



LET'S
'TEA'M UP
FOR
SUSTAINABILITY

DELIGHTFULLY INDIAN



Jointly Organized By



UPASI

In association with:

The Federation of All India Tea Traders' Association (FAITTA)

Indian Tea Exporters' Association (ITEA)

The South India Tea Exporters' Association (SITEA)

Think Tea, Think India!

One of the largest producers and exporters of tea, India is now synonymous with a drink that can be dubbed as the 'elixir of life'. From the scenic hills of the Nilgiris to the exotic slopes of Darjeeling, from the large tea ranges of Assam to the gentle slopes of Kangra in the outer Himalayas — many varieties of tea find their origins in Indian soil; each boasting a flavor that is both distinct and inimitable.

India is renowned as the largest producer of black tea in the world. The country's supremacy in producing the finest quality of orthodox and CTC tea is widely acknowledged. While India's status as a leading player in the world tea market is undisputable, the present challenge is to scale up to newer heights.

Tea Board of India and The United Planters' Association of Southern India (UPASI), under the aegis of The Consultative Committee of Plantation Associations (CCPA), jointly organize the India International Tea Convention from 22 to 24 September, 2016 at Ooty, The Nilgiris. The event will be held in collaboration with the Federation of All India Tea Traders' Association (FAITTA), the Indian Tea Exporters' Association (ITEA), and The South India Tea Exporters' Association (SITEA).





What

Sustainability is the keyword for balanced and inclusive growth in the international tea market. The term encompasses several aspects such as sustainable agricultural practices, environmental sustainability, employee welfare, community livelihood and workplace safety. India, as a significant player in the tea market, is quickly aligning itself to meet these requirements. Apart from focusing on these issues, the convention will bring together industry experts who will meet, analyze and develop strategies aimed at widening the horizons for the industry. Tea enthusiasts from across the world will also be treated to a wide variety of exotic teas.

Where

The Nilgiri Ranges are home to some of India's most flavored and aromatic teas. It is therefore apt that the IITC 2016 be held at Ooty (at the Sterling Holidays, Fernhill) - the picturesque town also known as the 'Queen of Hill Stations'. Nestled in the embrace of the Western Ghats, Ooty makes for a serene and invigorating environment; and the perfect ambience for a tea congregation.

Take Aways From IITC 2016

IITC 2016 intends to be a comprehensive conference for the tea fraternity. Nearly 500 delegates - both international and domestic - are expected to participate. The highlight of IITC is the much-anticipated Business Session, which will be held on 23 and 24 September, 2016 and will feature presentations by internationally renowned speakers and tea professionals on 'Key Markets-Global Trends', 'Domestic Market-Indian Initiatives', 'Sustainability Issues-Emerging Dimensions', 'New Frontiers in Tea Marketing'.



The Golden Leaf India Awards



South India is home to a wide variety of teas, each one of which boasts an exclusive character and unique flavor profile. Since 2005, the Golden Leaf India Awards — the first ever structured tea quality competition — has inspired producers to achieve their full potential through the spirit of competition. Over the years, there have been commendable efforts in the restructure of business processes, as well as field and factory practices. With substantial enrichment in the quality of South Indian teas - be it from the aromatic Nilgiris, the fragrant High Ranges, the floral Anamallais, the brisk Wayanad, the full-bodied Travancore, and the balanced Karnataka - these awards have rightfully placed South Indian teas on the world map.

The convention will host a Tea Tasting Session, featuring teas that competed in the XII Edition of the Golden Leaf India Awards held recently in Dubai, besides teas from other producing regions will also be on display.

Exhibition

Another exciting feature of the IITC is the Exhibition, which will showcase a wide variety of teas from around the world. The Exhibition will detail the finer nuances behind the science and technology of tea production. The convention will be an apt platform to network with industry experts, assess opportunities, and experience the world of tea-making.

IITC 1999 – Kochi, Kerala | IITC 2000 – Delhi | IITC 2003 – Kolkata, West Bengal
IITC 2007 – Guwahati, Assam | IITC 2009 – Kochi, Kerala | IITC 2012 – Canacona, Goa

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