



TAICHI Project at SIAL 2019 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 proud to announce their participation at SIAL China 2019, the largest fair in Asia for food innovation, which will take place from May 14 to 16, 2019 at the New International Expo Center in Shanghai.

This year the expo celebrates its 20th edition with the theme "Inspire Food Business and is expected to attract up to 110,000 visitors from 70 countries and over 30 Chinese provinces. Covering an exhibition area of almost 200,000 square meters, the expo will bring together the most important professional operators interested in foreign products.

The two consortia, which can be found at stand #E2G072, are organizing a series of interactive events that will involve visitors to the fair, such as tasting sessions led by Italian extra virgin olive oil experts. There will also be meetings with buyers, distributors and other operators in the sector, programmatic interventions and presentations to educate local operators and opinion leaders about the culture of extra virgin olive oil and, finally, distribution of information to everybody who registers at the stand.

Each visitor to the stand will also be invited to download the mobile application of the TAICHI Project so they can learn more about promotional activities and about the exceptional characteristics of extra virgin olive oil.

The participation of the consortia at SIAL China 2019 also represents an opportunity to reaffirm the safety of extra virgin olive oil production in Europe as guaranteed by the high standards of quality control and traceability to which each product is subjected.

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About the TAICHI Project

The TAICHI Project 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 countries where the consumption of this product is still small but has great potential growth opportunities.

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

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