An Event Report on

3rd International Tea Festival, 2018

April 6-9, 2018

Kathmandu, Nepal

Government of Nepal

National Tea and Coffee Development Board

New Baneshwor, Kathmandu, Nepal

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2018
Acknowledgments

Ministry of Agriculture, Land Reforms and Cooperatives
  Ministry of Home Affairs
  Ministry of Foreign Affairs
Ministry of Industry, Commerce and Supplies
  Foreign Diplomatic Missions in Nepal
  Nepal Army
Civil Aviation Authority of Nepal/TIA
UNNATI Inclusive Growth Programme
  ILO
  Sagarmatha National Park
  Suryodaya Municipality, Ilam
  Bhaktapur Durbar Square
Nepal Tea Development Corporation
  Shree Airlines
  Horizon Multimedia Pvt. Ltd
  Hotel Yak & Yeti
  Hotel Everest View, Shyangboche
  Hotel Himalayas
  Hotel Dwarika
  Nepali Chulo
  Hotel Hardik
  Soorsudha Musical Band
  Step by Step Dance Academy
  Shivam Arts Service
  Anweshan Pvt. Ltd
International Sound Service (ISS)
  Bits Innovation Pvt. Ltd
  Innovative Printers
  SP printers
  Apsara Production
  Nepal Craft
  Maitri Travels & Tours Pvt. Ltd
  Spark Group
  Nepalaya
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Executive Summary

Tea in Nepal is grown in the majestic hills and misty valleys of the Himalayas up to 7500 feet above sea level. More than three-quarters of Nepal’s landscape is mountainous. At these high altitudes, tea grows slower and the fields are protected by towering peaks. Great care is taken to produce premium orthodox tea. The cold and humid climate with plenty of rainfall and long-duration sunlight in the Eastern and middle part of Nepal is well suited for growing tea.

Nepal's tea has more than a century-long history. Since then Nepal has excelled in the plantation, cultivation and production of tea worldwide. Nepal tea industry has been able to penetrate the life and life styles of the people in and out of the country; however, there lacks a "brand" image for Nepal's tea. It has been evident that Nepal exports tea to many countries where it gets sold with their labels and brand names. Undoubtedly, Nepal has the best landscape, climate and soil for the tea production. The quality of the production has been possible because of the competent and skilled manpower and highly enthusiastic entrepreneur. In this backdrop, marketing of our own brand globally is where we have been lagging so far.

Thus, with a sole purpose to contribute to the aggressive marketing and publicity of Nepal Tea at the international forum, National Tea and Coffee Development Board of Nepal (NTCDB) celebrated International tea festival from 6-9, April 2018. A week long program from formal inauguration in capital city Kathmandu to casual tea visit with tea people in Ilam all remained equally gorgeous for the foreigners and the Nepali participants. This event report covers the general background of the main organizer NTCDB and the achievements of the entire festival.

This paper basically spotlights the backdrop situation of festival's need and gradually budges ahead on what had been done and what had been accomplished. This very report paper aims to show up the programs, events, activities and all other parallel sidelines meetings and discussions in progressive chronological order so as to have a complete glimpse for someone who is keen to be acquainted with the festival.
1. Introduction

National Tea and Coffee Development Board (NTCDB) is a commodity board established on 1993/06/02, under the aegis of the Ministry of Agriculture, Land Reforms and Cooperatives by the Tea and Coffee Development Board Act, 1992. The broad objective of NTCDB is to promote and strengthen Tea and Coffee sub-sectors of the country through policy formulation, technical, and managerial support.

NTCDB has been working for the betterment and enhancement of Tea and Coffee sub-sectors of Nepal, since its establishment in 1993. Both the sectors have shown remarkable increase in figures of plantation and production in recent decades. Similarly, trade of Tea and Coffee is also showing increasing trend. We have taken a giant leap from being a tea importing country to that of net-exporting in these two decades. Our Tea and Coffee industry is growing larger and better every year.

2. Scene setting of the festival

Many People of Nepal may not know that the tea produced in our country is typical in quality. The virgin land, young tea bushes, nursing from the loving hands of Nepali farmers and the existent hilly topography and favorable climate has succeeded Nepal Tea in International market. While saying so, we are also here to state a reality that the internationalization of Nepal Tea is still lesser than what it would have been. We hardly worry about CTC tea as it is exported to Indian market and some volume of it remains for domestic consumption. Because of the analogous tea culture of Nepali and Indian people, the lowland CTC tea of Jhapa has widened its market to the Indian consigns whereas, the case of orthodox is different. The orthodox tea of Nepal is known only to the inquiring people of foreign market who have generated one to one relationship with Nepali orthodox producers in individualized approach. It started keeping the scope of Nepali orthodox tea only within the infinitesimal effort of limited sellers and buyers, though was appreciable. The authentic government's agency National Tea and Coffee Development Board then began intense discussion mainly to address the objective of broadening the Nepali orthodox tea's name and fame in the international arena. Leading the discussion forum and meetings of various kinds, NTCDB co-worked together with the private sector's tea associations, tea cooperatives and policy level government organizations. Such tireless efforts continued for some months and curtained up with meaningful conclusion and decisions in black and white. The formal meeting held in 13th Poush 2074 at the Ministry of Agriculture Development (MoAD), chaired by Joint Secretary Mr. Suresh Babu Tiwari, eventually substantiated rejoicing international tea event under the banner of 3rd INTERNATIONAL TEA FESTIVAL-2018 with festival's slogan “Discovering Hidden Treasure…”; the first and second being held in 2003 and 2005.
3. About the tea festival

The 3rd International Tea Festival focused on branding Nepal Tea through the introduction of "Nepal Tea Quality From The Himalayas" trademark and market promotion. The tea logo was planned to be formally introduced during the program by the Government of Nepal together with National Tea & Coffee Development Board (NTCDB) and in association with Himalayan Orthodox Tea Producers Association (HOTPA), Himalayan Tea Producers Co-operatives (HIMCOOP), Specialty Tea Association of Nepal (STAN), Nepal Tea Planters Association (NTPA) and Central Tea Co-operatives Federation (CTCF) in the presence of national stakeholders and concerned organization of Nepalese Tea industries.

Moreover, the festival was attended by globally renowned tea experts, buyers and journalists from the leading tea producing and consuming countries that included USA, China, India, Germany, Canada, Russia, Japan, France and Australia. The detail of the foreign attendees of the festival is enlisted in Annex I.

4. Objectives

The festival chiefly aimed to promote Nepal Tea as a world class tea brand escaping the presence of the middle market. This directly assisted as a booster to Nepal's economy along with all the stakeholders related to tea business. The specific objectives of the festival are as follows:

- To formally launch and introduce Nepal Tea Quality From The Himalayas trademark.
- To publicize the world class quality and taste of Nepal Tea among global tea marketers.
- To establish and strengthen personal and professional relationship between global tea buyers and Nepal Tea sellers.
- To showcase our strengths, enthusiasm and government’s facilitations for easy export of tea in the global market.
- To ensure sustainable business opportunities in Nepal Tea culture.
5. The organizing committee

The aforementioned meeting of decision making had also formed an organizing committee and an advisory panel for the proper management of the program.

Organizing Committee
Coordinator – Mr. Uday Kumar Chapagain, Tea entrepreneur
Member- Representative, National Planning Commission
Member- Representative, Ministry of Home Affairs
Member- Representative, Ministry of Finance
Member- Representative, Ministry of Foreign Affairs
Member- Representative, Ministry of Agriculture, Land Reforms and Cooperatives
Member- Representative, Ministry of Industry, Commerce and Supplies
Member- Representative, Tourism Board
Member- Representative, Trade and Export Promotion Centre
Member- Representative, Agribusiness Promotion Program
Member- Representative, Federation of Nepalese Chambers of Commerce and Industry
Member- Representative, Confederation of Nepalese Industries
Member- Representative, Himalayan Orthodox Tea Producers Association
Member- Representative, Central Tea Co-operative Federation
Member- Representative, Specialty Tea Association of Nepal
Member- Mr. Dilli Baskota, Tea entrepreneur
Member- Mr. Chandra Bhusan Subba, Tea entrepreneur
Member Secretary - Mr. Deepak Khanal, Director, NTCDB

Advisory Panel
Honorable, Kajiman Kagate, Member of Parliament, Province no. 1
Secretary, Ministry of Agriculture, Land Reforms and Cooperatives
Secretary, Ministry of Industry, Commerce and Supplies
President, Himalayan Orthodox Tea Producers Association
Executive Director, National Tea and Coffee Development Board

Secretariat
Mr. Uday Kumar Chapagain, Tea entrepreneur
Mr. Dilli Baskota, Tea entrepreneur,
Mr. Chandra Bhusan Subba, Tea entrepreneur
Mr. Tek Prasad Luitel, Ministry of Agriculture, Land Reforms and Cooperatives
Mr. Arjun Baral, Ministry of Agriculture, Land Reforms and Cooperatives
Mr. Deepak Khanal, Director, National Tea and Coffee Development Board
6. Preparation for the Festival

NTCDB started working out for the greatest occasion in the tea history of Nepal three months prior to the event. Organizing committee, secretariat and advisory committee was formed for the successful completion of the festival. Meetings were held with these three committees and representatives from the various line Ministries. For the effective management of the festival, Horizon Multimedia was hired for event Management.

