

OLIVE EXPO2009

Canberra 28/10/2009

OIL SALES & INTERNET OPPORTUNITIES

Presented by: Claudio Vignoli
International Oil Broker

BULK OIL.COM

The e-marketplace for the oil industry B2B

BULK OIL.COM

Introduction

Do you know what the world *production* and *consumption* of olive oil was in *2008/2009*?

Introduction

2008/2009 PRODUCTION (metric tons)

SPAIN	1.150.000
ITALY	310.000
GREECE	185.000
TUNISIA	170.000
TURKEY	90.000
SYRIA	110.000
EGYPT, PORTUGAL, MOROCCO	110.000
OTHERS	30.000
TOTAL	2.155.000

Introduction

2008/2009 PRODUCTION	2.155.000 +
SPAIN : 2007/08 REMAINING	300.000
GREECE : 2007/08 REMAINING	30.000
OTHERS : 2007/08 REMAINING	10.000
PRODUCTION + REMAINING	2.495.000
WORLD CONSUMPTION	2.250.000
SURPLUS	245.000 ton. *

* 245.000 ton: 150.000 Spain
50.000 Greece
45.000 Others

Introduction

Do you know what the *world production* of olive oil will be in *2009/2010*?

Introduction

OLIVE OIL PRODUCTION PROJECTIONS FOR 2009/2010

	MIN*	MAX*
SPAIN	1.350.000	1.400.000
ITALY	320.000	350.000
GREECE	280.000	300.000
TUNISIA	170.000	180.000
TURKEY	170.000	180.000
SYRIA	120.000	130.000
EGYPT, PORTUGAL, MOROCCO	120.000	130.000
OTHERS	35.000	35.000
TOTAL	2.565.000	2.715.000

* Min and Max will depend from crop olive yield

Introduction

Do you know what the *world consumption* of olive oil will be in *2009/2010*?

Introduction

The forecasted production for 2009/2010 is estimated at 2.5 to 2.700.000 tons combined with a projected surplus of 250.000 tons from 2008/2009's (through 31/10/09), it is estimated that there will be approximately 2.8 to 3.000.000 tons of oil available for distribution;

World consumption for 2008/09 was reported to be 2.250.000 tons therefore surplus of approximately 550-750.000 tons is forecasted;

Due to the worldwide economy recession oil consumption is not expected to increase;

The devalued US dollar will further affect exports for European producers.

Introduction

These are some of the negative factors that are affecting world oil consumption:

- Oil surplus
- World economic crisis
- Banks unwillingness to finance Spanish producers as they did in the past.
- Tunisian exporter are having financial problems
- Greece:
 - Fragmented production
 - Unorganized export market
 - Lack of financial means

All these factors lead to assume that EVOO price will decrease in the next months.

Introduction

Market Price Forecast for **April/May 2010**

1,80 € / kg	TUNISIA
2,10 € / kg	GREECE
2,40 - 2,50 € / kg	ITALY
1,70 - 1,80 € / kg	SPAIN

Projections may fluctuate depending on rain amounts this coming winter (North Hemisphere).

Introduction

Don't let these numbers discourage you.

The olive oil industry has undergone several highs and lows; however, the general trend shows steady growth.

In the past few years, new markets and new consumers have entered the olive oil industry (i.e. China, India, Japan etc,) a sign that, once the recession is over, oil consumption will increase.

Additionally, there are new business channels and marketing tools that will help this industry grow greatly. The most important tool is the **INTERNET**. Thanks to the internet we can promote the olive oil culture, and its health benefits; we can source for buyers and suppliers in real time year-round, 24/7, **at minimal cost**.



The power of the B2B e-market

Growth through B2B e-markets

Suppliers who want to be an industry leader must seize the opportunity presented by the new economy. For those aggressive and focused enough to perform online, the upheaval and pace of today's electronic business world can yield tremendous benefit.

E-marketplaces are the latest and most significant weapons to reshape B2B commerce relationships, and will soon affect all businesses in one way or another. The primary beneficiaries of the coming B2B wave will be those who use the web to extend, deepen, and create business relationships.

