



COLOMBO INTERNATIONAL  
**TEA CONVENTION**  
2024



*Tea: A Lifestyle & A Livelihood*

# COLOMBO INTERNATIONAL TEA CONVENTION

JOIN THE DIALOGUE AS WE DEEP DIVE INTO THE ISSUES THAT ARE CHALLENGING THE GLOBAL TEA INDUSTRY, AND EXPLORE THE INNOVATIVE SOLUTIONS THAT ARE EMPOWERING TEA LIVELIHOODS AND KEEPING THE MAGIC OF TEA BREWING IN LIFESTYLES WORLDWIDE.

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24<sup>th</sup> - 26<sup>th</sup> July 2024

Colombo - Sri Lanka



# BE A PART OF THE DIALOGUE THAT WILL SHAPE THE FUTURE OF TEA

The Colombo International Tea Convention will unite over 300 delegates from Europe, the Americas, Asia, Africa, the Middle East and Australia representing manufacturers, exporters, suppliers, retailers, buyers, logistics providers and more from the entire tea value chain for a transformative tea experience.



- 🌿 Connect with over 300 global leaders, representing every facet of the Tea value chain.
- 🌿 Dive deep into the critical conversations of tea with the decision makers that are shaping its future.
- 🌿 Unparalleled learning and inspiration from tea's most influential stakeholders.
- 🌿 Explore the many facets of tea, with immersive global tea experiences throughout the convention.
- 🌿 Forge deep connections to inspire collaborative action at CITC events including the Welcome Cocktails, Gala dinner and Beach Party.
- 🌿 Meet the key stakeholders of Ceylon Tea, and experience the deeply intertwined role of tea in Sri Lanka's socio economic fabric.
- 🌿 Experience Ceylon tea across its journey from crop to cup with a curated tour of Ceylon tea fields and factories.



*Inspiring Speakers, Insightful Panel Discussions,  
Unparalleled Networking, Interactive Sessions & Incredible Learnings !*

## **TEA: WHAT'S HOT AND WHAT'S NOT?**

Exploring what the future looks like for tea, and the biggest innovations and disruptions that are changing the retail landscape and shaping consumer preference.

Session1

## **THE VALUE OF TEA: ACHIEVING THE RIGHT PRICE FOR QUALITY**

Refocusing the price determinants of tea: differentiating tea to improve perceptions of consumers, present and future, and move product excellence up the value chain.

Session2

## **EQUITABLY PASSING THE RIGHT PRICE DOWN THE VALUE CHAIN: FAIR PRICE AS A GLOBAL CHALLENGE**

Reiterating the compelling reasons for equitable distribution and exploring the groundbreaking practices that can share opportunity down the value chain.

Session3

## **CLIMATE CHANGE: MOVING THE CRISIS UP THE AGENDA**

A fresh focus on climate change and the breakthrough practices and climate smart thinking that may hold the key to a sustainable future.

Session4

## **TEA... A LIVELIHOOD? CRAFTING A BETTER FUTURE FOR THE PEOPLE OF TEA**

An introspection into the legacy of tea and the transformative practices that are brewing better futures for the consumer and the people of tea.

Session5

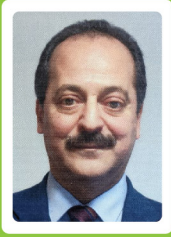
## **TECH AND TEA: AN UNORTHODOX PAIRING FOR A PROMISING FUTURE**

Learning from the innovations and advances that are transforming lives and creating new possibilities for tea from crop to cup.

Session6



# INSPIRING GLOBAL SPEAKERS



Dr. Ebrahim Afshar  
Ahmad Tea  
Managing Director



Dr. Rohan Pethiyagoda  
Biodiversity scientist  
Linnean Medal Winner (Zoology)



Mr. Dilhan Fernando  
Dilmah Ceylon Tea Company PLC  
Chief Executive Officer



Mr. Mitsunori Saeki  
Mitsui Norin Co. LTD,  
President



Dr. Ravi Fernando  
UN Global Compact Network Sri Lanka  
Executive in Residence INSEAD Business School  
Board Director - LOLC Holdings, Dilmah, Melstacorp



Mr. Niraj De Mel  
Sri Lanka Tea Board  
Chairman



Mr. Shiraz Akbarally  
Akbar Brothers  
Director



Ms. Shabnam Webber  
Canadian Tea Association  
Director



Dr. Sharon Hall  
UK Tea & Infusions Association



Ms. Kristina Tucker  
The Republic of Tea  
Minister of Commerce & Enlightenment



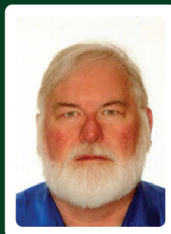
Dr. Roshan Rajadurai  
Hayleys Group  
Managing Director - Plantations



Prof. Buddhi Marambe  
Faculty of Agriculture,  
University of Peradeniya Professor



