



**We are helping the most important italian olive oil consortium in the process of internationalisation**

**Objectives:**

Unaprol was founded in 1966 as the National Union between Associations of Olive Oil Producers with the task of managing and providing European Community aid to support the production of olive oil and olives.

Unaprol has always been the most consistent and most representative association to represent the olive sector at a national & European Community level and today approximately 550 thousand olive oil producers are members, represented by 81 provincial associations on a territorial level. The social aim of Unaprol is to address the structural weaknesses present in the supply and marketing of these products as well as enhancing production through participation in activities of European Community and national significance in terms of quality improvement, environmental impact, traceability and product certification.

**Strategy:**

From 2009, Green Seed Italy, with the support of the GSG international offices, is partner of Unaprol for internationalisation and has developed International promotional projects with the aim of increasing the export of High Quality Italian Extra Virgin Olive Oils worldwide.

**Results:**

With direct offices in many countries and a deep experience in marketing and sales, GSG has been considered the perfect fit for Unaprol and, over the years, has helped more than 20 companies increasing their business in Europe and North America through marketing entry strategies, in store promotional activities, digital marketing and advertising campaigns, PR consumer and trade events and activities as well as sales introductions.

