



Taichi project and its ambassadors land at the Kaohsiung International Food Show

ITALIA OLIVICOLA and UNAPOL from 26 to 29 of October will be at the Kaohsiung International Food Show with their booth to promote the culture of olive oil

The next October 26 will kick off the Kaohsiung International Food Show and the two main Italian olive oil producer consortia ITALIAOLIVICOLA and UNAPOL, which together represent over 300,000 producers and 60% of the national production, once again will participate as ambassadors of extra virgin olive oil in the world thanks to the TAICHI project.

Kaohsiung is the second most important city in Taiwan and, after the participation of the TAICHI project at the Food Taipei held last June 2018, promoters decided to spread the culture of olive oil also in another representative city of the country.

The Kaohsiung Food Show is not only one of the international fairs in Taiwan dedicated to the food industry, but also an important platform for producers and buyers and an excellent way to cultivate and establish business contacts in the food sector.

In the last edition of Kaohsiung Int the Food Show held in October 2018, participated about 276 exhibitors with 521 stands and 24.000 visitors (of which 12.500 for trade and 11.500 Consumer).

During the 4 days of the fair, from 26 to 29 of October at the stand will alternate with guided tastings, meetings between buyers and producers, show cooking and much more.

Italiaolivicola and Unapol invite you to participate in the fair (KECC Kaohsiung Exhibition and Convention Center*) to discover all the secrets of quality extra virgin olive oil and to know more about the benefit of Mediterranean diet.

The TAICHI project aims to spread 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](#).

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

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