Proceeding of

Nepal Tea And The World

Flavours from the Himalayas

International Tea Event Kathmandu, Nepal

19-20 November, 2004

(04 - 05 मंसीर 2061)

Jointly Organised by:

Himalayan Orthodox Tea Producers Association (HOTPA)
Himalayan Tea Producers Cooperative Ltd. (HIMCOOP)
Nepal Tea Planter's Association (NTPA)
Nepal Tea Association (NTA)

National Tea and Coffee Development Board (NTCDB)

Winrock International/NTCGDA

GTZ

Agro Enterprise Centre/FNCCI

Published by
The World 2004 Sec

Nepal Tea & The World 2004 Secretariat AGRO ENTERPRISE CENTRE (AEC/FNCCI)

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Published by

Nepal Tea & The World 2004 Secretariat Agro Enterprise Center (AEC/ FNCCI) PO Box 7651, Teku, Kathmandu Tel.: 4262245, 4260262, Fax: +977-1-261671

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February 2005

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We would like to acknowledge Winrock International/NTCGDA for providing financial support for publication of this proceeding.

Preface

Nepal Tea and the World 2004, an International Tea Event was organized in Kathmandu to provide a dynamic forum and excellent opportunities to Nepalese Tea Entrepreneurs to interface with the leading players of the world in tea sector, particularly from Germany, India, Japan and the USA including tea buyers, tea professionals, potential partners and collaborators.

The event gave a platform to all those planners, bureaucrats, tea companies/estates owners, groups representing tea growers/farmers, tea professionals, tea marketers, financial institutions and donor community, who have interest in development of tea sector in Nepal. It gave the policy makers an opportunity to consider consolidating their plans and programs to project Nepalese tea in the world market. The participation and cooperation extended by the Rt. Honorable Prime Minister; honorable Minister of Agriculture and Cooperatives; honorable member of National Planning Commission; Governor of Nepal Rastra Bank and other high ranking government officials is of great importance. Participation of the policy makers in the technical sessions and receiving recommendations from the deliberations will certainly be helpful in reforming policies and remodeling the program activities required to promote the tea sector.

The Tea Event became a unique international gathering. The meeting had presence of prominent personalities of international tea sector and international journalists. The event gave opportunities to listen to their experiences and advices and to interact with them, which certainly had boosted the enthusiasm among the stakeholders in one hand and helped to project Nepal as an emerging tea producing country and her commitment for quality organic tea production. Many technical and professional papers, valuable summarization, questions floored and answers given during the sessions are included in detail in this proceeding.

We appreciate the partnership and cooperation of National Tea & Coffee Development Board (NTCDB), Nepal Tea Planter's Association (NTPA), Nepal Tea Association (NTA), Himalayan Orthodox Tea Producers Association (HOTPA), Himalayan Tea producers Cooperative Ltd. (HIMCOOP), GTZ/PSP Program and Winrock International/NTCGDA and Agro Enterprise Centre/ FNCCI in organizing the event. We would also like to recognize the effort made by the AEC staff. Special thanks goes to Dr. Deva Bhakta Shakya, Executive Director, Mr. Kiran Raj Pandey, Director, Agribusiness Policy; Mr. Santosh Raj Regmi, Program Manager, Agri Business Policy; Mr. Madhuwan Shrestha, In-house Consultant, AEC and Ms. Sangeeta Sherma, HOTPA, who extended their hands from the conception to the completion of the Event. We appreciate their dedication and professional work. We like to thank Nepal Rastra Bank for sponsoring lunch in the program.

The effort of Mr.Niraj Koirala as Master of Ceremony, Mr. Kiran K. Pant and the staff of MSD International for observing, compiling event activities and developing proceeding of the tea event are well commended.

Mr. Deepak Prakash Banskota Coordinator – Nepal Tea & World 2004

December 2004

Abbreviations

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Agro Enterprise Center
All Nepalese Tea and Coffee Centre
Agriculture Perspective Plan
Code of Conduct
Cut, Tear & Curl
Federation of Nepalese Chambers of Commerce and Industries
Global Development Alliance
German International Aid Agency
Himalayan Tea Producers Cooperatives Ltd.
His Majesty's Government
Himalayan Orthodox Tea Producers Association
Integrated Crop Management
Integrated Pest management
Nepal Tea Association
National Tea and Coffee Development Board
Nepal Tree Crop Global Development Alliance
Nepal Tea Planters Association
Overseas Development Assistance
Private Sector Promotion
Ready to Drink
United Arab Emirates
United Kingdom
United States of America
United States Agency for International Development
Winrock International
World Trade Organization

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About the Event

About the Event

Introduction

Tea is one of the high value crops grown in plains and hill in the elevation range of 50 to 2200 m above sea level in Nepal. Tea plantation is done in land, which is less suitable for cereals. It is widely accepted as green gold as the crop is a perennial type and provides regular income source for 9 months in a year from 5 years after plantation in the plains and 8 years after plantation in the hills.

Large farmers carry out tea plantations in commercialized form. Small farmers conduct plantation in small plots of land as part of crop diversification and develop an alternative but a perennial source of income for the future. Tea plantation and production is rapidly increasing over past one decade and much focused efforts are being made for its expansion in the hilly regions of Nepal and developing its export market. National Tea Policy has been announced, developmental program activities have been pursued, and continued thrust is being given by Nepalese private sector to popularize Nepal Tea through participation in many international trade fairs/exhibitions/events.

In Nepal, tea plantation has 142 years old history and at present it is done in eight districts (Dhankuta, Dolakha, Ilam, Jhapa, Nuwakot, Panchthar, Sindhupalchok and Tehrathum) in about 15012 hectares of land. There are more than 85 tea estates and more than 7500 small farmers are involved in this sector. Nepal has produced 1,556,000 kg orthodox and 10,060,000 kg CTC tea in the fiscal year 2003-04. There are 16 orthodox and 23 CTC tea-processing units operating in the country. Orthodox tea is mainly exported bringing precious foreign currency in the country and the CTC tea is locally consumed which makes import substitution effect in the economy. In the world tea trade scenario Nepal is at infant stage. The future of the tea industry lies in the production of quality product and sale in competitive price.

Nepal had organized "Agribusiness Interface 2001-Tea Event" in 25-27 April 2001 which was jointly organized by AEC/FNCCI, NTCDB, NTPA, NTA and HOTPA with an objective to provide a dynamic forum to Nepalese tea entrepreneurs and traders in developing business ideas through interface with world's leading players in tea sector. In the interface, it had sharing of information on world tea production, technology and market scenario, which gave the entrepreneurs an excellent opportunity to discuss all the possible collaborations. The result of the meeting was very meaningful and the event had added a new dimension in the growth and development of tea sector in Nepal.

This international tea event (Nepal Tea & the World 2004) is the second organized attempt to bring all stakeholders of the tea sector in a common platform. This event had focused on bringing the buyers and sellers of the Himalayan orthodox tea, CTC tea and Organic tea of Nepal on one platform; recognizing endeavor of the importers of Nepalese tea from Germany, India, Pakistan and the USA and enhancing the good will of Nepal tea among the journalists, attending the tea event, from Germany and USA. The meeting had aimed to educate the stakeholders and make them aware of international market situation; make growers, processors and marketers acquainted with the potentiality of the business and update the policy makers and financers with the opportunity to mobilize the economy and help in poverty reduction process.

Objectives

In the context of increasing market competition, and as a new entry into the world market Nepalese entrepreneurs have yet to put much more effort in marketing Nepalese tea, and in understanding the world market and market needs. It is necessary to launch a series of campaigns for the promotion of Nepalese tea in the global market by establishing very good business relations with the world tea buyers. Therefore, this event had been organized focusing exclusively on the marketing and market promotion approaches to be taken by Nepalese tea entrepreneurs.

Nepal Tea and the world 2004 was jointly organized by Agro Enterprise Center (AEC)/Federation of Nepalese Chambers of Commerce and Industries (FNCCI), Winrock International (WI)/NTCGDA, GTZ, National Tea and Coffee Development Board (NTCDB), Himalayan Tea Producers Cooperatives Ltd. (HIMCOOP), Nepal Tea Planters Association (NTPA), Nepal Tea Association (NTA) and Himalayan Orthodox Tea Producers Association (HOTPA). The event had highlighted the key and attention demanding area of tea industry- the quality production, processing and marketing, which thereafter helps the country in the areas of employment opportunities, agricultural development and sustainable environment development through the development of tea industry.

The organizers had communicated with 52 International Tea Buyers from Canada, Germany, India, Iran, Japan, Pakistan, Russia, UAE, UK and the USA. It had communicated with National Tea Associations of Austria, Canada, France, Germany, Japan, the Netherlands, Pakistan and Sri Lanka. In the program, there were 20 International delegates including Journalists and paper presenters. Among the seven paper presenters, four were foreign experts and they shared their experience in plantation, value of quality for the future of tea business and in product marketing.

Participation

All together the meeting had 112 participants from following fields.

- High Ranking government Officials
- Policy Makers
- CEO/ Executives of tea Industries
- Representatives of NGOs working for tea sub sector
- Tea estate owners and growers
- Tea buyers
- Tea Importers
- Tea Exporters
- Tea brokers
- Tea professionals
- Foreign distinguished personalities in tea sector
- Donor Agencies
- Other INGOs & NGOs
- Journalists

Exhibitors

The event had exhibitors from orthodox tea growers and processors, CTC tea growers and processors, tea packagers, machine suppliers and donors supporting tea sector. The name of the exhibitors are as given below.

Exhibitors of "Nepal Tea and the World 2004"

(A) From HOTPA/HIMCOOP	(B) From NTPA
1. Guranse Tea Estate Pvt. Ltd.	1. Budhkaran & Sons Tea Co. P. Ltd.
2. Himalayan Range Tea Industries Pvt. Ltd.	2. Buttabari Tea Processing Pvt. Ltd.
3. Himalayan Sangrila Tea Producers Pvt. Ltd.	3. Danfey Tea Processing Pvt. Ltd.
4. Ilam Tea Producers Pvt. Ltd.	4. Haldibari Tea Processing Pvt. Ltd.
5. Jun Chiyabari Pvt. Ltd.	5. Kalika Tea Estate Pvt. Ltd.
6. Kanchanjungha Tea Estate Pvt. Ltd.	6. Mittal Tea Estate Pvt. Ltd.
7. Nepal Small Tea Producers Pvt. Ltd.	7. Modern Tea Industry P. Ltd.
8. Nepal Tea Development Corporation Ltd.	
9. Shree Antu Tea Industries Pvt. Ltd.	
(C) From NTA	(D) Other
1. Budhkaran Tea Packaging Industries P. Ltd.	1. All Nepalese Tea and Coffee Center
2. Mittal Tea Industries (P.) Ltd.	2. GTZ / PSP
3. Nepal Tea Development Corporation	
4. Shakun Tea Industries Pvt. Ltd.	
5. Tripura Tea Industries Pvt. Ltd.	·
6. Udaya Shree Tea Industry P. Ltd.	

Sponsors and others

The event was funded by the participants from the private sector (Especially From HOTPA, HIMCOOP, NTPA and NTA). AEC/FNCCI provided the secretarial services and logistic support while National Tea and Coffee Development Board (NTCDB) provided a fund of Rs. 100,000.00. Donor agencies like GTZ/PSP and Winrock International/NTCGDA sponsored sums of Rs. 100,000.00 and Rs. 179,000.00 respectively. It had collected participation fee from individual participants. Guranse Tea Estate Pvt. Ltd. sponsored the drinks of the cocktail dinner of 19th and the lunch of 20th was sponsored by Nepal Rastra Bank. NTCGDA agreed to extend its financial support to publics the proceeding.

The total list of the participants who attended the event is included in the annex with their contact address as per their classification. The participants from HOTPA, HIMCOOP, NTPA and NTA were as mentioned below.

(A) Participants From HOTPA/ HIMCOOP

- 1. Guranse Tea Estate Pvt. Ltd.
- 2. Himalayan Range Tea Industries Pvt. Ltd.
- 3. Himalayan Sangrila Tea Producers Pvt. Ltd.
- 4. Ilam Tea Producers Pvt. Ltd.
- 5. Jun Chiyabari Pvt. Ltd.
- 6. Kanchanjungha Tea Estate Pvt. Ltd.
- 7. Nepal Small Tea Producers Pvt. Ltd.
- 8. Nepal Tea Development Corporation Ltd.
- 9. Shree Antu Tea Industries Pvt. Ltd.

(B) Participants From NTPA

- 1. Budhkaran & Sons Tea Co. P. Ltd.
- 2. Buttabari Tea Processing Pvt. Ltd.
- 3. Danfey Tea Processing Pvt. Ltd.

- 4. Haldibari Tea Processing Pvt. Ltd.
- 5. Kalika Tea Estate Pvt. Ltd.
- 6. Mittal Tea Estate Pvt. Ltd.
- 7. Modern Tea Industry P. Ltd.

(C) Sponsors from NTA

- 1. Budhkaran Tea Packaging Industries P. Ltd.
- 2. Mittal Tea Industries (P.) Ltd.
- 3. Nepal Tea Development Corporation Ltd.
- 4. Shakun Tea Industries Pvt. Ltd.
- 5. Tripura Tea Industries Pvt. Ltd.
- 6. Udaya Shree Tea Industry P. Ltd.

(D) Other Sponsors

- 1. National Tea and Coffee Development Board
- 2. AEC/FNCCI
- 3. GTZ/PSP
- 4. WI/NTCGDA
- 5. All Nepalese Tea and Coffee Center

Other than providing fund NTCGDA program of Winrock International had extended support to bring in media personnel and representative from the US tea sector. GTZ/ PSP had supported in bringing German journalists and a resource person on tea marketing. AEC had coordinated the hosting of the International Event.