Dr. Ines Kaempfer  
The Centre for Child Rights  
and Business CEO



Mr. Dan Bolten  
Tea Journal  
Magazine Publisher | Podcast Host



Mr. Sanjaya Herath  
Colombo Tea Traders' Association  
Chairman



Dr. Keerthi Mohotti  
Tea Research Institute - Sri Lanka  
Director



Mr. Anil Cooke  
Managing Director, Asia Siyaka Commodities  
Co-Chairman, CITC 2024



Mr. Ganesh Deivanayagam  
Chairman, Tea Exporters Association  
Co-Chairman, CITC 2024

[Click here  
to view the  
full list of  
speakers](#)

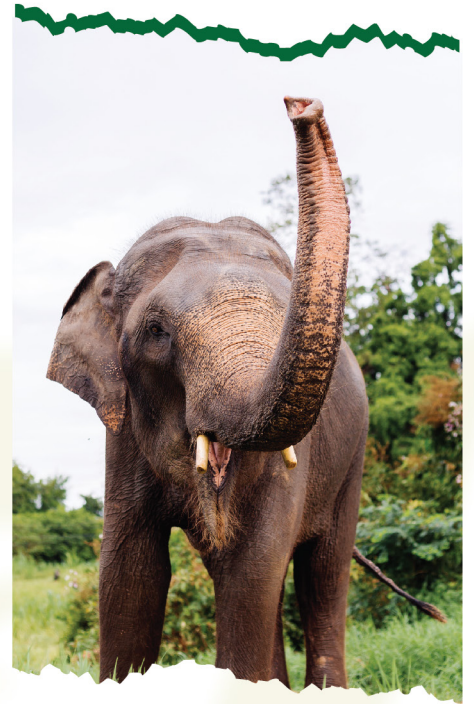


# Meet the leaders of the global tea industry at CITC 2024

(The Companies registered for the convention as of 03-06-2024)

