



TAICHI project promotes friendship and business cooperation between Italy and China

The Italian Ambassador to China, Ettore Sequi, sees the TAICHI project as part of the Chinese 'Belt and Road' Initiative in the food safety sector.

A few days ago, Italy's major olive and olive oil producers CNO, UNAPOL, and UNASCO jointly held a press -conference in Beijing to promote European olive oil within the TAICHI project, an informational program co-funded by the EU.

The Italian Ambassador to the People's Republic of China, Ettore Francesco Sequi (Xie Guoyi), attended the press conference to support the strategic vision of the TAICHI project. Mr. Sequi reviewed a new stage of political, economic and cultural cooperation between China and Italy, brought by many high-level visits.



Mr. Sequi said the TAICHI project shows the fruits of the ever-close economic relationship between China and Italy in recent years. It can also be seen as an example of EU member states and traditional industries playing a role in the 'Belt and Road' Initiative, actively promoted by China. At the same time, the TAICHI project provides an example of effective collaboration between Italian and Chinese businesses during China's 13th Five-Year Plan (2016 to 2020).

Mr. Sequi revealed that in order to welcome the 50th anniversary of the beginning of diplomatic relations between Italy and China, the two governments have launched a 'fifty-year plan'. According to this plan, the Italian government will encourage the Italian business community to actively participate in the five key areas of China's 13th Five Year Plan:

1. Health and wellbeing
2. Aerospace
3. Food safety
4. Environmental protection
5. Innovation and technology



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Falling under the food safety area, the TAICHI project promotes the concept of traceability and transparency of high-quality European olive oil. Many Italian products are famous for their quality as they adhere to tradition but are innovative at the same time. This valuable experience of seeking development through innovation is exactly what Chinese traditional industries need. The ambassador believes that the implementation of the TAICHI Project and the active work of Italy's three main olive associations will allow Chinese people to experience high-quality European olive oil.

Among the key speakers at the press conference were the presidents of the three olive associations, Luigi Canino (UNASCO), Tommaso Lojodice (UNAPOL) and Gennaro Siculo (CNO). Collectively, they represent more than 300,000 Italian olive growers and more than 60% of Italian olive oil production. They met Chinese press, consumers, supermarket and restaurant owners and talked about the cultural heritage and health benefits of olive oil, as well as its current production technology and the operational structure of the three associations.

Valerio Cappio, an expert in Italian olive oil, held an olive oil tasting to teach the guests how to recognise the high-quality olive oil by taste, flavour and liquidity.

Additionally, Zhao Yinong, CEO of GBTIMES a Chinese partner organisation in the TAICHI project, described the strategy and implementation of the TAICHI project in China.

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