



Press Release

ASIAGO PDO extends its presence in China

The Consortium meets operators and importers and participates in the Chinese-Italian Food Safety Forum

Vicenza, 7th July 2014 – ASIAGO DOP extends its presence in China through an important business mission aimed at meeting key operators and importers from the milk and dairy sector. In addition to these meetings, the Consortium has been invited to participate in the Chinese-Italian forum dedicated to food safety on Tuesday 8th July, during which Chinese and Italian authorities will discuss the current situation on the subject of prevention, product traceability and prospects for cooperation and development of the milk and dairy sector in China.

In 2012, Italy held fifth place in the ratings of countries that supply cheese to China, with a share of 3.2% for a value of 4.65 million Euros (+25% compared to 2011). A percentage with very interesting potential, given that total imports of cheese in China amounted to 145.30 million Euros in 2012, with an increase of 34.1% compared to the previous year. In this context, by flying the banner of products with protected designation of origin at the “Chinese-Italian Food Safety Forum”, the Consortium for the Protection of Asiago Cheese is strengthening the foundations with a view to extending its presence on the complex Chinese market.

“China’s growing interest in milk and dairy products has caused us to assess this market very carefully - states Flavio Innocenzi, director of the Consortium for the Protection of Asiago Cheese - without underestimating its complexities, currently represented by strict customs restrictions and by the absence of products such as cheese in the diet of Chinese consumers. However, the trend for future years is clear: younger generations in large urban areas are open to new consumption styles and consequently willing to introduce cheese. The versatility of Asiago PDO, particularly popular amongst young people, its high quality standards and well-known nutritional content are all aspects capable of providing answers for new consumer requirements. The magnitude of this market together with the fact that the world’s wealth is decidedly shifting to the East, oblige us to carefully examine all the potential of a market like China that we cannot afford to ignore.”

The Chinese-Italian Food Safety Forum will be attended by leading Chinese institutional authorities, such as the General Director for the Supervision of Quality, Inspection and Quarantine of the People’s Republic of China, journalists and large-scale operators (companies, importers, distributors), while for the Italians, the Ministry of Health, ICE - the Italian Trade Promotion Agency - and the Italian Ambassador in China will be present, together with the Consortium for the Protection of Asiago Cheese, with interventions dedicated to the subject of food safety integrated by testimonials by Italian companies already present in China.

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