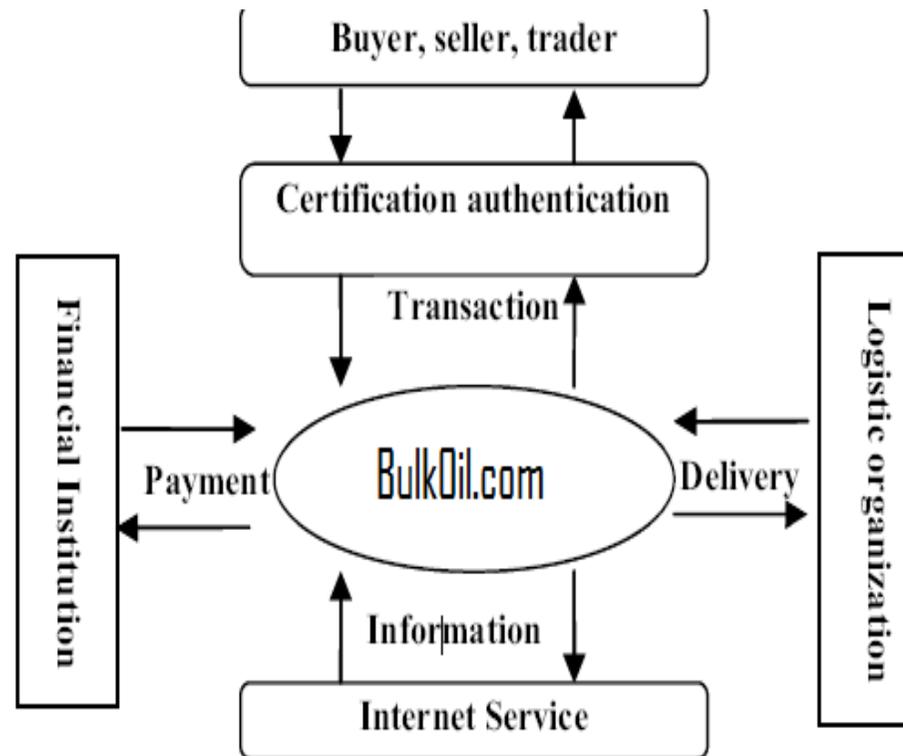
Benefits of B2B e-Markets

- ✓ Sellers use B2B e-commerce to lower costs and access new customers;
- ✓ e-Marketplaces extend the reach by creating and leveraging close collaboration between trading partners, tightening the relationship between supplier and buyer;
- ✓ Buyers can use B2B marketplaces to reduce direct and indirect supply chain costs;
- ✓ New tools for logistics and payment create new opportunities to build transparency in the supply chain, decrease logistics costs, increase inventory turns, and improve the overall performance of the manufacturing and procurement processes.

Facilitating Transactions

The right E-Marketplaces must provide integrated services:

- Help buyers find new suppliers and vice versa;
- Help reduce time and cost of interaction for Business to Business transactions;
- Help increase trade between distant geographies;
- Help manage payments and track orders for Business to Business transactions.

