



COLOMBO INTERNATIONAL
TEA CONVENTION
2024



Tea: A Lifestyle & A Livelihood

PROGRAMME

WEDNESDAY, 24th JULY 2024

- 8.00 am - 5.00 pm Delegate registration
- 05.00 am – 12.30 pm Tea Fields & Factory Tour (For Pre-registered Foreign Delegates)
- 10.30 am - 11.30 am Ceylon Tea tasting experience, Atrium Lobby, Cinnamon Grand
- 2.00 pm Charity auction of award-winning teas at BMICH (Pre-registration required)

7.30 pm WELCOME COCKTAIL, CINNAMON GRAND HOTEL, COLOMBO

THURSDAY, 25th JULY 2024

- 7.30 am - 8.30 am Commencement of session with Morning Tea

8.30 am - 10.00 am OPENING CEREMONY, CINNAMON GRAND HOTEL

SESSION 1: WHAT'S HOT AND WHAT'S NOT?

- 10.00 am - 10.10 am Dr. Ravi Fernando, Chairman/CEO, (Session Lead)
Global Strategic Corporate Sustainability Pvt. Ltd
- 10.10 am - 10.25 am **Global trends that are shaping the world of tea**
Mr. Ganaka Herath, Managing Partner, McKinsey & Company
- 10.25 am - 10.40 am **Japan and East Asia**
Mr. Mitsunori Saeki, CEO, Mitsui Norin Co. LTD
- 10.40 am - 10.55 am **UK and Europe**
Dr. Sharon Hall, Chief Executive, United Kingdom Tea & Infusions Association
- 10.55 am - 11.10 am **Middle East, North Africa and Russia**
Mr. Shiraz Akbarally, Executive Director, Akbar Brothers (Pvt) Ltd
- 11.10 am - 11.25 am **North America**
Ms. Shabnam Weber, President, Tea and Herbal Association of Canada
- 11.25 am - 12.00 pm Panel Discussion
Making tea cool
Mr. James Mackay, Global Supply Chain, Technical Services Senior Director Pepsi Lipton
- Premiumisation - North American story**
Ms. Kristina Tucker, Minister of Commerce & Enlightenment, VP Sales and Communications, The Republic of Tea

SESSION 2 : THE VALUE OF TEA: ACHIEVING THE RIGHT PRICE FOR QUALITY

- 1.00 pm - 1.15pm Mr. Dilhan Fernando, Chief Executive Officer, Dilmah Ceylon Tea Company PLC (Session Lead)
- 1.15 pm - 1.30 pm **Getting the right price for doing the right thing**
Dr. Ebrahim Afshar, Managing Director, Ahmad Tea
- 1.30 pm - 1.45 pm **Lessons for getting better value for tea**
Dr. Mao Limin, Director, Tea Committee of China Chamber of Commerce of Import and Export of Foodstuffs
- 1.45 pm - 2.00 pm **Outlook from a global brand**
Ms. Sineenart Chuichulcherm, Chief Procurement Officer – Global, Lipton Teas and Infusions
- 2.00 pm - 2.15 pm **How to navigate and profit with tea pricing in e-commerce**
Mr. Nathanael Lim, Insights Manager Beverage Asia, Euromonitor International
- 2.15 pm - 2.45 pm Panel Discussion
- Challenges of sourcing for a global brand**
Mr. Sebastian Michaelis Head of Tea (International), TATA Consumer Products
- Getting value from the growing market for private label**
Mr. Nadeem Ahmed, Owner, Global Tea & Commodities Ltd

SESSION 3: EQUITABLY PASSING THE RIGHT PRICE DOWN THE VALUE CHAIN: FAIR PRICE AS A GLOBAL CHALLENGE

- 3.05 pm - 3.15 pm Mr. Suranga Herath, CEO, English Tea Shop Organic (UK) Ltd (Session Lead)
- 3.15 pm - 3.30 pm **Turning the fair price challenge into opportunity**
Mr. Tom Franks, Chairman, Ethical Tea Partnership (ETP)
- 3.30 pm - 3.45 pm **Indian experience of sharing value to people**
Mr. C. Shreedharan, President, United Planters' Association South India (UPASI)
- 3.45 pm - 4.00 pm **Experiences from East Africa**
Arthur D. Sewe, Chairman, East African Tea Trade Association
- 4.00 pm - 4.15 pm **SL Green leaf formula at the heart of the farmer- factory relationship**
Mr. Lionel Herath, Chairman, Sri Lanka Tea Factory Owners Association (SLTFOA)
- 4.15 pm - 4.25 pm **CTRM and the new sustainability standard for Sri Lanka**
Mr. Anil Cooke, Chairman, Ceylon Tea Roadmap 2030
- 4.25 pm - 5.00 pm Panel Discussion
- A global producer's perspective**
Dr. Pradeep Uluwaduge, Executive Chairman, Browns Plantations, LOLC Group
- Fairtrade is it more than a label?**
Mr. Arutselvan Arumugam, Program Consultant - Sri Lanka, Fairtrade

