

ORGANIZED BY:



WITH THE SUPPORT OF:



HARIO



EUROPEAN TEA DAY

2 JUNE 2023

14H00 - 17H30 CET



Belfius Bank - Rue de la Loi
82, 1040 Brussels, Belgium

REGISTER NOW



LIMITED AVAILABILITY

PROGRAM

14H00 - 14H10: Welcome & Introduction by
**Ellen Joncheere, President of the South
African Chamber of Commerce (for BE & LUX)**

14H10 - 14H20: European Tea Market:
Opportunities and Challenges - **Lorela Lohan,
CEO WanderlusTea**

14H20 - 14H30: Tea, the ideal food
transformer? - **Edouard Malbois**

**14H30 - 15H30: Panel - The European Tea
Market within the Global Perspective**

15H30 - 16H00: Q&A

16H00 - 16H15: *High-End Tea Break*

16H15 - 17H15: Tea Tasting & networking

17H15 - 17H30: Closing remarks

PANEL OUTLOOK



Lorela Lohan, CEO WanderlusTea
Moderator

- ✓ The Power of the Tea Community
- *David Veal, Executive Director of the **European
Speciality Tea Association***
- *Jeremy Tamen, Founding President of the
**Association Nationale pour la Valorisation des
Producteurs de Thé Français***
- ✓ Tea Entrepreneurship in Belgium - *Stijn Van
Schoonlandt, Founder of **Kruze Coffee & Tea***
- ✓ innovative Ways of Attracting the New Tea Gen
- *Katrīna Wild & Gundega Silniece from **Tea Tea
Me** (Online Intervention)*
- ✓ Tea & Food pairing: How to include specialitea
in the hospitality sector - *Edouard Malbois,
Founder of **Grands Jardins***
- ✓ South Africa: Expanding Rooibos into
international markets - *Han Meerburg from
Carmien*

IN COLLABORATION WITH:



SOUTH AFRICAN CHAMBER OF COMMERCE
FOR THE KINGDOM OF BELGIUM & THE GRAND DUTCHY OF LUXEMBOURG