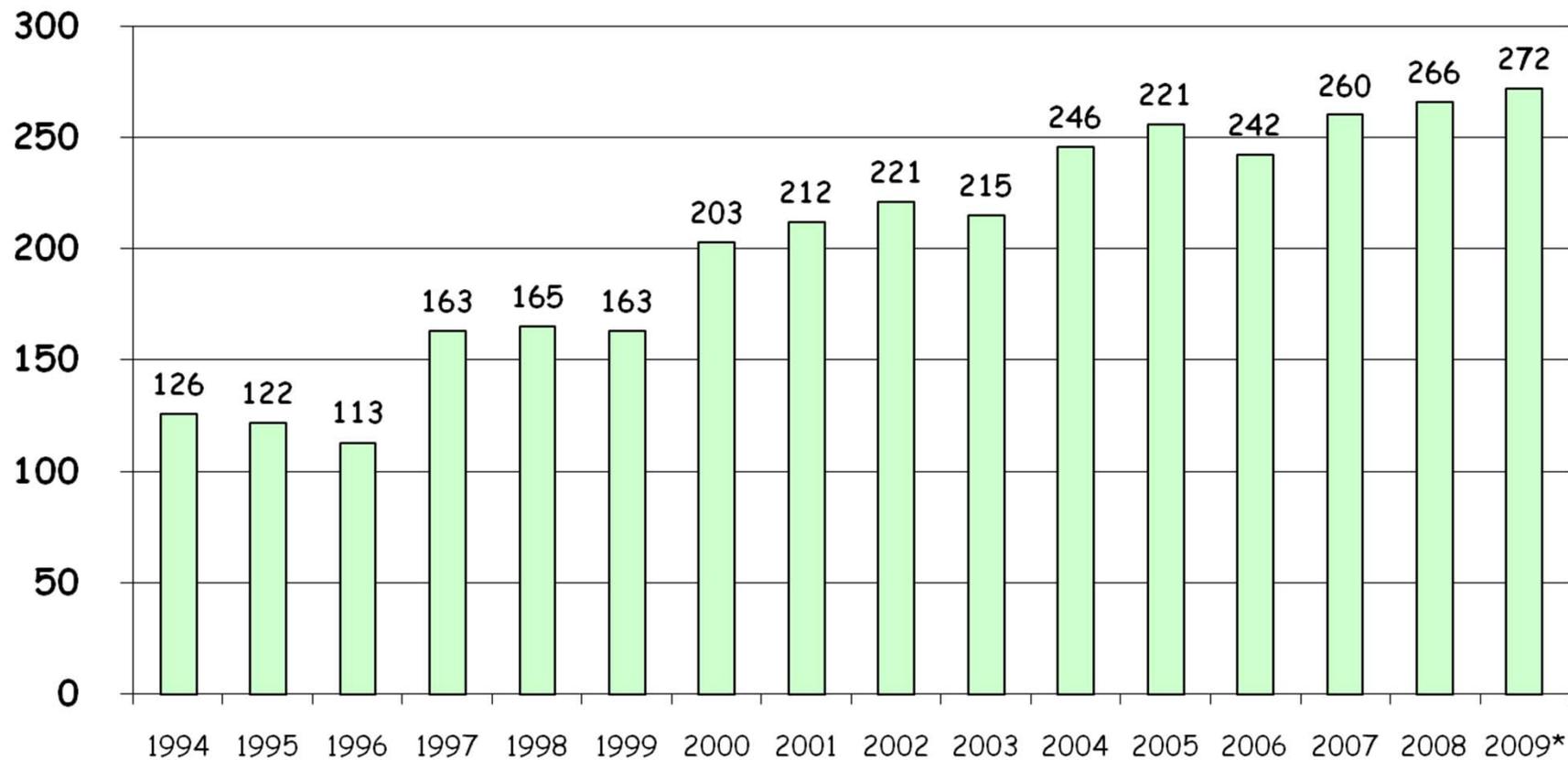


Bright future for Small Business in olive oil market

- ❑ Driven by revenue growth and cost saving significant growth in e-marketplace is projected among small and mid-sized businesses;
- ❑ The market for olive oil in the U.S. grew at a CAGR (Compound Annual Growth Rate) of 7% between 2004 and 2008;
- ❑ Total U.S. oils market is up 14% on price increases;
- ❑ While US sales for 2008/2009 are flat, the US retail Olive oil market is expected to grow through 2013.

U.S. Imports of Olive Oil

Volume Trend in Metric Tons (000)





BulkOil.com

The world's leading

B2B Oil Trade Portal:

Maximize your exposure
to buyers and sellers
around the globe

BULK OIL.COM

About BulkOil.com

- The world's leading e-business network connecting oils **sellers** and **buyers** over the internet (SELLER + BUYER = **B2B**)
- A virtual international marketplace where **buyers** and **sellers** meet 24/7, all year-round
- A well established company in business since 1998
- A global reference for the oil industry professionals with over **10.000** registered members from **178** countries.

About BulkOil.com

- The only e-marketplace for the oils industry in **4 languages** (italian, english, spanish, french);
- The only e-marketplace offering unique, innovative and exclusive services for the oils industry (i.e. Escrow payment, Veripass, oil inspection, etc....);
- The only e-marketplace offering a **oil brokerage** service. We help you sell and buy oil;
- The only e-marketplace with an organization dedicated **EXCLUSIVELY** to the oils industry (4 Customer Service Account Managers and 4 Oil Brokers).