After formation of these action committees, necessary works required were carried out. Official website, email, event logos as well as letter head of the tea festival were created and the tea connoisseurs were informed prior for their time management to attend the festival. The secretariat was responsible for corresponding information to the invitees, plan the necessary workouts including preparation and rearrangement of program planning in micro level including inaugural and Nepal Tea logo launching, International Tea Conference, Kathmandu Valley heritage tour along with Closing Ceremony and Tea Garden Tour.

Yak and Yeti having a great chronicle was chosen for the festival where the management team worked out for the proper layout and so on. Twenty one volunteers with technicians from NTCDB were hired and trained to orient them about basics of personality development, hospitality and handling guests. T-shirts, badges, bags, token of love, welcoming gifts and brochures with brief introduction about Nepal and Nepal tea were prepared. The facilities of lodging and fooding with availability of continental cuisines, for the invited guests were also
prepared and preplanned so that the guest could spend their quality time while staying in Nepal.

The guests were informed about the flight schedule and all the airport procedures required. Apart from that, prior planning was done in order to welcome our guests at the airport by the volunteers. The guests were also informed about all the probable weather conditions of Kathmandu and Syangboche - where Tea tasting on the top of the World was scheduled.

In the mean time, preparation was made to publish Nepal Tea magazine. Key players of Nepal Tea industry were interviewed and their view about the industry and festival was sought to develop various stories. Professional photographers were hired to capture different aspects of Nepal tea and Nepalese tea culture.

Invitations to the Nepalese tea stakeholders and other delegates related with the tea sector were also invited for their presence on the Festival. Finally, press meet was organized on 14th March at Hotel Himalaya, with an objective of informing people and local media about the tea festival being organized.

As the international guests started to arrive, excellent arrangements were made to receive the guest at the airport and locate them to the hotel. The guests were welcomed with dhaka shawl for ladies and dhaka topi and khada to the gentlemen. They were welcomed by a group of panchakanyas at the airport.

The foreign guests were provided with NTC sim card, a brochure containing information regarding program schedule and Nepal Tea magazine. The details of foreign guest who

Figure 3 Press Meet to inform about the festival
participated in the festival is enlisted in Annex I: List of foreign delegates attending the festival

7. The Program Schedule

Day I: Opening Ceremony (April 6, 2018)

Morning Session

Venue: Shyangboche, Mount Everest Base Camp Area

Agenda: Tea Tasting Ceremony on The Top of the World

The third edition of International tea festival, 2018 held in Nepal was set for a three-day consecutive series of activities and programs. The event that kicked off with the tea-tasting ceremony at the Mount Everest Base Camp area in the morning on April 6th was noted as one of the major highlights throughout the festival. Nepal Army’s helicopter was used to ferry the participants for Tea Tasting literally on the top of the world. National as well as international delegates participated in the ceremony where they had the opportunity to have the sip of different varieties of tea grown in the soil of Nepal. The tea-tasting ceremony was followed by the unveiling of Nepal Tea trademark where the logo of Nepal Tea Quality From The Himalayas was officially launched.
Figure 5 Foreign tea delegates tasting tea at Shyangboche
Figure 6 Tea tasting ceremony on the top of the world
**Afternoon Session**

**Venue:** The Regal Ballroom, Hotel Yak and Yeti, Durbar Marg, Kathmandu, Nepal  

**Agenda:** 3rd International Tea Festival Formal Inaugural Session

The first day of 3rd International Tea Festival was held in The Regal Ballroom of Hotel Yak and Yeti situated in Durbar Marg, Kathmandu, Nepal. Miss Nepal 2010 and goodwill ambassador of Nepal Tourism Year 2011, Sadichha Shrestha was the emcee for the event.

The conference hall was filled by the presence of Mr. Chakrapani Khanal ‘Baldev’, Minister for Agriculture, Land Management and Cooperatives who was the Chief Guest of the event. The initial phase of the conference was commenced by the national anthem of Nepal.

Likewise, all the national and international delegates, state minister, guests and distinguished dignitaries were welcomed by handing a token of love- khada. Various guests were invited on the stage for their speeches and remarks regarding the event and Nepal Tea market. The excerpts of their speeches are mentioned below:

**Mr. Sheshkanta Gautam**  
**Executive Director, NTCDB**

The conference witnessed a welcome speech by Mr. Sheshkanta Gautam who extended his gratitude to the entire delegates and guests for their presence. Mr. Gautam was optimistic about the future of Nepal Tea market, rise in quality branding and sales. He highlighted on the challenge that the national tea market was set to take with a crucial shift from production to export and giant leap from import to export. His
positive take on the implementation of recently introduced federal government system in Nepal is likely to invite promotional and radical reforms in the tea business. His emphasis seemed to place national interest over personal interest in accordance to the tea farming. His concluding words inclined towards the acknowledgement of various ministries, international participants for the event and UNNATI Project for their “consistent support”. Details of the welcome speech is attached in Annex II: Welcome speech of Executive Director, NTCDB.

Mr. Chakrapani Khanal ‘Baldev’
Minister for Agriculture, Land Management and Cooperatives

Mr. Khanal officially inaugurated the ceremony and delivered his speech starting off by addressing his sincere gratitude towards the support of international delegates/participants. The list also incorporated an acknowledgement to the tea entrepreneurs for their guidance and assistance in establishing the recognition of tea business in international platform. He highlighted the challenges of agricultural business due to the inability of pragmatically adopting technological advancement and benefits in the 21st century. Having said, he was positive about the quality and standard of Nepal tea that can carry as a competitive force amidst the top international tea brands. He expects the support and collaboration from foreign delegates. In spite of mismanagement, lack of strong policies and branding strategies and so on, Mr. Khanal believes that the capacity to expand Nepal Tea business domestically and internationally will be a reality in days to come.

Ms. Ram Kumari Chaudhary
State Minister

State Minister, Ms. Ram Kumari Chaudhary focused on the evolution of tea culture and re-emphasized on the significance of it in the Nepalese society.

Mr. Thomas Holtz,
Chairman of TeeGschwendner,

Mr. Holtz addressed a string of progress Nepal has experienced in the tea farming over the years. Former Chairman of Specialty Tea Institute and Tea Association, USA and Managing Director of HP Thompson, Inc. USA, Mr. John L. Smith was reluctant about the
disconnection between the production of Nepal Tea products and consumption of products in the USA but remained hopeful about the contributions Nepal Tea business is capable of achieving.

**Mr. Prabhat Bezboruah, Chairman of Tea Board of India**

Words of discourse by Mr. Prabhat Bezboruah, Chairman of Tea Board of India followed potentials Nepal Tea business hold in the long run. Mr. Bezboruah suggested taking lessons from the faulty errors that pioneering tea producers like India, China later rectified and highlighted that Nepal Tea market is rather “adding value” in Darjeeling Tea.

**Ms. Jenny Dodd, Jeni’s Tea, USA**

Likewise, Jenny Dodd of USA expressed the feeling of pride regarding the tea farming and business with Nepal Tea producers

**Ms. Louise Roberge, President of Tea and Herbal Association of Canada.**

Ms. Louise Roberge applauded the arrangement of the International Tea Festival and thanked the organizers for providing once-in-a-lifetime opportunity of tea tasting, literally on the top of the world.

**Mr. Uday K. Chapagain, Coordinator, 3rd International Tea Festival**

Founder President of Himalayan Tea Producers Cooperative (HIMCOOP), Mr. Uday K. Chapagain highlighted on Nepal Tea’s unique, special characteristics and the ability to meet international standards. He appreciated the consistent endeavor by tea farmers and entrepreneurs towards enhancing the tea business
and further insisted on uplifting the tea production quality and expanding the scale of consumerism worldwide.

**Evening session**

**Venue:** Dynasty Hall, Hotel Yak and Yeti, Durbar Marg, Kathmandu, Nepal

**Agenda:** Gala Dinner and cultural programme.

After the inaugural of the festival by Honorable Minister, the evening session was programmed to entertain the international guests. Classical musical performance by Soorsudha soothed the evening. Moreover, traditional dances including *Bodhi, Kumari, Mayur, Lakhey* dance and so on entertained the national and international guests of the evening.

The cultural programme was followed by a gala dinner which provided an opportunity to Nepalese tea entrepreneurs to personally connect with the international guests.
All Day: Tea Exhibition

**Venue:** Hotel Lobby, Hotel Yak and Yeti, Durbar Marg, Kathmandu, Nepal  
**Agenda:** Tea tasting and Exhibition.

![Figure 17 Tea Exhibition](image_url)

While the formal inaugural program was going on in the Regal Ball room, there was tea exhibition and tea tasting program in the lobby of Hotel Yak and Yeti. Almost every types of tea produced in Nepal was exhibited and prepared for tasting by tea associations, private tea companies and cooperatives. Following are the list of exhibitors who exhibited their products in the exhibition.

