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CONTENTS







- Factories Licensed to Produce
 Orthodox Tea
- 10. US Enhances Trade with Kenya
- **13.** Rwanda Scoops Top Tea Tasting Awards
- 14. Tea Prices On A Free Fall
- 17. Go for Speciality Tea...

Museveni Tips African Tea Growers

- 18. Photo Scene
- **20.** Power Outages Hurt Uganda's Tea Industry
- 24. Tea from an Economic Perspective
- **25.** Equity Celebrates 35 Years
- 28. Convention Awards
- **30.** Statistics
- **34.** Calendar of Events



A Publication for the East African Tea Trade Association



East African Tea Trade Association

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Word from the MD

e once again welcome our members, stakeholders and general readers to yet another informative edition of the Tea Junction magazine- the official journal of the EastAfrican Tea Trade Association dedicated to the coverage of tea industry in Africa.

Since tea is an international commodity, we have decided to go online with the aim of reaching readers across the globe. We will also be partnering with organizers of International Tea Conventions in different parts of the world as our marketing strategy for the magazine, targeting readership within tea traders, buyers and enthusiasts attending these events. This will enable us expand our market beyond the ten export destinations which form the traditional markets for Kenyan Tea accounting for 87% of our tea export volume.

On the same note, we are indeed elated with the success of the recent 4th International Africa Tea Convention and Exhibition, the flagship marketing event for EATTA and its members, held in Kampala, Uganda in June this year.

In the initial plan, EATTA had intended the tea convention to be a bi-Annual event to be held every alternate year to the Global Dubai Tea Forum. This is because the Dubai Tea Forum is recognized as the exhibition that most closely targets the same delegates as EATTA would want to invite.

The Conventions have been held in Mombasa in June 2011, Kigali, Rwanda in August, 2013 and in Nairobi in May, 2017.

FOREWORD



This is indeed the opportunity to showcase Africa as a global player in the tea industry. The convention is an attraction to delegates as it is a forum where cutting edge technology and thought leadership is freely shared by international experts. The exhibition enables all aspects of the selling process – attention, persuasion, desire and purchasing – to be compressed into a single event.

On the other hand, tea prices have been experiencing a decline or stagnation for the last five years or so, due to various factors across the globe. This is at a time our farmers have stepped up production volumes and are grappling with increased costs of production such as labour, fertilizer, electricity and fuel.

We have therefore called upon our farmers to slow down on tea production. We need a frequent supply/demand simulation to be done on a regular basis and shared to act as an early warning in an effort to stabilize the prices. Producers need to diversify from Non-CTC teas to value-added and specialty teas. This has to be supported by incentives.

There is also need to encourage more tea consumption in the local market and enhanced promotion especially in new and emerging markets.

Finally, we wish you an enjoyable read hopping that the Tea Junction will provide you with the desired information about the tea industry.

Edward Mudibo

Managing Director EATTA



Factories Licensed to Produce Orthodox Tea

The Tea Junction Managing Editor **George Sunguh** recently interviewed **Mr. Edward Mudibo** who is the Managing Director East African Tea Trade Association (EATTA) on wide ranging issues concerning the tea industry. Below is the excerpts of the interview:

East African Tea Trade Association (EATTA) celebrated its 60th anniversary recently, what are the major plans going forward into the next decade?

n line with the EATTA Strategic Plan (2018-2022) EATTA intends to pursue the following strategic goals, namely: Effective mobilization of resources through membership, innovative business practices and leveraging upon development partnerships thereby growing overall revenues; Development of an efficient and effective tea trading platform operating in a business friendly and enabled environment that guarantees maximum returns for EATTA members thereby achieving a membership The desired outcome of iTTS is to have a system that lowers operating cost for producers, increases trading windows for teas and hence a potential increase in the teas traded through the auction system, increase in auction participants and a reduction of the trading cycle.

satisfaction; Re engineering EATTA processes to excel at corporate governance, resource mobilization, tea auction management, lobbying and advocating for member interests, tea sales and marketing and membership management services thereby improving service delivery and Development of sufficient human, information and organization capital, adequately equipped and motivated to fulfill EATTAs mission and vision.

The intended outcome of the plan is to increase members satisfaction, enhance financial sustainability, enhance quality service delivery and strengthen institutional capacity.

Kenya and indeed most African tea growing countries specialize on the production of black tea while some school of thought is of the opinion that diversification could earn better revenues- What are your comments?

Indeed, diversification could earn better revenues and should be encouraged. There is need for product diversification by promoting orthodox tea production. There are already 12 tea factories in Kenya licensed to produce orthodox tea.

Not much tea is traded between African states in spite of several free trade agreements, what should be done to improve this situation?

Expanding intra-African trade is key to accelerating economic growth on the continent. Africa's current internal trade is low—making up only about 10 percent of its total trade. Most of its exports go to the world's advanced economies, and most of its imports come from those same advanced economies.

Kenya has a comparative advantage in the export of tea. As the world's largest exporter, it can now take advantage of the recently signed ACFTA Africa having imported 323, 000 metric tonnes accounts for about 7% of all tea consumed in the world. The main importing countries are Egypt who imported 86,000 metric tonnes. This was mainly from Kenya. The next largest importer of tea in Africa is Morroco who in 2016 imported 62,000 metric tonnes of which 94% originated in China. The third largest African importer of tea was Sudan who in 2016 imported 32,000 metric tonnes virtually all from Kenya.

There is need to improve on the crossborder infrastructure in order to facilitate trade.

In 2018 Kenya produced a record 458 million kgs of tea, yet prices have remained low for five years running now, what needs to be done to stabilize the prices?

In order to ensure sustainability of the tea industry various interventions are proposed. Slow down on tea production and frequent supply/demand simulation needs to be done on a regular basis to act as an early warning. With incentives, Producers need to diversify from Non-CTC teas to value-added and specialty teas. There is also need to encourage more tea consumption in the local market and enhanced promotion especially in new and emerging markets.

How does Kenyan tea prices compare with those of other tea growing countries like China, India and Pakistan?

Global tea production in 2018 was estimated at 5.85 billion kilos up from 5.81 billion kilos in 2017, an increase 0.68%. Africa's contribution to this production figure was 717 million kilos accounting for 12.25%. Global exports



were 1.85 billion kilos while Africa's contribution was 654 million kilos accounting for 35%. Productivity is predominantly driven by weather and improved crop husbandry.