BulkOil - International e-Marketplace

- ✓ Founded in U.S. by *John Deane* in 1998;
- ✓ Purchased in 2007 by a partnership of **oil brokers** and **IT industry professionals**;
- ✓ Head Office in Italy and Branch in U.S.A. (Miami);
- ✓ An **online marketplace** for buyers and sellers; looking to also trade **equipment and services** related to the oil industry.

Business Opportunities

- ✓ Over **10.000 registered members** (updated to September 2009)
- ✓ More than **25.000 visitors** each month (updated to September 2009)
- ✓ **200 Oil types** traded through BulkOil.com

An easy way to shop the global market

- ✓ **Buyers** publish a **purchase request** specifying the oil type or browse existing **sales offers**;
- ✓ **Sellers** receive instant email notification of all relevant purchase requests;
- ✓ **Sellers** are provided with the **Buyers** contact details to conduct business directly;
- ✓ **Buyers** evaluate all proposals to determine best business opportunity.

An easy way to shop the global market

Buyers can browse existing sales offers

Query: = Sales Posts
Number of Posts: 6050

Olive Oil - Extra Virgin **Kailis Organic Olive Groves**  **Australia**

 Fresh 2009 Harvested Organic Extra Virgin olive Oil from Kailis Organic Olive Groves, producers of premium Organic Extra Virgin Olive Oil with five OL...
Company: Available to registered users only  **Contact**

 **Active Profile: Gold**
Posted on: 18/08/2009

Grape Seed Oil **Concord Grape Seed Oil**  **USA**

 From our virgin grape seed oils to our Varietal 100% pure Concord Grape seed oils. We produce blends for use in food service gourmet and cosmetic appl...
Company: Available to registered users only  **Contact**

 **Active Profile: Gold**

An easy way to shop the global market

...or publish their own posts FREE OF CHARGE!!

<p>Rapeseed oil / Canola oil</p>  <p>Purchase Requests</p>	<p>We buy crude rapeseed oil</p> <p>For our reputable client in Poland we look for crude rapeseed oil/canola in bulk. Quantity: 500-700 MT per month for 2-3 years. Packaging - flexi tan...</p> <p>Company: Available to registered users only <i>Active Profile: Blue</i> Posted on: 20/08/2009</p>	<p> Poland</p> <p> Contact</p>
<p>Jatropha Oil</p>  <p>Purchase Requests</p>	<p>crude JATROPHA OIL</p> <p>5000 mt SPOT CIF</p> <p>Company: Available to registered users only <i>Active Profile: Blue</i> Posted on: 20/08/2009</p>	<p> Cyprus</p> <p> Contact</p>
<p>Jatropha Oil</p>  <p>Purchase Requests</p>	<p>Want to buy Jatropha oil,in the beginning 1 MT trial order</p> <p>We are trader,want to buy Jatropha oil,detail is as below: 1: Item : Jatropha oil (Crude or Refined) , please mail me the spec also 2: Qty :...</p> <p>Company: Available to registered users only <i>Active Profile: Blue</i></p>	<p> Hong Kong</p> <p> Contact</p>

...And to sell to the global market

Seller log on and publish a detailed Sales Offer

OR

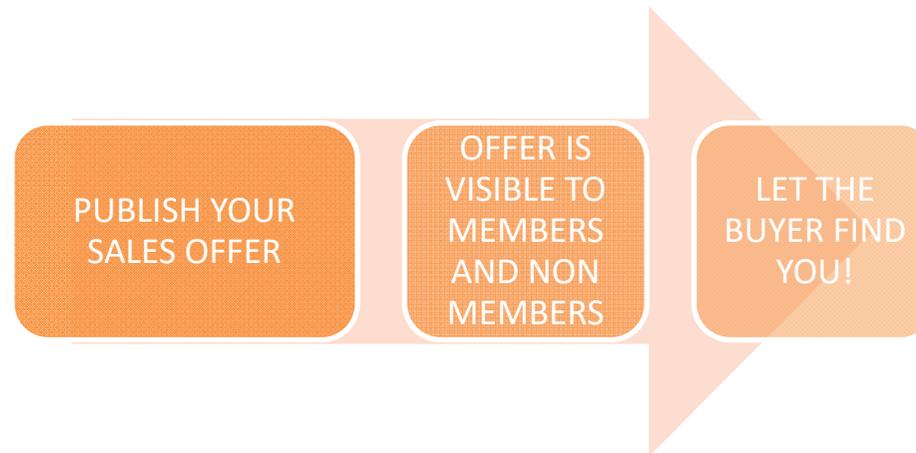
Browse through the *Purchase Requests Section* and contact buyers directly;

