



TAICHI project successfully showcased in Shanghai at SIAL China 2019, Asia's largest food innovation exhibition

The TAICHI project successfully raised awareness of the health benefits of European extra virgin olive oil during its first time participating at SIAL China 2019, Asia's largest food innovation exhibition.

Running from May 14 to 16, over 4,300 exhibitors and 117,595 professional visitors from more than 65 countries and regions attended the 20th edition of the third biggest food innovation exhibition in the world, held once again in the Shanghai New International Expo Center, East China.

Throughout the three-day exhibition, our strategically positioned stand was inundated with visitors requesting information about the virtues of extra virgin olive oil, which is at the core of the Mediterranean diet.

The free guided tastings led by a professional taster also attracted countless expo visitors, allowing them to experience first-hand the delicious taste of extra virgin olive oil and better understand its applications in Chinese cuisine.

While in Shanghai, the TAICHI project also participated in the "China-European Food B2B Matchmaking" side event held on May 13 by the Guangdong (China) Imported Food Association (IFA), a professional organization for food manufacturers, exporter and importers.

During that event, we showcased olive oil culture to a targeted audience and the hosts endorsed our products from the main stage. There was also a networking dinner that allowed us to attract interested participants to the SIAL China exhibition the following day.

Founded in 2000, 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.

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.

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

Follow us



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
A HEALTHY LIFESTYLE.

www.ouroliveoil.com