Global consumption of tea in 2018 was 5.61 billion kilos compared to 5.48 billion kilos in 2017 an increase of 2.4% and a surplus of 241 million kilos. Economies of a number of importing countries are heavily dependent on oil and gas whose prices have been persistently low. Currency devaluations in a number of importing countries have had a negative impact on disposable income for consumer goods. The result is that there has been a general decline in tea prices.

EATTA has been advocating for quality rather than quantity tea, how can farmers achieve this?

The farmers need to be sensitized on good husbandry and plucking standards. Consumers are more knowledgeable about tea varieties and origin and there is a shift towards premium tea. Tea consumers are increasingly looking for high value specialty teas. Young consumers are also increasingly searching for innovations and healthy teas.

Specialty tea is not popular in Kenya, any plans to popularize the same?

The main trends and drivers for

specialty teas include the need for transparency, traceability and sustainability, innovation, health and wellness functional claims. There are changing consumer preferences towards more premium quality products.

In order to popularize specialty tea there is need for further research on the right category, channel, market. There is need to further enhance linkages with tea boards, tea associations and diversified markets.

Rwanda tea has apparently been fetching better prices than Kenyan products at the auctionwhy is this the case?

At the close of 2018 Rwanda registered the highest average price standing at US\$ 2.85. The average prices for the other countries are: Kenya (US\$ 2.59), Burundi (US\$ 2.49), Tanzania (US\$ 1.67), Democratic Republic of Congo (US\$ 1.53), Uganda (US\$ 1.51), Madagascar (US\$ 1.48), Ethiopia (US\$ 1.35), Malawi (US\$ 1.21) and Mozambique (US\$ 1.21).

The reasons for the Rwanda tea has apparently been fetching better prices at the auction include a younger plantation / bush that was revitalized after 1994.

Excellent standards of agronomy with strict adherence to fine plucking, good volcanic soil, ideal weather that combines the right proportion of adequate rain with sun light and maintenance of a tea volume of production that is manageable (not tempted to overproduce).

A few years ago, EATTA embarked on a project to automate tea auction and selling process- at what stage is the process?

With the support of Trade Mark East Africa, EATTA proposed the implementation of the integrated Tea Trading System (iTTS) that will encompass the entire tea export process: pre-auction (from producers' commitment to sell tea, tea dispatch, tea warehousing and tea catalogue management), auction (selling and buying of tea on the auction floor), post-auction (tea payment management and tea post payment export processes) and a B2B marketing network (marketing windows and ecommerce windows).

The implementation of the iTTS will be based on a phased approach: Phase I will consist of Trading Analytics Platform and the Inventory Management Platform. Phase 2 will consist of e-catalogue management, Trading Management Platform (will be introduced firstly purely on the auction floor and gradually move to online). Phase 3 – Trading Payment gateway and interface Services platform.

The desired outcome of iTTS is to have a system that lowers operating cost for producers, increases trading windows for teas and hence a potential increase in the teas traded through the auction system, increase in auction participants and a reduction of the trading cycle.

How is this likely to impact on the process?

The proposed integrated Tea Trading System (iTTS) will reduce the period in the tea trading cycle. iTTS will ensure availability and access to tea trade data in a timely, reliable, accurate and verifiable manner

When fully implemented, iTTs will significantly reduce the need for physical presence or representation as a pre-requisite to buy and sell tea. It is expected that iTTS will simplify the tea



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trading process reducing, among other things, the learning curve for new entrants into the tea sector, streamlining of processes. It will contribute to a significant reduction of direct costs associated with the auction process: these are mainly administrative costs.

By reducing cost and shortening the trading cycle, iTTs will contribute to an increase in the income of producers/farmers even in the event that tea prices remain constant. It will also create the opportunity of multiple trading windows and hence possibility of breaking bulk. This will enable tea packers to effectively participate in the auction.

The iTTS will enhance the opportunities for marketing and selling value added teas, increase the volumes of tea sold at the auction in a period of time and enhance transparency in the tea export process especially in price determination. It is also anticipated that there will be increased participation in the tea trading process by the various actors of interest.

The Kenyan tea market has remained the same over the years, any plans to expand the scope?

The ten export destinations, most of which are traditional markets for Kenyan Tea accounted for 87% of Kenya tea export volume. Most of the traditional markets recorded higher tea imports from Kenya except Egypt and Yemen which registered lower imports.

Pakistan was the leading tea export destination for Kenyan tea having imported 13.86 Million Kgs, accounting for 39% of the total export volume. Other key export destinations for Kenyan tea were Egypt (5.21Million Kgs), UK (4.09 Million Kgs), UAE (2.66 Million Kgs), Russia (1.50Million Kgs), Sudan (0.98 Million Kgs), Kazakhstan (0.92 Million Kgs), Yemen (0.72 Million Kgs), Bangladesh (0.48 Million Kgs) and Ireland (0.42 Million Kgs).

Emerging markets that recorded significantly higher tea imports from Kenya included Bangladesh, Nigeria, Ireland, Iran, India, Poland, Netherlands, Somalia, Turkey, Indonesia, Japan, Ghana, Malaysia, Uzbekistan, China, Northern Marina islands and Germany

There is also need for the development of an enabling National Value addition framework to provide incentives for export of value-added tea products.

Other strategies that could be adopted include review of a global Tea Promotion Strategy, review of Industry productivity and competitiveness in collaboration with the Ministry of labour and collaboration with Export Promotion Council and Brand Kenya to develop origin brand and increase visibility for Kenyan tea.

You have organized the African Tea Trade Convention four times now, is the event achieving the objectives it was set for?

In its initial plan, EATTA had intended the tea convention to be a bi-Annual event to be held every alternate year to the Global Dubai Tea Forum. This is because the Dubai Tea Forum is recognized as the exhibition that most closely targets the same delegates as EATTA would want to invite.

The first African International Tea Convention was held at the Sarova Whitesands Beach Resort and Spa from 26th to 28th June 2011. The second Convention was held in Kigali, Rwanda in August, 2013 and the third Convention was held at the Radisson Blu Hotel, Nairobi in May, 2017. The Convention was conducted in Kampala, Uganda from 26th -28th June, 2019.