The offer is optimized for major search engines and will be visible by members and non members;

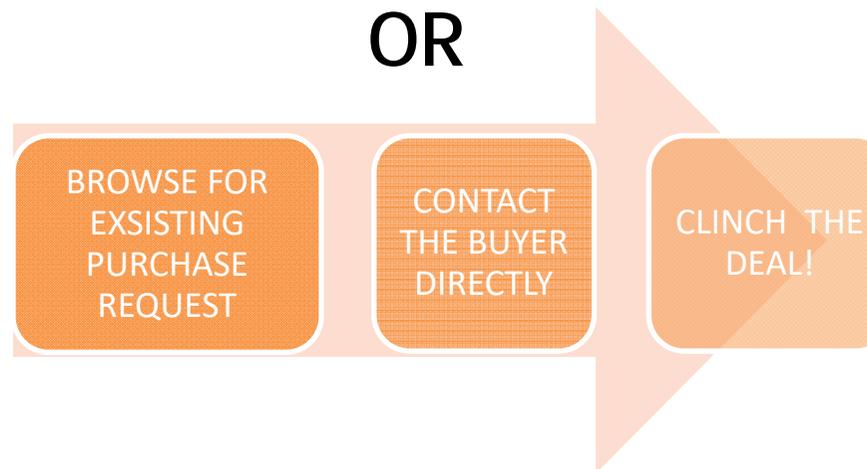
Interested **buyers*** contact the seller directly using BulkOil email system.

*All **buyers** are subjected to a background check to verify the legitimacy of their business.

Easy as 1, 2, 3!



OR



Advantages for Buyers

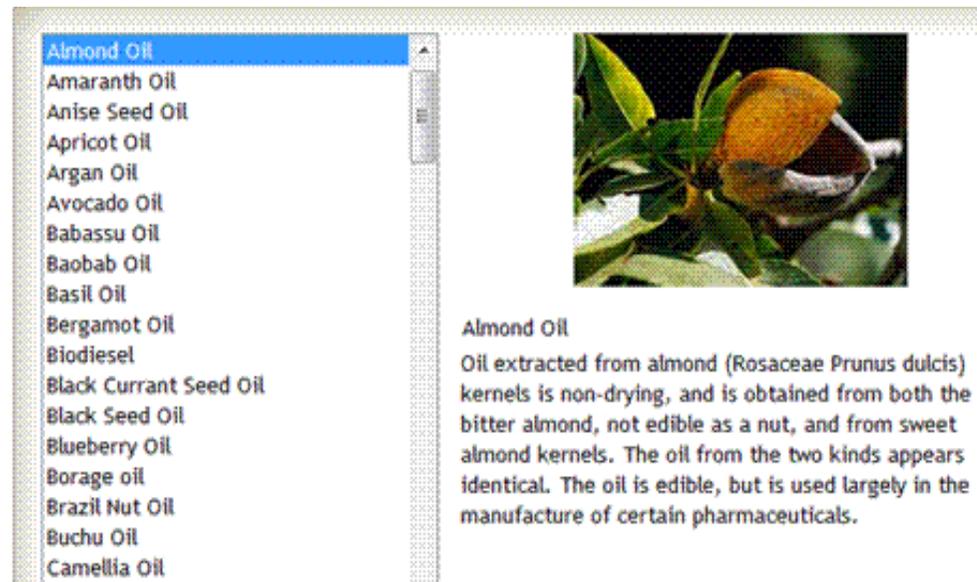
- ✓ Save **time** and **money** and consolidate your search with access to sellers from all over the world;
- ✓ Expand your choice: purchase products on an international scale;
- ✓ Seize the best deals the market offers;
- ✓ Use the site **FREE OF CHARGE!!**

Advantages for Sellers

- Increase your international visibility showcasing your products on BulkOil.com;
- Attain business opportunities that you would have otherwise missed;
- Let the buyers find you!
- Study the competition and monitor the market trends.

