičkih vina te maslinovih i bučinih ulja koja će se održati u petak, 27. listopada 2023. godine u hotelu Zonar u Zagrebu.

Ciljevi izložbe su:

- Ojačati postojeće i stvoriti nove poslovne veze između proizvođača vina/ulja i sektorskih profesionalaca, distributera, trgovaca, ugostitelja i turističkih djelatnika
- Definirati položaj ekoloških i biodinamičkih poljoprivrednih proizvoda s naglaskom na vina, maslinova i bučina ulja, na domaćem, regionalnom i inozemnom tržištu
- Povećati svijest o važnosti ekološke/biodinamičke poljoprivrede kao jedine održive budućnosti proizvodnje hrane
- Usmjeriti pažnju medija i široke javnosti na domete i trendove ekološke/biodinamičke proizvodnje vina te maslinovih i bučinih ulja

Organica is an international exhibition of organic and biodynamic wines, olive and pumpkin seed oils that will take place on Friday, 27th of October 2023 in the Zonar hotel, Zagreb, Croatia,

The **aims** of the exhibition are

- To strengthen the existing and create new business connections between wine/oil producers and sector professionals, distributors, retailers and tourism/HoReCa sector.
- To define the position of organic/biodynamic agricultural products on domestic, regional and international market
- To increase awareness about the importance of organic/biodynamic agriculture as only sustainable future of food production
- To put the media and public focus on the achievements and trends of organic/biodynamic production of wine, olive and pumpkin seed oil.

BACKGROUND / POZADINA



Hrvatska trenutno broji oko **6.500 poljoprivrednika** certificiranih za ekološku proizvodnju, među kojima je sve veći broj vinara i proizvođača ulja koji idu u pravcu biodinamike.

Kroz buduću Strategiju poljoprivrede, Hrvatska ima plan do 2030. godine povećati poljoprivrednu proizvodnju sa sadašnjih 2,5 na **4,0 milijarde EUR**, što je povećanje vrijednosti od čak 50%.

Hrvatska se trenutno nalazi na **32% prosječne produktivnosti** zemalja EU-a kada je riječ o korištenju izvora financiranja namijenjenih ulaganju u ekološku poljoprivredu, no ubraja se među **prvih 10 zemalja Europe** po broju vinogradarskih površina pod ekološkom proizvodnjom.

Cilj EU je do 2030. godine imati **25% poljoprivrednih površina pod ekološkom proizvodnjom**.

Možemo li bolje? Kao država, kao regija, kao Europa?

Croatia currently counts around **6.500** certified organic **farmers** amongst whom is an increasing number of wine and oil producers oriented towards biodynamics.

Through future Agricultural Strategy, Croatia is planning to increase agricultural production by 2030 from current 2,5 mil to **4,0 mil EUR**, which would represent a 50% increase.

Croatia has reached **32% of average EU productivity** in usage of financial resources allocated for organic agricultural production. However, it is placed among **10 leading countries** when it comes to the organic vineyard surface area.

EU goal is to reach at least **25% of organic agricultural surface area** by year 2030.

Can we do better? As a country, as a region, as Europe?

KONCEPT / CONCEPT



Centralni dio izložbe čine izlagački stolovi koji posjetiteljima omogućuju **promenadno kušanje** vina i ulja. Očekujemo sudjelovanje **preko 50 izlagača** iz Hrvatske, Slovenije, Bosne i Hercegovine, Austrije, Italije i Njemačke.

Izložba je nadopunjena sadržajima poput chill-out zone, food cornera, sponzorske zone te pop-up shopa u kojem je moguće kupiti izložena vina i ulja.

Na izložbi očekujemo **300+ posjetitelja**.

Central part of the exhibition is a **promenade wine and oil tasting** which will take place in the central showroom. We expect **over 50 exhibitors** from Croatia, Slovenia, Bosnia and Herzegovina, Austria, Italy and Germany.

Additional content includes chill-out zone, food corner, sponsors' zone and pop-up shop which enables you to purchase exhibited wines and oils.

We expect **300+ visitors**.

STRUČNI PROGRAM / EDUCATIONAL PROGRAM



Najavne radionice i predavanja

- „Biodinamička vina od Međimurja do Istre” - radionica (listopad 2023)
- „Osnovne razlike između ekološke i biodinamičke proizvodnje u poljoprivredi” - predavanje (listopad 2023)

Radionice i predavanja u okviru izložbe:

- 1 vinska radionica
- 1 radionica o maslinovom ulju
- 1 radionica o bučinom ulju
- „Tržišno pozicioniranje biodinamičkih vina” – predavanje
- „Mali zeleni” – radionica o važnosti ekološke proizvodnje hrane za djecu

