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Press Release

ENJOY EUROPE WITH THE EAT@THINK PINK CHINA PROJECT, PRESENTED AT THE SHENZHEN TRADE-FAIR

The presentation of the European project Eat@think Pink China "Say yes to the Best European Pork Meat" (acronym ETPCHINA) will take place on Monday 22 April at 2402, Block B, Zhongshen Garden, Futian District, Shenzhen starting at 11.00 am. The project will take part in the 2024 edition of AnuFood China scheduled in Shenzhen from 24 to 26 April at the Shenzhen World Exhibition & Convention Center. The aim of ETPCHINA is to familiarize Chinese consumers with European pork meat: the main message is to publicize the quality of European pork and pork products, in terms of food safety, traceability (guaranteed by a controlled supply chain), labelling and nutritional and health aspects. Alongside this main message, the specificity of pork production methods, animal welfare, environmental sustainability and the intrinsic characteristics of European pork products (especially in terms of quality, taste, diversity and tradition) will also be communicated. Presence at the Shenzhen Fair therefore becomes a particularly important moment given the large turnout that the organizers expect also in view of the vast Shenzhen catchment area. ETPCHINA targets the individual consumer but intends to involve trade operators such as importers, distributors, retailers, who are of crucial importance in activating the export and distribution of products, as well as opinion leaders, social media/web influencers, whose involvement is fundamental to allow the widest possible dissemination of the topics involved and bring them to the attention of both a specialized audience and consumers through the media (off and online). All this without forgetting HoReCa operators such as chefs and catering professionals. ETPCHINA therefore wants to convey the message that European pork, strong in its traditions and typicality, is also the common front of a legislation decidedly meant for a consumer attentive to food characteristics and who demands quality, certification and guarantees as regards respect for the environment and animals – all strongpoints of European pork meat.