Advanced search options

Our *Oil Catalog* gathers over 200 type of oils, and provides a detailed description of the oil's usage and a picture of the plant the oil is extracted from.



The screenshot displays a web interface for an oil catalog. On the left, a vertical list of oil types is shown, with 'Almond Oil' selected and highlighted in blue. The list includes: Almond Oil, Amaranth Oil, Anise Seed Oil, Apricot Oil, Argan Oil, Avocado Oil, Babassu Oil, Baobab Oil, Basil Oil, Bergamot Oil, Biodiesel, Black Currant Seed Oil, Black Seed Oil, Blueberry Oil, Borage oil, Brazil Nut Oil, Buchu Oil, and Camellia Oil. To the right of the list is a detailed view for 'Almond Oil'. It features a photograph of an almond fruit on a branch. Below the image, the text reads: 'Almond Oil' followed by a paragraph: 'Oil extracted from almond (Rosaceae Prunus dulcis) kernels is non-drying, and is obtained from both the bitter almond, not edible as a nut, and from sweet almond kernels. The oil from the two kinds appears identical. The oil is edible, but is used largely in the manufacture of certain pharmaceuticals.'

Our Memberships

BulkOil offers multilevel memberships to better suit users' needs

GOLD

- Unlimited posting
- Extra visibility
- Free advertising banner
- Dedicated relationship manager

BASIC

- Browse Purchase request
- Be Part of the largest and most comprehensive portal for the oil industry

BLUE

- Post free purchase request
- Browse sales offers to find best deals

Gold Members Benefits

- Publish **unlimited** sales and purchase **posts**;
- Get more inquiries with our exclusive “**Veripass**” logo next to all your listings;
- Have a **Dedicated Broker** help you buy and sell your oil;
- Get a free **Advertising Banner**

Safer Transactions

At BulkOil.com we are committed to provide users services that can help them carry out safe transactions:

- ❖ **VERIPASS**: Certification and authentication of users to secure against fraud;
- ❖ **ESCROW SERVICE**: to ensure payment upon delivery AND merchandise (oil) inspections;
- ❖ **MERCHANDISE (OIL) INSPECTION**

Safer Transactions: Veripass

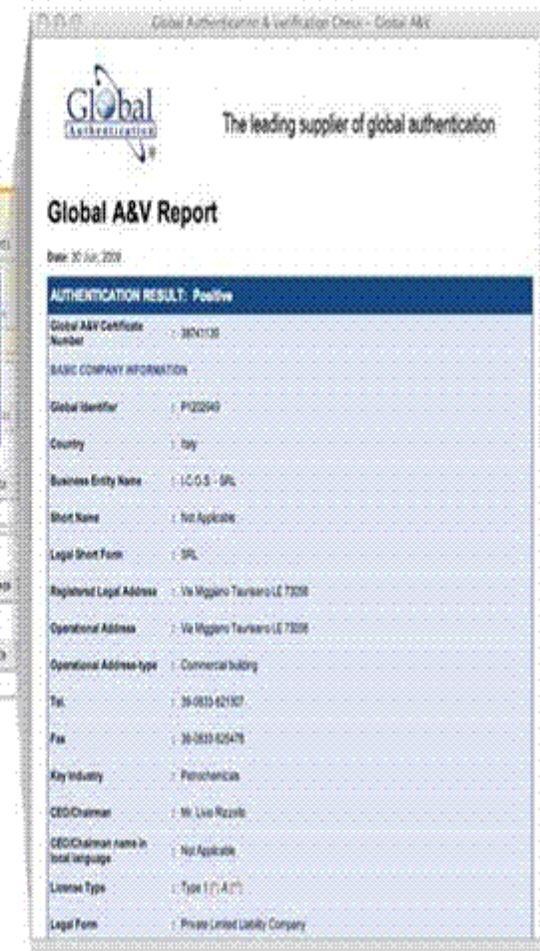
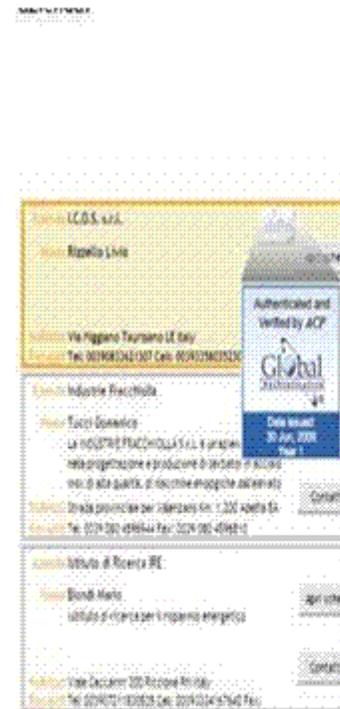
VeriPass serves to provide transparency regarding the identity and legitimacy of your business on BulkOil.com