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Name of Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>National Tea &amp; Coffee Development Board (NTCDB)</td>
</tr>
<tr>
<td>2.</td>
<td>Himalayan Orthodox Tea Producers’ Association (HOTPA) &amp; HIMCOOP</td>
</tr>
<tr>
<td>3.</td>
<td>Nepal Tea Planters’ Association (NTPA)</td>
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<tr>
<td>4.</td>
<td>Central Tea Cooperatives Federation (CTCF)</td>
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<td>5.</td>
<td>Specialty Tea Association Nepal (STAN)</td>
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<td>6.</td>
<td>Kanchanjanga Tea Estate &amp; Research Centre (KTERC)</td>
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<td>7.</td>
<td>Himalayan Shangri-La Tea Producers (P) Ltd.</td>
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<td>8.</td>
<td>CHIYAPAN Ghar</td>
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<tr>
<td>9.</td>
<td>RAKURA Tea</td>
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<td>10.</td>
<td>Antu Valley Tea</td>
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<td>11.</td>
<td>TOKLA CHIYA - Nepal Tea Development Corporation (NTDC)</td>
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<td>13.</td>
<td>Nepalese Tea Trust</td>
</tr>
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<td>14.</td>
<td>Laligurans Chiya Prashodhan Udyog</td>
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<td>15.</td>
<td>Sakhejung Tea</td>
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<td>16.</td>
<td>Divine Tea</td>
</tr>
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<td>17.</td>
<td>Matriabhumi Tea Estate</td>
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<td>18.</td>
<td>Buddha Tea</td>
</tr>
<tr>
<td>19.</td>
<td>Shree Singhadevi Tea Producers Cooperatives, Terathum</td>
</tr>
</tbody>
</table>
DAY II: International Tea Conference (April 7, 2018)

Venue: The Durbar Hall, Hotel Yak and Yeti, Durbar Marg, Kathmandu, Nepal

Agenda: International Tea Conference

The second day of the festival marked the International Tea Conference held in The Durbar Hall, Hotel Yak and Yeti, Durbar Marg, Kathmandu, Nepal. Chandra Bhusan Subba, CEO of Himalayan Orthodox Tea Producers Association (HOTPA) was assigned as the moderator. The event was categorized into two sessions where each session emphasized on specific theme. National and foreign delegates were welcomed during the start of the program followed by presentations, speeches and Q/A session.

Figure 18 International Tea Conference

Session-I : Building Sustainable Production of Nepal Tea

Chairperson: Mr. Suresh Babu Tiwari,
Joint Secretary, Ministry of Agriculture, Land Management and Cooperatives

1. Nepal Tea: Facts and Figures
Speaker: Mr. Deepak Khanal
Director, NTCDB

Starting from the history of tea farming, he landed to the current status quo presenting the facts and figures about Nepal Tea. Representing NTCDB, he illustrated about their institutional development, objectives, existing programs, extension units of NTCDB and the reasons behind the formation of Nepal Tea associations. Informing about National Tea Day as on Baisakh 15th (April) and Dhankuta district being the highest tea garden leveled on 7325
feet, he disclosed the future plans of NTCDB. Details of the presentation is presented on Annex III: Mr. Deepak Khanal’s presentation on Nepal Tea: Facts and Figures.

2. Nepal Tea: Quality from the Himalayas

**Speaker:** Chandra Bhusan Subba
CEO, HOTPA

Mr. Subba reported on how far the tea industry of Nepal had come classifying into two time periods; former being from the year 2004 to 2014 A.D and the latter from 2015 to 2017 A.D. He also shared the prospects of future tea demands, considerations of challenges and remedies along with the implementation as well as the necessity of Nepal Tea quality logo.

3. EU regulations on Pesticides and contaminants and its effect on Nepal Tea Branding

**Speaker:** Dr. Thomas Bernhard Henn
Head of Quality Management and Quality Assurance, Laboratory for Pesticide Analysis, TeeGschwendner, Germany

Dr. Henn shared his views regarding the key obligations for business operators, that included safety, responsibility, traceability, transparency and food safety issues with the introduction of two different concepts of pesticides and contaminants that were to be considered by Nepal Tea producers in order to promote their business in the EU. He further raised an issue of Anthraquinone (AQ)/Polycyclic Aromatic Hydrocarbons (PAH) which has been a concern in Germany thereby bringing reforms in the policies. Details of the presentation is attached in Annex IV: Dr Thomas Henn’s presentation on EU regulations.

Session-II Creating Sustainable Market of Nepal Tea

**Chairperson:** Mr. Toyanarayan Gyawali,
Joint Secretary, Ministry of Industry, Commerce and Supplies


**Speaker:** Mr. Budhhi Prasad Upadhyaya
Under Secretary, Ministry of Industry, Commerce and Supplies

As a representative from the government sector, his presentation highlighted on the governmental plans and policies along with describing further on major targets of tea sub-sectors by 2020 A.D. With the establishment of Nepal Trade Integration Strategy (NTIS) as of 2016, he explained about the priorities of tea sector by conducting SWOT analysis.

5. Branding Nepal Tea in the US Markets

**Speaker:** Mr. John L. Smith
Managing Director of HP Thompson, Inc. USA

Giving the brief elucidation of the conditions of tea in USA, Mr. Smith revealed that tea consumers are not growing rather it’s the same. According to data, green tea was the major tea consumed there. However, the consumerism shifted from green to black tea. The main thing...
emphasized by Mr. Smith is the affordable pricing for the tea and development of RTD as it is in high demand of youngsters. Moreover, he shared the import figures of the tea along with the consumerism and growth of the tea markets in the U.S. Likewise, he briefed on traditional media relations in addition to the symposium consensus regarding tea and health benefits. His words of encouragement targeted towards the strategies Nepal must adopt in order to surge consumer traffic in the tea sector. Details of the presentation are attached in Annex V: Mr. John Smith’s presentation on US market trend.

6. Tea Trends in Australia-Nepal, 2018
**Speaker:** Ms. Sharyn Johnston
Founder and CEO, Australian Tea Masters

Ms. Johnston’s presentation highlighted on recent tea manufacture trends for instance, Alternate Brew Methods: CHEMIX, Siphon-Style Brewing, THE BKON Brewer along with popular blend ingredients and functional tea trends. Among those consuming tea, ginger tea is the most preferred in Australia, and Nepal being good at producing ginger, have possibilities if they emphasize on production of ginger tea in context of Australia. Ready to Drink (RTD) are one of the fastest growing sectors around the globe and as per Nepal, Ms. Johnston highly recommended to put effort on that section as well. Details of the presentation are attached in Annex VI: Mrs. Sharyn Johnston’s presentation Tea Trends in Australia

7. UNNATI program in the eastern hills of Nepal
**Speaker:** Mr. Kasper Thede Anderskov
Head of DANIDA Programme Support Unit, Kathmandu.

Mr. Anderskov briefly remarked on UNNATI initiative regarding tea value chain in Nepal and delivered a short description regarding the projects UNNATI have been conducting in present time.

8. ILO Standards
**Speaker:** Mr. Richard Howard
ILO Director, Nepal

Social issues like child labour and child trafficking were notable during the presentation speech by Mr. Howard. His areas of discussion were based on stagnant economy and stability of Nepal tea business. Being on the right track, Mr. Howard was optimistic about the Nepalese tea industry and the prospects of tea farming in the long run.

9. OpportuniTEAS in Canada
**Speaker:** Ms. Louise Roberge
President of Tea and Herbal Association of Canada

An overview of Canada escorted Ms. Roberge’s presentation further, which explained the tea imports to Canada, tea drinker profile, shopping patterns variation and preferences in consumer groups. Moreover, she discussed about the Nepalese community formation and progression of Nepalese tea associations in Canada. Details of the presentation are attached in Annex VII: Mrs. Louise Roberge’s presentation on OpportuniTEAs in Canada

10. Branding Nepal Tea in EU
Speaker: Ms. Alexis Elizabeth Kaae
President of Danish Tea Association, Denmark.

27 million people residing and 12% of them are tea drinkers, states Ms. Kaae and launches in to explaining Copenhagen’s relation with tea. Realizing tea as an anti-depressant, its consumerism is highly increasing in Scandinavian countries. Moreover, she shares about future plans of hygiene, certification and transparency requirements. Details of the presentation are attached in Annex VIII: Ms Alexis Kaae’s Presentation on Branding Tea in EU

11. Prospects and Challenges for Nepal Tea Branding and Marketing
Speaker: Mr. Krishan Katyal
Chairman of J.Thomas
Kolkata, India

Unveiling the reason behind the umbrella term of Nepal Tea for the production of tea, Mr. Katyal proceeds with the specification of brand as building a sense of pride and individuality. Striving for quality, consistency, dependency, clients’ compatibility, sustainability in order to achieve success is imperative according to the Chairman.

12. Nepal and India Relationship with Tea.
Speaker: Prabhat Bezboruah
Chairman, Tea Board of India and Tea Research Association

Discussing on the visions and missions of Tea Board of India, Mr. Bezboruah hoisted Nepal Tea Production and insisted on collaborating with them in near future.
Closing and Acknowledgement
Chairman of Himalayan Orthodox Tea Producers Association, Mr. Deepak P. Baskota gave his concluding remarks followed by words of acknowledgement to the entire national and international delegates for their participation. He was hopeful about the prospects Nepal Tea business is likely to hold in near future and encouraged all the people engaged in tea business to incessantly work in order to meet the targets.