Program

Day One (November 19)

Inaugural Session

10.00 a.m.	Arrival of the Chief Guest Honorable Minister of Agriculture and Cooperatives, Mr. Hom Nath Dahal
10.02 am-10:05 a.m.	Nominating Inauguration Session's Chairperson (Coordinator- Nepal Tea and The World 2004)
10.05 a.m10:10 a.m	Welcome-Mr. Suraj Vaidya (Vice-President, HOTPA)
10:10 a.m10:15 a.m.	Information about the program-Mr. Prakash Giri (NTPA)
10:15 a.m10:40 a.m.	Address by tea business representatives from Germany, India, Japan and USA
10:40a.m 10.50a.m.	Inauguration and Address by the Chief Guest
10:50 a.m1055 a.m.	Vote of Thanks - Mr. Ashwini Agrawal (Vice-President, NTA)
10:55 a.m11:00 a.m.	Chairperson's Remarks
11:00 a.m.	High Tea

Technical Session I

Session Chairperson:

Mr. Bhairab Raj Kaini, Officiating Secretary, Ministry of Agriculture and Cooperatives

11.30 a.m. - 12:00 noon

Paper I- Nepalese Orthodox Tea and Commitment to Quality

(Mr. Suraj Vaidya)

12:00 noon-12: 15 pm-

O&A

12:15 pm -12:45 pm-

Paper II- Code of Conduct & Nepal Logo (Mr. Jim

Tomecko/GTZ)

12:45pm -1:00pm-

O&A closing of session 1

1:00 pm-2:00 pm-

Lunch

Technical Session II

Session Chairperson:

Mr. Prachanda Man Shrestha, Joint Secretary

Ministry of Industry, Commerce and Supply

2:00pm-2: 30 pm

Paper III- German Market for Nepalese Tea (Mr Willi Raush)

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2:30pm-2: 45 pm

Paper IV-US Market for Nepalese Tea (Mr. Marty Kushner)

2:45 pm-3: 15 pm 3:15 pm-3: 30 pm

Q&A closing of Session II

6.30 pm-7: 30 pm

Dinner

Day Two (November 20)

Technical Session III

Session Chairperson:

Honorable Dr. Hari Krishna Upadhyaya, Member, National

Planning Commission

9: 00 am-9: 30 am

Paper V-Nepalese CTC Tea (Mr. Ashwani Agrawal)

9: 30 am-9. 45 am

9: 45 am-10: 15 am

Paper VI-Prospects of Organic Tea and Market Scenario (Mr.

Harish Mukhiya)

10: 15 am- 10: 30 am

0&A

10: 30 am-10: 45 am

Tea Break

10: 45 am-11: 15 am

International Buyers' Presentation & closing of session III

Technical Session IV

Session Chairperson:

Mr. Binod B. Shrestha

President, Federation of Nepalese Chambers of Commerce and

Industry (FNCCI)

11: 15 AM-11: 45 AM

Paper VII-Private Public Partnership in Tea Sector (Mr. Taranath

Sharma)

11: 45 am-12: 00 noon

12: 45 noon-12: 45 pm

Q&A International Buyers; Presentation & closing of session IV

12: 45 pm - 1: 45 pm

Lunch

Tea Tasting Session

1: 45 pm-4: 00 pm

Tea Tasting & Display

Award Ceremony

Venue: Prime Minister's Residence, Baluwatar

4:25 pm-5:00 pm Award and Toke

Award and Token of Appreciation presentation to the International Buyers by the Right Honorable Prime Minister

Closing Program

5. 55 pm	Arrival of Chief Guest
6. 00pm- 6: 05 pm	Nominating Closing Session's Chairperson
6: 05pm- 6: 10 pm	Highlight of Nepal Tea & the World 2004 by the Executive
•	Director of Agro Enterprise Center/FNCCI
6: 10pm- 6: 15 pm	Address by the Chief Guest
6: 15pm- 6. 25 pm	Award & Appreciation distribution
6: 25pm- 6: 30 pm	Vote of Thanks by the Executive Director NTCDB
6: 30pm- 6: 35 pm	Closing of the Event by the Chairperson
6: 35pm- 8: 00 pm	Cultural Program and Dinner.

Venue: Hyatt Regency

6: 00 pm- 8: 00 pm- Closing Session followed by Dinner & Culture Program

Day One

Inaugural Session

International Tea Event "Nepal Tea & the world 2004" was inaugurated by the Honorable Minister of Agriculture & Cooperatives Mr. Hom Nath Dahal. In the program Mr. Surai Vaidya, Vice-President, HOTPA, welcomed the honorable minister & other distinguished guests

In the welcome speech, Mr. Suraj Vaidya highlighted the steady and progressive growth of tea industry in terms of employment, poverty alleviation, plantation, numbers of industry and tea processing despite of all the problems. He mentioned the statistics of 17% growth in Orthodox tea and roughly 20% growth in CTC tea. He put more importance on creating hope in the hills and among small entrepreneurs even in this difficult environment where only few industries are under operation.

Mr. Vaidya narrated the vibrant characteristics of the tea industry in import substitution and becoming a net tea exporting country from tea importing one

He hoped for better future of tea industry under the new agriculture policy of HMG, which has given due importance in commercialized farming and processing activities of cash crops like tea.

Mr. Vaidya requested the friends, donors and well wishers of Nepal & Nepalese tea industry to believe the entrepreneurs, be with the entrepreneurs and be supportive and committed for the development of tea business in Nepal.

Information about the program-Mr. Prakash Giri (NTPA)

After the welcome speech Mr. Praksh Giri of NTPA briefed the honorable guests and the distinguished participants on the purpose of this interaction meeting as sharing of knowledge and experience among the processors, marketers and buyers of Nepalese tea, both Orthodox and CTC. He narrated the mode of operation of program of this two day event as paper presentation on of quality and code of conduct; German and the US market for Nepalese tea; information on potentiality of organic tea production; public private partnership in Nepalese situation, and experiences sharing from experts on plantation & garden management, processors, policy makers and implementers, marketers and buyers. He informed the participants about award ceremony to recognize the contributions of importers, marketers, scientists, journalists etc and tea tasting ceremony of the event.

Mr. Giri further briefed the role of private sector entrepreneur/ institutions and donor agencies involved in the activities and spelled the name of HOTPA, HIMCOOP, NTA, NTPA, NTCDB, AEC, GTZ/ PSP, WI and other institutions involved in the program.

Mr. Giri informed the distinguished guest and participants about the paper presenters, business representatives of Germany, India, Japan and the USA, who had come to share their experience and help Nepal in promoting its product in the foreign market. He further informed about the program made for them to visit some tea gardens and processing plants of Eastern Nepal after the two day event to enhance their understanding further on tea and reinforce their faith on the quality of Nepalese tea and continue the support of tea friends in the promotion of tea business in Nepal.

Address by tea business representatives

The distinguished guests, who had come to Nepal to attend the event and share their experiences in inaugural session, are the followings.

S.No.	Name	Country
1	Mr. Ortwin Rave	Germany
2	Mr. Marty Kushner	USA
3	Ms. Sakae Yamada	Japan
4	Mr. Mohan Chirimar	India

The distinguished guests had made following suggestion to the Nepalese producers, processors, marketers, policy makers and other well-wishers for the promotion of this sector.

1. Mr. Ortwin Rave - Director and General Manager, Sinass Tea, Germany

Mr. Rave had visited Nepal in 2001 on 'Agro Business Interface 2001'. He had also visited a couple of tea gardens and processing plants to understand the status of Nepalese tea, which he had planned to market in his country. Since then, Mr. Rave has been marketing Nepalese tea in the German market. On the basis of his experience on tea marketing, he made following suggestions to the Nepalese tea entrepreneurs.

According to him, Germany is a good market for tea. German market is very conscious on quality. By quality, they refer to pollution free product in terms of residue of trace materials, which comes from the use of inorganic materials used in plantation as weedicide and pesticide. He suggested that the market is becoming very conscious on tea grown on clean air, high altitude and pollution free environment and therefore Nepal should consider the call of the market to find and make its place.

He mentioned that the marketing effort of his team has been successful to establish fame of Nepal in Germany as a tea producing country. German consumers are gradually accepting the flavor of Nepalese tea. Nepalese tea is available in 100 teashops in Germany. With the support of Nepalese entrepreneurs, he has been marketing Nepalese tea in German market and he will do further. The support he needs from Nepalese entrepreneurs is the supply of quality orthodox tea in fair price.

2. Mr. Marty Kushner- USA

Mr. Marty Kushner is in tea-marketing business in the USA. He has been in this profession for 52 years. He has not been aware with the Nepalese tea and Nepal as a tea producing country. Last year he got a call from the Nepalese entrepreneurs to market Nepalese tea in the US market and prepare a marketing plan for this activity. He came to Nepal to observe some plantation sites and processing plants. He was delighted by the quality of liquors and the flavor of first flush, second flush and even of autumn flush. He congratulated Nepalese entrepreneurs for the quality product and wished for their success in marketing these products in US Market. Mr. Kushner has also presented a roadmap (a marketing plan) for Nepalese entrepreneurs to market Nepalese tea in the US market during second business session.

3. Mrs. Sakae Yamada, Japan

Mrs. Sakae Yamada had come from Japan to attend the tea event. She mentioned that she had come to know about Nepalese tea and Nepal as a tea producing country 3 years back only. She

found the flavor of Nepalese product similar to that of Japanese tea, which is grown in the same prefecture. Due to similarity in the flavor and taste of Nepalese tea with those of Japanese, she hoped that Nepalese tea could gain good market position in Japan. She wished for the success of tea event and thanked the organizers for the program.

4. Mr. Mohan Chirimar, India

Mr. Mohan Chirimar discussed the historic role of Nepalese labors on developing tea plantation and business in India and expressed happiness on developing tea sector and promotional activities in Nepal with the support of India and Indian entrepreneurs with capital, technology and inputs. Mr. Chirimar had visited Nepal five years ago and had attended an international tea festival. He has been buying Nepalese tea for last 10 years on weekly basis. He had been observing increasing interest of outer world in the tea business of Nepal and development of Nepalese tea.

He stated that Nepalese tea has important role in Indian tea business just like that of cream in sandwich. Its qualitative growth and development is in the interest of Indian tea business. He wished for the success of the tea event.

After sharing the experience of tea importers and product marketers of Germany, India, Japan and the USA, the event received the inaugural address by the chief guest Honorable Minister of Agriculture and Cooperatives Mr. Hom Nath Dahal.

Inauguration Address by the Chief Guest, Honorable Minister of Agriculture and Cooperatives Mr. Hom Nath Dahal

Mr. Chair Person Distinguished National and International delegates Participants, media persons Ladies and Gentlemen

It is, indeed, a great pleasure for me to be here today in this special forum. This provides us a unique opportunity to share our view on several aspects that underpin the growth and expansion of Nepalese tea industry. It makes me much more delighted to note that all the major and diverse stakeholders including the international buyers and producers are attending this forum. The presence of media persons in the event is further more appreciable whose role is always so vital in the product promotion.

I would like to thank organizers for their effort for making this event meaningful by bringing together producers, processors, buyers and all stakeholders within a single roof. It is only through consultation of this kind that we could work together for the benefit of the domestic as well as foreign consumer and producers by exchanging entrepreneurship skills, know-how, technologies and accumulated experiences to each other.

Distinguished Delegates and participants,

Nepalese economy is dominated by agriculture and, therefore, the source of livelihood of huge population mainly comes from agriculture. His Majesty's Government of Nepal is committed to the development of sustainable agriculture sector.

Nepal's topographical landscaping is more characterized by high mountains and high hills in most parts of the country. The proportion of available arable land is not very promising and well scattered in the hills due to steep slopes and precipices. Large scale agricultural practices are further difficult in the hills due continuous fragmentation and deforestation of land resulting in heavy landslides and floods costing many lives and billions of rupees every year. It has created new challenges for the nation to fight natural calamities on the one hand, and on the other it has to generate new employment opportunities and alternative source of income for a dominant mass of rural and absolute poor people including ethnic minorities and women. I believe, the expansion and plantation of low volume high value crops such as Tea and Coffee in high hill area could be proved as a divine boon to the vast population of rural and poor people as a means to addressing these burning issues.

Tea production and the value chain it creates carry important meaning for Nepal in several respects. Tea industry is not only environment friendly and sustainable but also economically sound and viable. Tea is a high value, labor intensive perennial crop with a potential for generating foreign exchange, reducing rural poverty, promoting economic growth and improving ecology and environment. The employment intensiveness of the sector provides a dependable source of livelihood to hundreds of thousands rural and poor people. In addition, it not only creates mass employment and offers better economic prospects in the area, but also empowers women through growing independence and checks migration of village folks to the urban areas. Moreover, tea plantation can go a long way in protecting the fragile mountain ecosystem.

Distinguished friends,

His Majesty's Government of Nepal is well committed to the welfare of its people and therefore has accorded highest priority on poverty reduction. The expansion of tea industry is spelled out as an appropriate means of reducing poverty. In this regard, the potentials of tea sector was recognized by HMG nearly two decades back when government declared 5 districts Jhapa, Ilam, Panchthar, Threthum and Dhankuta as tea zone districts. In the year 2000, HMG Nepal pronounced National Tea Policy 2000, which aims in increasing the tea plantation area to 40000 hectares, become self sufficient in tea production and start exporting orthodox tea. In order to achieve the target, we are in severe need of partnerships at all levels. Public voice and aspirations would be given more places in the policy.

The Nepalese tea industry is well committed to the conservation of ecological environment. Every effort is made towards the preservation of hill and well being of its people. Eco-friendly cultivation method, absence of producing harmful wastes, organic methods of production, chemicals and pesticides free products are noteworthy features of Nepalese tea industry contributing towards maintaining ecological and environmental balances. In our view, the role in maintaining ecological stability & environmental protection is not only important for Nepal, but it is equally important for the countries like India, Bangladesh, which are badly affected every year by ecological imbalances. Therefore, the ecologists of this planet must have their attention to protect the environment of high hills and mountains, and virgin slopes around it. We highly appreciate our international tea buyers and the valued tea consumer around the world for contributing not only to the cause of environmental protection but also to the very livelihood of the poor people in this part of the world. Distinguished Experts,

Distinguished Experts,

Modern era is the era of sophisticated information technology. Economic liberalization has brought about a revolution in the open market economic practices. Total quality management approaches are being applied for ensuring the defect free quality and continuous satisfaction of the consumers. WTO requirements are putting enormous pressure on member countries to

produce and market high quality products in global competitive market. It has brought about massive challenges for a developing country like Nepal to be competitive in producing quality products and market the same globally with reasonable cost and in time. We need to focus not only on quality but also on quantity to make our presence felt in the world.

I feel proud to announce that Nepal is heavenly place for the production of high quality orthodox tea. Nepalese orthodox tea is regarded as the best quality product in the international market. I believe, the aromatic and herbal teas are in great demand in the oversea market. There is abundance of land in Nepal, which is ecologically suitable for the production of orthodox specialty tea in the hill and high-hill area. We have every possibility to make the Nepalese orthodox tea as one of the perennial export item in the overseas market. For this to take place, I again repeat that the partnership at all levels among domestic and international entrepreneurs is required. His Majesty's Government of Nepal is well committed to create conducive environment to this effect.

Lastly, on this momentous occasion, I would like to urge you to have open discussions and interactions on: (i) the potential strength and visible weaknesses of Nepalese tea industry, (ii) the expansion of tea plantation in new prospective areas, (iii) the possibilities of increase in the international market share, (iv) the promotion of organic and high quality Nepalese orthodox tea in the international market, (v) the possible avenues for domestic and multinational partnership and (vi) the potent opportunities and challenges of tea industry in Nepal.