The international Africa tea convention and exhibition is the flagship marketing event for EATTA and its members. This is the opportunity to showcase Africa as a global player in the tea industry. The convention is an attraction to delegates as it is a forum where cutting edge technology and thought leadership is freely shared by international experts. The exhibition enables all aspects of the selling process – attention, persuasion, desire and purchasing – to be compressed into a single event.

The Convention broadens a participant's customer base, provides the exhibitor an opportunity to introduce new products and services to an instant audience and provides access to the media, who also use the Convention and exhibition to gather information on new directions within the tea industry

Environmental awareness has been key on EATTA agenda to help reduce the Green House Gas emissions- how successful have you been on this front? The East African Tea Trade Association

The East African Tea Trade Association and co-implemented by UNEP and the African Development Bank initiated the Greening Tea in East Africa Project (GTIEA). This was a small-hydro power initiative, funded by the Global Environmental Facility (GEF). The Project began in August 2007 and ended in 2012.

The objectives of the GTIEA Project were to increase investments in small

hydropower projects and reduce energy costs to the tea industries in EATTA countries, improve reliability of power supply, increase power supply for rural electrification and reduce greenhouse gas emissions.

The new developments in the Energy sector which include proposed policy changes to allow for Energy Banking, Net Energy Metering and Standard Power Purchase Agreement bode well for the development of renewable energy. These developments will attract more investments in energy projects not only in the tea industry sector but also in other economic sectors in the whole country.

There have been plans to acquire a piece of land in Mombasa for the EATTA headquarters to facilitate trade – what is the position?

An Investments Adhoc Committee has been formed to explore investment opportunities and advice the Board and membership on the prospects and possibilities of setting up the EATTA headquarters after due diligence. The outcome of the Committee recommendations shall inform on the way forward.



SECRETARIAT NEWS

US Enhances Trade with Kenya

he US ambassador to Kenya His Excellency Kyle McCarter recently visited the Tea Trade Centre in Mombasa where he met with members and management staff of EATTA.

During the visit, the Ambassador commended the industry for the progress made in modernizing the Tea Trading process. He assured EATTA of the US government's continued support towards enhancing good trading relations between the US and Kenya.

The United States has enjoyed a longstanding cordial relationship with Kenya dating back to 1964 a diplomatic relations was established between the two countries following Kenya's independence from the United Kingdom in December 1963.

Relations between the two countries became closer after Kenya's

U.S. private sector interest in Kenya remains robust with n u m e r o u s A m e r i c a n companies engaged in Kenya, especially in the technology, consumer services, banking, and finance sectors.

democratic transition of 2002 and subsequent improvements in civil liberties. Longstanding mutual interests in the region and wide-ranging cooperation on economic and security issues underpin a strong bilateral relationship.

As one of East Africa's largest economies, Kenya is a growing business, financial, and transportation hub for the region, and U.S. investment in Kenya and bilateral trade are important elements of the U.S.-Kenya relationship. As an important developing partner in East Africa, Kenya is a significant recipient of U.S. foreign assistance. The United States seeks to advance its national security and economic prosperity interests by helping strengthen economic stability, security, health, education, environment, rule of law, and democratic governance in Kenya, as well as by countering violent extremism and combatting wildlife trafficking.

Bilateral Economic Relations

Kenya's diversified economy has produced 5-6 percent annual GDP growth over the last decade, and an increasing number of American companies have established their regional or Africa-wide headquarters in Nairobi.

Continued to Page 12 ...

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SECRETARIAL NEWS

...Continued from Page 10

Kenya remains East Africa's largest and most important business, financial, and transportation hub, with 80 percent of East Africa's trade flowing through Mombasa Port.

The United States was the third largest destination for Kenya's exports and the seventh largest source of its imports in 2017. The United States was the number one source of foreign tourist arrivals to Kenya in 2016 and 2017, with NY-Nairobi direct flights scheduled which began in October, 2018.

U.S. private sector interest in Kenya

remains robust with numerous American companies engaged in Kenya, especially in the technology, consumer services, banking, and finance sectors. Kenya enjoys preferential trade benefits under the African Growth and Opportunity Act, and in late 2018 the two countries launched a U.S.-Kenya Trade and Investment Working Group to expand trade and investment. U.S. exports to Kenya include agricultural products, aircraft parts, and machinery. U.S. imports from Kenya include apparel, coffee, and tea. U.S. business investment is primarily in services, The United States was the third largest destination for Kenya's exports and the seventh largest source of its imports in 2017.

information technology, and the tourism industry. The United States also has signed trade and investment framework agreements with the East African Community and with the Common Market for Eastern and Southern Africa. Kenya is a member of both regional organizations.



EATTA was honored to host the US ambassador to Kenya His excellency Kyle McCarter when he visited Mombasa Tea Auction Centre.





The Tea Junction Magazine is the official mouth piece of the East African Tea Trade Association (EATTA) and the African tea industry by extension. It's readership is drawn from the stakeholders, business community, government and non-governmental executives and the general public keen on keeping a breast with the happenings in the tea industry across the globe.

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TEA AWARDS



...after winning awards for all the five categories

R wandese companies triumphed in the 4th African Tea Convention held in Kampala, Uganda after winning five awards during the 2019 Tea Cupping Competition.

Rwanda also produced the winner of the overall award at the 4th African Tea Convention.

The convention was organised by the EastAfrican Tea Traders Association and attracted over 400 participants from across Africa and other parts of the world.

The awards winning firms include Rwanda Mountain Tea (overall winner), Kitabi BP I, Nyabihu PFI, Gisovu PD, and Kitabi DI.

The companies were recognised for their "best quality tea" having stood out in an East African tea tasting competition.

Rwandese tea is traded on the Mombasa tea auction among others drawn from ten tea growing African countries and has continuously outperformed other regional teas during auctions, fetching highest prices per kilogramme.

It now stands 20 per cent on average above Kenyan tea, the nearest competitor in terms of quality on the regional market, according to Amb. Bill Kayonga, the Chief Executive Officer of the National Agricultural Export Board (NAEB).

"In general, our tea is very well sought after on the market.

Kenya is by far ahead of us in terms of volumes but our tea is better than theirs in terms of quality," Kayonga told The NewTimes.

This year NAEB targets to increase revenues from tea exports to \$102 million from \$90 million collected in 2018.

Tea export volumes are projected at 31,500 metric tonnes by the end of the year.