Evening session: Krishnarpan Dinner
Only to the foreign guests, special Krishnarpan dinner was arranged in the evening at Dwarika Hotel to take a culinary journey through the fascinating terrains and cuisines of Nepal. Serving the finest Nepali of Nepali flavours, Krishnarpan was a slow dining experience reminiscent of the ritual feasts enjoyed by the Kathmandu Valley's Newari community. The twelve courses meal was prepared by using the freshest vegetables from the Dwarika's own farms. The courses are offered on traditional brass and earthenware, and served by hostesses representing Nepal's diverse ethnic communities.
DAY III: Heritage Tour (April 8, 2018)

Kathmandu Valley Heritage Tour

**Venue:** Bhaktapur Durbar Square

**Agenda:** Heritage Tour

Tea isn’t just about a beverage; it’s also about a culture and history. The international delegates had an excursion to the places of cultural and historical importance around the Kathmandu valley. All the international delegates visited Bhaktapur Durbar Square and witnessed our ancient temples and other archeological sites.
Closing Ceremony

**Venue:** The Durbar Hall, Hotel Yak and Yeti,

**Agenda:** Closing ceremony

The three-day long festival finally came to an end. At the Durbar Hall of Hotel Yak and Yeti, Closing Ceremony was organized amid emotional atmosphere. Chairmen of HOTPA, NTPA, CTCF and STAN; Executive Director of NTCDB delivered the farewell speech. Certificate of participation and appreciation was distributed to the foreign delegates. Most importantly, a copper tea kettle was provided along with the certificates as a souvenir. Moreover, a framed group photo of Tea Tasting on the Top of The World, the delegates had on the first day of the festival, constituted another special element as a souvenir.

![Figure 27 Closing ceremony](image)

Figure 27 Closing ceremony

![Figure 26 Heritage tour to Bhaktapur Durbar Square](image)

Figure 26 Heritage tour to Bhaktapur Durbar Square

![Figure 28 Executive Director presenting souvenir to foreign guests](image)

Figure 28 Executive Director presenting souvenir to foreign guests
DAY IV and V: Tea Tour to Ilam (April 9 &10, 2018)

The formal sessions of the festival had ended the day before. For some interested foreign delegates, a program of tea tour to Ilam was scheduled on 9th April, 2018. On Shree Airlines, following delegates travelled to Bhadrapur Airport, from where they were taken to Ilam on five hired vans.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ms. Sakae Yamada</td>
<td>Japan</td>
</tr>
<tr>
<td>2</td>
<td>Ms. Yumeko Yamada</td>
<td>Japan</td>
</tr>
<tr>
<td>3</td>
<td>Mr. Maximilian Frick</td>
<td>Germany</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Philip Roettiger</td>
<td>Germany</td>
</tr>
<tr>
<td>5</td>
<td>Ms. Vivien Pahl</td>
<td>Germany</td>
</tr>
<tr>
<td>6</td>
<td>Ms. ZhongYingqian (Rebecca)</td>
<td>China</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Zhong Qifa</td>
<td>China</td>
</tr>
<tr>
<td>8</td>
<td>Ms. Gail E. Gastelu</td>
<td>USA</td>
</tr>
<tr>
<td>9</td>
<td>Mr. John Lebert Smith</td>
<td>USA</td>
</tr>
<tr>
<td>10</td>
<td>Ms. Jenifer L. Dodd</td>
<td>USA</td>
</tr>
<tr>
<td>11</td>
<td>Mrs. Louise Roberge</td>
<td>Canada</td>
</tr>
<tr>
<td>12</td>
<td>Mr. Rhys Folker</td>
<td>Canada</td>
</tr>
<tr>
<td>13</td>
<td>Ms. Alexis Elizabeth Kaae</td>
<td>Denmark</td>
</tr>
<tr>
<td>14</td>
<td>Ms. Sharyn Louise Johnston</td>
<td>Australia</td>
</tr>
<tr>
<td>15</td>
<td>Mr. Nathan James Johnston</td>
<td>Australia</td>
</tr>
</tbody>
</table>

The delegates had lunch at Kanyam Tea Factory, where they enjoyed the beauty of Kanyam Tea Estate, under the management of Nepal Tea Development Corporation, along with the typical Nepali food.

In order to welcome the international tea delegates, Suryodaya Municipality had organized a formal program at Shree Antu. Mayor R. B. Rai welcomed all the delegates and led the delegates to a tea tasting program at bank of Shree Antu lake. The venue was well decorated for the event.

Tea produced by 34 small tea processors of Suryodaya Municipality was arranged for tasting. The tea tasting ceremony was led by tea designer Sonam Lama. The tasters were provided a leaflet with list of companies whose teas were displayed for tasting. Each taster was asked to mark on the tea list of their likings and were given opportunities to have a business deal with its producer.

Next day, the delegates visited Gorkha Tea Estate and Kanyam Tea Estate before returning to Kathmandu via Shree Airlines. With this, all the programs of the festival finally came to an end.
6. Expenditure and cost sharing

The first organized campaign for branding Nepal Tea came with a cost. The expenditures incurred in different headings for the successful organizing of 3rd International Tea Festival are as follows:

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Particulars</th>
<th>Amount (NRs)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food and Accommodation</td>
<td>2,077,390</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Travel and tours</td>
<td>1,790,386</td>
<td>including Helicopter</td>
</tr>
<tr>
<td>3</td>
<td>Media, Branding and publications</td>
<td>4,594,739</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Hospitality and entertainment</td>
<td>355,566</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Manpower and volunteers</td>
<td>541,437</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>International Conference cost</td>
<td>1,093,210</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Event Management Charges</td>
<td>1,356,000</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Grand Total</td>
<td>11,808,728</td>
<td></td>
</tr>
</tbody>
</table>

The cost sharing of the above expenditure is as follows:

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Source</th>
<th>Amount (NRs)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NTCDB (UNNATI's support)</td>
<td>9,122,092</td>
<td>Entire event</td>
</tr>
<tr>
<td>2</td>
<td>NTCDB (Regular program)</td>
<td>1,593,426</td>
<td>Publication and logistics</td>
</tr>
<tr>
<td>3</td>
<td>HOTPA Nepal (ILO support)</td>
<td>1,093,210</td>
<td>Conference cost</td>
</tr>
<tr>
<td></td>
<td>Grand Total</td>
<td>11,808,728</td>
<td></td>
</tr>
</tbody>
</table>

Although the festival was organized by NTCDB, other tea associations also contributed for it. The figures mentioned above is the illustration of the expenses officially paid by NTCDB and HOTPA Nepal, with the support of UNNATI and ILO. However, there was contribution of other tea associations, companies, local government of Ilam and tea stakeholders who contributed spontaneously for the successful organization of the festival. The contribution was in the form of time, kind and other sponsors, which is not included in the aforementioned figure.

7. Recommendation

A week long tea festival including formal inauguration program and tea area field visit had its main aspiration to promote Nepal's tea brand and attain international acknowledgment to Nepal tea. This festival perhaps was first organized effort of the Government of Nepal with vigorous contribution of private associations and federation of tea cooperatives. The international delegates, tea journalists, tea columnists, experts and scientists of tea commerce were found enjoying the events of festival in real sense. The unforgettable trip of foreign delegates to the base of Mt. Everest for undreamed event of Tea Tasting on The Top of The World also showed us a prospective horizon of Nepal Tea in the outside market. On the backdrop of such realization of success, it is notable to recommend some concrete and significant stabs for the days ahead so that the mission and vision of commercializing the Nepali orthodox tea would be conquered.
• To encourage the tea related institutions like NTCDB and other private/cooperative associations of tea for organizing national and international programs.
• To prepare a roster of tea quality expert so as to inspect the quality of tea and feedback the producers and other stakeholders mainly for the purpose of propping up the quality and brand.
• To host similar kind of international forum at least once in every three years.
• To make solid programs of upholding Nepal tea and implementing it through the initiation of internationally stationed offices of Government of Nepal (embassies, consular offices, trade attaches, military attaches etc.).
• To participate meaningfully in the international programs of tea sector organized by international hosts/organizers.
• To manage considerable sorts of subsidy to the tea producers, farmers and industries in order to encourage them for guaranteeing their livelihood and business so that their commitment wouldn't let them deteriorate the quality of Nepal tea.
• To search strong and reliable market of Nepal Tea in third world countries for ensuring continuous business and business trust.
• To instigate and use latest technologies of tea to establish our tea as compatible to universally accredited standards of tea.
• To ease market relation system of international trade of Nepal Tea.
• To enable NTCDB for bringing all tea activities in action in real performance.

