



EcceAsia

European extra virgin olive oil

Live well-being with joy

EcceAsia: Promotion Tour of European Extra Virgin Olive Oil Culture in Taiwan

"EcceAsia Project: The excellence of European Extra Virgin Olive Oil Culture growing in Asia. The conference will be held on October 25, 2022. Through the video conference, two major associations, Unaprol in Italy and CAP in Portugal, will be invited to speech with the organizations and distributors in the same industry.

The project is funded by the European Union and is co-sponsored by Unaprol (Italian Association of Olive Producers) and CAP (Portuguese Agricultural Confederation), the trade associations of the two countries. This is a three-year international promotion program aimed at promoting awareness, knowledge and use of European extra virgin olive oil in Taiwan.

Unaprol (Association of Italian Olive Producers): Representing more than 60% of the Italian olive industry, it is the largest olive industry association in Italy and Europe.
CAP (Portuguese Agricultural Confederation): Representing 242 organizations from all over Portugal, it is the largest agricultural association in Portugal.

In recent years, Taiwan has put more and more emphasis on healthy eating patterns. Consumption and attention to extra virgin olive oil and its beneficial effects has also begun, compared to the more frequently used oils (such as soybean oil, sunflower oil...etc.). However, it is more important to understand the positive health effects of extra virgin olive oil, as well as its concepts of traceability, regulated product origin and food safety.

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In order to successfully promote the EcceAsia program and combine the different needs of consumers and distributors, the EU plans a series of promotional activities, which combine 1) traditional and innovative communication channels; 2) hold oil product activities to allow consumers 3) Hold promotion meetings, so that EU manufacturers and Taiwan distributors can communicate directly. These activities can not only popularize and raise Taiwanese consumers' awareness of EU products, but also provide Taiwanese distributors with more choices for EU products.

In the second year, we carried out more than 400 days of promotional activities through advertising, public relations, social media, and arranging promotion days. The promotion activities were carried out in selected restaurants and sales points in Taipei. The activities included brochures, tastings, training... etc., to truly present the European extra virgin olive oil culture to consumers in Taiwan.

For the EcceAsia program and more promotional activities, please visit the official website:

<https://www.enjoyevoo.eu/>

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