



## **"ECCEASIA – THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN ASIA": THE SECOND YEAR OF THE PROJECT BEGINS IN TAIWAN**

*The first year of the "EcceAsia: the excellence of European olive growing in Asia" project, created with the contribution of the European Union and aimed at promoting the excellence of European olive growing in Taiwan and at the same time in Japan, was successfully closed. Now, after the difficulties encountered during the first year due to the pandemic crisis triggered by Covid 19, which led to suspensions and interruptions of the planned activities, work can begin for the realization of the second annuity. In the planning phase, 140 days of promotion in restaurants and 84 days of promotion in the points of sale of the main Taiwanese cities, together with a full program of training events aimed at operators in the olive sector.*

The work of the second year of the "EcceAsia" project, a program of promotion and information on the quality of European olive production, created with the contribution of the European Union, has restarted in Taiwan. Today, more than ever, people choose healthy and quality food and pay attention to the environmental, social and economic impacts of production and the consequences of these on their territory. For this reason, through the EcceAsia project, among other things, the aim is to raise awareness of the correct use of Extra Virgin Olive Oil, highlighting its quality and health properties.

The objective of this year is to create, by 2022, 140 promotional days in restaurants, 84 promotional days in the points of sale and a program of 32 training events that increase awareness in the buyers and category managers involved in the distinctive qualitative characteristics of Quality European Extra Virgin Olive Oil, in the context of a food and wine culture made of passion, quality and dedication.

The scheduled meetings will be based on B2B meetings between Taiwanese producers and operators specialized in the olive sector, they will be places of confrontation between the space of consumers and producers of one of the major agri-food chains of excellence, the European Extra Virgin Olive Oil. The training program is designed to offer highly specialized training for those working in the production, distribution and promotion of quality Extra Virgin Olive Oil. There will be training courses for restaurateurs, promotions and tastings dedicated to the final consumer in the main Taiwanese restaurants and points of sale, all in order to bring consumers closer to producers and above all to spread the knowledge of quality and nutritional properties of one of the basic components of the Mediterranean diet, which finds in Extra Virgin Olive Oil a real source of polyphenols, vitamins and nutrients.

These activities will always be carried out in line with the measures imposed by the government to counter the spread of COVID-19.

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To stay constantly updated on the activities of the EcceAsia project, continue to visit the website [www.enjoyevoo.eu](http://www.enjoyevoo.eu) and follow the project on social networks:

Facebook: <https://www.facebook.com/EnjoyEvooTW>

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