

5th AFRICAN TEA CONVENTION PROGRAM- 20TH -22ND JULY 2022



THE 5TH
AFRICAN TEA
CONVENTION & EXHIBITION
20th - 22nd July 2022
BUJUMBURA, BURUNDI
www.africateaconvention.com

Theme: “Managing for the Future: Sustainable Tea Business Practices”

Theme: “Managing for the Future: Sustainable Tea Business practices”

DATE	TIME	TOPIC	SPEAKER
Day One: Wednesday, 20 th July, 2022		Hotel club du lac Tanganyika, Bujumbura, Burundi	
SESSION CHAIR: MASTER OF CEREMONY			
	07:30am – 08.30am	Registration of Delegates/ Tea Documentaries	Event Management and Convention Administrator
	08:30am – 9:00am	Climate setting and briefing	Master of ceremony
	9:00am – 9.20am	Welcome remarks by the Director General, OTB	Hon. Deogratias Nduwimana
	9:20am – 9.30 am	Speech by the Managing Director of EATTA	Mr. Edward K Mudibo
	9.30am – 9.45 am	Speech by the Chairman of EATTA	Mr. Arthur D Sewe
	9.45 am – 10.00am	Remarks by Platinum sponsors	Equity Bank and EAPI
Tea Break			
	10:30am – 10.40 am	National Anthem of Burundi	Master of ceremony
	10.40 am – 11.00 am	Entertainment	Master of ceremony
	11.00am – 11.10 am	Remarks by Burundi Ambassador, Nairobi and Kenya Ambassador in Burundi	H.E Amb. Evelyne Habonimana H.E Amb. Mr. Daniel Wambura
	11.10am – 11.25am	Speech by the Minister for Environment, Agriculture and Livestock	Dr. Déo Guide Rurema
	11.25am – 11.45am	Presentation of awards	Master of ceremony
	11:45am – 12.30pm	Key note address by the Guest of Honour	H.E President General Évariste Ndayishimiye
	12:30pm – 01:00pm	Guided tour of the exhibitions	
Lunch Break			
SESSION CHAIR: MR. ARTHUR D SEWE -CHAIRMAN EATTA			
	2:15pm - 2:45pm	The Story of African Tea	Mr. Joseph Ngige, Chief Executive Officer, Karirana Tea Factory
	2:45pm -3:15pm	Inspirational story-The History of Tea Business in Burundi	Mr. Emmanuel Ndayiziga, Commercial Director, OTB
	3:15pm – 3:45pm	The Uniqueness of African Tea	Prof. Martin Obanda, JKUAT
	3.45pm – 4:15pm	Reclaim Sustainability! Inclusivity and Fair value distribution in the global tea value chain	Mr. Onesimus Matsiko, Chairman of Uganda Tea Outgrowers Association - Solidaridad, East & Central Africa and Ms. Bethule

			Nyamambi, Program Manager, Trust Africa
	4:15pm – 4:45pm	Plenary session	
Tea Break and Visit to Exhibition Booths			
	6.00 pm	Departure from Hotel club du lac Tanganyika to Roca Golf Hotel	
	6.45 pm	Cocktail – Roca Golf Hotel	
Day Two: Thursday, 21st July, 2022			
SESSION CHAIR: MR. EDWARD MUDIBO – MANAGING DIRECTOR EATTA			
	08:15 am-08:45 am	Economic Outlook 2022: Changes in the global dynamics that pose risks for Africa	Mr. George Macharia - GM Food & Agriculture- Equity Bank
	08:45 am – 09:15am	African Continental Free Trade Area: Challenges, opportunities and the way forward	Mr. Benedict Musengele, TMEA
	09:15 am – 9.45am	The future of the Smallholder Tea Farming: A case study of KTDA	Mr. David Ichoho, Chairman, KTDA Holdings Ltd
	09:45 am – 10.00am	Plenary session	
	10:00am – 10.45 am	Tea Break and Visit to Exhibition Booths	
SESSION CHAIR: MR. GREGORY MUGABE, DIRECTOR, EATTA			
	10:45am – 11.30 am	Global Logistics disruptions	Mr Carl Lorenz Managing Director Maersk Eastern Africa
	11:30 am – 12:00pm	Emerging trends in agricultural commodities packaging markets – East African experience	Mr. Kimani K Mwaura, Managing Director, East African Packaging Industries Ltd (EAPI)
	12.00pm- 12.45pm	Break away sessions Topic 1. Effects of Climate change on African Tea in Future Topic 2. Engineering excellence in continuous withering system Topic 3. Importance of the Pakistan Tea Bazaar	Michael Orang’i Onchabo Country Director Kenya and Tanzania, Rainforest Alliance Nishant Garg, Managing Director, Gem Machinery & Allied Industries Mr. Mohamed Hanif Janoo, Pakistan Tea Association
	12.45pm-1.00pm	Plenary Session	
Lunch Break			
SESSION CHAIR: MR. WILLIAM OYOSI, DIRECTOR, EATTA			
	2:15pm – 2.45 pm	Egypt Tea market history and future prospects	Mr. Mohamed Rizk Heiza Director, Free Lance Tea Consultant, Egypt

