



"ECCEASIA – THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN ASIA”: THUS, ON OCTOBER 31, THE SECOND YEAR'S ACTIVITY IN TAIWAN ENDS

The second year of the project 'EcceAsia: the excellence of European olive growing in Asia', implemented with the contribution of the European Union and aimed at promoting the excellence of European olive growing in Taiwan and Japan and informing consumers and operators in the sector about the guarantee offered by Community quality certifications, has come to a successful conclusion.

Today, 31 October, the second year of the project 'EcceAsia - the Excellence of European Olive Growing in Asia' comes to a successful end. A project realised with the contribution of the European Union, Unaprol - Consorzio Olivicolo Italiano and CAP - Confederação dos Agricultores de Portugal.

The activities of the second year of the EcceAsia project went ahead with enthusiasm and participation; after all, we are talking about the King of the Mediterranean Diet, the food ingredient of excellence, which only few know how to give up, especially if certified!

In fact, the focus has always remained central in every activity: the awareness of the Taiwanese and Japanese market and consumers about the qualities of excellence of European extra virgin olive oil certified PDO, PGI and BIO.

The integrated communication activity carried out during the second year brought more and more consumers and operators in the Ho.Re.Ca. sector closer to this indisputable protagonist of Mediterranean cuisine. During this second year, in fact, there were 240 promotion days in restaurants, involving 15 restaurants in Taipei and New Taipei City, and 196 days in 14 points of sale in Taipei and Kaohsiung.

The days reached more than 130,000 consumers in restaurants and retail outlets in the target countries.

There was no shortage of events and attention dedicated to operators in the sector, who were able to enjoy tasting and training sessions conducted by qualified personnel. Not only that, important personalities from the gastronomic world, as well as bloggers, food bloggers, journalists and TV took part in the events.

All the activities put in place helped to shed light on the unquestionable qualities of this excellence so well-known and admired throughout the world, its secrets in the kitchen, its fragrances, its nutritional and organoleptic qualities, and the use that can be made of it.

本促銷活動的內容僅代表作者的觀點，並由其負起全責。歐盟委員會和歐盟研究執行機構 (REA) 對其包含的資訊之可能使用不承擔任何責任。



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION





All this with the help of qualified personnel, the communication tools provided by the campaign and the knowledgeable advice contained in the recipe book produced in collaboration with the 1* Michelin Chef Iside De Cesare, who for this second year has presented the Taiwanese consumer with 10 gastronomic creations with an incomparable taste, which unite and bring together very different cultures, including gastronomic ones, thanks to an ingredient such as Extra Virgin Olive Oil.

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/>

本促銷活動的內容僅代表作者的觀點，並由其負起全責。歐盟委員會和歐盟研究執行機構 (REA) 對其包含的資訊之可能使用不承擔任何責任。



CAP
AGRICULTORES DE PORTUGAL



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

