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## **Italian Consortium of Olive Producers Target Taiwanese Market with Extra Virgin Olive Oil**

**Italy's main olive oil associations, which account for about 300,000 producers and 60% of the national production, have united in order to promote the benefits of European extra virgin olive oil to Chinese and Taiwanese consumers.**

The trio consists of the Italian National Consortium of Olive oil growers (CNO), the Italian National Union of Olive Producers (UNASCO) and the Italian National Union of Olive oil producers' association (UNAPOL). Together they will present the TAICHI project and launch a promotional campaign at a press conference in the Taiwanese capital of Taipei on December 7th at 2pm. The event will be held in the conference hall of the Shangri-La's Far Eastern Plaza Hotel (201 Tun Hwa South Road, Section 2, Taipei).

The TAICHI project is a three-year action plan for the promotion of European olive oil in mainland China and in Taiwan. It is one of the most substantial promotional programmes ever funded by the European Union to spread the culture of olive oil in Taiwan and China.

Mr. Gennaro Sicolo, CNO president, is particularly enthusiastic about promoting the health benefits and virtues of the Mediterranean diet, as well as high quality European extra virgin olive oil. In his opinion, extra virgin olive oil is the masterpiece of Italian and Mediterranean cuisine, comparable with the Italian artworks of the Renaissance and should be famous around the world.

Mr. Luigi Canino of UNASCO and Mr. Tommaso Lojodice of UNAPOL are also looking forward to exploring the market of the greater China region. Both believe that it is crucial to highlight the many benefits of using European extra virgin olive oil to Asian consumers. The guests (journalists, opinion leaders, buyers and institutional representatives) will be welcomed by the at the official ceremony launching the TAICHI project.

At the press conference, Director of UNASCO and Italian professional olive oil taster Mr. Valerio Cappio will host an olive oil tasting session. He will explain how to recognise the varying qualities of extra virgin olive oil and talk about how extra virgin olive oil differs to other varieties of oils on the market.



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