I would like once again to thank the organizers as well as the domestic & foreign delegates, experts, entrepreneurs, media person, and associated stakeholders for sparing their time to visit Nepal and listen to us.

Before I conclude, I wish this event a grand success with foreign delegates and participants having a happy and pleasant stay in this beautiful country.

I thank you for your attention.

Vote of Thanks by Mr. Ashwini Agrawal (Vice-President NTA)

Mr. Ashwini Agrawal, vice president of NTA conveyed vote of thanks in the inaugural session. In the process of conveying vote of thanks, he introduced the foreign delegates by calling their name, requesting them to stand up and asking the participants to welcome them by a grand clapping. The delegates welcomed in the inaugural session were the following.

S.N.	Name	Country	S.N.	Name	Country
1	Mr. Willi Raush	Germany	9	Mr. Harish C. Mukhiya	India
2	Mr. Jim Tomecko	Germany	10	Mrs. Sakae Yamada	Japan
3	Mr. Marty Kushnar	USA	11	Mr. Manik Raj Jaykumar	USA
4	Mr. Thomas Holz	Germany	12	Mr. & Mrs. Mohan Chirimar	India
5	Dr. Thomas Henn	Germany	13	Mr. Dhirendra Desai	India
6	Mr. Ortwin Rave	Germany	14	Mr. K.N. Desai	India
7	Mr. Sangeeb Kanoi	India	15	Mrs. Elke Shrestha	Nepal
8	Mr. J. P. Gurung	India	16	Dr. Luke Colavito	Nepal

Similarly he welcomed the domestic and foreign journalists. They were the following.

S.N.	Name of the Participant	Country
1	Mr. David Drouin	USA
2	Dr. Susanne Weingarten	Germany
3	Dr. Wolfgang Lechner	Germany
4	Mr. Roger Thiede	Germany
5	Mr. Joern Freyenhagen	Germany
6	Mr. A. Adhikari	Nepal

Mr. Agrawal recognized the contribution of sponsors and role in donors of the program for supporting the tea event and the effort of Dr. Deva Bhakta Shakya, Mr. Kiran Raj Pandey & others staffs of Agro enterprise Center/ FNCCI for its event coordination and management supports.

Chairperson's Remarks

The inaugural session ended with the remarks of the Session Chairperson and Coordinator of the event Mr. Deepak Prakash Banskota.

In his remarks, Mr. Banskota discussed the unique position of Nepal in the aspects of bio diversity and value of tea in maintaining it. He compared the tea grown in these areas as 'dew from heaven' quoting a Chinese poet and described the value of tea as a curative and preventive medicine for many diseases on the basis of research papers he had collected from various sources.

In the context of Nepalese economy, where more than 36% people are living under the poverty line and which has a lot of barren land in the hills, he mentioned that tea could be a good and sustainable alternative source of income and employment and thereby help the country in its poverty alleviation effort. He stressed the capability of tea plantation in creating self-employment as well as mass employment of various level at the domestic environment and its very good potential for export. He discussed eco friendly impact of tea in the environment, and possibility in the promotion of socially sound and environment friendly economic activity thereby assisting the country in its poverty reduction strategy.

He requested the minister of agriculture and cooperative to make effective policy for the promotion of tea business by receiving the experience of participating tea planters, processors and marketers so that the country, government, and the entrepreneurs, all be benefited by the policy and procedure. He requested the donors to help the tea entrepreneurs in their effort to produce quality product by developing the code of conduct and maintain a quality export position.

In the context of the bright future of tea business in Nepal, he also raised the apprehension of wrong use of term 'tea' by many other herbal drink producers and asked the support from tea friends to consider separating it from tea group and make it free from unhealthy competition.

With all these remarks, he thanked the honorable minister for sharing his experience and giving special consideration to tea sector on newly approved agriculture policy and all the participants for giving their valuable time.

Session Chairperson:

Mr. Bhairab Raj Kaini, Officiating Secretary, Ministry of

Agriculture and Cooperative

Paper I: Nepalese Orthodox Tea and Commitment to Quality (Mr. Suraj Vaidya)

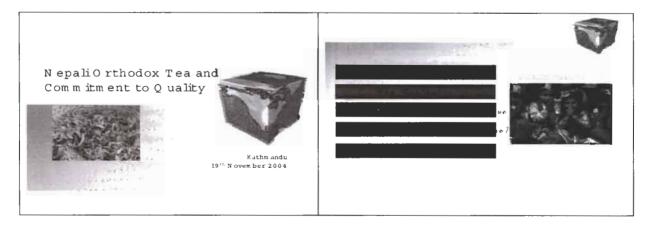


Mr. Suraj Vaidya

The first paper was on 'Nepalese orthodox Tea and Commitment to Quality presented by Mr. Suraj Vaidya. The paper of Mr. Vaidya has defined the quality and focused on the need of quality in tea business at all stages from plantation to processing and marketing. He shared his experience of his garden and substantiated the value of quality work and the price an entrepreneur has to pay in its absence.

In the paper, Mr. Vaidya narrated the interlinking relation of small farmers, specially of women, with promotion of orthodox tea as the majority of the farmers producing orthodox tea are small farmers and explained how the benefit sharing helps the society in education, health, employment and socio-economic activity of the rural mass.

Mr. Vaidya explained how the quality could be achieved in Nepalese tea business scenario in short term and long term to make this business sustainable in world environment. He discussed the activities of newly formed tea alliance (Global Development Alliance) and those of HOTPA and a marketing cooperative (HIMCOOP). He discussed the procedure adopted by some of the organized orthodox tea producers and processors as their first step to quality production and processing. The slide presentation of Mr. Vaidya is presented below.



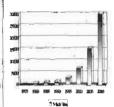
Nepal & Tea

- → Populatation growth 2.4% (5,00,000/ year)
- 4 70% covered by high mountains
- North South span is only 80 km, 0.1 % of world total land area, 136 ecosystem.
- Nepal ranked 25th in world in terms of bio-diversity (every climate zone in the world).
- Tremendous potential for tea development.

Himalayan Orthodox Tea



- Cultivation began in 1863
- First factory established in 1873
- Production Area: Dhankuta. Dolakha, Ilam, Nuwakot, Panchthar, Rammechhap, Sindhupalchowk, Terathum,
- Area: 6000ha (Growth rate 11%)
- Production: 1.2million kgs (Growth rate 17%)
- Contribution: 85% of made tea from small farmers
- Small Farmers: 6500 supporting 30,000 family members



What is Quality?



- "Quality is the ongoing process of building and sustaining relationships by assessing and fulfilling stated and implied needs.
- Quality is meeting the customer's needs in a way that exceeds the customer's expectations
- "Quality is nothing more or less than the perception the customer has of you, your products, and your services"!
- "Definition of Quality: "WOW"



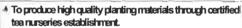
Why Quality?



- Customers does not expect less.
- Emerging stringent rules and regulation
- July 25, 2003 EU Pesticides Directives
- Dec 12, 2003 Bio Terrorism Act of USA
- Quarantine regulations on processed teas by India
- We in Nepali Tea Industry do not have an option to Quality
- To build and sustain relationships

How do we plan to achieve?





* To carry out research on Organic Tea Outtivation and production practices through local resource utilization.

To carry out research and development work to improve existing productivity of small farmers.

To develop human resources through regular training on teal husbandry and technology

Continuous "Commitment to Satisfaction".

How do we plan to achieve?



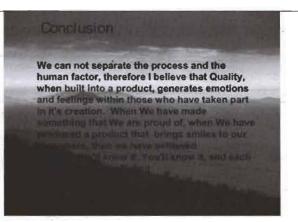
- To produce high quality planting materials through certified tea nurseries establishment.
- * To carry out research on Organic Tea Cultivation and production practices through local resource utilization.
- To carry out research and development work to improve existing productivity of small farmers.
- To develop human resources through regular training on tea husbandry and technology
- Continuous "Commitment to Satisfaction".

What have we done? Alliance in Tea development (GDA) Developed Tea Extension System for the growers: Regular training by Skilled advisory Officers. Installation of Soil Lab and Extension Office with JICA TOT: Developed150 Trainers:4500 farmers getting training on a regular basis. Pesticides awareness Campaign targeting growers and Suppliers Initiated Organic Tea Production Trial at Small Growers level: One is already certified → Established HIMCOOP

What is in the process...

- To Develop Organic Certification Modality for small farmers certification.
- To identify organic certification accreditation with best available Organic Certification Institution.
- To Certify Teas on Pesticides and residues (MRL) meeting International Norms.
- To initiate HACCP in production Process.
- To Develop Skilled Human Resources in Tea.
- 1 To Launch Quality Logo with CoC at International Level.
- To Develop R&D within the Extension System Design.





The paper presented was fully acceptable and clear to the participants and the participants raised no question and asked for no clarification after the presentation.

Paper II- Code of Conduct & Nepal logo (Mr. Jim Tomecko)

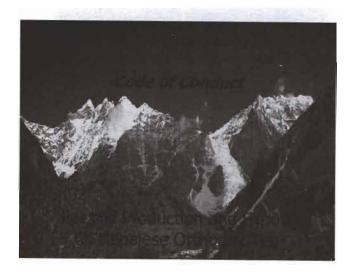


Mr. Jim Tomecko

Mr. Jim Tomecko has been in Nepal as team leader of GTZ/ PSP project. He has observed the Nepalese tea business very closely. In the context of globalization, the business activity of every type has to be qualitative and competitively acceptable to global market. In line with the first paper, this paper had also discussed the road map for quality production and maintenance. The paper discussed the various salient points required to develop the code of conduct for business and especially for tea business.

The paper had discussed and focused on the need of responsible thinking, recognizing other's work, and consideration for social acceptance/sanction for abiding and not conducting quality production processing. The paper asks entrepreneurs not to bind themselves under legal sanction but accept the responsibility for not abiding the quality practice and therefore follow the process for every ones benefit.

The paper narrated the status of Nepalese orthodox tea business and how the market position could be improved by following a defined code of conduct. It spelled the building blocks for better code of conduct and its practice and basic elements. In the process of explaining the CoC, Mr. Tomecko discussed how CoC helps damage bad image others create in the market, in initiation of ethical business practices, making quality made tea, green leaves and clean processing and supports a large numbers of small farmers. The slide presentation by Mr. Tomecko is as given below.



Background

- The commercial development of orthodox tea in Nepal is still in its infancy
- Quality standards are interpreted differently
- Business relationships in this sector are still young
- As a result misunderstandings have emerged



Rationale for a CoC

- Trust is an essential ingredient to value creation in business
 - It reduced transaction costs and speeds up transaction time
 - It differentiates your business in the market place
 - It is of particular importance in the export business
- A Code of Conduct is a confidence and trust building instrument



Building Consensus

- Recognising the problem and identifying the need for a solution
- Investigating other CoCs and identifying key elements
- Developing alternatives with the main actors in Nepal
- Designing the basic code and generating commitment
- Getting customer feedback



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Assets of the CoC

- The Nepal Tea Logo
- Reputation for high standards
- Market differentiation





Basic Elements of the CoC

- The Main Members (signatories)
 - Producers (green leaf & made tea)
 - Brokers and exporters
- The Standards
 - Respect for the ecology
 - Control of pesticides
 - Promotion of GAP
 - Employment standards
 - Equal opportunity employer
 - Child labour free



Basic Elements of the CoC

- The Standards (con't)
 - Business practices (abide by written agreements)
 - Use of GAP for signatories
 - Inspection of green leaf sources
 - Matching samples with consignments
- Compliance
 - Open display of the Code
 - Attachment to contracts
 - Complaint procedure
 - Independent investigation
 - Sanctions





qtz)

Basic Elements of the CoC

- Business model
 - The driver is market differentiation
 - Funding from applicants & signatories
- Next Steps (after today's applications)
 - Establishment of Steering Committee
 - Compliance plan and details of standards
 - Hiring independent supervision agency
 - First inspections
 - First certifications





In any long term business "Quality" is the hallmark of sustainability







After the paper presentation, the floor had been opened for question and clarification from the paper presenter. The participants raised questions on the use of new logo developed in the process and applicability of code of conduct in CTC tea.

The paper presenter emphasized on the value of logo and its acceptability by the entrepreneur and the market. It stressed on providing logo to those fulfilling code of conduct and making information on garden, practices in gardening and processing transparent.

Remarks of Chairperson of the First Technical Session

The important points covered by the chairperson on the two papers are as follows.

- Tea in Nepal is very important commodity. Agriculture Perspective Plan (APP) has considered tea as priority commodity.
- NTCDB will support the tea industry. We have tea policy to support the commodity.
 Umbrella agriculture policy is coming. The policy will support the existing tea policy.
- As Mr. Vaidya has pointed out Tea is playing important role in the hills of Nepal. In
 the context of WTO membership situation, we need to stress for quality. For this I
 thank signatories of CoC. Government is willing to participate jointly in quality
 commitment.
- Mr. Jim Tomecko highlighted CoC, which is good not only for tea. It could be applicable for whole agriculture sector, which is heading towards commercialization.
- Government is very cautious on pesticide application. Government is planning to ban import of some of the pesticide. It is developing strategy for Integrated Pest Management IPM/ Integrated Crop Management (ICM) to make quality product. This is started in some commodity like rice and vegetables.
- The inputs of the both the papers are valuable specifically in making the invited delegates informed about the condition of Nepalese tea. Which they can share with their countrymen and support us to make our tea industry better.

Technical Session II

Session Chairperson:

Mr. Prachanda Man Shrestha, Joint Secretary, Ministry of

Industry, Commerce and Supply

Paper III- German market for Nepalese tea (Mr. Willi Raush)

Mr. Willi Raush's paper has given broad overview of major tea producing & market player countries of the world in German tea market. It has discussed Nepal's position on the basis of its export and has highlighted the potential market for Nepal comparing the export of Nepalese tea

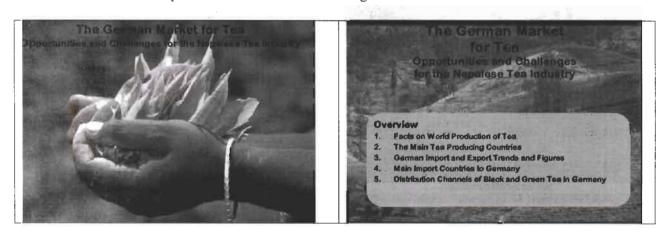
with Indian tea, which is equal to Nepalese in quality but has long market reputation as a quality product.

