



THE 4TH
AFRICAN TEA
CONVENTION & EXHIBITION



SPEECH BY MR. GIDEON MUGO, CHAIRMAN EATTA, DURING THE 4TH AFRICAN TEA CONVENTION AND EXHIBITION HELD AT KAMPALA SERENA HOTEL, KAMPALA ON WEDNESDAY, 26TH JUNE, 2019

THE RIGHT HONOURABLE PRIME MINISTER OF THE REPUBLIC OF UGANDA, DR. RUHAKANA RUGUNDA,

THE MINISTER FOR MINISTER OF TRADE, INDUSTRY AND CO-OPERATIVES, HONOURABLE AMELIA KYAMBADDE

AMBASSADOR KATUREEBE TAYEBWA, UGANDA CONSULAR GENERAL, MOMBASA

MEMBERS OF THE DIPLOMATIC COMMUNITY, DISTINGUISHED GUESTS, SPONSORS, EXHIBITORS, AND CONFERENCE PARTICIPANTS, LADIES AND GENTLEMEN.

ON BEHALF OF THE EAST AFRICAN TEA TRADE ASSOCIATION IT IS MY GREAT PLEASURE TO WELCOME YOU ALL TO THE 4TH AFRICAN TEA CONVENTION AND EXHIBITION.

ON BEHALF OF THE EATTA IT IS MY GREAT PLEASURE TO TO WELCOME YOU TO THE FOURTH AFRICAN TEA CONVENTION AND EXHIBITION, IN KAMPALA, UGANDA.

THANK YOU, THE RIGHT HONORABLE PRIME MINISTER, FOR ACCEPTING TO GRACE THIS IMPORTANT OCCASION. THE CONVENTION HAS ATTRACTED MORE THAN 400 PARTICIPANTS AND EXHIBITORS FROM 24 COUNTRIES ACROSS THE TEA VALUE CHAIN IN THE WOLRD.

THE TEA CONVENTION IS AN OPPORTUNITY FOR THE PARTICIPANTS TO SHARE IDEAS AS WELL AS LEARN FROM EACH OTHER. THERE SHALL BE PRESENTATIONS BY EXPERTS DRAWN FROM DIFFERENT SECTORS OF THE TEA VALUE CHAIN.

LADIES AND GENTLEMEN, EATTA'S PRINCIPAL MANDATE IS THE PROMOTION OF ORDERLY SALE OF TEA AMONG ITS MEMBERS. IT IS ALSO INVOLVED IN LOBBYING AND ADVOCACY ON BEHALF OF ITS MEMBERS. THE MOMBASA TEA AUCTION IS CURRENTLY THE LARGEST TEA AUCTION CENTRES IN THE WORLD.

TODAY, EATTA HAS A MEMBERSHIP OF 220 COMPANIES COMPRISING OF TEA PRODUCERS, TEA BUYERS AND EXPORTERS, TEA PACKERS , BROKERS, WAREHOUSEMEN, AND ASSOCIATE MEMBERS. EATTA IS FUNDED BY MEMBERS REPRESENTING ELEVEN (11) COUNTRIES WHICH INCLUDE KENYA, UGANDA, TANZANIA, RWANDA, BURUNDI, THE DEMOCRATIC REPUBLIC OF CONGO, MALAWI, MOZAMBIQUE, MADAGASCAR AND ETHIOPIA. THIS IS TRUELY A PAN AFRICAN ORGANIZATION .

IN THE YEAR 2018, THE MOMBASA TEA AUCTION CENTRE TRADED OVER 400 MILLION KILOGRAMMES OF TEA VALUED AT OVER ONE BILLION US DOLLARS. THIS VOLUME ACCOUNTED FOR 32% OF GLOBAL TEA EXPORTS.

RIGHT HONORAABLE PRIME MINISTER, WE APPRECIATE THAT UGANDA HAS APPROXIMATELY 200,000 HA OF LAND SUITABLE FOR TEA AND ABOUT 44,000 HA ARE CURRENTLY UNDER TEA PRODUCING APPROXIMATELY 80 MILLION KILOGRAMS OF MADE TEA. THE BALANCE OF 156,000 HA OR 78% OF IT IS HELD BY THE SMALLHOLDERS.

