



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.

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.

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
AhmadTea
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 – IOUC 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 Sytyaka 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)

AUSTRALIA
AUSTRALIAN TEA MASTERS
PINE TEA & COFFEE
BANGLADESH
NATIONAL BROKERS LIMITED
PMTC (BANGLADESH) LIMITED
BRITISH INDIAN OCEAN TERRITORY
JALINGA TEA CO INDIA PVT LTD
CHILE
CAMBIASO HNOS. S.A.C.
CHINA
TECPACKING GROUP (TIANJIN) CO., LTD
HUNAN EAST LAND TEA CO., LTD.
GERMANY
GLATFELTER GERNSBACH GMBH
EUROFINS DR. SPECHT INTERNATIONAL GMBH
OSTFRIESISCHE TEEGESELLSCHAFT GMBH & CO KG
GREECE
MLESNA HELLAS
INDIA
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
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JAPAN TEA ASSOCIATION
KS CONSULTING
OCHIAI CUTLERY MANUFACTURING CO., LTD.
TEA AND COFFEE TRADE JOURNAL
KENYA
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
MALAYSIA
KONG WOOI FONG TEA MERCHANTS SDN. BHD.
PAKISTAN
ABDUL QUDDUS TRADERS
ASIF REHMAN PARACHA & CO.
PAKISTAN TEA ASSOCIATION
RWANDA
RWANDA MOUNTAIN TEA LTD
SINGAPORE
BP DE SILVA HOLDINGS
SOUTH AFRICA
NATIONAL BRANDS LIMITED
SRI LANKA
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.
CEYEXE 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
TRI GLOBAL LTD
TEA SELECT (PVT) LTD
TEA TANG (PVT) LTD
TEEPACK SPEZIALMASCHINEN GMBH
VAN REES CEYLON LTD
VINTAGE TEAS CEYLON (PRIVATE) LIMITED
TURKEY
ARTESA LTD.CO.
UNITED ARAB EMIRATES
SUJN GROUP
UNITED KINGDOM
ETHICAL TEA PARTNERSHIP
L.A.B. INTERNATIONAL LIMITED
LIPTON TEA AND INFUSIONS
TWININGS
UNITED STATES
HARRIS TEA COMPANY
NEEK TEA CO.
THE REPUBLIC OF TEA / UPTON TEA IMPORTS
THE TEA HOUSE TIMES
WORLD MARKET
VIETNAM
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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