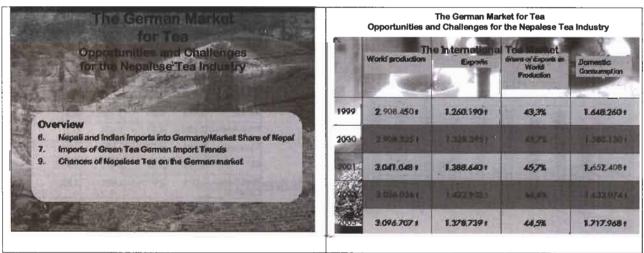


Mr. Willi Raush

The paper stressed for quality product as the German marketers look only for quality product to market in Germany as well as out of Germany after appropriate blending. It has discussed distribution channel of black and Green tea and possible ways to present the product directly at consumer level so that the consumers become familiar with Nepalese product make and demand/search in the consumer level markets like super market.

The paper has suggested Nepal to market this product along with market image Nepal has gathered from other fields for example in tourism sector. He suggested using the positive image of the country and popular German personalities who care for Nepal in popularizing the product in that market. The slide presentation of Mr. Raush is as given below.

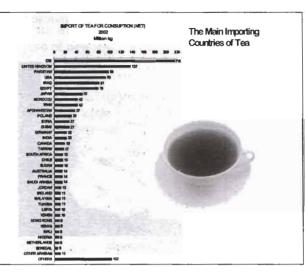




The German Market for Tea producing the Nepalese Tea Industry The Main Tea Producing Countries

	Tea Production		Expe	orts	
	2002	2003	2002	2003	
India	826,165	857,055	196,914	165,000	
China	745,374	770,000	252,273	259.980	
Sri Lanka	310,604	303,254	285,985	291,891	
Kenia	287,044	293,667	266,277	268,801	
Indonesia	172,792	168,000	100,185	90,000	

Source: Annual Bulletin of Statistics, ITC, London 2003



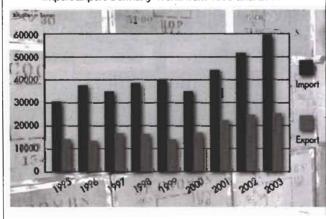
The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Imports and Exports of Germany



The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Import/Export Germany from 1995 until 2003

Germany	Import Import	LO Esport	Remaining in Country
1968 () M	30.5631	14.0081	16.5551
1996	32.657.1	13.4191	24,2341
1997	34.9651	16.6351	18.3301
19383.19	38.6571	18.3271	22.3301
1999	40.007,71	13.988.71	26.0191
2000	35.021,21	17.000,0+	18 073,01
200	44.394,41	22.356,51	22.037,9 t
2012	51 901,91	24,738,31	27.162,61
2003	59.204,81	25.419,21	33.785,61

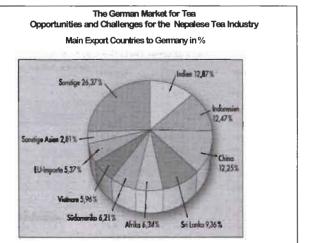
The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Import/Export Germany Trend from 1995 until 2003



The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Imports to Germany Country wise (2002/2003)

Country	2002 (tons)	Share in %	2003 (tons)	Share in %
India	7.266	13.99	7.618	12.87
Indonesia	6.506	12.53	7.382	12.47
China	6.494	12.51	7.253	12.25
Sri Lanka	6.354	12.24	5.542	9.36
Africa	3.448	6.64	3.756	6.34
South America	2.219	4.27	3.676	6.21
Vietnam	2.491	4.79	3.529	5.96
EU	2.797	5.38	3.177	5.37
Other Asian Countries	1.075	2.07	1.661	2.81
Others	13.253	25.53	15.611	26.4
Total	51.902	100	59.205	100

The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Main Export Countries to Germany 2003 Nepal 44 t ☐ Srt Lanka Turkey 5542 t C) Others 7382 t



The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

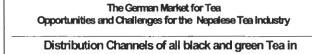
Direct Imports from Nepal to Germany

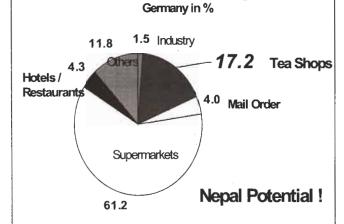
Year	Quantities	Market Share
2000	46 tons	0.1 %
2001	49 tons	0.1 %
2002	38 tons	0.1 %
2003	44 tons	0.1 %
2004 (up to now)	50 tons	

The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

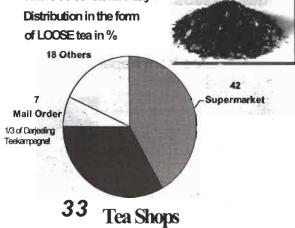
German Tea Market: Nepali & Indian Imports

Year	Nepal	India*
1995	34,8	8210,8
1996	37,2	9511,9
1997	36,7	8598,4
1998	40,4	8405,1
1999	68,2	8358,4
2000	45,2	7208,2
2001	48,6	7543,0
2002	38,1	6079,0
2003	44	6672,0





The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Where do consumers buy?



The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

Imports of Green Tea to Germany (In tons)				
	Balance (remaining in country)	Exports	Imports	Year
,6	85,6	50,6	136,2	1991
,1	105,1	41,7	146,8	1992
4	204,4	100,6	305,0	1993
,2	226,2	84,4	310,6	1994
,9	419,9	129,3	549,2	1995
,C	1:045,0	204,0	1.249,0	1996
,2	1.675,2	611,8	2.287,0	1997
8	4.270,8	1.013,6	5.284,4	1998
Ş	5.992,1	1.427,0	7.419,1	1999
Ç	4.025,0	2.219,0	6.244,0	2000
,7	3.154,7	1.811,3	4.966,0	2001
C	3.758,0	2.440,0	6.198,0	2002

The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

Import of Green Tea into Germany in 2002, countrywise (in tons)

 China
 3.507

 Indonesien
 1.398

 Vietnam
 394

 Indien
 296

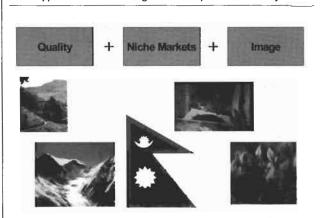
 Kenia
 105

 Japan
 94

 Sri Lanka
 66

Out of these amounts 2400 tons Green Tea were re-exported

The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry



The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

Nepal





The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry

What about mounaineering...
...tea from Nepal...



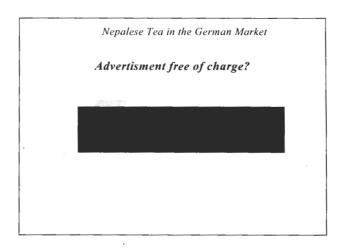
...and a popular person like...





The German Market for Tea Opportunities and Challenges for the Nepalese Tea Industry Opportunities for Nepalese tea

- Tremendous growth and profit potential as Dejecting has a number of profitents, thus importers look for a "substitute" for Dejecting tea
- Nepal's productivity is 500 lights and will further rise
- Young least bushes, high altitude of gardens and use of Chinese hybrids give a more aromatic and fine tea
- Lowlabour costs permit input of labour for higher quality



Paper IV-US market for Nepalese tea (Mr. Marty Kushner)



Mr. Marty Kushner

Nepalese tea is unknown in the US market. Mr. Marty Kushner presented a marketing plan for Nepalese orthodox tea- a product which is not known in the market but can make a niche market and compete with a established brand if followed product marketing strategically. The paper of Mr. Kushner provides information on US tea market, selling points, consumer behavior, type of product acceptable to the US consumers and process to follow to enter the market.

It also states the value of public relation in product selling and marketing. It guides in building public relation, setting realistic goal and taking precautions to be taken in marketing such product. The paper is almost a complete package for marketing a new product. Though the package is designed for orthodox tea, it is equally good for CTC and other product, which aims to make an entry in the US market. The slide presentations of Mr. Kushner are given below.

Marketing Plan for the Introduction of Nepal Orthodox Tea to the U.S.A.

Presented by Martin Kushner at the International Conference November 19-20, 2004



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The Situation

- Nepal Tea imports into the USA -- no reliable figures available ~ Nepal Teas shipped from Calcutta -- classified as Indian Tea
 - Nepal Tea blended with Indian Tea in India -- shipped as Indian Tea

The Challenge

- How to increase imports of Nepal orthodox quality tea
- How to establish Nepal Tea as a quality product commanding commensurate prices

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Overview of USA Tea Market

Consumption and Spending:

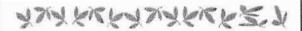
- Market for tea exceeds \$5 billion
- 80-85% of tea consumed is iced
- · 90 million kgs of tea imported annually
- More than 50% of tea is from Argentina and China
- These teas do not doud when poured over ice
- · U.S. consumers have a high level of disposable income
- · U.S. consumers spend very little on tea
 - Box of 100 tea beas sells for \$3.00
- · Next to water, tea is the cheapest drink
- · Average per capita consumption 0.3 Kgs



Where Tea is Sold

- Retail tea market refers to tea sold through supermarkets 60 million kgs annually
- Club stores charge annual membership fees, most sell larger pack sizes, a better value to consumers.
- Food service or "away from home" market 23 million kgs annually
 - Restaurants, schools, hotels, hospitals and caterers
 - Almost all poundage sold is for load tea blends
- Ready to drink (RTD) accounts for over \$2 billion in sales annually
- Sold through retail, vending and food service industries as load tea beverage
 Specialty tea market to exceed \$500 million continues to experience sustained
- Specialty teas are generally higher technical quality black, green, colong, flavored and unflavored teas
 - · Organic teas fall into this category as well
- Sold in retail, food service, gift shops, health food stores and tea salons
- Tea bags (Fannings Grade) tea accounts for vast majority of sales

Specialty tea market is future home for Nepal Orthodox Tea



Marketing Strategies for Orthodox Nepal Tea

· Leaf Tea

- First and second flush offered to companies willing to pay premium for very best quality
- Monsoon and Autumnal offered to companies with price limitations but will pay for teas of superior manufacture

· Tea Bag Grade, Fannings and Brokens

- First and second flush offered to companies whose specialty brand name can command premium prices
- Monsoon and Autumnal teas, offered to brands which can command slight premiums in the specialty tea arena

Operational Strategies

- Contact specialty brand packers
 - Determine if they will market 100% Nepal Tea under their brand name
 - If not, will they buy Nepal Tea as component for an existing blend?
 - Key companies in this area: Bigelow, Celestial, Republic of Tea, Stash and Tazo
- Contact master distributors who service specialty and upscale supermarkets, as well as health food stores
 - Their oustomers buy finished product, i.e., leaf tea in cartons and tea begs in cartons
 - Products to offer this group are black, green and organic teas
 - Some of the larger distributors are Haddon House, Tree of Life and KBNE



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Operational Strategies

- Select and appoint importer-distributors who service tea salons and specialty and gift shops
 - These importers would
 - inventory teas
 - repackage them into smaller quantities
 - · sell them to their specialty customers
- Expand website to include sections where consumers can order leaf and tea bag tea, tea related items and Nepal handicrafts
 - Establish a section to handle trade inquines
 - Incorporate website into a public relations program; distribution via website enhances PR coverage
- · Link Nepal tourism with Nepal Tea
 - Include tourism in the development of trade shows and U.S. launch event



Operational Strategies

- Explore packaging designs with more "eye catching" appeal
- Create slogan, "Nepal Tea, The Closest To Heaven on Earth" to convey charisma and mystique of Nepal Tea
- Explore the possibility of RTD Nepal Tea brand made with Himalayan water
- Exhibit/attend shows for specialty foods and beverage trade

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Public Relations Effort

Communicate exceptional quality and folklore of Nepal Teas and culture to key target

Strategy:

Capitalize on the unique culture, spiritual aspects & mystique of Nepal to drive awareness of Nepal Tea

Challenge:
Nepal Tea is unknown in the USA marketplace

How to create awareness of Nepal Tea:

- Exhibit at trade shows to reach specialty tea buyers
- Man the booth with tea servers in traditional garb
 Drape the booth with Nepel fabrics and hang dramatic large scale photographs of Nepel
 - Include Nepalese music playing in background to drive traffic, especially trade



Public Relations Efforts

- Launch Nepal Tea in the U.S. with specialty tea trade & media event
 - The event would introduce specially last buyers and key consumer lifestyle. & food magazine editors to the culture and lea of Nepal through a lunch and/or presentation session at an appropriate venue during one of the Fancy Food Shows
 - Event setting will include visuals of Nepal, food samplings of native Nepalese dishes, music and other appropriate aspects of Nepalese culture
 - Cooperative sponsors may include Nepal Tourism and the Himalayan Society
 - A graphicalty appealing information kit will be distributed to the media with:
 - press release
 - background information on Nepal Tea culture
 - recipes for authentic Nepalese dishes served at the event
 - · attractively packaged tea samples
 - Personalized tea packages will be sent to food and lifestyle editors who can't attend the event

For the successful implementation of a public relations campaign, Nepal Tea must be present and available for sale in the U.S.A.



Realistic Goals

Look at the competition: Darjeeling Tea

- · Darjeeling in USA over 60 years
- · Best estimate 100-150,000 kgs in annual imports
- Tea Board of India announced they would be spending \$100,000 in 2004 to promote Darjeeling Tea

Nepal Tea

Over next 18-24 months, best estimate of Nepal Tea sales is 14-18,000 kgs

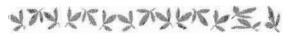
If a branded specialty tea adds Nepal Tea to its line, poundage might



Precautions

Before embarking upon "Next Steps" it is imperative to address and repair infrastructure weaknesses which would jeopardize a new trade relationship between Nepal and the USA

- Roads
 - Must be in good repair and adequate to accommodate tea transport
- Warehouse and blending facility
 - It is essential that a warehouse be built to insure that smallholder teas are blended for uniformity and stored property
- Proper packaging materials
 - Do not use Jute bags, use Kraft lined sacks, palletized and shrinkwrapped
- No financial roadblocks
 - Conduct tea business with bank guarantees and not by letter of credit
- Establish a Tea Research Institute to assist small holder



Next Steps

- · Appoint two people -one to target, make and direct sales calls; another to run the PR effort
- Investigate pricing for organic green and green tea in cartons to determine if your products are competitive for offer to master distributors
- · Appoint importers who are willing to inventory and repackage quality orthodox teas for sale to their clientele
- · Initiate a sampling program for branded specialty tea packers
- Begin preparation to exhibit at 2005 Take Me to Tea Expo
- Insure that sufficient teas are in place in USA so that public relations awareness campaign can begin
- Begin cost analysis for a Nepal Tea exhibit. This should occur at an appropriate food show in the USA during 2005



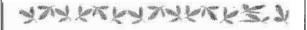
Summary: What needs to be done

The Chaffenge:

- How to increase imports of Nepal orthodox quality tea The Solution:
- Create distribution as well as broad awareness

The Challenge:

- How to establish Nepal Tea as a quality product commanding commensurate prices
- The Solution:
- Sell at "market price" until Nepal Tea is established with specialty tea buyers and awareness is created through the PR and promotion campaign



Remark of the Chairperson of Second Technical Session

Chairperson Mr. Prachanda Man Shrestha, Joint Secretary, Ministry of Industry, Commerce and Supply, praised the papers and thanked the organizers for arranging such meeting. In the context of globalization, Nepal has to be competitive, produce a quality product and sell well in the market. The papers have given clear cut marketing guidelines in Germany which is aware of Nepal and Nepalese tea as well as in the USA which is aware of Nepal but not of Nepal as a tea producing country.