8. Conclusion

The 3rd International Tea Festival, 2018 was a well-built campaign of branding Nepal tea and observed as triumph as it was expected. It seemed as a forum for tea interaction and an opportunity for all participants to share their experience and ideas of tea and tea related issues to each other. Spreading the national identity of country itself, Nepal bagged a chance of symbolizing its tea as high as Mount Everest and as devout as Nepal's culture. The foreign delegates of other countries exchanged their culture, nature and conduct with each other and accepted our tea as a symbol of summation of whole Nepalese culture. The festival was supposed to be doing well in it’s covet and ambition.
## Annex I: List of foreign delegates attending the festival

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Name</th>
<th>Organization</th>
<th>Country</th>
<th>Designation</th>
<th>Mail id</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. David John Thompson</td>
<td>Larsen and Thompson</td>
<td>Australia</td>
<td>President</td>
<td><a href="mailto:larsenandthompson@gmail.com">larsenandthompson@gmail.com</a></td>
</tr>
<tr>
<td>2</td>
<td>Ms. Sharyn Louise Johnston</td>
<td>Australian Tea Masters</td>
<td>Australia</td>
<td>Founder</td>
<td><a href="mailto:sharyn@australianiteamasters.com.au">sharyn@australianiteamasters.com.au</a></td>
</tr>
<tr>
<td>3</td>
<td>Mr. Nathan James Johnston</td>
<td>Australian Tea Masters</td>
<td>Australia</td>
<td>Co-founder</td>
<td><a href="mailto:nathan@australianiteamasters.com.au">nathan@australianiteamasters.com.au</a></td>
</tr>
<tr>
<td>4</td>
<td>Mrs. Louise Roberge</td>
<td>Tea and Herbal Association of Canada</td>
<td>Canada</td>
<td>President</td>
<td><a href="mailto:louise.roberge@tea.ca">louise.roberge@tea.ca</a></td>
</tr>
<tr>
<td>5</td>
<td>Ms. Zhong Yingqian (Rebecca)</td>
<td>Xiamen Chatu company</td>
<td>China</td>
<td>Owner</td>
<td>chinadrinktea163.com</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Zhong Qifa</td>
<td>Xiamen Chatu company</td>
<td>China</td>
<td>Owner</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Ms. Alexis Elizabeth Kaae</td>
<td>Danish Tea Association</td>
<td>Denmark</td>
<td>Chairman</td>
<td><a href="mailto:alexiskaae@simplytea.dk">alexiskaae@simplytea.dk</a></td>
</tr>
<tr>
<td>8</td>
<td>Dr. Thomas Bernhard Henn</td>
<td>TeeGshwender</td>
<td>Germany</td>
<td>Scientist</td>
<td><a href="mailto:henn@teegschwendner.de">henn@teegschwendner.de</a></td>
</tr>
<tr>
<td>9</td>
<td>Mr. Thomas Holz</td>
<td>TeeGshwender</td>
<td>Germany</td>
<td>Chairman</td>
<td><a href="mailto:holz@teegschwendner.de">holz@teegschwendner.de</a></td>
</tr>
<tr>
<td>10</td>
<td>Mr. Maximilian Frick</td>
<td>Dethlefsen&amp; Balk</td>
<td>Germany</td>
<td></td>
<td><a href="mailto:tea@shtea.de">tea@shtea.de</a></td>
</tr>
<tr>
<td>11</td>
<td>Mr. Philipp Rottger</td>
<td>Dethlefsen&amp; Balk</td>
<td>Germany</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Ms. Vivien Pahl</td>
<td>Halssen &amp; Lyon</td>
<td>Germany</td>
<td></td>
<td><a href="mailto:vpahl@halssen-lyon.de">vpahl@halssen-lyon.de</a></td>
</tr>
<tr>
<td>13</td>
<td>Mr. Krishan Katyal</td>
<td>J. Thomas and Co. Pvt. Ltd.</td>
<td>India</td>
<td>Chairman</td>
<td><a href="mailto:krishankatyal@jthomas.in">krishankatyal@jthomas.in</a></td>
</tr>
<tr>
<td>14</td>
<td>Mr. Prabhat Kamal Bezburoah</td>
<td>Tea Board of India</td>
<td>India</td>
<td>Chairman</td>
<td><a href="mailto:bezboruah@gmail.com">bezboruah@gmail.com</a></td>
</tr>
<tr>
<td>15</td>
<td>Ms. Sakae Yamada</td>
<td>Leafull Corporation</td>
<td>Japan</td>
<td>President</td>
<td><a href="mailto:whitecamellia819@gmail.com">whitecamellia819@gmail.com</a></td>
</tr>
<tr>
<td>16</td>
<td>Ms. Yumekeo Yamada</td>
<td>Leafull Corporation</td>
<td>Japan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Dr. Ek Naryan Chapagain</td>
<td>LLC Trade</td>
<td>NRN Russia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Mr. Rabin Joshi</td>
<td>Nepal Tea Traders</td>
<td>NRN USA</td>
<td>Director</td>
<td><a href="mailto:joshi@nepaliteatraders.com">joshi@nepaliteatraders.com</a></td>
</tr>
<tr>
<td>19</td>
<td>Mr. Vadim Tupitsyn</td>
<td>Dagomystea</td>
<td>Russia</td>
<td>Head of Procurement</td>
<td><a href="mailto:vadim.tupitsyn@mail.ru">vadim.tupitsyn@mail.ru</a></td>
</tr>
<tr>
<td>20</td>
<td>Ms. Jenifer L. Dodd</td>
<td>Jeni's Tea</td>
<td>USA</td>
<td>Owner</td>
<td><a href="mailto:jenistea@gmail.com">jenistea@gmail.com</a></td>
</tr>
<tr>
<td>21</td>
<td>Mr. John Lebert Smith</td>
<td>HP Thomson Inc.</td>
<td>USA</td>
<td>Vice President</td>
<td><a href="mailto:jsmith@hpthomson.com">jsmith@hpthomson.com</a></td>
</tr>
<tr>
<td>22</td>
<td>Ms. Gail E. Gastelu</td>
<td>Tea House Times</td>
<td>USA</td>
<td>Owner</td>
<td><a href="mailto:info@theteahousetimes.com">info@theteahousetimes.com</a></td>
</tr>
<tr>
<td>23</td>
<td>Mr. Rhys Folker</td>
<td></td>
<td>Canada</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Annex II: Welcome speech of Executive Director, NTCDB

Honorable Minister for Agriculture, Land Management and Cooperatives,
Representatives of diplomatic missions
Coordinator of 3rd International Tea Festival 2018,
Distinguished Guests,
National and International Media person,
Ladies and gentlemen.

Good evening and Namaste.

Today, I feel highly honored and delighted to welcome you in Kathmandu for the 3rd International Tea Festival, 2018. We are here for the inaugural of “Nepal Tea Quality from the Himalayas” logo, after participating in the tea tasting ceremony on the top of the world this morning. I hope the once-in-a-lifetime experience of having a cup of tea near the Mt Everest etched in our mind.

Ladies and Gentlemen,

It took almost 18 years to organize the 3rd edition of this festival. I remember, the first edition was held in April, 2001 and the second on 2006. The early two tea festivals were aimed to give the world a message that “Nepal also produces tea”. Producing merely 7 million kg tea in fiscal year 2001/02, Nepal Tea was yet to demonstrate its presence in the global tea market. The earlier festivals organized two decades ago were successful in the mission of introducing Nepal as a tea producing country.

However, things have changed significantly in these two decades. We have taken a giant leap from being a tea importing country to a net-exporting in these two decades. The terrains of Jhapa and the mountains of Ilam& other districts produce tea in surplus to cater the domestic demand. Now, we would like to send the new message across the world that there has been a major shift in this important sector that Nepal has moved from a tea producing country to tea exporting country. But beyond this, we are proud to express that Nepal exports high quality tea; ready to compete with the “tea giants”, in terms of quality.

Ladies and Gentleman,

Being self-reliant in tea, quantitatively speaking, Nepal is currently exporting about 48% of its production. Moreover, speaking qualitatively, Nepal is producing finest tea – a quality that is produced around the hills overlooking the majestic and pristine Himalayas; carefully hand-plucked two leaves and a bud from relatively young bush grown on virgin soil at an elevation range between 800 to 2200 meter above sea level. Nepal Tea is indeed a symbol of quality from the top of the world. The aroma and bright liquor of Nepal Tea, plus the fine, subtle and slight fruity flavor transcends a sense of association with the Himalayas.

Therefore, after two decades we are organizing the 3rd edition of International Tea Festival in Kathmandu with a novel slogan “Discovering hidden treasure”; the treasure that’s hidden in the mountains of Himalayas. To unhide this treasure, we’ll be formally launching “Nepal Tea
Quality from the Himalayas” logo in this session. I would like to extend my sincere gratitude to Honorable Minister for Agriculture, Land Management and Cooperatives for bestowing the inauguration ceremony to formally launch the most awaited national brand of Nepal Tea- a symbol of quality from the top of the world. With this, as a matter of pride, I believe, now onward Nepal Tea will be traded in its own brand.

Ladies and Gentleman,

In this 3rd International Tea Festival, we will have various activities focused on branding Nepal Tea. I expect facilitation from all the participants to help NTCDB in its mission of establishing Nepal Tea as an international brand among the tea drinkers of the world. We’ve tasted Nepal Tea at the top of the world this morning. The next day we’ll be guiding you to the places where Nepal Tea is grown. We’ll discover the hidden treasure there during the visit. I hope you’ll enjoy and commend the spectacular vista of lush-green tea garden amidst beautiful mountain landscape.

I extend my best wishes to all of you here and I wish to our international guests to have a memorable nice stay in Nepal.

