



## MEDIA RELEASE 27

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### **CBC TV Channel visiting the Tunisian Pavilion**



On July 7<sup>th</sup>, the Tunisian Pavilion was visited by the Japanese TV CBC channel, which has broadcasted directly through this channel, some themes representing Tunisian scenes exhibited inside the pavilion.

The emphasis was put on a scene showing how traditionally the tea is served in Tunisia. This scene was pointing out to certain cultural

similarities shared between Japan and Tunisia with regards to this tradition as shown in the photos



### **The olive tree : a strong link with nature**

Inside The Tunisian pavilion the planted olive tree refers to the ancestral tradition old of more than 3000 years of olive cultivation in the country.

Since the ancient times the olive tree symbolizes for the Tunisians the most important link with their nature and environment ; Besides, this tree has also a particular religious connotation since it was mentioned in the Koran sacred texts.

Today olive oil production is the most important agricultural activity in Tunisia which makes Tunisia ranking among the world leading olive oil exporting countries. In addition to its natural savory characterizing Mediterranean countries culinary traditions, olive oil is recognized to be a very healthy food product.

Olive represents today one of the major agricultural products included in the Tunisian exports destined for Japan

Referring to a recent market survey conducted by the Tunisian Export Promotion Centre, Japan is positioned on the first priorities of Tunisian export strategy plan with regards to this product



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