Chairperson asserted the support of HMG in such endeavors of private sector and requested the entrepreneurs to produce quality product desirable to the market.

Day Two

Technical Session III Sessions Chair person:

Honorable Dr. Hari Krishna Upadhyaya, Member, National **Planning Commission**

Paper V-Nepalese CTC Tea (Mr. Ashwini Agrawal)

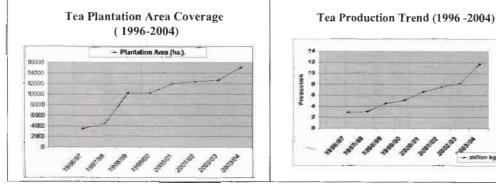


Mr. Ashwini Agrawal

The paper on Nepalese CTC Tea presents the production and processing of CTC tea and its trend. The paper indicates the difference it has with the orthodox tea as a product, its market and contribution to the economy primarily in import substitution and in export promotion. The paper gives details of the dependency of CTC tea on small farmers and the role of organized large commercial farmers in production and processing.

The paper highlights the stakeholders of the activity, the role of national tea policy and value of Nepal tea logo and the commitment of Nepalese tea entrepreneurs on market promotion, tea processing and expansion of the plantation, presented by Mr. Agrawal are given below.

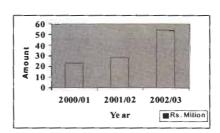
Nepal C.T.C. Tea: Production Status 2003/04 (Estimated) No. of Tea Estates Nepalese C.T.C. Tea, 2004 No. of Small Farmers Plantation Area ha. 8323 Production million kg. 10.06 No. of factories Presented by % share of small farmers in area 26.62 Ashwini Agrawal % share of small farmers in production 28.6 Nepaf Tea Association Source: NTCDB 2004; HOTPA and NTA 20 November, 2004



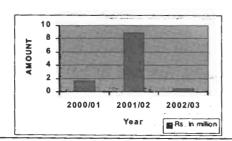
Domestic Market

- Estimated Demand (2003): 8.5 million kg. Around 350 gm per capita per year
- Major demand of Tea is met through prominent Nepalese Tea packaging Industries under popular brands mostly in unit packages as well as loose tea.
- Import
 - Currently self-sufficient in Tea
 - But, as a consumer's choice, some demands is fulfilled through import from India in unit packages under different brands as well as loose tea.

Export Trend of Nepalese Tea



Tea Import by Nepal



Export

- More than 2.5 million kg of CTC tea is reported to have been sold to India and Pakistan in 2003-04
- Current trend indicates an increase to 4 million Kg of C.T.C. Tea in export to India.

CTC Tea Export Prospect in Pakistan

- Tea Export in 2003-4: 0.927 million kg worth 1.074 Million US \$ (average price US\$ 1.16/kg).
- Tea export Jul-September: '04: 0.0657 million kg.
- Although more than 50% of the season is over, if the price is favorable, Nepalese exporters could supply up to 2 million kg in 2004-05
- By 2005/06 Nepal will be in a position to supply up to 4.5 million kg.

Stakeholders and Agencies supporting C.T.C. Tea Sector Development

Stakeholders

- Nepal Tea Planter's Association (NTPA)
- Nepal Tea Association (NTA)
- National Tea and Coffee Development Board (NTCDB)

Other Agencies helping Tea Development

 Agro Enterprise Center (AEC) of Federation of Nepalese Chambers of Commerce and Industry

CTC Tea Producing Industries of Nepal (1) 2003-04

	Processing Capacity
Name of Tea Industry	kg/hr.
Aroma Tea Industries (P) Ltd.	200
Bajgain Tea Garden & Processing (P) Ltd.,	# 200
Bansal Tea Industry Estate (P) Ltd.,	200
Budhakaran & Sons Tea Co. (P) Ltd.,	300
Buttabari Tea Processing (P) Ltd.,	800
Danfe Tea Processing Company (P) Ltd.,	300
Girlbandhu Tea Estate (P) Ltd.,	800
Haldibari Tea Industies (P) Ltd.,	150
Himalayan Gooarick (p) Ltd., Morang	150
Kalika Tea Estate (p) Ltd.,	500
Khusbu Tea Estate, Maheshpur	600
K.D.Tea Estate	200

CTC Tea Producing Industries of Nepal (2) 2003-04

	Processing Capacity
Name of Tea Industry	kg/hr.
Loknath & Sons Tea Estate (P) Ltd.,	125
Mittal Ten Estate (P) Ltd.,	380
Modern Tea Pvt. Ltd, Haheshpur	600
Nakaibanda Tes Estate (p) Ltd.,	200
New Giribandh: Tee Estate (P) Ltd.,	150
Raj Tea Estate (P) Ltd.,	150
Sattighatta Tea Estate (P) Ltd.,	150
Shyam sunder Tee Estate Pvt/. Ltd,	200
Soktim Tee Estate (NTDC),	150
Tokia Tea Estate (NTDC)	200
Chiningkot Tee Estate	150

Nepal: National Tea Policy 2000

- Plantation Area to be increased to 40,875 ha by 2005-06
- Production to be increased to 46.11 million kg by 2010-11
 (CTC:36 million kg and Orthodox tea:16 million kg)
- Employment opportunities: for ~ 79,000 persons
 National Tea Development Board, established by an Act in 1993 with Hon'ble Minister of Agriculture and Cooperatives as chairperson, is

responsible for the implementation of this policy.

Market Promotion and Diversification Activities

- Introduction of Nepalese tea in unit packages and tea bags under prominent brands.
- Generic promotion of tea as a health drink and promote the consumption of tea in domestic market which is too low.

Commitments and Actions by Tea Industries

- Adoption of National Logo of "Nepal Tea" introduced by Nepal Tea and Coffee Board
- Collective efforts to introduce Integrated Pest
 Management System in Tea Plantations and shift
 pesticide use pattern to meet the international
 requirements and launching of awareness programs, at
 the farm level, for use of pesticide and residual effects.
- Commitment to the production of quality tea by adjusting proper 7 day rounds in tea plucking.
- · Promoting Tea Auction Center for marketing of tea.

After the paper presentation a number of questions were raised on the export potentiality of CTC in other countries and the requirements of the plantation and processing industries for maintaining the quality CTC product. The paper presenter with the help of CTC tea producers and exporters satisfied the queries. As discussed, CTC has export market potentiality in UAE, UK and in other countries. In relation to quality, the meeting suggested to maintain seed bush as well as clone bush and variety plantation.

Paper VI-Prospects of Organic Tea and Market Scenario (Mr. Harish Mukhiya)



Mr. Harish Mukhia

This paper has discussed the organic tea and its benefits. In the process of paper presentation, Mr. Mukhia also discussed on compost (Vermi and green) and its making process at farm level. Since 85% of orthodox tea growers are small farmers, he explained how a small farmer could help him/herself and the country growing organic product.

He discussed the growing market of organic product, relation between chemical fertilizer and soil nutrient and the role of chemical fertilizers in polluting underground water system.

He suggested the Nepalese entrepreneurs to make long term planning on tea business for maintaining long-term quality. He stressed on the key role of government cooperation and requirement of good understanding between government and private sector to implement quality control measures and collect quality product at national level. According to him, it is easy to produce bad tea from good leaf but not good tea from bad leaves. For uniformity and to maintain quality production, it is required to manage quality at all level from production to processing and packaging. For quality production, he stressed on the need of continuous workshop, seminar among growers, producers, processors; regular extension program and training to the farmers. He suggested in extending due importance to altitude, soil quality and its nutrient content as these all affect entrepreneurs for a quite long period. He recalled the quality of Mirik Type soil and its relation with particular tea variety as not a good combination.

His paper, though talks only on organic farming and the benefits and importance of organic product in marketing but during the presentation he put forward many important information which he had gathered during his 30 years experience as a plantation person.

During presentation he also stressed Nepalese entrepreneurs to create their own identity but not hide or feel lost their identity under Darjeeling brand. He suggested Nepal to maintain a balance between clone and seed variety plants on the basis of collecting plant from the old and established garden of Nepal. He mentioned that development of auction center, research & development wing for tea also helps in building quality product and brand establishment in tea market. He asked the government and processors to help small farmer to produce quality raw materials for them.

The paper presented by Mr. Harish Mukhiya is given below.

ORGANIC TEA

(A) ABOUT ORGANIC FARMING

Tea is grown naturally without the use of any chemical pesticides and fertilizers. It is also important to manage the tea farm in a sustainable manner and whatever needed for the farm is generated within the farm. However, by organic it does not simply mean you stop using chemicals and harvest. This type of organic by default is not sustainable and acceptable.

In order, therefore, to become sustainable the following practices must be followed:

- (i) Maximum consideration of Ecological and Environment aspects and the aim to turn a farm into self-sustainable organism using renewable resources grown within the farm
- (ii) To work with the natural system rather than seeking to dominate them.
- (iii) To avoid all forms of pollutions that may result from the agricultural techniques should be adopted.

(B) BENEFITS OF ORGANIC PRODUCTS

(i) <u>CONSUMERS</u>: The produce from organic farms are free from any chemical residues and therefore, healthy products. It must, however, needs to be certified by a reputed Certifying Organization.

- (ii) SOCIAL: Since no chemicals are used in its production, the entire community living in the farm as well as all the animals, flora and fauna will be healthy as they will have the access to clean air, water, food, vegetables, milk etc.
- iii) ENVIRONMENT: In order to undertake sustainable organic farming, it is absolutely essential to create micro-climate by growing suitable shade trees, shelter belts, avenue tree, legumes etc. This will protect the flora, fauna, diverse plants, and wild animals. Besides these, the entire principle of organic farming encompasses environmental aspects.
- iv) Women Empowerment: In tea plantation the women play a vital role, as 80% of the tea pluckers are women. The quantity and productivity depend on the performance of women pluckers. They are therefore, the backbone of the sustainability of the tea plantations.

MARKETING OF ORGANIC TEA C)

The consumers world over are getting conscious of their health and are also about the environment. In this scenario it is very essential to propagate and make aware to all consumers about the benefits as well as its role towards community and the environment aspects. If the consumers are made aware of these facts organic tea will get preference over the conventional

To quote one International buyer during the 2nd International IFOAM Conference held in Calcutta in 1997:-

"The consumers also expect, and this is even more important, that this type of organic production has a huge advantage for the people who are living in the area where the tea is being grown. The European buyers want to be sure and certain that the product being sold as organic had preserved environment in the process of production."

D) **SUMMING-UP**

The experts have pointed out that increasing chemical fertilizer use may not produce the expected yield, particularly in areas where the fertilizers are being regularly used. The fertilizer use efficiency is only 30-35%, the remaining 65-70% of the nutrients reach the underground water resources in the form of nitrate polluting water bodies.

Therefore, it is unavoidable that organic farming has to be taken up not only to prevent contamination by chemicals in the product but also to avoid the soil from becoming sick and unproductive.

Ouestions

Some of the questions raised by the participants and the answers given by Mr. Mukhiya are given here considering its importance to the tea sector

Q. What is the difference in tea produced with chemical fertilizer and in organic environment in terms of price and production? How production is stabilized with organic process of production?

A. As per his Darjeeling experience, there were 85 tea gardens using chemical fertilizer and only one organic tea garden till 1995. From 1996 onwards, they realized that the production of non-organic tea garden went down as low as by 30 % due to old bush. Such decline in production was not observed in tea garden following organic farming. The garden, which had been converted from inorganic to organic took three years to stabilize the production. After three years of conversion onwards production had stabilized and over all loss was decreased by 10 % only.

Q. Ilam & Darjeeling has same ecology, which variety of plant is good for these area?

A- One should plant saplings collected from an established garden. Which has a reputation for quality. In case of Ilam – Soktim has old varieties, so he suggested expanding these varieties rather than depending on Darjeeling ones.

International Buyers' Presentation and closing of session III

As in the first day, two of the distinguished participants shared their experiences and expectations from Nepal in the promotion of tea business. The members who shared their experiences and their details are as follows.

S.No.	Name	Country
1	Mr. Manik Raj Jaykumar	USA
2	Mr. Sanjeeb Kanoi	India

Mr. Manik Raj Jaykumar, USA

Mr. Jaykumar is a Sri Lankan by birth. He had been involved in tea growing business for 25 years in the past in Sri Lanka. Today he lives in the USA and has been importing tea for an US tea company since last 12 years.

According to him, Nepal is in good geographical position for tea plantation. Falling in good location is not enough as the many countries in the world are producing tea and supplying quality product in the tea market. The geographical location and scientific practice in combination remain helpful in producing quality tea and the quality of the product only will play critical role in the market. He suggested to attempt for quality product as desired by the market and to involve and help other stakeholders.

According to him, most of the teas in US fall under RTD (Ready To Drink) category. It is no. 1 item in Japan. It is coming up in the US and is expected to come up in other country also. The product for RTD purpose has to meet the required quality. The quantity of sales of such item is directly proportional to the quality. USA is mostly coffee drinking area. In the US, health and Tea should go together. One should enter US market with quality tea linking it with health. Recently a number of tearooms are being opened in the US and Germany. He suggested to market quality Nepalese tea to find its place in the US market.

Mr. Sanjeeb Kanoi, India

Mr. Sanjeeb Kanoi is importing Tea from Nepal since 1995. He does not have problem with the quality of Nepal tea but he has suggestion to make Nepal tea better in the coming days to fetch better price.

He suggests Nepalese entrepreneurs not to compare the Nepal tea with the Darjeeling, which has its own name in the market. He thinks Nepal tea has not been able to fetch right price in the market due to a couple of reasons. Some of the reasons he has identified are as follows.

Poor Transport facility

The production of Nepalese tea is less in quantity and there is no facility to transport lesser load. The waiting time for full load many times hinders in fetching the right price from the market.

Long waiting time in quarantine and inability to transport the product for sale in time Tea of different flushes has different value in the market. The first flush tea fetchs good price when it reaches the market during first flush time and so on. Since last couple of years, Nepalese tea has to park in quarantine office for long period and many time fail to reach the market in right time. This is causing difficulty for Nepalese tea getting right price and establish in the market. Mr. Kanoi suggested working with the government to facilitate reducing the waiting time in quarantine. He stressed to consider the shelf life of tea before transporting it to the market.

