



The TAICHI project goes to Shanghai FBIE to promote European extra virgin olive oil

The TAICHI project, led by Italy's major olive associations, CNO, UNAPOL and UNASCO, is promoting European extra virgin olive oil at the Shanghai FBIE (International Import and Export Food & Beverage Exhibition) on July 19 - 21 2017.

The TAICHI project, financed by the European Union, is an important informational programme spreading the culture of European extra virgin olive oil in countries with high market potential for this healthy product. The project is targeting the upper- and middle-class consumers in Mainland China and Taiwan, as well as other consumer classes interested in exceptional health and nutraceutical properties of extra virgin olive oil.

During the Shanghai fair we will host an olive oil tasting master-class at one of the most luxurious local shopping malls. This is an important first opportunity to showcase our 'masterpiece' - European extra virgin olive oil as an authentic and healthy core ingredient of the Mediterranean diet.

In recent years, China and Taiwan have become great olive oil importers on a global scale with annual market growth up to 100%. According to the International Olive Council (IOC), these markets have the highest potential for development in the olive oil sector in the near future.

"The Italian olive oil production sector is ready to rise to the challenges of the future," says CNO president Gennaro Siculo. "In fact, the Asian markets present an extraordinary opportunity for the economic development of our sector. I believe that the unique quality of our 'Made in Italy' extra virgin olive oil will win the hearts of the Chinese consumers." The president of UNASCO, Luigi Canino, and the president of UNAPOL, Tommaso Loiodice, spoke along the same lines: "As producers of one of Italy's iconic foods, we feel like ambassadors of Italian style in China. Every drop of our oil holds tradition, precision, flavour and health."

"The Chinese consumers increasingly seek quality, and our mission is to introduce a high-quality olive oil, which is also very healthy. We are going to Shanghai fully aware that we will be welcomed with curiosity about the taste and flavours that are still something exotic for the Chinese market."

The three-year TAICHI project includes organising of press and PR events, social and web campaigns, promotional activities on the Ho.Re.Ca. channel, as well as olive oil guided tastings in sale points, restaurants and hotels. In addition, the project experts will participate in trade fairs, food safety and education campaigns.



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