*Organizator zadržava pravo izmjene programa

Announcing Workshops and Lectures

- “Biodynamic Wines from Međimurje to Istria” – workshop (October 2023)
- “Basic Differences Between Organic and Biodynamic Agricultural Production” – lecture (October 2023)

Workshops and Lectures During the Exhibition

- 1 wine workshop
- 1 olive oil workshop
- 1 pumpkin seed oil workshop
- “Market Placement of Biodynamic Wines” – lecture
- “Little Green Ones” – kids' workshop about importance of organic food production

*Organizer has the right to change the program

ZABAVNI PROGRAM / ENTERTAINMENT



Živa svirka

Za ugodnu atmosferu i dobro raspoloženje izlagača i posjetitelja pobrinut će se live jazz duo

Nagradna tombola

Sve posjetitelje očekuje nagradna tombola sa bogatim nagradama sponzora i izlagača

Afterparty

Nakon 20h selimo u prostor diWine bara (Ilica 93) gdje sve do ponoći uživamo u ekološkim/biodinamičkim vinima, ukusnim malim zalogajima i dobroj glazbi

Live music

Live jazz duo will create the cosy atmosphere and the good mood of exhibitors and visitors

Prize-Winning Tombola

All visitors can participate in a prize-winning tombola and get a chance to win special prizes from our sponsors and exhibitors

Afterparty

After 8 pm the exhibition will move to diWine bar (Ilica 93) where everybody will continue to enjoy in organic/biodynamic wines, tasty bites and good music until midnight.

RASPORED / SCHEDULE



10:00 – 11:30 dolazak izlagača i sponzora, registracija, priprema izlagačkih mjesta

12:00 svečano otvorenje izložbe

12:30 – 19:00 promenadno kušanje vina i ulja

13:00 – 13:45 radionica o maslinovom ulju

14:00 – 14:45 radionica o bučinom ulju

15:00 – 16:30 radionica o vinu

17:00 – 17:45 „Mali zeleni” radionica za djecu

18:00 – 19:00 „Tržišno pozicioniranje biodinamičkih vina” – predavanje

20:00 – 00:00 Afterparty @ diWine bar

10:00 – 11:30 arrival of the exhibitors and sponsors, registration, preparation of exhibitors' tables

12:00 official opening of the exhibition

12:30 – 19:00 promenade wine and oil tasting

13:00 – 13:45 olive oil workshop

14:00 – 14:45 pumpkin seed oil workshop

15:00 – 16:30 wine workshop

17:00 – 17:45 "Little Green Ones" kids' workshop

18:00 – 19:00 "Market placement of biodynamic wines" – lecture

20:00 – 00:00 Afterparty @ diWine bar

MEDIJSKA AKTIVNOST / MEDIA ACTIVITY



Kampanja na društvenim mrežama

Kampanja „Organica” na društvenim mrežama započinje 15.05. i trajat će sve do 31.10.

Studijska novinarska putovanja

U najavnom razdoblju prije izložbe, a s ciljem skretanja pažnje javnosti na važnost ekološke/biodinamičke proizvodnje, planirana su 4 studijska novinarska putovanja u područja Hrvatske koja imaju razvijenu ekološku/biodinamičku proizvodnju vina/ulja. Ukoliko bude mogućnosti, organizirat ćemo i dodatno novinarsko studijsko putovanje u jednu od susjednih zemalja.

Konferencija za medije

Konferencija za medije kojom će biti najavljena izložba Organica planirana je za sredinu listopada 2023. Očekujemo odaziv mainstream medija, eno-gastro, lifestyle, poljoprivrednih, gospodarskih i turističkih portala

Domaće i strane novinarske delegacije

Očekujemo sudjelovanje medijskih delegacija iz svih zemalja sudionica izložbe, te sukladno tome i popratne medijske osvrte. Sudjelovanje za predstavnike medija je besplatno, uz prethodnu akreditaciju.

Social Network Campaign

“Organica” social network campaign starts on the 15th of May and lasts until 31st of October.

Press Trips

During the promotional pre-exhibition period we plan to organize four press trips to Croatian regions with developed organic/biodynamic production of wine/oil. The aim of the press trips is to increase public awareness of the importance of organic/biodynamic production. If possible, additional press trip to a neighbour country will be organized.

Press Conference

Press conference announcing the Organica exhibition is planned for mid-october. We expect participation of mainstream media, as well as the eno-gastro, lifestyle, agricultural, economical and tourist portals.

Domestic and Foreign Press Delegations

Press delegations from all participating countries are expected at the exhibition, and accordingly, [follow up in their media](#). Participation [at](#) the exhibition is free of charge for all accredited media representatives.

POSJETITELJI / VISITORS

B2B

Profesionalci iz svijeta vina, maslinovog i bučinog ulja, distributeri, trgovci i ugostitelji imaju besplatan ulaz na izložbu, a za sudjelovanje će im biti poslana službena pozivnica.

