

Press Event 2023 at Shenzhen, China 2023

Republishing: EU-Funded 'A Drop of Gold' Press Event in Shenzhen, China on September 10, 2023

SHENZHEN, GUANGDONG SHENG, CHINA, July 3, 2024 /EINPresswire.com/ -- The Association of Producer Organizations of High Quality PDO SITIA Olive Oil organized in Shenzhen the Press Event, on August 29th 2023, at 7 p.m., at the Ritz-Carlton, Shenzhen, in the context of the EU funded program "Information provision & promotion measures on European Premium Quality Olive Oil to the markets of Japan & China, titled "A Drop of Gold", in order to provide information & promote the high-quality European PDO Premium Olive Oil.

The event aimed to brief journalists, health experts, importers, healthy food and lifestyle bloggers and distributors about the superior quality and exquisite taste of the European Olive Oil as well as the Association's high-end organization and production standards.

At the event's finale, a media kit containing all the relevant info was distributed to the participants, who were also be given the chance to confer with the event's organizers.

EU funded program "A Drop of Gold"

"A Drop of Gold" is a three-year campaign, funded by the EU that aims to promote European premium quality olive oil to the markets of Japan and China.



The banner features the 'A Drop of Gold' logo with a stylized olive branch and a gold drop. Below the logo is the text 'PDO SITIA LASITHIOU KRITIS'. To the left is the European Union flag and the text 'CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION'. To the right is the text 'THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS' and a vertical 'ENJOY IT'S FROM EUROPE' logo. Below the banner is a photograph of a press event with people and olive oil products, with the same logo and text repeated.

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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

ENJOY IT'S FROM EUROPE

A Drop of Gold PDO SITIA LASITHIOU KRITIS campaign financed with aid from the European union

A Drop of Gold Press event

The main objective of the campaign is to raise the awareness regarding the quality of European agricultural products and the high standards in force for production and processing methods in the E.U. as well as to increase the competitiveness and consumption of E.U. olive oil by a Consortium of six Agricultural Cooperatives of protected designation of origin (PDO) Olive Oil Producers of the wider area of Sitia, located in eastern Crete.



A Drop of Gold Press event

The area of Sitia in Crete is recognized as an olive oil area. The Agricultural Cooperatives have been producing quality olive oil for many generations, starting from the ancient Minoans until the present days. Olive tree cultivation as well as Olive oil production has been a way of life for the Cretan farmers, long before the modern world learnt of its beneficial properties and the "Mediterranean diet" was introduced. Altogether they farm the highly exceptional "Koroneiki" variety, which produces an olive oil unique comparing to any other cultivated in the rest of Greece.

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Drop of Gold

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