	2:45pm – 3:15pm	Global Trends in tea production and demand and transformation of African tea through global trade	Mr. Peter Kibiku, Tea Board of Kenya
	3:15pm – 4:00pm	Use of technology and E-commerce to enhance market access	Dr. M T Ziyad Mohamed CIC Agribusinesses (Pvt) Ltd
	4:00pm – 4:45pm	Break away sessions Topic 1. Tea Fluff – A novel tea processing by product Topic 2. Marketing dynamics of Specialty Teas and Diversification Topic 3. Status on the shorter alternative access route to Mombasa from the hinterland countries of Burundi, Rwanda and DRC	Mr. Thaddeus Mose, TEMEC Ms. Joyce Maina, Cambridge Tea Consulting Ltd Mr. Emile Sinzumusi, Director of Customs and Trade Facilitation, Northern Corridor Transit and Transport Coordinator Authority
	4:45pm – 5:00 pm	Plenary Session	
	6.00 pm	Departure from Hotel club du lac Tanganyika to Zion Beach Hotel	
Tea Break			
7.00 pm		Gala Dinner: Venue Zion Beach Hotel	
Day Three: Friday, 22nd July, 2022			
SESSION CHAIR: MR. DAVID MUTANGANA, DIRECTOR, EATTA			
	8.30am – 9.00am	Evolution of Tea Quality and major influencing Factors in Eastern Africa Region for the last 20 years	Mr. Joseph Kamanu, Consultant
	9:00am – 9.45am	Benefits of Regulations that promote the Tea Industry	Ms. Peris Mudida, Director, Tea Board of Kenya
Tea Break and Visit to Exhibition Booths			
	10:15am – 10:45am	Promotion of high-yielding and drought-resistant tea clone varieties Striking the right balance between production and demand in the tea sector	Dr. S.M. Kamunya, Tea Research Foundation Ms. Jane Nyambura, Ethical Tea Partnership
	10:45am – 11:15am	Institutional Strengthening -The Kenya experience	Ms. Miyoba Lubemba - Senior Programme Officer, International Trade Centre
	11.15am – 11.45am	Conclusion and Recommendations	
	11:45am – 12.15pm	Recognition of participants and sponsors	
	12.15pm – 12:45pm	Closing Remarks by the Minister for Environment, Agriculture and Livestock Vote of thanks	Dr. Déo Guide Rurema
	12.45pm – 2.30pm	Lunch and preparation for Social Events	

SOCIAL ACTIVITIES

There are social activities organized for participants who will be staying in Bujumbura after the convention. These will be optional and at the expense of the participants. Registration for those interested in these events will be done at the convention secretariat (Hotel Club du lac Tanganyika).

Day three: Afternoon 22nd July 2022 (Friday)

Bujumbura City Tour: The city tour takes about **3 and a half** hours to complete. It covers important sites like **Livingston and Stanley memorial, Ubumwe monument, Mausolee of Prince Louis Rwagasore, Independence Square** and other touristic sites. Departure from Hotel Club du Lac Tanganyika, will be 2:30 pm and return by 6:30 pm. The cost of the trip is \$60 per participant.

This includes Car, a tour guide and entrance fees.

Day four: 23rd July, 2022 (Saturday)

Option One- a visit to a Tea estate

This is a visit to a Tea Estate which is situated Teza. It is a One (1) hour drive from Bujumbura. A bus taking visitors to Teza Tea plantation will leave Hotel club du lac Tanganyika at 8:30am and returning later in the evening on the same day. The cost of the trip is \$100 per participant.

Other places of visit during the tour include a road trip to Gitega and a drive to Gishora drum sanctuary as they are on the way to the Tea plantation. (If there is more time available, pygmy villa and Busekera Village shall also be included in the Tour).

Option Two - Golfing at Roca Golf Club

ROCA Golf Club is a fantastic golf club within Bujumbura city. A tournament has been organized that you are invited to attend. Green fees are \$30 per participant.