Participants at the forum discussed developments in the tea value chain, including factors affecting tea farmers and other key players.

OVERALL WINNERS

Overall winners – RWANDA MOUNTAIN TEA I[®] Position BPI – RWANDA MOUNTAIN TEA – KITABI MARK

IstPosition PFI – RWANDA MOUNTAIN TEA – NYABIHU MARK

I^{*}Position PD – GISOVU TEA COMPANY LTD – GISOVU MARK

I[®] Position D – RWANDA MOUNTAIN TEA – KITABI MARK

RUNNERS UP

KTDA	RUKURIRI	BPI	KENYA	
KTDA	IRIAINI	PFI	KENYA	
KTDA	NDIMA	PD	KENYA	
KTDA	MOMUL	DustI	KENYA	
ОТВ	RWEGURA	BPI	BURUNDI	
ОТВ	RWEGURA	PFI	BURUNDI	
MABAYI	MABAYI	PD	BURUNDI	
TEZA	TEZA		DustI	
BURUNDI				
KYAMUHUNGA				
TEA COMPANY				
KYAMUHUI	NGA	BPI	UGANDA	
KAYONZA	λ			
GROWER	STEA			
FACTORY	KAYONZA	PFI	UGANDA	
KYAMUHUNGA				
TEA COM	PANY			
KYAMUHUI	NGA	PD	UGANDA	
KAYONZA	λ			
GROWERSTEA				
FACTORY	KAYONZA	Dust	UGANDA	

COVER STORY

Tea Prices On A Free Fall ... as farmers step up production

ea, one of Kenya's premier foreign exchange earners has been experiencing decline in prices for the last five years causing jitters in the industry.

According to Mr. Edward K. Mudibo, Managing Director, East African Tea Trade Association tea prices at the Mombasa Tea Auction Center started a free fall in 2013 when the average price declined by 2.5 percent in relation to 2012 to 2.79 USD per kg. In 2014 average price declined further to 2.65 USD per kg. The average price of tea was \$2.73 per kilo in 2015, \$2.29 per kilo in 2016, \$2.98 per kilogramme in 2017 and \$2.58 in 2018.

He attributed some of the factors contributing to the low prices and returns as overproduction of tea as a result of increased planting, husbandry and rehabilitation.

Tea production, he said, was 350 million in 2012, 432 million kilos in 2013, 445 million kilos in 2014 and 399 million kilos in 2015. The production was 473 million kilos in 2016, 439 million kilos in 2017 and 492 million kilos in 2018.

External socio economic and political factors, he said, have contributed to the declining tea prices.

Pakistan continues to be a major player in the global tea trade. The impact of currency devaluation in that country is felt today. Inflation in Egypt reached highs of 20% in 2018 but is projected to drop to 14% in 2019. The United Kingdom continues to be unpredictable in the wake of uncertainties associated with Brexit.

"High inflation rates in Sudan hitting

A reduction in export to Arabian markets due to the Arab spring uprising, drop in oil prices and heat wave in Europe have all contributed to the declined demand and consequently low prices.

70% and the recent political developments are a concern for the tea trade. The reintroduction of US led sanctions to Iran is bound to have far reaching ramifications to the trade as well. A reduction in export to Arabian markets due to the Arab spring uprising, drop in oil prices and heat wave in Europe have all contributed to the declined demand and consequently low prices."



Auction Volume & Price movement year

Decline in quality of some teas as a result of weak enforcement of Tea Regulations resulting in leaf hawking, mushrooming of new tea factories and in some instances, substandard processing machinery has also contributed to the problem.

The tea trade, the MD said, has not embraced and kept pace with the changing consumer demands from tradition and culture to health and wellness benefits in tea.

"This requires a need to shift towards premium tea and high value specialty teas as consumers are more knowledgeable about tea varieties and origin. Young consumers are increasingly searching for innovations and healthy teas while consumers have growing interest in food-safety management systems. Supermarkets are also demanding higher quality teas often at discounted prices."

Other contributing factors to the decline in tea prices and returns include the levying of VAT on direct sales by local exporters, levying of VAT on buyer inter-trading, lack of adequate consumer driven research and development and promotional activities.

While tea prices have been on the decline or stagnated the tea industry is grappling with increased costs of production such as labour, fertilizer, electricity and fuel. With the prevailing low average price of tea most tea producers are not able to sustain the costs of production. This is expected to lead to low returns to the multinational tea companies and the KTDA smallscale tea farmers in the form of the annual final payments popularly known as "tea bonus". Some tea producers have recorded losses.

Mr. Mudibo has given some proposals to help stem the decline:

"In order to ensure sustainability of the tea industry, short term, medium term and long-term interventions are proposed. Slow down on tea production and frequent supply/demand simulation needs to be done on a regular basis and shared to act as an early warning. Producers need to diversify from Non-CTC teas to value-added and specialty teas. This has to be supported by incentives. There is also need to encourage more tea consumption in the local market and enhanced promotion especially in new and emerging markets."

Global Perspective

Global tea production in 2018 was estimated at 5.85 billion kilos up from 5.81 billion kilos in 2017, 0.68% increase. Africa's contribution to this production figure was 717 million kilos accounting for 12.25%. Global exports were 1.85 billion kilos while Africa's contribution was 654 million kilos accounting for 35%. Productivity is predominantly driven by weather and improved husbandry.

Continued to Page 16...

COVER STORY

...Continued from Page 15

Global consumption of tea in 2018 was 5.61 billion kilos compared to 5.48 billion kilos in 2017 an increase of 2.4% and a surplus of 241 million kilos. Economies of a number of importing countries are heavily dependent on oil and gas whose prices have been persistently low. Currency devaluations in a number of importing countries have had a negative impact on disposable income for consumer goods.

Previously, FAO Intergovernmental Group on Tea (IGG/Tea) had cautioned tea producers not to overreact to the good prices realized in 2009/10 by planting more crops warning that it could lead to an oversupply on the market. FAO IGG advises that greater effort should be made on expanding demand, particularly in producing countries where per capita consumption is low compared to traditional import markets. In addition, FAO has encouraged diversification into other tea varieties such as green, organic and other value-added teas.

With a population of over one billion

people and growing, Africa is the second most populous continent in the world behind Asia and provides a big potential market for tea and its related products. This in itself would lead to favourable tea prices and better returns to the tea producers and other members across the value chain.