Namaste.
Annex III: Mr. Deepak Khanal’s presentation on Nepal Tea: Facts and Figures

---

Country Introduction

- Official name: Federal Democratic Republic of Nepal
- Capital: Kathmandu
- Language: Nepali
- Currency: Nepalese Rupees (1US$=approx 102NRs)
- Population: 26.6 million
- Density: 180 per sq km
- Landmarks: Birthplace of Lord Buddha, Country of Mount Everest

History of Nepal Tea

- The first tea bushes in Nepal were grown from seeds which were given as a gift by the Chinese Emperor to Prime Minister of Nepal - Jung Bahadur Rana in 1842.

Presentation by: Deepak Khanal
Director
National Tea and Coffee Development Board of Nepal
History of Nepal Tea

- In 1860s, Colonel Gajaraj Singh Thapa planted tea for the first time in Ilam District.

Institutional Development

1. In 1863, Ilam Tea Estate was established in the hills of Ilam district.
2. In 1878, the first tea factory was built in the town of Ilam.
3. In 1966, Nepal Tea Development Corporation was established by Government of Nepal.
4. In 1982, the then King Birendra declared the five districts i.e. Ilam, Jhumka, Panighat, Jharna, and Dhangadhi of the eastern Nepal as 'Tea Zone'.
5. In 1995, National Tea and Coffee Development Board was established as the governing body of tea sector.

About Us

National Tea and Coffee Development Board

In 1993, National Tea and Coffee Development Board was established as the governing body of tea sector.
Organogram of NTCDB

Existing programs of NTCDB

Branding of Nepal Tea
Supporting small holders for plantation expansion
Enhancing quality of Nepal Tea

Objectives of NTCDB

1. Assist in formulating & implementing the Tea and Coffee Development policy
2. Manage import of tools & equipment for the Tea and Coffee production process
3. Conduct research and studies for the development of Tea & Coffee sectors
4. Establish co-ordination and networking with all the stakeholders of Tea & Coffee sectors
5. Train and Research Centre and provide technical knowledge and skills to people and organisations involved in Tea and Coffee sectors

Associations of Nepal Tea

1. Nepal Tea Planters Association (NTPA)
2. Himalayan Orthodox Tea Producers’ Association (HOTPA)
3. Central Tea Cooperatives Federation (CTCF)
4. Himalayan Tea Producers’ Cooperatives (HTMCOOP)
5. Specialty Tea Association of Nepal (STANA)
Tea Facts

- No. of Registered Tea Estate: 142
- No. of Large Tea Processing Factories: 41
- Orthodox: 16
- CTC: 25
- No. Mini-factories: 32
- No. of Tea Producing Cooperatives: 85
- No. of farmers: 1b,1U3
- Plantation area: 28241ha
- Production: 24,409,326

Tea Facts

- Per capita consumption: 350gm
- 2.42 cups in a day per person

Export & Import

- Export: 2 billion Nrs worth 11.745 MT made tea
- Import: 50 million Nrs worth 363 MT

The highest tea garden of Nepal is located at an elevation of 7325ft (2232 m) in Dhankuta district

Nepal observes 15th of Bashak, which usually coincides with 28th April as National Tea Day
Event Report | 3rd Int’l Tea Festival 2018

10/8/2018

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**Future Plan**

1. Aggressive promotion of Nepal Tea
2. Channelize tea trade via Tea Auction
3. Mechanization of Tea garden
4. Further extension of tea plantation

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**Tea Plantation and Production trend**

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**Tea Export and Import Trend**

---

**Nepal Tea**

QUALITY FROM THE HIMALAYAS
Annex IV: Dr Thomas Henn’s presentation on EU regulations

EU regulations on Pesticides (e.g. Anthraquinone) and Contaminants and its effect on Nepal Tea Branding

Dr. Thomas Henn
Head of Quality Management and Quality Assurance
TeaGeschwister GmbH
Kathmandu, Nepal

Dr. Thomas Henn
Head of Quality Management and Quality Assurance
TeaGeschwister GmbH
Kathmandu, Nepal

Agenda

- The European Union
- Understanding Regulations in the EU
  - General food law principles
  - Key obligations and regulations
  - Important safety issues
  - Pesticides and Contaminants
- Anthraquinone
- Conclusion

European Union (EU)

- Political and economic union of 28 member states
- Estimated population of over 510 million
- An internal single market through a standardized system of laws that apply in all member states

Tea-Imports in the EU 2017

- 2017 EU-28 total import: 230,384 tons
  - Green tea: 32,936 tons
  - Black tea: 197,450 tons

Understanding the EU food law

General principles and requirements of the European food law: Regulation (EC) 178/2002

- Guarantee a high level of protection of human life and health and the protection of consumers’ interests
- Also guarantee fair prices in food trade, taking into account animal health and welfare, plant health and the environment

FOOD
Key obligations for business operators

- Safety
- Responsibility
- Traceability
- Transparency

Important Regulations in relation to tea (examples)

- Pesticides
- Contaminants
- Organic
- Labelling
- Health Claims

Important safety issues in the EU

- Pesticide residues
  - Contaminants: from technical sources and applications, e.g., plant, crop, soil, metals, microorganisms, etc.
  - Pesticide residues: naturally formed or added to crops (e.g., antibiotics, additives)

Pesticides and Contaminants - two different concepts

- Pesticides
  - Residue: a pesticide or its metabolite or breakdown product, or a combination of both, which remains or is left over in or on a foodstuff

- Contaminants
  - Not intentionally added to a foodstuff
  - Examples: soil, metal, pesticide residues, microorganisms

Special issue: Anthraquinone

- Anthraquinone (AQ):
  - A three-ring aromatic compound
  - Ubiquitously present in the environment
  - Originates from combustion of organic materials and from degradation of polycyclic aromatic hydrocarbons (PAHs)
  - Technically used for the synthesis of organic dyes and as an additive in paper pulp technology
  - Formerly used as a bird repellent for seeds (no authorization for use as PPP in the EU)

Anthraquinone (Compliance with EU Regulation)

- Maximum residue limit according to Regulation EU (385/2005):
  - 0.02 mg AQ per kg of tea is legal for trade within EU

Kathmandu, 07.04.2018 - DrTH
Anthraquinone
(Current situation)

Risk Assessment IARC
- Overall evaluation: Anthraquinone is possibly carcinogenic to humans (Group 2B).

ECHA Classification
- Revision of the classification of the substance AQ in March 2017, confirming anthraquinone as a possibly carcinogenic substance (Carc. 1B).

Possible sources of AQ?
Active use for plant protection?
- NO
Packaging?
Processing?
Environmental contamination?

Not unlikely

Anthraquinone

Possible sources of AQ?
Active use for plant protection?
Packaging?
Processing?
Environmental contamination?

YES, but only partly possible

Anthraquinone

Possible sources of AQ?
Active use for plant protection?
- NO
Packaging?
- Yes, partly
Processing?
Environmental contamination?
Anthraquinone

Possible sources of AQ?
- Active use for plant protection? — NO
- Packaging? — Yes, partly possible
- Processing? — Yes, possible
- Environmental contamination?
  (Question: Is AQ formed by the photooxidation of polycyclic aromatic hydrocarbons (PAH) in the atmosphere?) — Yes, theoretically possible, under scientific discussion.

Conclusion

- The European Union...
  - ...as a political and economic union of 28 member states...
  - ...has strict rules...
  - ...with the aim to guarantee a high level of protection of human life and health and the protection of consumers’ interests...
  - ...and all goods have to be compliant with the legislation.

In Nepal...
- Plant protection measures should be applied responsible for humans, products and the environment and
- Environmental aspects should be considered in risk assessments to avoid contamination issues.
Annex V: Mr. John Smith’s presentation on US market trend

Tea Association of the USA, Inc.

Nepal - April 2018

Peter F. Goggi
President
Tea Association of the USA, Inc.

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Vision
To enable sustainable growth of the US Tea Market as a whole, while guiding our membership through an ever-changing external environment.

Mission
The Tea Association of the USA is the recognized independent authority on tea, acting as the official voice for its members on issues related to the tea industry.

Values
Our Core Values are to be ethical, knowledgeable, collaborative and forward looking in all our activities.

Total Tea Import History

Imports ‘000 pounds

Years 1910 - 2016

Black Tea Imports: ‘000 lbs

Green Tea Imports: ‘000 lbs

Growth of the Tea Market in U.S. Dollars

- The market continues to grow in both dollar volume across all categories and items. Key trends are:
  - Growth of Black
  - “Specialty”
  - Various serving options
  - Increasing demand for 
  - Teas and related items
  - Sales are negatively impacted by the current climate

Green Tea growth has slowed after years of double digit growth.
Green Tea Consumption

- Tea (Black & Green) is consumed anywhere/anytime
- Green Tea consumption still trails Black Tea by 6:1
- Green Tea seems as “good for you”
- Green Tea is frequently viewed as “good tasting”
- Traditionalists like consumers find the taste of green tea objectionable
- Market is “tasteful”
- Green Tea consumption is being encouraged by:
  - Registered Dieticians/Authors
  - Medical Community
  - Farmers/Producers
  - Specialty Tea Community
- Black Tea’s OBG 2016-2017
- 80%: Coffee Shop is “tasteful” in the Market

Green Tea Imports

(NFS vs. 2016 MT)

Three Year Rolling Averages

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Black Tea Imports 2016-2018</th>
<th>Total Black Tea Imports 2015-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>10,000</td>
<td>12,000</td>
</tr>
<tr>
<td>2016</td>
<td>12,000</td>
<td>14,000</td>
</tr>
<tr>
<td>2017</td>
<td>14,000</td>
<td>16,000</td>
</tr>
</tbody>
</table>

Nepal Imports Metric Tons


Why is USA’s Tea Consumption Growing?

