

Santiago Botas

For over twenty years Santiago Botas has been working in food export promotion and international marketing communications for different Spanish companies and consulting firms

In 1994 Mr. Botas set up himself as a free lance consultant specialising in olive oil and other fine foods. As olive oil expert Santiago has worked in different producing countries like Morocco, Jordan and Turkey.

A long time adviser to The Olive Oil Exporters Association of Spain (ASOLIVA) he has also contributed to promotional activities carried out by many other institutions and olive oil companies, like The Spanish Federation of Food Industries (FIAB), The Foreign Trade Institute of Spain (ICEX), the Andalusia Agency for Export Promotion (EXTENDA) and the International Olive Council (IOC)

Santiago has conducted olive oil seminars and tasting sessions in over thirty countries around the world, including Spain and many other EU members, USA, Canada, Mexico, Guatemala, Nicaragua, Honduras, Costa Rica, Colombia, Peru, Brazil, Russia, Middle East Countries, India, China, Thailand, Japan and Australia.

As an olive oil taster he has participated as judge at ECOTRAMA, the main contest in Spain for organic olive oils.

He has appeared in different radio and TV shows, and his writings have been published in several Spanish and foreign media.

At present he is director of World Olive Oil Exhibition, to be held for the third time in Madrid in March 2014.

<http://santiagobotas.aceitedeolivablog.com/>