Local Perspective

The performance of the tea industry is vital to the Kenyan economy. Tea has for many years been the largest foreign exchange earner in Kenya contributing over Kshs 114 billion in 2013, Kshs 101 billion in 2014, Kshs 124 billion in 2015, Kshs 120.6 billion in 2016, Kshs 129 billion in 2017 and Kshs 140 billion in 2018.

The tea industry contributes about 4% to the GDP and more than 20% of the foreign exchange. More than 700,000 Kenyans earn a living from tea and 6 million Kenyans directly or indirectly earn a living from tea.

Tea is grown in 21 counties and is also the only cash crop grown widely in geographically dispersed areas in Kenya. Tea is therefore an effective catalyst for rural development and has assisted to fund maintenance of rural road access, provide health and education facilities to rural populations. Small scale tea farmers' account for over 60% of Kenya's production through 69 KTDA managed tea factories while 40% is produced by the medium and large size tea estates.

The Mombasa tea auction is currently the largest black CTC tea auction centre in the world and accounts for 32% of global tea exports. The auction is known for high quality teas and operates on forces of demand and supply. When the volume of tea offered increases in a situation of static demand the price will decline.

In the year 2018, the Mombasa tea auction centre traded over 400 million kilogrammes of tea valued at over one billion US dollars. More than 396 million kilos of tea were sold through the auction in 2015 and 390 million kilos in 2017.

Go for Speality Tea... Museveni Tips African Tea Growers

By Badru Afunadula

President Yoweri Museveni has asked African tea growers to cultivate brands that could attract premium prices from the international markets instead of over relying the traditional black tea brand.

While opening the gathering, Uganda's Prime Minister, Rukahana Rugunda who represented President Yoweri Museveni who at the time was in China for the China-Africa Economic and Trade Expo urged African countries to diversify their tea products if they are to increase their earnings from the sector.

"In Africa, there are few (tea) brands that attract premium prices. We are mainly specialising in growing of black tea but if we could diversify, our earnings from the tea sector would increase," Museveni advised in a message delivered by Rugunda.

Relatedly, he urged African countries to improve their tea standards and quality so as to be competitive on the global market.

His Keynote address followed opening

In Africa, there are few (tea) brands that attract premium prices. We are mainly specialising in growing of black tea but if we could diversify, our earnings from the tea sector would increase.

remarks by Uganda's Minister of Trade, Industry and Co-operatives, Amelia Kyambadde who revealed that Uganda is working on a policy aimed at regulating and protecting the tea sector.

"On 4th July, we will validate the Tea Policy then submit it to cabinet for approval. By August or September, we must have a policy in place."

Uganda has 200,000 hectares of land suitable for tea growing but only 44,000 hectares are utilised.

In his presentation, Gregory Mugambe -Chairman Uganda Tea Association said tea producers in Africa are faced with continued low prices against high cost of doing business thus threatening the future of the industry.

His remarks were reiterated by a tea farmer, Aggrey Amanyabyoona believes

the problem is as a result of limited support from governments.

Amanyabyoona who is also a member of the Board of Directors of Uganda Tea Development Agency Ltd called up on government to support farmers and processing line owners to ensure that the crop is adequately handled to keep its quality.

His calls attracted an immediate positive feedback from Kyambadde who admitted government is struggling to address the challenges, especially funding the tea sector however, "government is currently constructing power dams and we plan to allocate some (power) lines to industries like tea processing industries at cheaper tariffs.

Continued to Page22...

PHOTO SCENE



Mr. Edward Mudibo, Managing Director, EATTA (left) welcomes, Uganda's Prime Minister, Rukahana Rugunda at the venue of the 4th African Tea Convention & Exhibition in Kampala Uganda.



Tea tasters at work during 2019 Tea Cupping Competition held at the 4thAfricanTeaConvention in Kampala, Uganda.



A delegate is being taken through some of the exhibits at the Agriculture and Food Authority (AFA) exhibition stand.



Uganda Tea Development Corporation stand was attraction during the $4^{\rm th}$ African Tea Convention.



The Ugandan Prime Minister, Rukahana Rugunda (centre), accompanied by some of the dignitaries, is all ears as Kenya Tea Development Authority (KTDA) staff took him through some of the products at the exhibition stand.



All ready for a toast, ushering an eventful evening spiced with some of the best drinks, sumptuous meal and first class entertainment.

PHOTO SCENE



African Tea Convention and Exhibition enables all aspects of the selling process of tea – attention, persuasion, desire and purchasing – to be compressed into a single event. Here these delegates can be seen applying the principles at best.



It's a happy moment during the Gala Dinner after the conclusion of the 4th African Tea Convention in Kampala.



Delegates had the opportunity to enjoy Ugandan mouth watering dishes during the Gala Dinner.



Mr. Kenneth Mwangi of Tea Brokers East Africaposing a question during the Convention.



... and it was time for a jig as these gentlemen attest by putting their best feet forward.

TEA CAPTAINS

Power Outages Hurt Uganda's Tea Industry

...as high bills increases cost of tea production in the country.

Adrine Kobusingye, Chair for Igara Tea Factory Board of Directors who isalso a Board Member Uganda Hotel Owners Association spoke to our correspondent in Kampala **Badru Afunadula**, about challenges facing Uganda's tea sector

Who is Adrine Kobusingye?

'm a businesswoman who was born in a humble family to peasant parents in Buhweju - South Western Uganda. I am also a founder Chairperson of Igara-Buhweju Tea Farmers Sacco, first and only Sacco for tea farmers in the country.

At what stage did you pick interest in tea?

Right from childhood. I grew up in a family with a tea background. Tea was our only source of livelihood. We were born 12 and we are all university graduates because of tea. I ventured into business shortly after graduating but the need to keep my dad's legacy alive saw me return to tea farming.

How big is your tea farm?

When I returned to tea farming, my family's capacity was only 5 hectares. I have since expanded it to more than 25 hectares.

How did you end up in leadership at Igara?

Igara BOD was always dominated by men. At one time, it had II board members with 10 being men and only one lady. I always felt challenged to change this. This opportunity finally availed itself in 2014 when I was elected as a board member. In January this year, I was elected the chair BOD Igara Tea succeeding Gershom Rwakasanga Kateera who had been at the helm for six years. But before this, I am the founding chair of Igara-Buhweju tea farmers SACCO which has over 3,000 farmers. It is the only tea farmers SACCO and offers financial help to farmers.