<b>AUSTRALIA</b>	ASIA SIYAKA COMMODITIES PLC
AUSTRALIAN TEA MASTERS	BOARD MEMBER RWANDA MOUNTAIN TEA
PINE TEA & COFFEE	BOGAWANTALAWA TEA ESTATES PLC.
<b>BANGLADESH</b>	CEYEXXE LIMITED
NATIONAL BROKERS LIMITED	CREST CONTAINER LINES INC
PMTC (BANGLADESH) LIMITED	DILMAH CEYLON TEA COMPANY PLC
<b>BRITISH INDIAN OCEAN TERRITORY</b>	EASTERN BROKERS LIMITED
JALINGA TEA CO INDIA PVT LTD	ELPITIYA PLANTATIONS PLC
<b>CHILE</b>	EMPIRE TEAS (PVT) LTD
CAMBIASO HNOS. S.A.C.	ESWARAN BROTHERS EXPORTS PVT LTD
<b>CHINA</b>	EURO SCAN EXPORTS (PVT) LTD
<b>TECPACKING GROUP (TIANJIN) CO., LTD</b>	FAIRTRADE NETWORK OF ASIA & PACIFIC PRODUCERS
HUNAN EAST LAND TEA CO., LTD.	FINLAYS COLOMBO LIMITED
<b>GERMANY</b>	FLEXIPRINT
GLATFELTER GERNSBACH GMBH	FORBES & WALKER TEA BROKERS (PVT) LTD
EUROFINS DR. SPECHT INTERNATIONAL GMBH	GAMINI ENGINEERING WORKS (PVT) LTD.
OSTFRIESISCHE TEEGESELLSCHAFT GMBH & CO KG	GIRI TEA MARKETING
<b>GREECE</b>	HIDELLANA TEA FACTORY (PVT) LTD
MLESNA HELLAS	JOHN KEELLS PLC
<b>INDIA</b>	KAMARANGAPITIYA TEA FACTORY
AABELI TEA CO	KOTAGALA / AGARAPATANA PLANTATIONS PLC
ACCORD INDIA INTERNATIONAL PVT LTD	LANKA COMMODITY BROKERS LTD
ADITYA BIRLA GLOBAL TRADING	LIPTON CEYLON LTD
BHARGAB ENGINEERING WORKS	LUMBINI TEA VALLEY CEYLON
BHAURAM JODHRAJ	MAHMOOD TEA INTERNATIONAL (PVT) LTD
FORBES EWART & FIGGIS PVT LTD	MALTRAS INTERNATIONAL (PVT) LTD
GEM MACHINERY & ALLIED INDUSTRIES	MARTIN BAUER AND TERRANOVA PAPERS
GREEN LEAVES & MACHINES PVT. LTD.	MARTIN BAUER HAYLEYS (PVT) LTD
INDIAN TEA ASSOCIATION	MASKELIYA PLANTATIONS PLC
JAY SHREE TEA & INDUSTRIES LTD	MERCANTILE PRODUCE BROKERS (PVT) LTD
JV GOKAL & CO. PVT LTD.	OCEAN NETWORK EXPRESS LANKA (PVT) LTD
RAINFOREST ALLIANCE	OKLO PRIVATE LIMITED
THE MIDLAND RUBBER AND PRODUCE COMPANY LIMITED	PLANTATION HUMAN /DEVELOPMENT TRUST
UPASI	PRINT CARE PLC
<b>ITALY</b>	QUALITEA CEYLON (PVT) LTD
IMA	RANFER TEAS PVT LTD
<b>IRAN</b>	REGENCY TEAS (PVT) LTD
KAVEH MAYSА	S. ST. CLAIR TEAS (PRIVATE) LIMITED
<b>JAPAN</b>	ST. REGIS
ENGLISH TEA TIME	SUNFLEX (PVT) LTD
JAPAN TEA ASSOCIATION	SUNSHINE HOLDINGS PLC
KS CONSULTING	T PRINT
OCHIAI CUTLERY MANUFACTURING CO., LTD.	T&I GLOBAL LTD
TEA AND COFFEE TRADE JOURNAL	TEA SELECT ( PVT ) LTD
<b>KENYA</b>	TEA TANG (PVT) LTD
EAST AFRICAN TEA TRADE ASSOCIATION	TEEPACK SPEZIALMASCHINEN GMBH
JAMES FINLAY MOMBASA LTD	VAN REES CEYLON LTD
L.A.B. INTERNATIONAL KENYA LIMITED	VINTAGE TEAS CEYLON (PRIVATE) LIMITED
LIPTON TEAS AND INFUSIONS	<b>TURKEY</b>
MIZAJ AFRICA LIMITED	ARTESA LTD.CO.
TEA BOARD OF KENYA	<b>UNITED ARAB EMIRATES</b>
<b>MALAYSIA</b>	SUN GROUP
KONG WOUI FONG TEA MERCHANTS SDN. BHD.	<b>UNITED KINGDOM</b>
<b>PAKISTAN</b>	ETHICAL TEA PARTNERSHIP
ABDUL QUDDUS TRADERS	L.A.B. INTERNATIONAL LIMITED
ASIF REHMAN PARACHA & CO.	LIPTON TEA AND INFUSIONS
PAKISTAN TEA ASSOCIATION	TWININGS
<b>RWANDA</b>	<b>UNITED STATES</b>
RWANDA MOUNTAIN TEA LTD	HARRIS TEA COMPANY
<b>SINGAPORE</b>	NEEK TEA CO.
BP DE SILVA HOLDINGS	THE REPUBLIC OF TEA / UPTON TEA IMPORTS
<b>SOUTH AFRICA</b>	THE TEA HOUSE TIMES
NATIONAL BRANDS LIMITED	WORLD MARKET
<b>SRI LANKA</b>	<b>VIETNAM</b>
A. BAUR & CO. (PVT) LTD	EMBASSY OF SRI LANKA
ADAMEXPO	
ADITYA BIRLA GLOBAL TRADING (LANKA) (PVT) LTD.	
AF JONES EXPORTERS CEYLON (PVT) LTD	
AGARAPATANA/KOTAGALA PLANTATIONS PLC	
AKBAR BROTHERS PVT LTD	
ANVERALLY & SONS (PVT) LTD	
ANYSORT TECHNOLOGIES LANKA (PVT) LTD	





## DESTINATION SRI LANKA

Immerse yourself in truly authentic experiences of Ceylon Tea amid stunning landscapes, pristine beaches, diverse wildlife and a vibrant tapestry of arts and culture in stunning Sri Lanka.

Make the most of your convention and stay in Sri Lanka with customised packages and curated excursions for you and your loved ones.

## VENUE & ACCOMMODATION

The convention will take place at the beautiful Cinnamon Grand Hotel (5 Star) in the heart of the country's busy and bustling economic capital of Colombo.



## Convention Packages

Our special convention packages give you exclusive access and benefits for an impactful convention experience.

### CONVENTION & ACCOMMODATION USD \$ 1600

- 4 nights - 5 star accommodation with breakfast
- Entry to convention sessions
- Invitation to all social functions (Welcome cocktail, Gala Dinner, Beach side celebration of tea)
- Airport transfers
- Convention kit
- Tea Garden & Factory Visit

### CONVENTION ONLY USD \$ 1100

- Entry to convention sessions
- Invitation to all social functions (Welcome cocktail, Gala Dinner, Beach side celebration of tea)
- Airport transfers
- Convention kit
- Tea Garden & Factory Visit

Spouse & Family Packages Available





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BOOK YOUR SPOT TODAY  
BE A PART OF THE CONVERSATIONS THAT ARE UNLOCKING THE POTENTIAL  
OF TEA AS A LIFESTYLE AND A LIVELIHOOD!

to register scan QR code  
or visit our website



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