



AUTUMN



WINTER



SPRING



SUMMER



meeting point of  
tea lovers!

19 20 21 OCTOBER 2018  
YER: PARC CEREMONIE KILIZMAN



DIFFERENT TASTES - SPIRITUAL AND DELICIOUS PRESENTATIONS - EQUIPMENTS - ENTERTAINING ACTIVITIES - CULTURE AND ART





**SPIRITUAL, DELICIOUS AND VARIOUS PRESENTATIONS OF THE “TEA”**

**DIFFERENT TASTES ACCOMPANIER OF THE “TEA”**

**ELEGANT TEA EQUIPMENTS WITH GENTLE PRESENTATION TECHNIQUES**

**ENTERTAINING ACTIVITIES  
ENRICHED WITH CULTURE AND ART :  
“İZMİR TEA FESTIVAL 2018”**



Name of the Organization	: İzmir Tea Festival '18
Organization Area	: Parc Ceremonie Kilizman * İzmir/TURKEY
Organization Motto	: Luckily, There is Tea !
Date of the Organization	: 2018 October 19-20-21
Organization Agent	: OPRA Team

## **PARTICIPANT PROFILE OF THE FESTIVAL**

- \* Classical Tea Producers and Distributors
- \* Qualified\*Artisan Tea Producers and Distributors
- \* Tea Houses, Patisseries and Tea Cafes
- \* Tea Equipments, Producers and Distrubutors
- \* Distrubutors and Producers of Tea Equipments
- \* Distrubutors and Producers of Tea Consumption
- \* Bookstores, Company and Publishing House
- \* Boutique Art Workshops
- \* Personal Development & Self Care Products and Brands
- \* Proffesional Consultants & Tea and Concept Experts







# ADVERTISEMENT, TRADE, ENTERTAINMENT AND BREAK TIME “İZMİR TEA FESTIVAL” TIME !

Our first festival in 2017 had great feedback and provided satisfaction for whole participants, visitors and public opinion. For 2018, we are preparing with the same motivation to bring you our special concepts and activities.

With this festival, which is offering the modern presentation of the epic and spiritual journey of the tea, we are aiming to bring more national and international representatives of this sector. In order to present your brand to your target audience and the potential partners, we are waiting for you to the “Izmir Tea Festival 18”, in which, we are going to bring tea sector's dynamics together with the socio cultural and entertaining activities.



## ABOUT THE TEA...

**The dream of the emperor was to lead its army invincible..**

*B.C. 2500 / Qing Dynasty*

**It was symbolized in the route for the independence of the world super power.**

*1773 American Colonies / Boston Tea Party*

**While 5 o'clock tea was representing royalty, nobody knew that it was established for the hunger games.**

*1800's United Kingdom / Anna, the Duchess of Bedford*

**No one could expect that “tea” was going to develop the economy of the whole region, and at the same time, make the whole country addicted to itself**

*1900's Republic of Turkey / Young Republic Executive and Agricultural Engineer Mr.Zihni DERİN*

**We have to bring tea sector and suppliers together with tea lovers in every aspect of the social life!**

*2017 İzmir / İzmir Tea Festival*





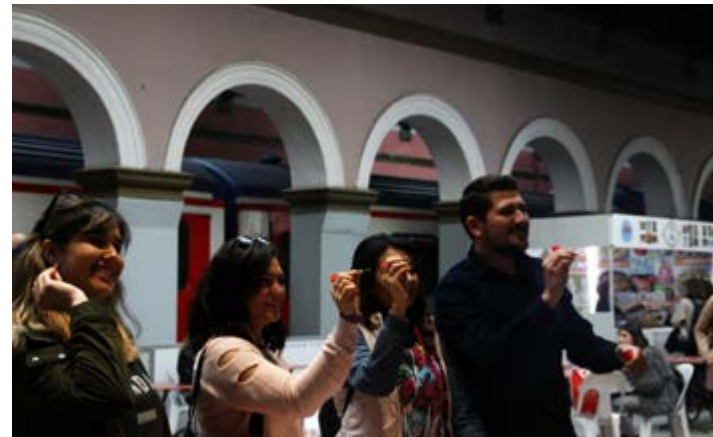


*We initiated an interactive communication between our festival's concept and our target audience. We determined the needs of our visitors and participants during our preparation period. In the route of that preparation, we are getting ready for a joyful weekend regarding to everyone's hobbies and interests.*

*We aim to contribute that natural brewing and infusing techniques of tea are healthier via using tea experts. All brewing & infusing methods will be exhibited (tea brewing specialists and health experts will do that). In addition to that, our experts will present the benefits of different tea types, and the reasons why we should consume them.*

*We are going to present every aspects of "tea" including the current and possible trends to our product & service providers and our visitors. After these presentations, you will learn how to applicate these techniques at your home, office, campus and your social community.*

*Free testing of different tea types from different countries and cultures, workshops, interviews, supplementary tastes of tea and the meditation methods via using tea will be the vital experience for our participants and visitors about the magical side of our everyday drink.*



## WHAT ARE THE DATES OF THE FESTIVAL?

*We prefer to organize this festival on October, the most delighted month of the Izmir at the autumn. We carefully selected the days of the festival in order to avoid having an anniversary or special event at the days of the festival.*

*October in Izmir is not too cold or too hot, so that, various presentations of the "tea" (cold or hot) and the other tastes of the festival would not be affected negatively from the seasonal conditions.*

*At the October 19-20-21, we are waiting for you to our festival to enjoy the late summer of Izmir with fresh air, tea, and joyful activities such as music, dance, delicious tastes and cultural interchange!*







## The Festival's Location...

*Festival will be in a natural and gentle place like “tea”, near the countryside, which can be easily reached by public transportation and personal vehicles.*

*“Parc Ceremonia Kilizman Güzelbahce”, which is 20 minutes away from the city center, is the location where Izmir Tea Festival 2018 is going to take place. It is just 10 minutes away from the newest ferry port of Izmir by walking and in addition to that, it is on the route of both public buses and public collective taxis. With its gorgeous green areas, centuries-old trees, fascinating landscape gardening and isolated nature from the chaos and traffic, you will rest your soul!*

*With our technical infrastructure and expert staff consists of professional, we are going to provide all conditions to complete festival smoothly.*

## Parc Ceremonie Kilizman











## in the Festival...

*ADVERTISEMENT&PROMOTION&SALE STANDS*

*TEA ART GALLERY*



*TEA&BAGEL&CHEESE*

(BREAKFEAST)

*MUSIC*







## INTERVIEWS



## WORKSHOP



## TEA MEDITATION AND YOGA



## TEA, LITERATURE AND ART







**Target Audience** : Tea Lovers, Tea Sector Relators  
**Target Participant Brands** : 40+  
**Target Visitors** : 10000+





