



ECCEASIA: more than 35 Taiwanese operators discovered the excellence of European olive growing



The second year of the project 'EcceAsia: the excellence of European olive growing in Asia', realised with the contribution of the European Union and aimed at promoting the excellence of European olive growing in Taiwan and Japan, is about to conclude its second year, not before having greeted the operators of the sector in Taiwan with an intense training event dedicated to them.

The Balance Meeting of the EcceAsia Project dedicated to Taiwanese operators took place on Tuesday 25 October. It was a remote training event, with connections from Italy and Portugal, which involved over 35 operators from the HoReCa sector, large-scale organised distribution, and journalists from Taipei. In fact, 37 operators took part in the training meeting on 25 October. The activity, which is part of the second year of the EcceAsia Project (implemented with the contribution of the European Union and aimed at promoting the excellence of European olive growing in Taiwan and Japan) allowed the operators to discover the universe of the famous 'green gold',

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through a unique and evocative sensory experience, aimed at highlighting the characteristics and health qualities of the protagonist of the Mediterranean diet, Extra Virgin Olive Oil, and the guarantee provided by the EU quality certifications.

Among the operators present were also 8 bloggers, as well as TV and online magazine operators.

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

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

Instagram: <https://www.instagram.com/enjoyevootw/>

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