Mediji & influenceri

Predstavnici medija i influenceri koji aktivno promoviraju eno-gastro sektor imaju besplatan ulaz na izložbu, uz obaveznu prethodnu akreditaciju.

Udruge vinara i ljubitelja vina

Članovi udruga vinara i ljubitelja vina imaju mogućnost kupnje ulaznica po povlaštenoj cijeni od 10EUR po osobi, uz obaveznu prethodnu prijavu preko udruge.

Opća javnost

Izložba je otvorena za javnost, te svi ljubitelji vina, maslinovih i bučinih ulja imaju mogućnost sudjelovati uz kupljenu ulaznicu, po slijedećim cijenama:

- SINGLE ulaznica (za jednu osobu) do 26.10 – 16EUR
- DOUBLE ulaznica (za dvije osobe) do 26.10. – 28EUR
- Ulaznica (za jednu osobu) NA DAN izložbe – 20EUR



B2B

Professionals in wine, olive and pumpkin oil business, distributors, retailers and HoReCa representatives have a free entry to the exhibition, and will be **officially** invited to participate.

Media Representatives and Influencers

Media representatives and influencers who actively promote enogastronomy have a free entry, with mandatory prior accreditation.

Winemakers' and Winelovers' Associations

Members of the associations are able to purchase discounted tickets for the price of 10EUR per person, with mandatory prior registration throughout the association.

General Public

Exhibition is open for general public, so all wine, olive and pumpkin seed oil lovers have a chance to enjoy and taste the products, with purchased tickets with following prices:

- SINGLE ticket (one person) till 26.10 – 16EUR
- DOUBLE ticket (two persons) till 26.10. – 28EUR
- Single ticket on the SPOT (27.10.) – 20EUR

PRIJAVE I ROKOVI / APPLICATIONS AND DEADLINES



Pravo sudjelovanja na Organica međunarodnoj izložbi ekoloških i biodinamičkih vina, maslinovih i bučinih ulja imaju svi proizvođači navedenih proizvoda koji posjeduju ekološki ili stroži certifikat proizvodnje, kao i proizvođači koji se nalaze u periodu tranzicije na ekološku proizvodnju, uz predočenje dokaza.

Early Bird

Rane prijave započinju 20.05. i završavaju 30.06.2023. godine. Svi izlagači koji se prijave putem prijavnog linka/prijavnice i izvrše uplatu kotizacije u navedenom roku ostvaruju pravo na povlaštenu cijenu kotizacije od **300EUR**

Redovne prijave

Redovne prijave započinju 01.07. i završavaju 08.09.2023. godine. Za sudjelovanje je potrebno prijaviti se putem prijavnog linka/prijavnice i izvrše uplatu kotizacije u visini od **400EUR** u navedenom roku. Po isteku roka prijave neće biti moguće.

Molimo vas da u prijavnici navedete sve opcije sudjelovanja u prethodnim aktivnostima i aktivnostima tijekom izložbe (dodatna promocija, pop-up shop, tombola, konferencija za medije itd...)

The right to exhibit at Organica, international organic and biodynamic wine, olive and pumpkin seed oil exhibition have all the producers who own the certificate of ecological/organic production or stronger, as well as the producers who have entered the transitional period, with proof.

Early Bird

Early bird applications start on the 20th of May and end on the 30th of June 2023. All exhibitors who apply through the application link/form and submit the payment in the stated period have the right to a discounted participation fee of **300EUR**

Regular Applications

Regular application period starts on the 1st of July and ends with the 8th of September. To apply it is mandatory to fill the application form and submit the payment in the stated period. Regular participation fee amount is **400 EUR**. After the deadline applications will not be possible.

We kindly ask you to fill in all additional pre-exhibitional and exhibitional participation options and activities (such as pop-up shop, tombola, participating in press conference...)

PRIJAVE I ROKOVI / APPLICATIONS AND DEADLINES



Molimo vas da u prijavnici navedete sve opcije sudjelovanja u prethodnim aktivnostima i aktivnostima tijekom izložbe (dodatna promocija, pop-up shop, tombola, konferencija za medije itd...)

We kindly ask you to fill in all additional pre-exhibitional and exhibitional participation options and activities (such as pop-up shop, tombola, participating in press conference...)

Molimo prijavite se putem sljedećeg **linka**:

<https://forms.gle/NYQkPCYdTfKM52rd8>

Application is possible via **link**:

<https://forms.gle/NYQkPCYdTfKM52rd8>

Prijavom za sudjelovanje prihvaćate [Opće uvjete sudjelovanja](#)

By filling in the Application Form you accept [General terms and Conditions](#).

