

## ■ Aims of the World Green Tea Conference 2019

In recent years, green tea consumption has grown across the globe. Tea producing countries have increased their production of green tea, and the distribution of green tea has accelerated around the world. In response to the growth of the green tea market, Japan is driving forward initiatives to export green tea to overseas markets and expects exports to increase even further in the future.

The World Green Tea Conference 2019 will gather tea industry leaders, distributors, and other experts who are active around the world to share the latest information on the distribution of green tea and discuss the growth outlook of the global green tea market.

## ■ Program

8th(Fri) November, 2019

10:30 am – 10:35 am	<b>Opening</b> Introduction of Chairperson and Speakers
10:35 am – 11:55 am	<b>Presentation</b> <b>◆ Yoshiyuki Takeda</b> / Former President, Japanese Society of Tea Science and Technology Former Director of Tea Research, National Institute of Vegetable and Tea Science <b>◆ Manuja Peiris</b> / Chief Executive/Statistician, International Tea Committee Ltd.
11:55 am – 01:00 pm	Lunch Break
01:00 pm – 03:00 pm	<b>Presentation</b> <b>◆ Rona Tison</b> / Executive Vice President of Corporate Relations & PR, ITO EN (North America) INC. <b>◆ Katharine P. Burnett</b> / Associate Professor, University of California, Davis Founding Director, Global Tea Initiative for the Study of Tea Culture and Science <b>◆ Shabnam Weber</b> / President, Tea and Herbal Association of Canada
03:00 pm – 03:20 pm	Break
03:20 pm – 04:50 pm	<b>Panel Discussion</b>  Chairperson : Yoshiyuki Takeda  Panelists : Manuja Peiris Rona Tison Katharine P. Burnett Shabnam Weber
05:00 pm	<b>Closing</b>