7.30 pm GALA DINNER, ITC RATHNADEEPA

SESSION 4 : CLIMATE CHANGE: MOVING THE CRISIS UP THE AGENDA

- 9.00 am - 9.10 am Dr. Rohan Pethiyagoda, Biodiversity Scientist / Linnean Medal Winner (Zoology) (Session Lead)
- 9.10 am - 9.25 am ***Impact on India***
Dr. Biplab Adhikari, Principal Scientist, Tea Research Association, India
- 9.25 am - 9.40 am ***Impact on Sri Lanka***
Prof. Buddhi Marambe Professor, Faculty of Agriculture, University of Peradeniya
- 9.40 am - 9.55 am ***The Carbon Project Map for Tea***
Ms. Shabnam Weber, President, Tea and Herbal Association of Canada and
Dr. Sharon Hall, Chief Executive, United Kingdom Tea & Infusions Association
- 9.55 am - 10.10 am ***Carbon Sequestration as a further incentive for farming***
Mr. Ganesh Babu Krishnappa, Managing Director - India & SBU Head APAC & Africa,
Boomitra O2C Tech India Private Limited
- 10.10 am - 10.25 am ***Coping with Climate Change in Sri Lanka***
Dr. Thusitha Bandara, Director, Low Country Operations, Sustainability Research
and Development, Bogawantalawa Tea Estates
- 10.25 am - 11.00 am Panel Discussion
- Role of research***
Dr. Keerthi Mohotti, Former Director/ CEO, Tea Research Institute of Sri Lanka
- Regenerative Agriculture***
Dr. Madhuri Nanda, Director – South Asia, Rainforest Alliance
- Experience in China***
Mr. Ming Xie, General Manager, Hunan East Land Tea Co., Ltd.

SESSION 5 : TEA... A LIVELIHOOD? CRAFTING A BETTER FUTURE FOR THE PEOPLE OF TEA

- 11.20 am - 11.30 am Mr. Mufaddal Jafferjee, Partner, Jafferjee Brothers (Session Lead)
- 11.30 am - 11.45am ***Introspection into our journey so far***
Dr. Roshan Rajadurai, Managing Director, Hayleys Plantation Sector
- 11.45am - 12.00 pm ***Enriching lives through entrepreneurship***
Mr. Jagath Pathirana, Chairman, Federation of Tea Smallholder Development
Societies
- 12.00 pm - 12.15 pm ***A unique collaboration of companies, unions and government to improve livelihoods***
Mr. Bharat Arullamy, Chairman, Plantation Human Development Trust
- 12.15 pm - 12.30 pm ***Impact of the new human rights laws on livelihoods***
Ms. Ines Kaempfer, CEO, The Centre for Child Rights and Business

12.30 pm - 1.00 pm Panel Discussion

Leaving the legacy - leading the future

Mr. Ganesh Deivanayagam, Chairman, Tea Exporters Association

Beyond regulation – regeneration

Dr. M.S. Anuruddha, Director General, Sri Lanka Tea Board

SESSION 6 : TECH AND TEA: AN UNORTHODOX PAIRING FOR A PROMISING FUTURE

2.00 pm - 2.10 pm Mr. Dan Bolton, Magazine Publisher, Podcast Host, Tea Journey (Session Lead)

Steeping into the future: AI's impact on the tea industry

Mr. Alan Lai, Founder and CEO, ProfilePrint

Robotic Harvesting of Tea

Mr. Sundarrajan Gomathinayagam, CEO, Surinova Private Limited

Food Preservation applications using Tea Polyphenol

Mr. Shanavas Bavu, Director, Innopolis Bio Innovations Private Ltd

Cutting edge solutions in Flavour Technology

Mr. Christian Dinkler, Martin Bauer

Sustainable Tea Packaging

Mr. Klaus Peters, Managing Director, IMA Tea & Herbs

Use of A.I. in analyzing components of Tea

Mr. Jeevan Gnanam, Co-Founder and CFO, SpectrifyAI

Recyclable packaging solutions

Mr. Johann Tranchell, Director Sales and Marketing, Polydime Plastics Industries Pvt Ltd

A new tea tourism initiative

Ms. Gundega Silniece, Director, Tea Tea Me

CLOSING SESSION : TAKING THE MESSAGE FORWARD

3.30 pm - 3.45 pm Key takeaways

3.45 pm - 4.00 pm Proposed Action Plan

4.00 pm - 4.30 pm End of session with TEA

8.30 pm - 11.30 pm BEACH CELEBRATION OF TEA, MOUNT LAVINIA HOTEL

SATURDAY, 27th JULY 2024

8.00 am – 2.30 pm Awissawella Tea Garden & Factory Visit (For Pre-registration Foreign Delegates)