



Join the TAICHI project in Shanghai at SIAL China 2019, the largest food innovation exhibition in Asia

SIAL China 2019, Asia's largest food innovation exhibition, will be held from May 14 to 16 in Shanghai. The TAICHI project will be in attendance for the first time in order to raise awareness of the benefits of European olive oil.

Representatives from two Italian consortia of olive growers, Italia Olivicola and Unapol, will be waiting at the TAICHI project stand (#E2G072) to promote and explain the virtues of extra virgin olive oil, which is at the core of the scientifically-praised Mediterranean diet.

An estimated 4,300 exhibitors and 112,000 professionals from more than 65 countries and regions are expected to attend this year's exhibition being held once again in the Shanghai New International Expo Center.

For almost two decades, SIAL China has provided food professionals with a platform for exchange and business opportunities, setting a benchmark for overseas companies coming into Asia and China. It also offers insights into market trends and innovations of the regional food industry.

"Whether your objective is to understand more about the dynamic Asian market, or introduce products to world visitors, through our professional events, online match-making system, and marketing events, SIAL China is a convenient and effective way to start a dialogue with your target customers and partners," stated Jim Liu, president of SIAL China.

The international TAICHI project is spreading the word about the health benefits of using extra virgin olive oil for cooking to Mainland China and Taiwan.

Co-funded by the EU and promoted by the two main consortia of Italian olive growers, Italia Olivicola and UNAPOL, the TAICHI project offers consumers all the information they need to understand olive oil through its website, various social media platforms and OurOliveOil APP – available in the App Store and Google Play.

Sources:

<http://www.sialchina.com>

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

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