



## **An incoming tour between Italy and Greece to discover the secrets of the *green gold***

**A Chinese delegation with buyers, distributors, specialized journalists and food bloggers visiting Italian and Greek oil mills, olive groves and factories with the aim of spreading the culture of extra virgin olive oil in China and Taiwan.**

The incoming activity took place in the week between 4 and 9 of November, which saw the participation of a Chinese delegation formed by 13 visitors between distributors, buyer, journalists and food bloggers.

Among these also a lucky winner of the loyalty program, the program launched by the TaiChi project aimed at rewarding the most active member registered on the site and on the project's social networks with a trip to Italy and Greece to discover the secrets of olive oil. After arriving in Rome and a brief visit to the Eternal City concluded with a gourmet dinner based on extra virgin olive oil in a typical restaurant in the heart of Trastevere, the delegation then moved to Tuscany and precisely in Vinci where they have been welcomed by the Montalbano company for a visit to the factory and an in-depth analysis of the production, bottling and packaging processes. The visit to Tuscany continued with visits to oil mills, olive groves, technical meetings and guided tasting of EVO oil.

After eating typical food in Florence and in the afternoon visiting the historic center, the Delegation then left Italy for Athens where the Greek part of the incoming took place.

On the first day, after the reception of the delegation, participants made a guided tour of the Parthenon while on the following day they were engaged in a full immersion in the discovery of olive oil and Greek production with a visit to olive presses and olive groves to Zevgolio Korinthias. "An intense, unique and unrepeatable experience" declared participants at the end of these 6 days of visits. Everyone will bring with them so many memories, suggestions and emotions but also a lot of useful knowledge and important contacts for a grow of the culture of extra virgin olive oil in their own country.

The EU-funded TAICHI project aims to disseminate information and knowledge on the world of olive oil to increase consumers' awareness of mainland China and Taiwan on the consumption of this product. The project, promoted by the two main consortiums of Italian olive growers, Italia Olivicola and UNAPOL, offers consumers all the information needed to understand the benefits of olive oil through its website, various social media platforms and OurOliveOil APP - available in the App Store and Google Play.



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To find out more about the TAICHI project, visit [OurOliveOil.com](http://OurOliveOil.com)

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