



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

Cinnamon Grand Hotel, Colombo - Sri Lanka



**Tea: A Lifestyle and A Livelihood - Colombo International Tea Convention 2024 - Join the dialogue on the biggest challenges and solutions shaping the future of Tea.**

We are thrilled to announce that the highly anticipated Colombo International Tea Convention will take place between 24th to the 26th of July, 2024 and registrations are officially open! The event will shine the spotlight on the biggest challenges faced by Tea as a global industry and be a forum for insightful conversation, hard-hitting dialogue and fresh thinking to shape the future of Tea.

This year, the event was freshly rebranded under the timely theme **Tea: A Lifestyle and A Livelihood** to shine the spotlight on Tea in all its forms- as an integral part of cultures and lifestyles across the world, and to provoke meaningful dialogue, thinking and action on globally applicable, sustainable solutions to uplift diverse tea communities and tea growing environments across the world.

Organised by the Colombo Tea Traders' Association and the Sri Lanka Tea Board, this event will connect stakeholders from Europe, the Americas, Asia, Africa, the Middle East and Australia representing manufacturers, exporters, suppliers, retailers, buyers, logistics providers, supermarkets and more. With the tea industry facing a transformative time, the Colombo International Tea Convention will play a key role in driving dialogue that will inspire fresh perspectives and collective action to address the storms brewing in the industry's teacup.

**The convention experience**

Delegates attending the event will have a truly unique convention experience with insights and perspectives from the biggest names in the industry, from crop to cup, who are leading and disrupting tea's trajectory across the global value chain.

- Gain insights from the biggest names in the tea industry and be a part of transformative dialogue.
- Connect with change makers in the tea value chain and forge valuable partnerships
- Inspiring keynote speakers and industry experts who are redefining success for tea.
- Authentic Ceylon Tea experiences, and immersive tea experiences from the old world and new.

Day 01	Day 02	Day 03
<ul style="list-style-type: none"><li>• Outcry auction</li><li>• Authentic Ceylon Tea tasting experience</li><li>• Welcome cocktails</li></ul>	<ul style="list-style-type: none"><li>• Opening ceremony</li><li>• Convention sessions</li><li>• Gala dinner</li></ul>	<ul style="list-style-type: none"><li>• Convention sessions</li><li>• Beachside celebration of Tea</li></ul>

**Destination: Sri Lanka**

Immerse yourself in the enchantment of Sri Lanka, where lush landscapes and vibrant culture create the perfect backdrop to experience the Colombo International Tea Convention. Take in authentic Ceylon Tea experiences against stunning landscapes, pristine beaches, diverse wildlife, and vibrant scenes of arts and culture and get a firsthand view of the intricately interwoven role of tea in Sri Lanka's life and livelihood.

Be a part of the dialogue that will shape the future of tea and unlock its potential! We look forward to welcoming you to the Colombo International Tea Convention 2024. For details on convention experiences, and registration, please visit [www.ceylonteaevents.com](http://www.ceylonteaevents.com).

Yours sincerely,

Anil Cooke  
Co - Chair CITC 2024

Ganesh Deivanayagam  
Co - Chair CITC 2024

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

The Colombo International Tea Convention will unite over 700 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.

- Gain insights from the biggest names in the tea industry! Stay ahead of industry trends.
- Unparalleled networking opportunities! Connect and forge valuable partnerships.
- Inspiring keynote speakers and industry experts that are redefining success for tea.
- Engaging dialogue on the latest trends, challenges and solutions shaping our industry.



## Inspiring speakers, insightful panel discussions, interactive sessions and incredible learnings!

### FAIR PRICE AS A GLOBAL CHALLENGE

Unravelling the complexities of achieving a truly fair price for tea and, the challenges, barriers and solutions impacting equitable compensation for tea.

### OZONE FRIENDLY TO CARBON NEUTRAL

Navigate the transition from ozone friendly practices to achieving carbon neutrality and climate resilience with global experts.

### REDISCOVERING THE VALUE OF TEA

Unlearn the limitations of price-centric evaluations to explore the sensory intricacies, cultural richness and sustainable practices that are redefining the value of tea.

### TEA, MORE THAN JUST A BEVERAGE

Explore groundbreaking innovations in marketing that breathe new life into this ancient beverage and open new avenues for sustainable growth.

### RESILIENCE OF TEA AND ITS LEGACY

Discover how innovative thinking is shaping a brighter future for tea and safeguarding its cultural significance for generations to come.

### INNOVATION AND TECHNOLOGY

Explore the challenges and possibilities presented by cutting edge technologies to transform the tea industry for the future.



## 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 \$ 1400** (Early Bird Rate)

- 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

### CONVENTION ONLY **USD \$ 900** (Early Bird Rate)

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

Spouse & family packages available



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## Tea

*A Lifestyle & A Livelihood*

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

# EARLY BIRD REGISTRATIONS NOW OPEN

Deadline 1<sup>st</sup> March 2024

to register scan QR code or visit our website



[www.ceylonteaevents.com](http://www.ceylonteaevents.com)

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