Only companies that have completed an Authentication and Verification procedure conducted by a third-party credit reporting agency ("Global A&V" by ACP LTD) receive a "**VeriPass**" certificate.

Be the Buyers' first choice: many of BulkOil.com buyers will only do business with "VeriPass" holder suppliers.

Stand out from thousands of competitors: buyers will look for Veripass certified sellers first.

Gain Buyers trust: prove to millions of potential buyers that you are trustworthy with a "VeriPass" logo.



BULK OIL.COM

Safer Transactions: Escrow Service

A **safe payment service** that protects both the buyers and the seller from fraudulent transactions;

No more letter of credit or other time-consuming beaurocracy.

How does it work:

- i. Buyer and seller agree on the terms of the transaction;
- ii. The buyer deposits the amount agreed on to a secure BulkOil.com bank account;
- iii. BulkOil Supervisor checks, approves, and releases the goods to be shipped;
- iv. Once orders are checked for compliance seller receives the payment.

Safer Transactions: Merchandise Inspection

Beside ensuring payment upon delivery, our **MERCHANDISE INSPECTION** service provide several merchandise inspection options:

1. Supervision of the oil during the loading operation and seal application to the container;
2. Inspection of the oil with product sampling and laboratory test;
3. Inspections of loaded and unloaded oil with quantity check certification;
4. Overall coverage of the oil (All Risks).

Industry Information

Soybean Oil Futures (BO)

Delayed 10 minute data as of July 13, 2009 14:03 CDT
[Click to see Soybean Oil Product Calendar Dates](#)

Quotes								
Open Auction		Electronic	Combinations	Real-Time Quotes				
Exp	Last 1 Last 2	Net Chg	Open	High	Low	Close	Settle	Prev Settle
09Jul	33.27 13:39	+0.57	33.00	33.27	32.90		33.27	32.70
09Aug	33.40 13:39	+0.56	32.57	33.44	32.55		33.40	32.84

- Access to worldwide vegetable oil stock exchange.
- Newsletters with industry news and updates
- Events
- Info



A little
more than
just oils...

Equipment & Services

Buy or sell NEW and USED plants, machineries, equipment and accessories as well as services for the vegetable oil industry.



BulkOil Directory: Industrial and Service Guide

Quickly source for equipment and service providers from all over the world.

La Guida Industriale e dei Servizi più completa. Consultatela per individuare velocemente nuovi fornitori e partners d'affari che soddisferanno al meglio le vostre esigenze.



Elenco Categorie

Elenco Aziende

Categoria

Cerca

Azienda

Annulla

Tutte le categorie

Acciaio inossidabile

Agenti commerciali e broker

Agitatori

Agronomi

Analizzatori del contenuto di olio e grassi

Applicazione dello zolfo, attrezzatura per l'

Assicurazioni

Associazioni ed Enti Ufficiali

Associazioni ed Enti Ufficiali - Comitati Regolatori della Denominazione di Origine Controllata

Associazioni ed Enti Ufficiali - Internazionali

Associazioni ed Enti Ufficiali - Nazionali

Atomizzatori/Polverizzatori

Attrezzatura elettronica automatica

Automazione/Ottimizzazione dei frantoi

Bacini/Collettori di sedimenti



Thank you!

Claudio Vignoli