



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.

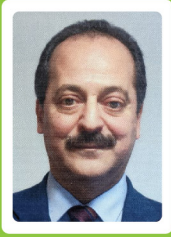
Session5

## **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



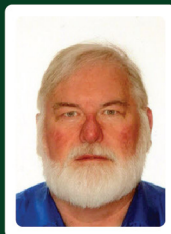
Dr. Roshan Rajadurai  
Hayleys Group  
Managing Director - Plantations



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

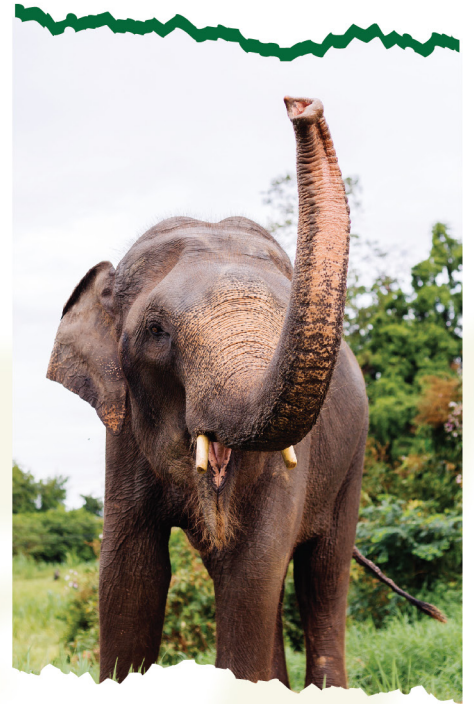
[Click here  
to view the  
full list of  
speakers](#)

# 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>
AUSTRALIAN TEA MASTERS
PINE TEA & COFFEE
<b>BANGLADESH</b>
NATIONAL BROKERS LIMITED
PMTC (BANGLADESH) LIMITED
<b>BRITISH INDIAN OCEAN TERRITORY</b>
JALINGA TEA CO INDIA PVT LTD
<b>CHILE</b>
CAMBIASO HNOS. S.A.C.
<b>CHINA</b>
<b>TECPACKING GROUP (TIANJIN) CO., LTD</b>
HUNAN EAST LAND TEA CO., LTD.
<b>GERMANY</b>
GLATFELTER GERNSBACH GMBH
EUROFINS DR. SPECHT INTERNATIONAL GMBH
OSTFRIESISCHE TEEGESELLSCHAFT GMBH & CO KG
<b>GREECE</b>
MLESNA HELLAS
<b>INDIA</b>
AABELI TEA CO
ACCORD INDIA INTERNATIONAL PVT LTD
ADITYA BIRLA GLOBAL TRADING
BHARGAB ENGINEERING WORKS
BHAURAM JODHRAJ
FORBES EWART & FIGGIS PVT LTD
GEM MACHINERY & ALLIED INDUSTRIES
GREEN LEAVES & MACHINES PVT. LTD.
INDIAN TEA ASSOCIATION
JAY SHREE TEA & INDUSTRIES LTD
JV GOKAL & CO. PVT LTD.
RAINFOREST ALLIANCE
THE MIDLAND RUBBER AND PRODUCE COMPANY LIMITED
UPASI
<b>ITALY</b>
IMA
<b>IRAN</b>
KAVEH MAYSА
<b>JAPAN</b>
ENGLISH TEA TIME
JAPAN TEA ASSOCIATION
KS CONSULTING
OCHIAI CUTLERY MANUFACTURING CO., LTD.
TEA AND COFFEE TRADE JOURNAL
<b>KENYA</b>
EAST AFRICAN TEA TRADE ASSOCIATION
JAMES FINLAY MOMBASA LTD
L.A.B. INTERNATIONAL KENYA LIMITED
LIPTON TEAS AND INFUSIONS
MIZAJ AFRICA LIMITED
TEA BOARD OF KENYA
<b>MALAYSIA</b>
KONG WOUI FONG TEA MERCHANTS SDN. BHD.
<b>PAKISTAN</b>
ABDUL QUDDUS TRADERS
ASIF REHMAN PARACHA & CO.
PAKISTAN TEA ASSOCIATION
<b>RWANDA</b>
RWANDA MOUNTAIN TEA LTD
<b>SINGAPORE</b>
BP DE SILVA HOLDINGS
<b>SOUTH AFRICA</b>
NATIONAL BRANDS LIMITED
<b>SRI LANKA</b>
A. BAUR & CO. (PVT) LTD
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

ASIA SIYAKA COMMODITIES PLC
BOARD MEMBER RWANDA MOUNTAIN TEA
BOGAWANTALAWA TEA ESTATES PLC.
CEYEXXE LIMITED
CREST CONTAINER LINES INC
DILMAH CEYLON TEA COMPANY PLC
EASTERN BROKERS LIMITED
ELPITIYA PLANTATIONS PLC
EMPIRE TEAS (PVT) LTD
ESWARAN BROTHERS EXPORTS PVT LTD
EURO SCAN EXPORTS (PVT) LTD
FAIRTRADE NETWORK OF ASIA & PACIFIC PRODUCERS
FINLAYS COLOMBO LIMITED
FLEXIPRINT
FORBES & WALKER TEA BROKERS (PVT) LTD
GAMINI ENGINEERING WORKS (PVT) LTD.
GIRI TEA MARKETING
HIDELLANA TEA FACTORY (PVT) LTD
JOHN KEELLS PLC
KAMARANGAPITIYA TEA FACTORY
KOTAGALA / AGARAPATANA PLANTATIONS PLC
LANKA COMMODITY BROKERS LTD
LIPTON CEYLON LTD
LUMBINI TEA VALLEY CEYLON
MAHMOOD TEA INTERNATIONAL (PVT) LTD
MALTRAS INTERNATIONAL (PVT) LTD
MARTIN BAUER AND TERRANOVA PAPERS
MARTIN BAUER HAYLEYS (PVT) LTD
MASKELIYA PLANTATIONS PLC
MERCANTILE PRODUCE BROKERS (PVT) LTD
OCEAN NETWORK EXPRESS LANKA (PVT) LTD
OKLO PRIVATE LIMITED
PLANTATION HUMAN /DEVELOPMENT TRUST
PRINT CARE PLC
QUALITEA CEYLON (PVT) LTD
RANFER TEAS PVT LTD
REGENCY TEAS (PVT) LTD
S. ST. CLAIR TEAS (PRIVATE) LIMITED
ST. REGIS
SUNFLEX (PVT) LTD
SUNSHINE HOLDINGS PLC
T PRINT
T&I GLOBAL LTD
TEA SELECT ( PVT ) LTD
TEA TANG (PVT) LTD
TEEPACK SPEZIALMASCHINEN GMBH
VAN REES CEYLON LTD
VINTAGE TEAS CEYLON (PRIVATE) LIMITED
<b>TURKEY</b>
ARTESA LTD.CO.
<b>UNITED ARAB EMIRATES</b>
SUN GROUP
<b>UNITED KINGDOM</b>
ETHICAL TEA PARTNERSHIP
L.A.B. INTERNATIONAL LIMITED
LIPTON TEA AND INFUSIONS
TWININGS
<b>UNITED STATES</b>
HARRIS TEA COMPANY
NEEK TEA CO.
THE REPUBLIC OF TEA / UPTON TEA IMPORTS
THE TEA HOUSE TIMES
WORLD MARKET
<b>VIETNAM</b>
EMBASSY OF SRI LANKA



## 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!

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or visit our website



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For more information:

+94 773 865 233 | [teaconvention@ceylonteaevents.com](mailto:teaconvention@ceylonteaevents.com)