- Utility:
  - Tea in all forms is consumed anywhere/anytime
  - Tea is “within reach” of all consumers
- Antioxidants/Drinking specialty areas
- Variety:
  - Multiple flavors/assortments (chocolate, orange, etc.)
  - Appeals to all consumer demographics

Why is USA’s Tea Consumption Growing?

- Frequency:
  - Multiple flavors of green, black, white, oolong, etc.
  - Drink tea for various reasons
- Nutrition:
  - Non-caloric, high in polyphenols
  - May assist in weight loss
- Specialty Tea Community

Tea is a popular beverage for the majority of consumers

Approximately four in five of all consumers drink tea; with 88% being the most likely. Due to the large number of consumer's ages and demographics, there is an opportunity to target many different markets and consumers.
Event Report | 3rd Int’l Tea Festival 2018

Symposium Consensus on Tea & Health Benefits

The consensus emerging from the 2018 Tea & Human Health symposium was:
“Drinking at least a cup of green, black, white, or oolong tea daily can contribute significantly to the promotion of public health.”

“I strongly believe that drinking tea can enhance human health.”

Jeffrey Blumberg, PhD
Professor, Friedman School of Nutrition Science and Policy, and Director, Annutrition Research Laboratory, Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, Boston

Declared National Hot Tea Day

Declared a moment in time to talk about a healthy and potent tea by declaring the first over National Hot Tea Day celebrated annually on January 28.

Nuts & Bolts
• Publicized National Hot Tea Day through a press release and forwarded media outreach, highlight health benefits, and consumer survey data for outreach
• National Hot Tea Day added to Google’s Calendar of Events
• More than 107 million media impressions resulting from outreach

Why is USA’s Tea Consumption Growing?

Tea Serves as an Exciting Product that can Connect the Producer and the Consumer!!!

Social Media: Build on Individual TFEA Photo Sweepstakes

Build excitement from 2017 photographing sweepstakes and continue to engage audiences with the Individual TFEA Photo Promotion
• Launch promotion in March 2017 to create awareness of National Hot Tea Day 2018
• Launch contest via social media, health and wellness blogs
• Offer samples of tea samples to encourage bloggers to promote tea on their blog, sharing photos, videos, etc.
• Blogger will have the opportunity to host giveaway
• Promote contest with highlights, including benefits of Sweepstakes, National Hot Tea Day, Health Benefits of tea, etc.

Traditional Media Relations

Continue to support the tea and health message and keep tea movement among media and consumers at the forefront
• Maintain key media outlets, including health research, food media, and nutrition, blogs, social media, and newsprint
• Plan consumer and brand health, weight loss, nutrition and food media as target, blogs, and social media
• Know and be part of key influencers
• Develop and disseminate media releases over PR news release
• Get tea-related press releases over PR Newswire for two key elements (Tea Month & Hot Tea Month)

RD Media Network: Get Trusted RDs Talking About Tea

Tea Serves as an Exciting Product that can Connect the Producer and the Consumer!!!

Why is USA’s Tea Consumption Growing?

Tea Serves as an Exciting Product that can Connect the Producer and the Consumer!!!

RD Media Network: Get Trusted RDs Talking About Tea

Tea Serves as an Exciting Product that can Connect the Producer and the Consumer!!!
Annex VI: Mrs. Sharyn Johnston’s presentation Tea Trends in Australia

A Quick Overview of Demand
- Almost all tea consumed in Australia is imported from places like India, China, Japan, and Sri Lanka
- Some small Australian producers exist
- We export a lot of our locally grown green tea to Japan
- Australians particularly like Indian and Ceylon (Sri Lankan) teas but single origin teas are now popular
- There is still a focus on black tea, but green tea is more popular!

Australians and Tea
- Historically we take after the British tea drinking habits
- We do not grow much tea
- We import 97% of our tea
- We have a very strong specialty coffee industry
- Starbucks failed in Australia

Where do we grow tea in Australia?

Types of Tea Grown
- Green Tea from Arakai Estate
- Almost all tea produced in Australia is green but exported

Types of Tea Grown
- Black Tea from Damleco
What’s Popular in Tea in Australia?

- The most popular style of tea in Australia is known as English Breakfast, occasionally mixed with milk.
- Earl Grey is still number two.
- Green tea sales are improving due to perceived health benefits.
- Flavoured teas are growing in popularity.
- Herbal or functional “teas” are on the increase.

Specialty Tea Growth

- In Australia, the specialty tea market is already established. There is slow but consistent growth.
- There is focus on drinkable tea for its health benefits.
- There is particular interest in green tea, herbal tisanes, and chai.
- There is a trend towards natural colours and flavours.

Alternate Brew Methods

- The growing trend among baristas is to make tea using methods typically used for coffee.
- This has led to an explosion in the variety of speciality brews available in coffee houses, and is a driving force for creativity in the cafe industry.

Popular Blend Ingredients

- Different countries have their own favourite blends.
- In the west, including Australia, citrusy flavors like bergamot are popular, due to the widespread popularity of Earl Grey tea.
- Ginger and lemon grass are a worldwide trend, especially when mixed together.
- Fruity flavors are trending in Australia.

Statistics - Retail Market Share by Value

- [Graph showing market share by value with data points and labels]

Statistics - Retail Market Share by Volume

- [Graph showing market share by volume with data points and labels]
**Functional Tea Trends**

- Organic (100%) teas are gaining momentum and are seen as a healthy replacement for soft drinks.
- Australian consumers are more health-conscious than ever before, and want less sugar in their food and drinks.
- Australian consumers want more energy, a good night's sleep, consume natural foods, and have a strong immune system.
- Smart tea companies are targeting these market trends.

**Consumption Data - 2016**

- Fruit/herbal tea (blended) increased by 9% in current value terms in 2016.
- Black tea is in a slow decline, though remains a significant market share.
- Green tea usually has strong growth, but declined in 2017 due to competition with fruit/herbal teas.

**Consumption Data - 2016**

- Australian consumers largely drink green tea for the benefits, not the taste! Most consumers find the taste to be unappealing.
- But, Australian consumers are not educated enough to know that they should not overboil their green tea, or brew it at a high (boiling) temperature, which causes the bad taste.
- Potential market opportunity: Re-purpose green tea!

**Tea Growth Categories**

- Education
- Alternate brewing methods
- Exciting tea ware
- Social tea drinking
- Matcha
- Chai
- Blended teas
- Single origin green teas
- Tea mismixes
- Rubble tea

**Functional Tea Trends**

- The reason green teas is experiencing relatively high growth in Australia (unlike black tea, which is not growing), is most likely because of the advertised or researched health benefits.
- Australian consumers are more aware of health benefits than ever before, and want drinks that will help them to maintain good health.
- Marketers have done a good job of highlighting green tea's benefits, such as high levels of antioxidants.
Australian Tea Masters - Tea Education
- Has focused on specialty tea education from day one
- Has developed specialist courses to help promote tea in both Australia and Singapore and currently Korea and Indonesia
- We will expand our operations into other Asian countries
- Is focused on cultural understanding of tea and the unique flavours of specialty teas, e.g., how origin, terroir, history, and plant type flavour develops
- Tea of Nepal has been included in training for the last four years

Our “Modern” Tea Mastery Course
- We teach many subjects including:
  - History and Information of Tea
  - Students experience over 80 different teas of the world
  - Modern brewing and serving techniques and styles, and tasting
  - Traditional Brewing Styles
  - High tea and menu development

Our Certified Tea Blending Course
- We teach:
  - Blending of basic teas and popular styles
  - Working with a broad range of ingredients
  - Flavour combinations and tasting
  - Cultural blending
  - Health benefits

Our Certified Tea Sommelier Course
- Targets the hospitality sector
  - Tea types
  - Serving tea
  - Tea brewing methods
  - Traditional and modern methods of brewing

Our TEA 101 Course
- self-paced
- First online basic short course in tea for families and curious tea lovers
  - Tea types
  - Basic Tea History
  - Tea and Food Pairing
  - Tea Growing Regions
  - Basic Information on Ceremonies and Culture

The Tea Flavour Wheel
Used to identify flavours and aromas in tea
Modern Tea Brewing

Tea Trends

On-premise Alternative Brewing Methods

- Cold brew tea trend alongside cold brew coffee

Tea Trends

- High-quality tea - single origin & blends

Predictions for the Australian Tea Market

- Green tea will resume growth if consumers can be properly educated to achieve a good taste when brewing

Examples of how we promote tea:

- Tea Masters Cup
- Australian International Tea Expo
- Courses (including Tea 101, which is 100% online)
- "Master" Tea Mastery Course