How are you finding your new position?

To be honest, being chair is not a walk in the park. Igara is so explosive.

What are some of the challenges you have encountered as chair? Being one of the leading brands in the



We pay electricity at a domestic tariff, which is too high for a factory. It is not surprising that our biggest bill comes from electricity. Secondly, this power is on and off and this affects our operations. Because of this, we have been forced to buy generators and this has increased our cost of production.

TEA CAPTAINS

country, all eyes are on us from farmers to politicians.

Secondly, we never had any competition for so many years but now we have five rival factories that have come up. The good thing about my current position is that you get to learn a lot.

What are some of the challenges being faced by Igara tea factory?

One of our challenges is competition. The new factories are offering a higher price for tea leaves compared to ours and this has seen farmers run away from us to the new factories. This is a big challenge because it has left us with less tea leaves than our production capacity.

The other challenge is the cost of electricity and power shortage. We pay electricity at a domestic tariff, which is too high for a factory. It is not surprising that our biggest bill comes from electricity. Secondly, this power is on and off and this affects our operations. Because of this, we have been forced to buy generators and this has increased our cost of production.

We also face a challenge of poor roads. Tea gardens are far away from factories and these poor roads make transportation of the leaf very difficulty. It also affects tea quality because the leaf loses its colour during transportation. We have tried constructing the roads by ourselves but still we can't do it alone without government help. With our expenses on tea production, we are not making any profit. We are just surviving. Our target was to move from two to five factories but we have even failed to construct a third factory.

Have you ever raised these challenges to government?

Yes, we are in an engagement with the government on these matter. We also want to be given attention like other sectors like the coffee sector because Uganda's tea sector directly employs more than 68,000 persons and supports over 1,000,000 people in rural communities. Government



should at least help farmers with farm inputs like fertilizers. Tea can not survive without fertilisers. Farmers can hardly afford them and neither can they get loans because banks charge very high interests.

What measures have you put in place to address the challenge of competition?

Having been in the tea business for many years, we are sure the prices offered by our competitors are unsustainable. In fact, some of these factories have over the years cut their prices way below what we offer and some of the farmers have started running back to us because unlike our competitors who are mainly after profits, our main objective is to collect the (tea) leaf, process, sell and bring money to farmers. Over 90% of Uganda's tea is exported.

Why is local consumption of Ugandan tea still low?

One of our biggest challenge is branding and marketing but we are

working on this. We want to make sure that at least 30% of Uganda's tea is consumed locally.

Where do you see Uganda's tea sector in the next five years?

Tea is Uganda's third largest agricultural export after Coffee and fish. We are currently the 12th largest producer of tea in the world and second in East Africa only after Kenya. However, Uganda's tea sector still remains an orphan even today. It is private-led and one of the biggest challenge is lack of a policy. This has seen the quality of Ugandan tea compromised because we don't have any regulator. But like you know, things can't be completed in one day....so we are optimistic that in the next five years, we'll likely have a tea policy in place. Secondly, Uganda has over 200,000 hectares of land suitable and available for tea growing. However only about 44,000 hectares is being utilised.With government support even the remaining 75% of the land will be utilised.

...Continued from Page 17

We are also focused on reviving the railway because trucks are expensive for farmers and producers to transport their products".

She further urged African countries to open up borders as one of the ways of speeding up post-border trade.

More than 40 nations signed the African Continental Free Trade Area agreement last year. The agreement commits governments to removing tariffs on 90% of goods and phasing in the rest in future.

However, majority have still failed to ratify this agreement. It ought to be remembered that it will only come into force when ratified by at least 22 countries.

Another farmer, Kirya Lamek from Kayonza Tea Growers appealed to to Kenya Tea Development Agency to avail some of its information to Ugandan tea growers since their research institute is no longer functioning.

"How can we Ugandan tea farmers access such (researched) information....because our Research Institute at Rwebitaba Zonal Agricultural Research is no longer functioning henceforth the lack of access to information on tea growing. We lack information on which tea type is best for which soils or region and similar information."

Kenya is currently the biggest exporter of tea in EastAfrica.

"In the region, we are still lagging behind in tea production. It shows there is need for us to address this. This convention provides an opportunity for us to learn how to improve our tea production," Kyambadde said.

Last year, Kenya produced more than 458 million kilogrammes (78%) compared to 397 million kilogrammes produced in 2017. This was the highest volume recorded so far in the history of the East Africa Tea Trade Association (EATTA).

Uganda was the second biggest producer with 72 million kilogramme (13%).

Tanzania produced 35 million Kilogrammes, Rwanda 31 million kilogrammes (4%) and Burundi 11 million kilogramme (2%).



Delegates are all ears during the three-day event organised by the East African Tea Tra

In his presentation, the Director ICT for Trade, Alban Odhiambo attributed the decline in tea exports and decline from tea earnings to a number of factors including large quantity of one type of tea (black tea) offered in bulk to a single market.

He also attributed the variations to seasonal changes as most of tea growing in EastAfrica is rain fed.

Nevertheless, he is optimistic these challenges can be addressed through promotion of SMEs in tea business, automation of auction and selling processes, development and promotion of purple and speciality teas, market and product development.

Pakistan is the biggest importer of East Africa's tea. It is followed by Egypt and UK respectively.

Generally, the demand for tea is on raise globally and this doesn't come as a surprise to experts like Simon Oduor Ochanda, a Doctor of Philosophy Food Science.

According to Doctor Ochanda, research has confirmed that there is evidence to indicate that green tea helps in lowering the chances of developing heart disease as well as specific kinds of cancer.

Black tea has strong oxidization, meaning that, in contrast with lessoxidized teas like white and oolong, it has a strong flavor and greater caffeine content.

4th AFRICAN TEA CONVENTION



ders Association and was attended by over 500 participants from around 25 countries, from Africa, Asia and Europe.

Oolong tea has been found to provide tea drinkers with a number of health benefits, including against inflammatory disorders, heart diseases, and high cholesterol levels, while promoting advantages like good dental health.

It has low caffeine content and provides mental relaxation in those who drink it.

Medicinally, herbal teas have a reputation for being drunk mainly due to the properties of sedation, relaxation and stimulation.