Need to concentrate on quality production

Nepalese tea bushes are new bush. They can produce quality tea with due care in plantation and processing. Mr. Kanoi suggests Nepalese entrepreneurs to create a separate identity of Nepalese tea on the basis of its strength. This approach helps the actors of different level to work with responsibility and efficiently. Since this is a food item and the revolution on food item is more for organic production, there is need to concentrate on small farmer to processor for quality production. Factory has to be very careful on quality of green leaves and in processing and keeping level of tolerance much in control.

Chairperson's remark

Chairperson - Honorable Dr. Hari Krishna Upadhyaya, Member, National Planning Commission

Chairperson Honorable Dr. Hari Krishna Upadhyaya thanked the organizers for providing such an opportunity to learn from tea experts and share their opinions for the promotion of tea sector. Dr. Upadhayaya spelled the significant progress made in tea plantation, processing and marketing but felt the development not being as desired by the market. He summarized the stress of the papers presented as the need of the country to campaign for organic farming and need for quality production practices.

Dr. Upadhayaya said, 'Quality output is the resultant effect of independent and combined exercises of a lot of stakeholders of the activities'. In the case of tea, a lot of inputs have to be given to farmers from government as well as by the private sector for quality production at farm level, the base for quality tea production. He stressed the need to promote integrated pest management to promote organic farming and develop appropriate mechanism to build the private public partnership in all such activities. He expressed the willingness of government to be a part of such exercise.

Dr. Upadhayaya informed the participants about the new agriculture policy which has given due importance not only to farmers but also to agro-entrepreneurs and stated the purpose of this being to make entrepreneurs capable enough to produce products of international standard. He thanked the paper presenters for their informative and thought provoking papers.

Technical Session IV

Sessions Chairperson: Mr. Binod B. Shrestha, President, Federation of Nepalese Chambers of Commerce and Industry (FNCCI)

Chairperson Mr. Binod B. Shrestha discussed about the network of 50000 direct and indirect members of FNCCI. He discussed the concerns of FNCCI on social activities, micro, medium and small business activities and support small farmer's well beings. He emphasized the role of public private partnership and asked NTCDB to present the paper on government support.

Paper VII- Private Public Partnership in Tea Sector (Mr. Tara Nath Sharma, NTCDB)

Mr. T. N. Sharma, Deputy Director, National Tea & Coffee Development Board presented the paper on the public private partnership position in Nepal in reference to tea business. The paper presented a complete picture of Government support in tea sector. The paper presented is as given below.

Private Public Partnership in Tea Sector



Nestled between China in the north and India in the east, south and west has geography from the deepest gorge to the highest peak in the world, Nepal lies between 80° to 88° east latitude and 26° to 30° north longitudes. It has an area of 147181 sq.km with a multi-racial, multi lingual and multi religious population of 24 million. The Mt. Everest – highest peak of the world and lord Gautam Buddha" The light of Asia" are the pride of Nepal.

Mr. Taranath Sharma

Nepal has a much diversified climate with varied geographical location. It comprises the highest peak of the world descending down to 60 metres, at Kechana in Jhapa. And this geographical diversification is the most important specialty of Nepal.

Nepal – an agro-based country where more than 80% of population is engaged in agriculture and this accounts for 42% of GDP. Tea plantation in Nepal started over one and a half century ago by the Royal Army of Col. Gaj Raj Singh Thapa with the pure China seeds received as a token of gift from the Emperor of China in the year 1862. It is almost during the same time Indian tea plantation was started. Nepal tea development remain stagnate throughout the century. The government established Nepal Tea Development Corporation during 1966 AD and entrusted with the responsibility of all promotional activities for the sub sector as a whole..

The private sector enthusiast involvement, especially in eastern tarai, came during 1960 with establishment of Buddakaran Tea estate, the oldest Tea Estate in Private sector. Similarly, the implementation of ODA funded Tea Development Project (1979-84) & the smallholder scheme, which was initiated by NTDC & ADB/N in the year 1978, especially in eastern hills. It helped to improve the socio-economic condition of the farmers.

The Late King Birendra proclaimed Jhapa, Ilam, Panchthar, Dhankuta and Terathum as Tea Zone in 1983. His Majesty's Govt. commanded some package programs including soft interest loan, rebate in the land revenue, liberalized land ceiling for tea plantation and free transportation facilities for planting materials at subsidized cost. NTDC established Tea Extension offices in the tea zone declared districts. Consequently, there was huge extension in tea plantation area.

The main objectives of Tea Zone declaration

- Development and promotion of Tea.
- Enhance production
- Motivate the farmers to grow tea in their holdings.

Privatization:

His Majesty's government draws a concept of privatization of nation owned industries in 1998/99. It was hoped the privatization scheme would bring much necessary capital and expertise to an industry. The Nepal Tea Development Corporation was privatized in the 2000. So, the government has focused private sector involvement for tea development.

Institutional management:

After the realization of its importance in economy, environment and employment, again His Majesty Government established National Tea & Coffee Development Board under the NTCDB act for the over all development of tea & coffee in the year 1992.

Objectives:

- To formulate and implement Tea & Coffee policy to produce, process and marketing
- To find out the solution of the problems regarding Tea & Coffee Development.
- To initiate the tea cultivation in cooperative basis.
- To manage the inputs for the development of tea & coffee industry.
- To support the person or institutions related to tea and coffee industries developing a research center with modern technology.
- To manage studies for the development of Tea & Coffee industry sector.
- To co-ordinate the institutions active in tea & coffee development.
- To help and support tea & coffee industries.

Involvement of Non-governmental Institutions:

Besides these, there are non-governmental institutions, which are involved for the development of the tea sector. Some of them are:

- Nepal Tea Association NTA is an association of tea packagers and exporter
- NTPA is an association of CTC Tea producers - Nepal Tea Producers Association
- Himalayan Orthodox Tea Producers Association- HOTPA is an association of orthodox tea producers.
- -HIMCOOP is a cooperative of tea traders.

The only ambition of all these Association is to enhance quality production and promote domestic and international market. Above and beyond, there is a new institution – Nepal Tree Crop Global Development Alliance, which objectives are:

- To develop a marketing strategy to promote Nepali, Tea & Coffee in the international market.
- To establish a code of conduct for a sound trade practice.
- To provide a special focus for quality tea production.
- To establish a requisite infrastructure for the development of tea industry.

The Alliance has following members:

- National Tea & Coffee Development Board
- Agro Enterprises Center (FNCCI).
- Winrock International
- JICA
- GTZ
- HOTPA
- HIMCOOP

Production and consumption:

Orthodox tea in Nepal is grown and produced above 1500 MSL. The area under Orthodox tea as around 7000 hectares and produced 1.5 mn kg. during 2004. There is an increasing trend by 20% annually. Almost 60% of green leaves for orthodox tea are being collected from the small holders and manufactured in the bought leaf factories.

CTC tea is produced in the eastern plains of Nepal. The area under CTC tea is around 8000 hectares, which produced 10 million kg. during 2004. The growing trend is 20% annually. Similarly, large percentage of green leaves comes in the factories from the small holders.

The per capita annual consumption of tea in Nepal is estimated to be 350 grams. Which is the lowest consumption in the south Asian countries. 90% of orthodox tea is being exported and some CTC as well. Nepal exported about 3.85 million kg. of tea to Japan, Germany, America, Australia, the United Kingdom, Pakistan and some other countries. The production record is as follows:

Tea Plantation Area and Production (2004):

Plantation: Hectares Production: k.g.

S.N.	Particulars	Or	thodox	(C.T.C.	Total	
		Area	Production	Area	Production	Area	Production
1	Garden	2762	535070	6107	7179599	8869	7714669
2	Small Holder	3927	1056027	2216	2880508	6143	3936535
	Total	6689	1591097	8323	10060107	15012	11651204

Tea Plantation Trends:

Year	1994/95	1995/96	1996/97	1997/98	1998/99	1999/00	200/01	2001/02	2002/03	2003/04
Area	3174	3358	3502	4515	10250	10250	11997	12346	12643	15012
ha	<u> </u>									

Tea Production Trends:

Year	1994/95	1995/96	1996/97	1997/98	1998/99	1999/00	200/01	2001/02	2002/03	2003/04
Prod	1946	2737	2906	3019	4493	5085	6638	7518	8198	11651
MT							-	12,31	100	idw.

From the snow-laden peaks to the fertile tropical land, Nepal is one of the few places in the earth where Mother Nature can be seen in all her finery. There is abundant of natural resource to produce specialty orthodox tea. National Tea & Coffee Development Board with the collaboration of the private sector is trying its best to overcome all the challenges to make a green belt in the tea feasible area. NTCDB in partnership with private sector have already initiated plant protection and organic farming awareness campaign in tea plantation area. The program has revealed encouraging result in short time. This experience gained in this sector can be adopted in the new area plantation for quality production.

National Tea Policy:

- Extension of Plantation area,
- Enhance the production of tea,
- Create an opportunity of direct employment for the local people,
- Priority lending, principle repayment and interest payment schedule facilitation.
- Rebate on the land registration tax,
- 50 year's lease prospect of Government land to plant tea,
- Creation of tea development fund.
- Introduction of cess (service fee) to manufacturers and importers.
- Establishment of Research and Training centers in collaboration with private sector,
- Incentives to ancillary industries,
- New Institutional Arrangements of Board with more Pvt, sector participation,

Government Supports:

To implement National Tea Policy and develop tea sector as a whole the government has extended different type of support to the farmers and planters. Some of main points are as follows:

- > Training to the farmers and planter,
- > Technical support to the farmers and planter,
- > Distribution of planting materials at subsidized cost,
- > Farmers motivation programme,
- > Subsidy on transportation of planting materials,
- > Extension of tea cultivation on new districts,
- > Loan support to growers and producer at maximum level,
- > Initiation of presenting Nepal tea as gifts to the foreign government delegates for development of market at the international level,
- > Conduct seminars and meeting of the farmers on IPM with collaboration of private organization.
- > Initiation or organic farming in some districts with private sector participation,
- > Conduct workshop and meeting of the farmers on identification of non-chemical pesticides and its judicious use.

Potentialities:

- > There is abundant virgin natural resource feasible for tea cultivation in Nepal where organic tea can be produced.
- > The internal per capita consumption is very low and can be increased.
- Policy issues can be updated with the co-ordination of public private sector accordingly where ever it need.
- Nepali tea should be marketed in the domestic and international market with the National logo.
- > The promotional activities are not enough and this should be encouraged with the joint effort of public private sector.
- Tea producing countries in the world should take a combine strategy for marketing.

International Buyer's Presentation

S.No.	Name	Country
1	Mr. Thomas Holz	USA
2	Mr. J .P. Gurung	India

Mr. Thomas Holz, Germany

Mr. Thomas Holz, an international tea buyer gave very important product marketing tips to the Nepalese entrepreneurs in the meeting. He discussed growing market characteristics of Germany and Europe as growing market for RTD items in tea type drinks. He mentioned the need to identify the buyer and his requirement as each of the buyer has different market and prefer to buy different quality product. Similarly he mentioned a desirable characteristics of a good marketer as a person of good product knowledge, willingness to travel and capable to find answers of following three pertinent questions of product marketing. a) Who is where? b) Who is who? c) Who need what?

Mr. Holz indicated the capacity of young bushes to produce higher quality product and asked the producers and processors to join hand and maintain it, as there is less market for average quality product and broad market for quality product due to rising consciousness on health and demand for better product. According to him 40% sale of tea is done through super markets and the supermarkets buy the products from the importers. For the tea marketers, it is important to know the behavior of importers and the taste of market from the super markets. In a question regarding some bullet point on product marketing, Mr. Holz said there is no short cut in marketing, it is part of long term planning, one has to approach people and ask them. Every body is different and has different requirement. During the presentation, he also discussed the existing import condition and need to open Letter of Credit and make advance payment by the importer. In the situation of developing trust, he mentioned that the importers prefer to pay after receiving the product and therefore he suggested developing the payment mechanism after acceptance of the product.

Mr. J. P. Gurung, India

Mr. J. P. Gurung is General Manager of a well-known Tea Garden of Darjeeling. He shared the difference between Darjeeling and Nepal in the context of orthodox tea production area. According to him, the differences between Darjeeling and Nepal in tea business are the following:

- a) Darjeeling has small number of small farmer and there are more organized larger farms than in Nepal
- b) It has more labor problem than in Nepal
- c) Darjeeling gardens are 130 years old. Nepalese bushes are young.
- d) It is a fact that a large quantity of Nepalese tea is going to Darjeeling. There is no way to stop that as long as Nepal does not establishes its own market. This happens so because there is no market for Nepalese tea and on the other side, yield of the tea garden is going down in Darjeeling but it has good reputation and prominent market in the world.
- e) Darjeeling tea entrepreneurs are developing Geographical Indicators (GI) for intellectual property right and Nepal has not thought about this so far.

Mr. Gurung suggested the Nepalese entrepreneurs to learn from Darjeeling and develop their own identity to market their product in international market. He said that much more unnecessary hype are given that Nepal & Darjeeling are in competition, which is not true. Each has own strength and one has to cash on that character. He stressed the need of Research and Development and develop own infrastructure for quality production, which only has market in coming days.

Tea Tasting Session

After the technical session, a tea tasting ceremony was organized. The entrepreneurs involved in exhibitions had displayed their products in packet as well as in RTD form. They offered the distinguished guests to taste and feel the flavor of Nepalese orthodox tea in the event site.

Award Ceremony

The Right Honorable Prime Minister Mr. Sher Bahadur Deuba distributed Award and Token of Appreciation Gift to the International Buyers.

Following fellow members received Award & Appreciation from the Prime Minister for their contribution in the promotion of Nepalese tea abroad. During the ceremony, the prime minister labeled their contribution as excellent and they were considered the Ambassadors of Nepalese tea.

Award Recipients of "Nepal Tea and the World 2004"

Ambassadorial Award:

1.	Mr. Mohammed Hanif Janoo, Pakistan	4. Mr. Hans Reischl, Germany
2.	Mr. Thomas Holz, Germany	5. Mr. Manik Raj Jaykumar, USA
3.	Mr. Ortwin Rave, Germany	6. Mrs. Sakae Yamada, Japan

Award in appreciation for the contribution in the promotion of Nepalese Tea in India

1. Mr. Mohan Chirimar, India	4. Mr. Sanjeeb Kanoi, India
2. Mr. Dhirendra Desai, India	5. Mr. Manoj Jhawar, India
3. Mr. Kiran N. Desai, India	

Closing Program

In the closing program, Dr. Deva Bhakta Shakya, Executive Director of Agro Enterprise Center presented the event summary. Dr. Shakya expressed happiness on the successful completion of the event. He thanked the Minister of Agriculture and Cooperatives for his valuable time and consideration on the event. He thanked the thought provoking tea marketing road map presented by distinguished paper presenters Mr. Willi Raush and Mr. Marty Kushner of Germany and the USA respectively. The papers had presented guidelines for tea entrepreneurs to market their products and highlighted the areas where they have to be cautious in order to become competitive in the market.