What's Trending - Tea Masters Cup

- Herbal and fruit blends will continue to grow
- Black tea will continue to decline, however premiumisation may slow this decline
- Specialty tea will continue grow, especially if more variety is introduced into the market, and cafés continue to push it
Annex VII: Mrs. Louise Roberge’s presentation on OpportuniTEAs in Canada
Event Report | 3rd Int’l Tea Festival 2018

10/8/2018

REGION OF BIRTH OF IMMIGRANTS BY PERIOD OF IMMIGRATION, CANADA, 2011

ASIAN POPULATION IN CANADA

IMPORTS OF TEA TO CANADA

Canada imports 19,700 metric tons of tea a year

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Imports</th>
<th>%volume/$</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>2847</td>
<td>(14%) (12%)</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>796</td>
<td>(4%) (4%)</td>
</tr>
<tr>
<td>Kenya</td>
<td>1000</td>
<td>(5%) (2%)</td>
</tr>
<tr>
<td>China</td>
<td>1,735</td>
<td>(13%) (20%)</td>
</tr>
<tr>
<td>UK</td>
<td>3,733</td>
<td>(20%) (25%)</td>
</tr>
<tr>
<td>US</td>
<td>3,303</td>
<td>(30%) (30%)</td>
</tr>
</tbody>
</table>
TEA IMPORTS

Source: International Tea Committee

TEA DRINKER PROFILE

THE FUTURE
WHAT - WHEN - WHY

- Black tea
- Green tea
- Frush/herbal/botanical

MORNING  AFTERNOON  EVENING
TASTE GOOD  HEALTH  RELAXING

NEPAL COMMUNITY

Ambassador Mr. Rai Prasad P Mohan

Canada-Nepal Parliamentary Friendship

CULTURAL EVENTS

Yomari Punhi
Post Harvest Festival

COMMUNITY OF NEPAL CELEBRATED NEPAL SAMBAR 1136 ME "YOMARI POUSA"

GROCERY RETAILER
EXAMPLE OF DIWALI FOR INDIA

RESTAURANTS

Canadians ❤ Restaurants

SAVE THE DATE
North American Tea Conference
Turning A New Leaf
DATE
September 25 - 27, 2018
LOCATION
Hilton Hotel & Suites
Niagara Falls/Fallsview Canada

- Gold Medal Tea Competition
- Sustainability Award
Annex VIII: Ms Alexis Kaae’s Presentation on Branding Tea in EU

Danish Tea Association

Branding Nepal Tea in EU
- Ms. Alexis Kaae - President, Danish Tea Association, Denmark
- April 7th 11:50-12:10

1. My hook – short video – This is what I do, I inspire people to drink good tea.
2. Self intro – My name is Alexis Kaae I live in Denmark and I am the co-founder and director of the DTA
3. Transition to topic – Getting Scandinavians to drink Nepalese tea?

Side 1: DTA intro
The Danish Tea Association was founded in 2014 by a group of small tea businesses in Denmark. The objective is to revelate true tea, tea culture and provide a platform for educating consumers, fellow members, restaurants, tearooms and cafes in Scandinavia and Northern Europe.

Side 2: Intro to DTA board members and their logos
Many of today’s European consumers are drinking insipid tea dust and artificially flavoured potpourri, unaware that true tea really exists. The DTA aim du turn this around by creating awareness for good quality, sustainable tea by avoiding added chemicals and flavouring.

Side 3: The Northern European (Nordic) Countries - 27 million people - only 12% drink tea
The total population of the Northern European Nordic countries including Greenland is no more than 27 million people. What’s even more interesting is that only 12% drink tea (3 million) – That means there are roughly 24 million potential tea drinkers out there! So, we need to turn 24 million coffee drinkers into tea drinkers?
Let’s have a quick look at their culture and habits

Slide 4: Copenhagen is ranked the happiest city in the world
Scandinavia has been regarded as having some of the happiest countries in the world. Copenhagen is ranked to be the happiest city in the world. There are several reasons for this - both cultural and political. But one word in the Danish language sums it all up.

Slide 5 Hygge
Hygge is a Danish word which has no direct English translation. It’scosiness, intimacy and warmth all in one word – but it can be a lot more than that. It can include togetherness, food, drink and even lighting – very often candlelight. It can refer to being on your own curled up in front of the fire with a good book or it can be used when you are together with friends or family. But one thing’s for certain, it always includes a beverage. Therefore, tea is “hygge” and that is how we need to promote it to the Scandinavians.
Another reason why Scandinavians seem to be so contented. This is due to their welfare model, which fundamentally underpins the nations wellbeing – they have very high taxes, but receive social security, universal healthcare, and a universal pension in return. This means, that they never have to worry about an income. This gives them the ability to purchase what they need. Generally, Scandinavians have the buying power, we just need them to buy good tea. Apart from “hygge” and social welfare. Scandinavians want to stay fit and healthy and are willing to pay huge sums of money for health supplements and medicine

**Slide 6 Scandinavians are concerned about their health**

Although the Nordic countries are renowned for their happiness. They are not necessary renowned for their good health. Critics often point out that anti-depressant consumption is very high in Denmark for a country that claims to be the happiest in the world. According to the Organisation for Economic Co-operation and Development (OECD), Denmark ranks second in Europe for anti-depressant consumption per capita. This is why tea would be so beneficial to the Scandinavian consumer. Good tea makes you feel good and can reduce anxiety.

Health benefits of tea are often toted in glossy magazines as weight loss cures, however there is never any real research to back these claims and consumers are often left with the belief that all teas are created equally. However, there has been an interest regarding the antibacterial benefits of white tea. An experiment is being carried out this year at Vejle Hospital in Denmark. This experiment is to determine if white tea can be used for patients receiving chemotherapy as a prevention of mucositis better known as thrush. So far, the results have shown positive. According to World Cancer Research Fund International (WCRF) Denmark is ranked highest in the world for cancer for both men and women. In comparison Nepal is ranked second to last. These statistics have given rise to a surge of organic panic buying especially in Denmark.

**Slide 7 Why is certified organic important?**

Over the last 10 years Scandinavia has seen a huge increase in organic products. The demands for natural products without the use of pesticides, artificial fertilizers or chemicals is booming. Choosing certified organic or biodynamic is often the only control we have to avoid harmful chemical residues in our food. In fact, unless a product has an organic logo on it, it is automatically assumed that it contains chemicals. More often, the organic versions will be the choice of preference. Organic tea is very scarce in Scandinavia, which could account for why so few people drink tea. However, it is a fact that organic orthodox tea produced in Nepal is some of the finest quality tea you can find in the world. This is what we need to promote.

**Slide 8 Why transparency matters?**

Scandinavians are prepared to pay far more for a product, knowing it can be traced back to a family or particular tea garden. Most people would prefer to support a family rather than a multinational brand or industry. In 2017, the ministry of environment and food of Denmark required that all tea businesses needed to provide sufficient documentation of transparency of their tea. Transparency is key when trying to protect Nepal’s true identity. It will prevent tea being sold to China at a pittance and resold as Chinese tea or on to India to sell as counterfeit Darjeeling. By
keeping the tea transparent it will provide valuable information on agricultural supply chains, which could be an important asset towards increasing the price value. European tea businesses are now providing their consumers with a SCOPE analysis on their packaging. SCOPE being an acronym for Season, Cultivar, Origin, Picking standard and Process and Elevation. This information requires transparency.

**Slide 9 Discovering Nepal teas true identity.** The initiative for the Nepal Tea Quality trademark can only be applauded. It evokes the rediscovery of the hidden treasure of true Nepal Tea by imploring openness, authenticity and quality. On behalf of the DTA, we would like to wish you every success with this endeavour.

**Slide 10 Thank you.**
Annex IX: Special Thanks To

Secretariat Management
Ram Limbu
Gaurab Luitel
Tayama Rai
Swarnim Chemjong

Event Management
Radha Krishna Dhital
Mohan Gajurel
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Biplov Poudel
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Sangit Baral
Milan Shrestha
Subash Pradhan
Sabitri Magar

Cultural Program
Santosh Lamichanne
Sajan Tamang
Saraswati Khatri
Step by Step Dance Academy
Soorsudha Musical Band

Media and Publication
Manish Gautam
Yogesh Pandey
Moti Marashini
Binod Adhikari
Maitri Subedi

Stage designing
Raja Gupta

Director of Photography
Bidur Pandey
Kiran Pandey

Website
Pratik Basyal
Santosh Purbey
Prabin Banjade

Volunteers from NTCDB
Lila Shiwakoti
Khagendra Bista
Kusum Bhandari
Ananta Dhungana
Prakash Shrestha
Nabin Koirala
Eak Raj Sanjyal
Dipak Chaudhari
CP Basnet
Nagendra Subedi
Puspa Shrestha

Volunteers from EM
Nisha Rajchal
Pooza Puri
Anisha Adhikari
Bindiya Pujari
Rakshya Bhandari
Nitu Banjara
Barsha Baral
Deepika Subedi
Aakriti Lamsal
Yubina Bhattachara

Tea Tasting
Chandra Bhusan Subba
Sonam P. Lama

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