ON AVERAGE TEA GENERATES OVER US\$100 MILLION IN FOREIGN EXCHANGE AND THE INDUSTRY EMPLOYS OVER 110,000 PEOPLE DIRECTLY AND ABOUT HALF A MILLION INDIRECTLY DEPEND ON THE TEA INDUSTRY IN THE COUNTRY. 97% OF THE UGANDA'S PRODUCTION IS EXPORTED.

CLOSE TO US\$ 48 OR UGSHS 180 BILLION GETS PAID OUT ANNUALLY TO THE UGANDA RURAL AREAS BY THE TEA INDUSTRY. I AM SURE THE PARTICIPANTS WILL JOIN ME IN CONGRATULATING THE PEOPLE OF UGANDA FOR THIS ACHIEVEMENT.

THERE IS NEED TO ENCOURAGE JOINT VENTURES IN TEA PROCESSING FACTORIES, TEA VALUE ADDITION THROUGH BLENDING AND PACKAGING OF TEA, PROMOTION OF TEA AND ENCOURAGING EXPORT OF PACKAGED TEAS.

RIGHT HONORABLE PRIME MINISTER, THIS CONVENTION HAS BEING ORGANIZED BY THE EAST AFRICAN TEA TRADE ASSOCIATION (EATTA), IN COLLABORATION WITH THE UGANDA TEA ASSOCIATION. THE PREPARATIONS STARTED IN DECEMBER, 2018 AND WE WOULD LIKE TO APPRECIATE THE ROLE THEY HAVE PLAYED IN MAKING THIS CONVENTION A SUCCESS.

I WOULD ALSO LIKE TO TAKE THIS OPPORTUNITY TO THANK THE SPONSORS, EXHIBITORS AND PARTICIPANTS FOR THEIR CONTRIBUTION IN MAKING THE CONVENTION A SUCCESS.

AS I CONCLUDE MY REMARKS, THE CLIMAX OF THE CONVENTION IS THE RECOGNITION OF THE TEA CUPPING COMPETITION WINNERS. THE COMPETITION WAS OPEN TO ALL TEA PRODUCERS FROM AFRICA. THE TEA TYPES THAT WERE ALLOWED INTO THE COMPETITION WERE MAIN GRADES OF BLACK CTC TEA. EACH TEA SAMPLE WITHIN THE GRADE WAS EVALUATED FOR ITS LEAF APPEARANCE, LIQUER SPECIFICALLY LOOKING AT STRENGTH, BRISKNESS FLAVOUR AND BRIGHTNESS.

THE JURY THIS YEAR WILL SHORTLY TELL US WHO THE WINNERS ARE. THE JURY IS COMPRISED OF SEASONED TEA TASTERS DRAWN FROM TEA BROKERS EAST AFRICA LTD, STANSAND AFRICA, ATLAS TEA BROKERS, UNION TEA BROKERS AND CHAI TRADING COMPANY LTD. MAY I REQUEST THE JUDGES TO STAND UP FOR ACKNOWLEDGEMENT.

RIGHT HONORABLE PRIME MINISTER, THIS YEARS EVENT HAS BEEN VERY COMPETITIVE. WE WOULD BE MOST DELIGHTED IF YOU COULD PRESIDE OVER THE AWARD CEREMONY FOR WINNERS.

AS WE LOOK FORWARD, WE NEED TO KEEP IN MIND THAT FOR THE LONG-TERM SUSTAINABILITY OF MOMBASA TEA AUCTION CENTRE, QUALITY OF OUR TEA SHOULD BE THE HALLMARK OF WHAT WE DO.

THANK YOU, ONCE AGAIN RIGHT HONORABLE PRIME MINISTER, FOR SPARING YOUR VALUABLE TIME TO JOIN US THIS MORNING.

I THANK YOU ALL.

GIDEON MUGO
CHAIRMAN
EAST AFRICAN TEA TRADE ASSOCIATION