Another reason that people like to drink herbal tea is their therapeutic applications, which has a lot to do with the antioxidant properties of herbal teas.

Meanwhile, the first day of the convention saw various tea companies

awarded for their contribution towards the sector. The winners from Uganda were Kayonza Growers Tea and KyamuhungaTea.

From Kenya, the winners were; Iriani Tea Factory, Rukuriri Tea, Ndima Tea and Momul Tea.

Burundi; Rwegura Tea, Mabayi Tea and TezaTea.

Rwanda Mountain Tea from Rwanda emerged the over all winner of the day. The other winners from Rwanda included Kitabi BP I, Nyabihu PFI, Gisovu PD, and Kitabi DI.

The three-day event was organised by the East African Tea Traders Association and was attended by over 500 participants from around 25 countries, from Africa, Asia and Europe. Representing the organisers, Edward K. Mudibo, the Managing Director East African Tea Trade Association said the main purpose of the convention is to provide a platform where Africa projects itself as a major player in the tea industry.

"We know that Africa has a huge potential to be the source of the world's cup of tea. Nowhere is that more apparent than in Uganda, the host of the Convention.

The convention is an annual event. The previous gatherings have been was hosted in Nairobi, Mombasa and Rwanda. There was also an exbhition at the convention where participants had an opportunity of tasting the different tea brands and products.

TEA COLUMN



Tea from an Economic Perspective

The Kenya tea sub sector in recent year has faced volatile tea commodity price for a variety of reasons, including volatile production arising from co-evolving factors such as droughts and frost bite, and a strengthened connection between the price of tea and other commodities such as oil. Consequently, leading to high cost of production along the whole tea value chain, hence low margins to all the players along the chain - **Paul Ayiemba writes...**

he concept of marketing margin is central to the analysis of tea supply chain. A farm -to- retail marketing margin which is the difference between the implicit values of tea when sold at the retail level in processed form versus the explicit value of the unprocessed commodity at the farm level. For a tea firm to remain afloat and in business, its margin must cover both the cost of production and the overhead costs of the firms providing the marketing services.

The difference between the revenue and the total costs represents the unit profits for the tea firms. Most black tea product from our small holder tea factories are sold in bulk hence undifferentiated. It is important to note that one determinant of the size of the marketing margin is the degree of product differentiation, what we call in Agribusiness jargon branding. The idea is that a tea processing firm that sells a differentiated (branded) product will have more market power and so will enjoy higher marketing margin/profits. Product differentiation implies those tea firms selling in the retail market are no longer price takers implying they no longer operate in a perfect competitive market environment that characterizes agricultural sector but rather face downward sloping demand schedules.

These firms take advantage of their market power by marking up price above their marginal cost of production. Selling a more differentiated tea product typically implies that total cost of production of a tea firm engaged in branding is definitely higher relative to firms selling undifferentiated tea products, so it's important to note that higher marketing margins are not necessarily indicative of higher profits for the tea processing firms.

Tea tend to have a significant difference in tea products attributes such as weight, colour, taste and general appearance. Tea products heterogeneity arises for a variety of reasons including differences in the underlying genetic stock (cultivars), management practices, post -farm handling and an assortment of random factors attributable to weather, pest and disease.

Continued to Page26...

Equity Bank ...with a New Look & Logo



The dazzling fireworks display at Kenyatta International Convention Centre (KICC) in Nairobi that marked the launch event

Equity Group CEO & MD Dr. James Mwangi and Central Bank of Kenya Deputy Governor Sheila M'Mbijjewe display the new Equity logo.







Equity Group Founding Chairman Dr. Peter Munga makes his address.

Equity Group Managing Director and CEO Dr. James Mwangi gives his speech.



EQUITY

Equity Bank unveiled a new look as it seeks to accelerate growth through a refreshed identity graced by the Deputy Governor of the Central Bank of Kenya, Sheila M'Mbijjewe, as they celebrated 35 years of the Bank's operations in Kenya and giving customers a new promise for the future.

...Continued from Page24

For tea products there are a large number of diversion for which tea products quality can vary e.g. Primary grades such as BP1, PF1, PD and D1 and secondary grades such as Fanning, Dust and BMF, so that it cannot trade at a single price.

Tea products are often graded in order to create standardized subsets that can trade at different prices. Standard can exist without grades "free range", but grades are always assigned based on pre-established standards. Grading outcomes are subjective and will typically vary somewhat from year to year depending on the distribution of quality in the tea market and the specific preferences of tea buyers. In tea industry, standard and grading schemes are created and enforced by industry associations. A typical tea grading scheme will specify minimum threshold level for key positive quality attribute such as percentage total polyphenols content and will specify maximum threshold levels for key negative quality attributes contributors such as leaf standards, duration that green leaf spends in the field, high temperature due to respiration and senescence reactions and fertilizer rates.

Standardization can also plays an important role of allowing tea buyers to make purchase decisions without visually inspecting the commodity, which in turn significantly reduces tea marketing transaction costs thus increasing the firms' margin. If quality attributes are difficult to identify until after the tea commodity has been purchased and utilized, then grading takes on the additional role of reducing adverse selection. With lower adverse selection, tea producers have a greater incentive to invest in quality enhancing production techniques. For example, price premiums for BPI tea grades may induce tea producers to adopt cultivation of tea cultivars with proven high quality attributes. For tea, traders have an incentive to blend various quality versions together in order to achieve pre-defined grading standards at minimum cost. Blending allows a relatively low value commodity to be implicitly sold at a price that is higher than what would be the case if blending was not possible.



Another important benefit of tea grading is that it lowers the aggregate cost of storage and transportation. Aggregate costs are lowered because production from different tea producers can be mixed together shortly after green leaf leaves the farm. The cost savings associated with not preserving the identity of the green leaf can be substantial because there are generally large economies of scale associated with bulk storage and transportation of green leaf. Despite these scale-based cost savings, as tea supply chains shift toward becoming more vertically coordinated, there is a growing trend towards quality identity preservation from tea farm to consumers. Growing levels of vertical coordination also imply that tea processors and wholesalers are continually finding new ways to differentiate tea products through uses of private standards, certification and branding. Private standards and branding are particularly important when tea consumers place a high value on the credence attributes of tea products.

