

Tea: A Lifestyle & A Livelihood

COLONBO 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.

24th - 26th 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.

Session 1

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. Ebraham Afshar Ahmad Tea Managing Director



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



Mr. Dilhan Fernando Dilmah Ceyton Tea Company PEC 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 , Meistacorp



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 Delvanayagam 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

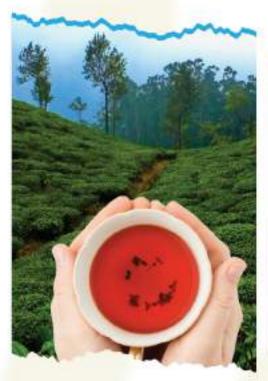
(The Companies registered for the convention as of 03-06-2024)

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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

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



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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



www.ceylonteaevents.com

















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