



Press Release

Asiago PDO sets out to win over the ASEAN area

The action for protection and promotion on foreign markets is being further strengthened with activities in Thailand and in Vietnam. From 31st May to 4th June, the Consortium is in Bangkok for Thaifex - World of Food Asia.

Vicenza, 29th May 2017 – Participating through actions to protect the trademark and direct promotional initiatives in the most promising and fast-growing geographical areas of the planet. This is the strategy that Asiago PDO intends to pursue in the second half of 2017 to exceed its largest historical volume of 1,700 tons of product exported in 2016. For this reason, the Consortium for the Protection of Asiago Cheese is targeting the ASEAN area and will be in Bangkok from 31st May to 4th June, at the fourteenth edition of Thaifex – World of Food Asia, the main food & beverage fair in south-east Asia, with exhibitors from forty countries and professional visitors from the area as well as from China, Japan, Korea, Hong Kong and Taiwan.

Currently, 1,700 tons of Asiago PDO are exported. A success that has seen exports increase by 66% in the last six years. This is the starting point for renewed action by the Consortium for the Protection, with the decision to expand to the ASEAN (Association for South East Asian Nations) area, which in 2015 became a free trade area with a market that is forecast to become the world's 4th largest economy by 2030.

In Thailand, the Association for South East Asian Nations' largest producer and exporter of dairy products, which has a raw milk production capacity of just over 1 million tons per year (2015 data), Asiago PDO filed its trademark some time ago as a necessary step to protect its intellectual property and market the product safely. Now, with its presence at Thaifex – World of Food Asia, the main food & beverage fair in South East Asia, the Consortium for the Protection intends to offer its product directly to the EU's third largest business partner among ASEAN countries; this speciality is already appreciated by Thai consumers for its renowned natural properties and high quality. The Consortium's programme will continue in Vietnam, a country in which the GDP increased by 6.3% in 2016, reaching 182.8 billion euros and where, from 15th to 18th November 2017, it will participate in Foodexpo Vietnam, a rapidly growing event for Italian agri-food technologies and products.

After the success in Mexico, where the Consortium initiated strong protective action and granted the full and exclusive right to market using this appellation of origin, strengthening of the two drivers "protection and promotion" is also confirmed in Thailand and Vietnam, with the aim of creating the necessary conditions for business development, which is

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essential for the increase of exports of this speciality from the Veneto and Trentino regions.

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