Tea products normally are disposed in a competitive market, as expected in a

competitive supply chain the marketing margins will conform to the law-of-oneprice (LOP) which state that, "profit seeking traders will ship the commodity (tea) from a low-price exporting region to a high – price importing region if the price difference exceeds the marginal transportation and handling costs". It's important to note that transportation and handling costs is a function of many factors such as state of infrastructure, restriction e.g. road blocks, rent seeking behaviour (kickbacks/corruption), insecurity, all these have a bearing on LOP (cost of production) and it's not just a matter of distance per se which in the long run affects firms margins.

The price of tea in a downstream (retailer price) position is expected to equal the upstream (farmer) price plus the unit cost of shifting the commodity downstream. This cost of shifting can include; processing, transportation, warehousing, marketing, insurance and other overhead expenses. In a competitive tea market, profit seeking traders will seek blending opportunities until marginal blending profits are driven to zero.

Tea products are often graded in order to create standardized subsets that can trade at different prices. Standard can exist without grades "free range", but grades are always assigned based on pre-established standards. Grading outcomes are subjective and will typically vary somewhat from year to year depending on the distribution of quality in the tea market and the specific preferences of tea buyers.

However, it's important to note that Prices for different tea grades are expected to be highly integrated overtime, especially if there is a high degree of substitutability across the different quality versions of the tea commodity. It is important to note that the concept of efficient price transmission is also relevant in a competitive marketing margin.

Vertical price transmission is a measure of how quickly and how completely a downstream (retailer) price adjustment causes the upstream (farmer) price to adjust and vice versa. Rapid and complete price transmission implies that the marketing margin will fluctuate very little over time in response to upstream and downstream price fluctuation, assuming that costs within the tea supply chain do not change.

Tea grading has the potential to be used strategically to achieve price discrimination. Demand in domestic tea market tends to be relatively inelastic whereas demand in export markets tends to be relatively elastic. In both

TEA COLUMN

cases, tea industry revenue can be increased if supply from the inelastic market is diverted to the elastic market such that marginal revenue rather than price is equal across the two markets. One way of achieving this type of price discrimination in a competitive tea market is to associate higher grades (primary tea grades) with the inelastic market and lower grades (secondary tea grades) with the elastic market.

By using the tea grade parameters to divert the tea commodity away from the inelastic market, new tea industry revenue from price discrimination can be generated thus enhancing the marketing margin for the players along the tea value chain. However, as player along the tea value chain strive to increase their marketing margin in this era of cut throat competition, they should take cognizant of the existing local and internationally adopted food standards, guidelines and codes of practice which are continually changing in response to new tea products, new production techniques and changes in consumer tastes and preferences.



CONVENTION AWARDS



Mr. Caesar Thairu of Union Tea Brokers receives a plaque from Uganda's Prime Minister Rukahana Rugunda during the Awards ceremony.



Mr. Rosemary Owino of Agriculture and Food Authority (AFA) receiving an award as a speaker.



Mr.Tom Muchura presenting an award to Prof. Wachira.



EATTA Chairman Mr. Gideon Mugo presenting an award to a presenter.



These participants are all ears during a plenary session at the 4th African Tea Convention held in Kampala, Uganda.



Mr. Albert Otochi presenting a speakers' award to Mr. John Mbugua, formerly of Venus Tea.



Agriculture and Food Authority

AFA is mandated to license tea manufacturing factories; to register buyers, brokers, packers, management agents and any other person dealing in tea; and promote Kenya tea in both the local and international markets.



AFA TEA DIRECTORATE,

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STATISTICS



Production by Categories

TOTAL BLACK GREEN OTHER







EATTA Directors



Mr. Gideon Mugo Chairman



Mr. John Bett Vice Chairman



Mr. Edward Mudibo Managing Director



Dr. Simon Gikang'a Director



Ms. Nelius Kariuki Director



Mr.Albert Otochi Director



Mr. H. S. Grewal Director



Mr. Nigel Leakey Director



Mr. Jotham Majyalibu Director



Mr. Jacques Bigirimana Director



Mr. Robert Mwatha Director



Mr. Stephen K. Bett Director



Mr.William Oyosi Director



Mr. Charles Kibandi Director



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TEA FESTIVAL, TRADE SHOW & CONFERENCE SCHEDULE

DATE

EVENT

Australia Tea Cultural Seminar

The Canadian Coffee & Tea Show

Tea & Coffee World Conference

San Francisco International Tea Festival

Taiwan International Tea, Coffee & Wine Expo

22nd Busan International Tea & Craft Fair

China Xiamen International Tea Industry Fair [Autumn]

Moscow Coffee & Tea Expo

The Great British Tea Festival

Vancouver Tea Festival

Berlin Tea Festival

Brazil Tea Festival

Coffee & Tea Festival

World Tea & Coffee Expo

Chicago International Tea Festival

COTECA Global Industry Expo

HJC Global Tea Fair [Autumn]

International Coffee & Tea Festival

India International Tea & Coffee Expo

Sept. 7th – 8th Sept. 22nd – 23rd Sept. 23rd-25th Oct. 7th – 10th

Oct. 10th – 14th Oct. 13th Oct. 19th - 20th

Nov. 1st - 3rd Nov. 4th - 5th Nov. 15th - 18th Nov. 21st - 23rd Nov. 21st -24th Nov. 23rd Nov. 27th - 28th Nov. 28th - 30th Dec. 7th - 8th

Dec. 14th - 15th Dec. 12th - 16th Dec. 4th - 6th

EVENT

Feb. June Oct.

2020

Houston Tea Festival Sacramento International Tea Festival COTECA Global Industry Expo Australian International Tea Expo

VENUE

Hobart, Tasmania, AUSTRALIA Toronto, Ontario, CANADA Hong Kong, CHINA

Moscow, RUSSIA Xiamen Derby, UNITED KINGDOM San Francisco, California, USA

Chicago, Illinois, USA Vancouver, British Columbia, CANADA Taipei, TAIWAN Mumbai, INDIA Busan, SOUTH KOREA Berlin, GERMANY Bangkok, THAILAND Kolkata, INDIA

Brasilia, BRAZIL Valley Forge, Oaks, Pennsylvania, USA Shenzhen, CHINA Dubai, UAE

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Mombasa Port, circa 1898

Mombasa Port, circa 1922

Mombasa Port, circa 1960s

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