He thanked Mr. Jim Tomecko for excellent paper on code of conduct, which educated the orthodox tea entrepreneurs on value of code of conduct, its building blocks and its role on quality production, processing and marketing.

Similarly the paper presented by Mr. Suraj Vaidya highlighted the commitment of tea entrepreneurs. It had highlighted the situation of Himalayan Orthodox tea, value of quality of orthodox tea from production to processing in the growing international market for quality product, the process Nepal has adopted to enhance the quality of Nepalese orthodox tea and the commitment of the tea entrepreneurs.

The paper presented by Mr. Ashwini Agrawal had given broad picture of production, processing and marketing situation of CTC tea. The information was elaborate one and informative to consider its impact to the economy. Mr. T.N. Sharma from NTCDB provided extensive information on public private partnership status, support position of government and its commitment for private sector led development on tea business.

The paper on organic tea farming presented by Mr. Mukhiya and the deliberation he made during discussion session provided a lot of pertinent information to Nepalese entrepreneurs on quality tea garden development, alternative to chemical fertilizer and market position of organic product. His long experience on Darjeeling and discussion on comparative situation of Nepalese orthodox tea and his suggestion to market Nepalese product with separate identity was interesting and excellent. Dr. Shakya thanked all the paper presenters for their valuable effort.

He thanked the foreign delegates respectively Mr. Ortwin Rave, Mrs. Sakae Yamada, Mr. Mohan Chirimar, Mr. Marty Kushner, Mr. Manik Raj Jaykumar and Mr. Sanjeeb Kanoi for sharing their rich experience on orthodox tea marketing and expectation from Nepalese tea entrepreneurs for its brighter future.

Dr. Shakya stated that the beauty of the tea event was the active participation of all stakeholders of the tea. The meeting had representatives from policy makers, policy implementers, producers, processors, buyers and donor agencies supporting the sector. The presence of officiating secretary of Ministry of Agriculture & Cooperative, Joint Secretary of Ministry of Industry & Commerce, Member of National Planning Commission and president of FNCCI as chairperson in the technical sessions were the other important charms of the event as these agencies are the key institution to develop and implement plan for the betterment of this sector.

The feather cap of the event was the presence of foreign journalists who came here to understand the position of tea business of Nepal and will be educating the potential buyers & consumers of their respective countries. Dr. Shakya thanked all participants, member delegates, distinguished guest, donors and other well-wishers of the Event for their support.

After the event summarization by Dr. Shakya, Officiating Secretary Mr. Bhairab Raj Kaini presented a token of appreciation to the following important individuals for their valuable contribution for the promotion of tea business in domestic as well as in foreign market. The tokens of appreciation were presented to the following individuals.

Token of appreciation were presented to the following recipients.

- 1. Mr. Marty Kushner, Paper Presenter, USA
- 2. Mr. Harish C. Mukhiya, Paper Presenter, India
- 3. Mr. Willi Rausch, Paper Presenter, Germany
- 4. Mr. Jim Tomecko, Paper Presenter, GTZ/Germany
- 5. Dr. Deva Bhakta Shakya, Organizer, AEC/FNCCI
- 6. Dr. Thomas Henn, Germany
- 7. Mr. David Drouin, Journalist, USA
- 8. Dr. Susanne Weingarten, Journalist, Germany
- 9. Dr. Wolfgang Lechner, Journalist, Germany
- 10. Mr. Roger Thiede, Journalist, Germany
- 11. Mr. Joern Freyenhagen, Journalist, Germany

Similarly, Mr. Bijaya Nath Bhattarai Deputy Governor of Nepal Rastra Bank presented a token of appreciation to the following important individuals for their valuable contribution for the promotion of tea business in domestic as well as in foreign market. The tokens of appreciation were presented to the following individuals.

- 1. Mr. Luke Colavito, Organizer, Winrock International
- 2. Mrs. Elke Shrestha, Organizer, GTZ

After the Award ceremony, Mr. Krishna Prasad Dhakal, Executive Director of NTCDB extended vote of thanks in the closing program. The event of 'Nepal Tea and the World 2004' ended after cultural program and dinner.

Press Release

"Flavour of the Himalayas"

Nepal Tea & The World 2004

(International Tea Event)

Organisers: Himalayen Onthoder Tea Producers Association (HOTPA): Nepal Tea Association (NTA): Nepal Tea Producers Association (NTPA): Himalayen Tea Produ

प्रेसं विज्ञप्ती

नेपाल जैविक विविधताको लागि धनी देश हो । यसै सन्दर्भमा १४२ वर्ष अन्दा परानो इतिहास बोकेको चिया खेती नेपालमा तराइको कापादेखि पहाइको २००० मिटरको उचाइसम्म च्यवसायिक रूपमा निजी क्षेत्रको संक्रिय सहभागितामा विस्तार हुदै गइरहेको छ । वर्तमान अवस्थामा नेपालका ६ भन्दा बढी जिल्लामा करील १४०१२ हेक्टरमा चिया खेती गरिन्छ मने ८४ भन्दा बढि चिया अगान तथा ७५०० भन्दा बढि साना किसानहरु यसमा संलग्न छन् । राष्ट्रिय चिया नीति अनुरूप लक्ष्य प्रितिका लागि हाल उत्पादनतर्फ बढि अग्रसर हुदै आ.व. २००३/०४ सम्ममा अर्थोडक्स १५ लाख ५६ हजार किलो र CTC चिया १ करोड ६० हजार किलो उत्पादन भयो । चिया प्रशोधन कार्यमा अर्थोडक्स चियातर्फ १६ र CTC चिया तर्फ २३ वटा गरी जम्मा ३९ वटा उद्योगहरु प्रत्यक्ष रुपले संलग्न रहेका छन् र केही यप उद्योगहरु स्थापना भैरहेका छन्। अर्थोडक्स चिया उत्पादनको अधिकांश भाग जर्मनी, आपान, अमेरिका, भारत आदि देशमा निर्यात भैरहेका छन् भने विगत ३ वर्ष यता नेपाल CIC चियामा आत्मनिर्भर भई सो चिया भारत र पाविस्तानमा समेत निर्यात हुन थालेको छ । चियाको बार्षिक उत्पादन बृद्धिदर २० प्रतिशतले बढेको छ । यसमा अर्थोडक्स चिया १३.५ लाख किलो निर्यात भई करिब रू २५. करोड जित राष्ट्रिय आय भएको छ भने सि.टी.सी. चिया प्रत्यक्ष वा अप्रत्यक्ष रूपमा करित्र २४ लाख जीत नियात भएको अनुमान छ र यसवाट थप र २४ करोड जीतको राष्ट्रिय आयमा योगदान रहेको देखिन्छ । हाल चिया विकास तथा विस्तार कार्यमा निजिक्षेत्रको वर्तमान तिन सस्थाहरु क्रमशः नेपाल चिवा उत्पादक संघ (NTPA), हिमालायन अर्थोडक्स चिया उत्पादक संघ IHOTPA) र नेपाल चिया संध INTA: मुख्य स्पना अग्रसर रहेका छुन् । यी संघहरु साना किसान तथा उधमीहरुलाई चिया खेती बारे तालिम दिने, रोग तथा विषधीको सिंह प्रयोगको जानकारी दिने, उत्पादकत्वमा अभिवृद्धि गर्ने, गणस्तरमा सुधार गरी तथा नेपालको विया आन्तरिक बजारमा पहिचान गराउने तथा आचार सहिता बारे प्रचार प्रसार गर्ने गरेको छन् । २०० मन्दा बढि साना किसानहरु अर्गानिक खेतितिर उन्मुख हुदै गइरहेकाछन्, यसमा कञ्चनजंदा टी स्टेट र गुरासं टी स्टेट अग्रसर भइरहेका छन् भने अन्तराष्ट्रिय बजारको माग अनुसार ग्रीन वियाको उत्पादन तिर पनि एक प्रशोधन उद्योगले धालनी गरेका छन् ।

चियाको उत्पादनमा बृद्धि भई आन्तरिक खपत भन्दा बृद्धि उत्पादन हुन थाने पश्चात विदेश निकासीतर्फ विशेष जोड दिनु पर्ने र यसका लागि बजारको खोजी तथा प्रबर्दनात्मक कार्यमा अग्रसर हुन् अत्यन्त जस्री भैसकेको सन्दर्भमा देशको आर्थिक विकासमा विया व्यवसायीहरूको बहुदो भूमिका, विश्वव्यापारीकरणको सन्दर्भमा नेपाली व्यवसायीले निभाउन पर्ने अहम् भूमिका र सन् २००९ मा अग्रोजना गरिएको "Agribusiness Interface 2001 – An International Tea Event" को सफलतालाई दृष्टिगत गर्दै हिमालयन अर्थोडक्स टि प्रोह्युसर्स संघ, नेपाल बिया अंघ, नेपाल विया उत्यादक संघ, राष्ट्रिय विश्वा तथा क्रिफ विकास बोर्ड, हिमालयन चिया उत्यादक सहकारी सस्था, कृषि उद्यम केन्द्र नेपाल ख्यांग वाणिज्य महासंघ, GDANVinrock International र GTZ/PSP को संग्रस्क तत्वावधानमा यही २०६९ मंसीर ४ र ४ गते

"Flavour of the Himalayas"

a & The World 2004

(International Tea Event

काठमाण्डीमा "Nepal Tea and the World 2004, An International Tea Event" को आयोजना हुन लागेको छ ।

यस कार्यक्रमको मुख्य उद्देश्य नेपाली चियाको उत्पादक, निर्यातकर्ता तथा विदेशी खरीदकर्ताहरूलाई एकै मञ्चमा भेला गराउत हो । यस कार्यक्रमबाट आगामी दिनमा नेपाली चियाको निकासीमा बृद्धि गर्न प्रत्यक्ष सहयोग पुऱ्याउछ भने निकासी गर्न आवश्यक मागको आपुर्ति गर्न देश भित्र चियाको उत्पादनमा पनि बृद्धि गर्नुपर्ने स्थितिको सिर्जना हुनेछ । फलस्वरुप चिया उत्पादनमा लागेको हजारौ साना किसानहरु, उद्यमीहरु, निकासीकर्ताहरुका साथै गरियी निवारण, रोजगारी र बाताबरणमा पनि सकारात्मक प्रभाव पर्ने देखिन्छ भने समग्रमा देशको अर्थतन्त्रमे प्रत्यक्ष प्रभाव पर्ने कुरा स्पष्ट छ । नेपालमा उत्पादित उच्च गुणस्तरको चिया विभिन्न मुलुकहरुमा निर्यात भैरहेको सन्दर्भमा यस किसिमको सम्मेलनले नेपालका निर्यातकर्ता र आयातकर्ताहरू बीचको सम्बन्ध सबलीकरणको महत्वपूर्ण अवसर समेत मिल्ने आशा गर्न सिकन्छ ।

सम्मेलनको उद्घाटन २०६१ मंसीर ४ गते विहान ९:३० वजे ह्यात रिजेन्सी होटल काठमाण्डीमा माननीय कृषि तथा सहकारी मन्त्रीज्यूबाट हुने कार्यक्रम रहेको छ । सम्मेलनमा देशमा विद्या उद्योगमा लागेका व्यवसायीहरु, उनीहरुसंग आवद रहेका अन्तरराष्ट्रिय, विशेष गरी जर्मनी, जापान, संयुक्त राज्य अमेरिका, क्यानाडा, भारत र पाकिस्तानका आयातकर्ताहरूले भाग लिने कार्यक्रम छ । मसीर ४ र ४ गते पाविधिक संबहरूको आयोजना हुने कार्यक्रम छ जसमा जर्मती, संयुक्त राज्य अमेरिका, क्यानाहा, भारत र पाकिस्तानका विया विशेषज्ञहरुबाट नेपाली अर्गानिक चिया, आचार सहिता (Code of Conduct), चिया क्षेत्रमा निजी-सरकारी कार्यएकताका साथै नेपाली चिया बजार संग सम्बन्धित कार्यपत्रहरु प्रस्तुत गरिने छ । नेपाली चियाको अन्तरराष्ट्रिय बजारमा निर्यात प्रबर्दन गर्ने तर्फ प्रत्यक योगदान पुन्याउने विदेशी आयातकर्ताहरूलाई कदरपव प्रदान गर्ने कार्यक्रम पनि सो अवसंरमा रहेको छ । सम्मेलनमा जर्मनी र संयुक्त राज्य अमेरिकाका प्रतिष्ठित पत्रिकाका पत्रकारहरूको पनि उपस्थिति रहने छ । सम्मेलनमा नेपालका प्रमुख चिया उत्पादकहरूको उत्पादन प्रदर्शनी गर्ने कार्यक्रम छ भने मसीर ४ गते विदेशी विशेषज्ञहरूबाट Tea Tasting गर्ने कार्यक्रम रहेको छ । तत्पश्चात विदेशी चिया खरीदकर्ताहरूको इच्छा अनुसार चिया बगान तथा उद्योगहरूको अवलोकन भ्रमणको पनि आयोजना गरिएको छ ।

धन्यबाद ।

विपक वास्कोटा

संयोजक -Nepal Tea and the World 2004

Prime Minister's address to the International Delegates in the "Nepal and the World 2004" Meet in Nepal

Meeting at Baluwatar on 20th November 2004

Heartily welcome the delegates from Germany, US, Japan, and India who are here in Kathmandu. Thank you for your efforts and support in promoting Nepalese Tea in respective countries. I congratulate and extend my deep appreciations to those who have been recognized by the organizing committee of the event, today, with awards/appreciation gift for promoting Nepalese Tea in their respective countries.

Tea has a long history in Nepal but its commercialization started lately and Nepal has yet to establish its image in International Market.

Realizing the potentiality of Tea Sector in the national economy, His Majesty's Government has announced the national Tea Policy in four years back. As an increase in production of tea generates more income for small farmers and more employment at the industry/ estate level, increase in the tea plantation area and the numbers of small tea growers is seen in the recent years. This is good sign of progress in the production front.

His Majesty' Government is also giving due priority in the expansion of tea beyond the existing production area to give opportunities to large populace. Taking advantage of agro climatic situations, more and more tea plantation has started by private sector in many hilly districts including Sindhupalchowk and Dolkha.

