



“Taichi Project” at Food & Hotel China 2018 Expo in Shanghai

With the goal of promoting European extra virgin olive oil in Mainland China and Taiwan, Italia Olivicola and UNAPOL, the two main consortia of Italian olive growers, are glad to announce they will participate at the Food & Hotel China 2018 Expo in Shanghai from 13 to 15 November.

Since its establishment in 2017, the TAICHI project has been actively promoting the awareness and use of quality European olive oil, especially extra virgin olive oil, in Mainland China and Taiwan. The Food & Hotel China 2018 in Shanghai, hosting exhibitors and trade visitors from the local culinary, catering and retail industries, provides a great opportunity for the two consortia to meet with local operators and industry leaders and further spread the culture of olive oil in the region. The two consortia will be at Shanghai New International Expo Centre (SNIEC), 2nd floor, Booth n. N4CA06.

With these aims in mind, a range of interactive events will be launched by the consortia to engage with the audience. Throughout the fair, Italian olive oil experts will conduct various tasting sessions at the booth to guide the audience into all the tastes and flavors of the “liquid gold”. Visitors to the booth will also be invited to download the dedicated Olive Oil TAICHI mobile application and stand the chance to win a free trip to Italy and Greece for an exclusive experience of how olive oil is made in its homeland.

In addition, a press conference featuring keynote speeches and presentations from the two Italian consortia will be held to educate local operators and opinion leaders on the latest developments of the extra virgin olive oil industry, in terms of European standards, quality control and traceability, and to address common concerns in the local olive oil markets.

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About TAICHI Project

TAICHI is an informational program co-funded by the European Union with the aim to promote the knowledge and use of European olive oil in Mainland China and Taiwan. The two main consortia of Italian olive growers, Italia Olivicola and UNAPOL, support and lead the program. The purpose of the project is to spread the culture of olive oil, especially of extra virgin olive oil, in the Countries where the consumption of this product is still small, but with great potential growth opportunities.

To find out more about the TAICHI project, visit OurOliveOil.com

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