TEHNIČKE INFORMACIJE/ TECHNICAL INFO



- Izlagačko mjesto površinom iznosi cca 80x50cm
 - Na izlagačkom mjestu osiguravamo vam stolnjak, led za hlađenje vina, vodu, čaše, papirnate ubruse i pljuvačnice. Dobrodošli ste dodatno urediti izlagačko mjesto prema Vašoj želji
 - Na izlagačkom mjestu bit će istaknuto ime/naziv/brand izlagača, te nije potrebno nositi pingvin-stalke zbog prostornog ograničenja
 - Posude za hlađenje vina (kible), otvarače za vina kao i posude i čašice za degustaciju ulja obavezno donosite sami
 - Dolazak na izlagačko mjesto i priprema stola mogući su dva sata prije početka manifestacije (u 10h), a izlagačko mjesto mora biti spremno najkasnije 30 min prije početka manifestacije
 - Ne zaboravite ponijeti promotivne materijale (letke, posjetnice...).
- The exhibitor's spot is a table with approximate dimensions: 80x50cm
 - On the exhibitor's spot we will provide tablecloth, wine cooling ice, water, wine glasses, paper napkins and spittoons. You are most welcome to additionally decorate your exhibition point according to your preferences
 - Your name/brand will be stated at the exhibitor's spot, therefore there is no need to bring penguin-stands or banners due to space limitation.
 - Wine cooling dishes, bottle openers and dishes (cups for oil degustation you must provide yourself
 - Arrival at the exhibition point is possible 2 hours prior to the manifestation (10:00), while your exhibition table must be ready at least 30 minutes before the beginning of the exhibition
 - Don't forget to bring your promotional prints (leaflets, brochures, business cards...)

LOKACIJA / VENUE

Domaćin Organice je novouređeni business hotel Zonar (ex Panorama) smješten u centru Zagreba.

Dizajniran kao urbana baza za profesionalne sportaše, dinamične poslovne ljude i progresivne građane svijeta na odmoru, hotel Zonar Zagreb raspolaže s 285 pažljivo uređenih i opremljenih soba i suiteova, 2 a la carte restorana, barom, deli shopom, bazenom na krovu s panoramskim pogledom na Zagreb, teretanom te 9 višenamjenskih kongresnih dvorana.

Organica will be held in a newly redecorated business hotel Zonar (ex hotel Panorama) situated in the Zagreb city centre.

Designed as an urban centre for professional athletes, dynamic business people and progressive citizens of the world on holiday, Zonar Zagreb Hotel offers 285 carefully decorated and equipped rooms and suites, two à la carte restaurants, a bar, a deli, a swimming pool on the rooftop featuring a panoramic view of Zagreb, a gym and 9 multipurpose conference rooms.



O ORGANIZATORU / ABOUT THE ORGANIZERS



Tvrtka diWine j.d.o.o. na čelu s direktoricom Irenom Lučić od 2014. godine aktivno djeluje u vinskom sektoru Hrvatske i regije. Tijekom svojeg djelovanja organizirali smo preko 10 open-air vinskih festivala, nekoliko većih vinskih sajmova, te brojne vinske radionice, edukacije i promocije.

U jesen 2022 otvorili smo wine bar u centru Zagreba koji se fokusira na male butik-vinarije kao i na autohtone hrvatske sorte grožđa.

U prosincu 2022. organizirali smo VinEko – regionalnu izložbu ekoloških, organskih i biodinamičkih vina i maslinovih ulja koja je okupila 25 izlagača iz Hrvatske i regije.

Izložba Organica priču o ekološkim i biodinamičkim vinima, maslinovim i bučnim uljima diže na jednu novu razinu, uz znatno veći broj izlagača i bogatiji i edukativniji program.

DiWine Company with a general manager Irena Lučić actively participates in the Croatian and Regional wine sector since 2014. During its existence we have organized over 10 open-air wine festivals, several larger wine fairs, and numerous wine workshops, educations and promotions.

In autumn 2022 we have opened a wine bar in the city center, Zagreb which focuses on boutique wineries and Croatian indigenous grape sortiments.

In december 2022. we have organized VinEko – regional exhibition od ecological, organic and biodynamic wines and olive oils which gathered 25 participants from Croatia and regions.

Organica exhibition aims to bring the story of organic and biodynamic wines and olives to the next level, hoping to gather significantly higher number of exhibitors and providing more rich and educational program.

KONTAKTI / CONTACTS



Irena Lučić

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Molimo kontaktirajte Irenu za sudjelovanje institucija i medija.

Please contact Irena for all issues regarding participation of institutions and media



Danijela Mirošević

koordinatorka projekta / project coordinator

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Molimo kontaktirajte Danijelu za sudjelovanje vinara i sponzora

Please contact Danijela for all issues regarding participation of wine/oil producers and sponsors