At present, Nepal has reached to a stage where its production of tea has already exceeded domestic demand. Although there has been a limited effort in export promotion, private sector has done their best to promote Nepalese tea in the international market and lately significant efforts has been made in building the image of Nepal Tea in the global market. I consider this is a very good beginning and the government will extend all possible support to the private sector in their export promotional efforts. I am looking forward to get the consolidated feedback from the buyers and sellers meet, which is now undergoing. I will assure the delegates that the government will consider the recommendations and make every possible policy and procedural improvements to make sure that Nepalese tea could expand its international buyers during the meeting. I consider this as a very good start by the stakeholders in building the quality image. HMG will extend all possible technical supports to the private sector in fulfilling their quality commitments.

I wish the event a great success. Look forward to have such events periodically. I hope the international delegates have pleasant stay in Nepal I am very glad the delegates include journalist from Germany and USA. Special thanks are due for them as well. I gather they will be visiting eastern parts of Nepal to see some tea growing areas and processing factories.

Thank you all.

Nepal Tea and the World 2004

Session IV: Chairing the session by FNCCI President Binod Bahadur Shrestha

Comments from the Chair: Points to be included

Thank you very much for giving me this opportunity to chair the fourth Session of Nepal Tea and The World 2004 Conferences, which covers the important part of the presentation on Tea Sector development - "Private Public Partnership in Tea Sector" as the Government personality in Tea in the Government Sector.

I am also fortunate to chair the session when the Eminent Tea Buyers from countries particularly from: India, Germany, US and Japan are giving their views on Nepalese tea and giving some important suggestions for future expansion of the market for Nepalese Tea.

My job in this session is to summarize the presentation and the output from the interesting deliberation, I consider that the views expressed from our Tea Board representative in partnership issues should be well taken and more and more development and promotional programs will have to planned in Collaborative manner. In cases of differences, more dialogues should be started at faster pace, as we are loosing time. We should also bear in mind the suggestions and strategic issues raised by the international buyers in their presentations.

Based on the presentation and the questions and answers, I could see that Government of Nepal has brought National Tea Policy and is committed for gradual implementation of the policy with the involvement of private sector in the Tea Board and sectoral development. Currently, some collaborative programs are seen and we are happy to note that some active dialogue is in place to vitalize the Tea Board to be able to guide and support the stakeholders in the Tea sector.

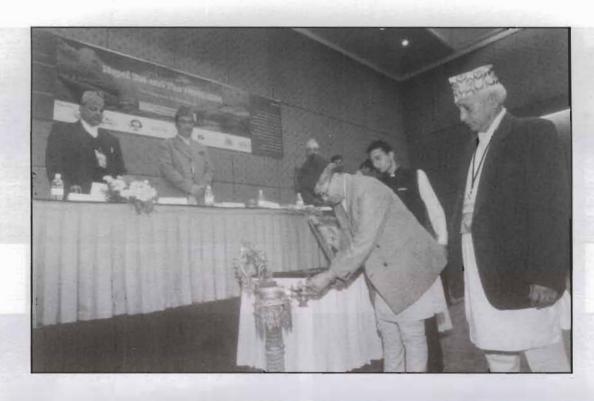
I am happy to say that as a part to commercialization of agriculture. Tea is one of the sectors, which is fast growing in Nepal. I can certainly see the big efforts of private sector tea estates/processors/marketers and also of the large number of small tea grower-farmers. There are still some problems and issues, which will have to be resolved quickly so that tea could be fastly promoted in the international market with the identity of Nepal Tea.

Private sector expects that the Government come forward to help the farmers and tea industry in making them accessible to finance easily and provide extension services and R&D which individuals can't, and also assist them in market promotional activities including quality certifications. Such support will definitely help private sector in becoming cost competitive. We hope, dialogues will continue between private sector and the Government and meaningful results will be seen soon.

If Nepal in to promote its tea in International market, as observed and suggested by international buyers, Nepal need to assure the international market of quality, volume and adopt more acceptable practice of international trading. I am glad to her that Nepalese Orthodox Tea producers, processors and marketers are getting serious about quality and have shown their commitments to quality by adopting a code to practices yesterday.

Glimpse of Tea Event

Inaugural Session







Nepal Tea & The World - 2004 - Second International Tea Event 57

Glimpse of the Experience Sharing



Mr. J. P Gurung



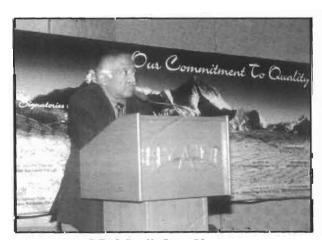
Dr. Thomas Holz



Dr. Hari Prasad Upadhayaya



Mr. Bhairab Raj Kaini



Mr. Manik Jaya Kumar



Mr. Sanjeeb Kanoi

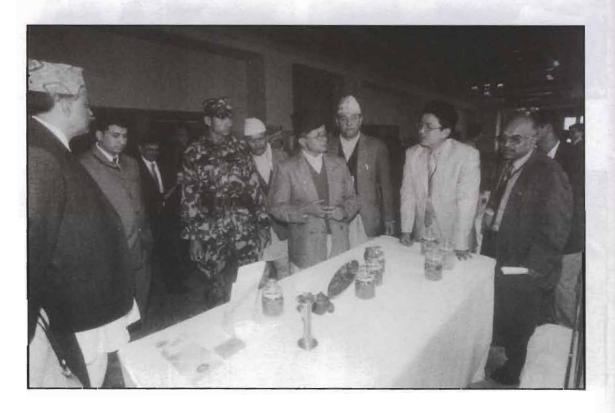
Photos on Technical Session





Glimpse of the Tea Testing & Exhibition









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Award & Appreciation Distribution













Nepal Tea & The World – 2004 – Second International Tea Event 63

Closing







News Paper Cuttings on Tea Event

News Paper cuttings on Tea Event

चिया मेलाका सहभागीहरू सम्मानित

रेटन हैं क्रम कर्न २००४ मेगाय HERDER DOT BETTE THE THEFT विश्वविकार र प्रसारकार्य गरिकार वर्तुनिक जो विनुवर्ता

र प्रचला प्रतिनेत्र सन्तरूको ।

क्षित सक भारतने जनसीएवं बजाया

पूरानी पर पूर्व मा अवधिकायको बाम शक्ती स्वापीय मने बन्द हिन्दुवरी।

American plants der ander नेकार मान्ते क्षी स्थापन को बोलन और पिना कार्य प्रश्नीयत है निर्वतकोत्रको विकास राजनसङ्ख्याची अति को जनस्ता जनस्तीन वाकारविताम जीवकान प्रीत्यान प्रधानन्त्री विका बजुरतान्य सामानिष्य प्रधानमे देशसे मितार विकास गाँव प्रशान में प्रने उन वार्यान्य कार्यक्रमा विकास वार्य स्थाती । वर्ष प्रचानका दिश्यको उनके स्थापनी प्रकार प्रतिकार पूरा वर्ष विकी केल्युक्ती सम्ब तथा प्रतासको हो। स्थानकवेल सन्तर्राष्ट्रन बताना नेवाली क्षेत्रसाई करने प्रतिक्रिक स्थानित परे जन्मन परण गरेका पिए। स्टब्सीन हुनेकः विका प्रदर्शन गर्ने निजी देशने सबसे कार आहमानन पनि हिन्दुवारी। विदा नेहाका केंद्र राज्यों वर्ती क्यून क्यूनिया पांचा र अन्तर्गेष्ट्र करूप नेपनी प्रयोगक ग्रीप्यूकाण बानकोटाने विद्यार्थ एवं गाँव निराम वर्ष उत्तीका बारुआतीहरू ध्याकृत, बाल र रदार अकारोग प्रधानमन्त्री प्रवास बहातेको कारही सरकाने निर्वात विद्यासका प्रिया सामन नई निर्वाहण करें क्षेत्रक प्रकार क्षेत्रक क्षेत्रक प्रमुक्त के करें विश्व विश्व विश्व क्षेत्रक क्षेत्रक क्षेत्रक क्षेत्रक क्षेत्र

महात्सव सम्पन्न

भियाको विवेशमा बजार विस्तार गर्ने कुरामा औड दिनुप्रयो। उद्देश्यते राजधानीमा आयोजना गरिएको वर्ड दिने धिया महोत्सव गुणस्तरीय उत्पादन पर्धावरणीय सरक्षण रीजगारी र भौति एवम काननसम्बन्धी आचारसहिता तथार परी तमापन स्थो।

उक्त अवतरमा कृषि उधम केन्द्रका कार्यकारी निवेशक वा वेशायला शाक्यले सी मही सबसाट नेपासी उत्पादकलाई विदेशमा नियति वृद्धि गर्ने अवसर मिलेको महाउन्मधी।

कवि एवा सरकारी मन्द्रास्थका निमित्त संचिय भैरवराज जैनीले नेपाल विका गाएवर संगठन (जनस्वतिओ)को सदस्य भारतकेको वर्तमान अवस्थामा स्ववेशी उत्पादकहरू विदेशी विवासीय गर्न समेत सरकाररोंन उहाँले बाग ठुली परिमाणमा उत्पावन, गुणस्तर र मर्नुभयो।

काठमाडी (नेस)। नेपासी मुख्यमा प्रतिकार्यामा गर्न तयार सुनुपर्ने

भी अखगरमा विदेशी आधारकार्त पत्रकार र विशेषज्ञारूले मेपाओं पियाको निवेशमा समार प्रवर्तन यमं समझे सतयोग गर्ने यथन दिएका थिए। साथै कार्यक्रममा विदेशी प्रतिनिधियण्डलले सीम र नेपानी प्रतिनिधिमण्डलने तीन नरी ६ वटा कार्यपत्र प्रस्तुत गरिएको थियो।

कार्यक्रममा महोत्सव संयोजक द्रीपकप्रकाश बहिकोटा वाणिएय वैकास चियाखेतीमा संगाणी यसे अभी नयार नमर्को विया व्यवताची मकाँमा परेको मतात्रपुभयोः साधै वाष्ट्रित्य वैकारूनाः सहसियत ब्याजदरमा कर्जको व्यवस्था

International tea exhibition kicks off in capital

Himalayan News Service Karhmandu, November 19

Hom Nath Dahal, munister for from Natio Dana, comparatives in-aggregated an international fair-cum seminar on Nepal Tea And The World, in the capital today

Speaking at the inaugural cere-mony, Dahai said that the exhibi-tion will be beneficial to both do-mestic and international entre-preneurs allowing them to share market opportunities and prod-ucts. The exhibition will help share information, explore mar-kets, production and technical knowhow between tea entrepre-neurs, Dahal said.

Nepai has been supplying qual-ity tea products to the interna-tional market. Tea cultivation helps in generating income and thus helping farmers increase their standard of living, alongwith its contribution to the betterment of ecology, Dahal added. Despite the current situation in the country, tea exports, have seen Nepai has been supplying qual-

Despite the surrent situation in the country, tea exports have seen a considerable growth with 17 per cent growth in critch tea. It shows the potential the industry has, said Sura Vaidya, vice-president of Himalayan Orthodox Tea. Producers Association (HOTP)

Producers Association (HGTPA)

Tea industry has been providing employment to thousands of people and has shown a progressive growth in terms of creating small enterprises. Vaidya added.

The quality of Nepali tea has been able to capture a good market in fate ign countries. It offers a tremendous potential for Nepali enterprises to exploit the market market in countries to exploit the market in the people of the people

entrepreneurs to exploit the mar-ket internationally particularly composseurs from Germany. The

Cominols saurs from Germany, The United States, Japan and India. The event organised by the Himalayan Orthodox Tea Producers Association (HOTPA). Nepal Tea Association (NTA), Nepal Tea Producers Association (NTPA). Himalayan Tea Producers Cooperation of Conference of Cooperation of Coo tive Ltd. National Ten and Coffee Development Board, Agro Enter-prise Centre FNCCL, GBA/ Win-rock International and GTZ/PSP would provide a platform to Nepali tea producers to interact with the importers.

क्षेत्रका जीवना बरेग उनीया बाइन outsi hour crecent ususe benefitte with a business of the wide भी सुराने करेगत की तर्गाल अनुसार in 19 my mitters and consum part

कानो इत्यहरिकेन्द्रे इत्यान कार्यकर हरे जो जनाम जिस द्वारण क्रमेस contine to the business section with more was now without when the कार के प्रतिकार कर होगा है जिसके कर किये. MINTER HI

South French prices (Authority and high planning of over the west. the print of print the section of the east loss too her herbe street NOW AND DIS NAME AND POST OFFICE AND किरानी प्राप्तार हुई को उनाह बीचे विकास steined form the mention senter ्राजाति केल्पी एक नेप्रांच्या किंव राजाक क्षेत्रपूर्व का केल्प किंव कर केल्प किंवा SECRETARING OF STREET, SEC. STR. AND réceit au

west where a client week spinore liquel measurages from beauti the party of the party of the party of of streets top some of क्टर और या तथा किये तथा को शरीत के feith some mit is mar feet artiser न्या १५ साथ निर्म सन् ग्रेटेसी निर्म निर्मा the the same of the same

W. Challe et : 13 delle ingal IN SHIP THE RECOVER WHITE a Division few sink school a the offered to the Investor administration

Minut her tweet many select विश्व कार नहें उसेंहें अवाद वसीका करत en sich unt i wienen febr spirat in freesance clave felt get. क्षीत्रमाना दिवस दिन्दीवर्ग स्ट्रांचना बहुकाने सी अवद वर्गाची राज वर्ग भा जातूर केल चीरबंदाने संरापुनयो।

अवर्थ से उस ए देश को उत्तरों बुरवास्त परी पर पट्ट विश्वपाल असीत्रस्य है the french few preparations and क्रिकार्टिक के में कार माना माना प्रात्ता कर में के के किए किए के स्तेत्रमें स्थाप प्रतास देश सार्वाप्य वर्ग सर्गाति हो

प्राचीत प्राचीका कार्यक प्रमुद्ध गीरे की कार्य श्रीकार अभूको क

seize a tal but here weiter अवस्था विशेष विशेष विशेष होता है जाते. both amongled soon yes at my Shirt Briverson to Shear and makes in skipped from his directed proper Personal residence and an extension most mirror box.

क्षेत्रक विशेषकाको छन्। देश महास्कर ५ सर va क्लेक्सिक विकास तथा वर्तनको हो। तथा PROBE BOOK 1000 STORY DESIGNATION somble you few out of elects into रिक्ष एक पाने किया संदेशी स्वास्थ्यपूर्ण and tright in Second, on case in Second माने की नारिश के उसे उन करा की विकास का अ हमा । बचना की ताम which after some other frequency from the country lawer by new 2 feet NAME AND DESCRIPTION OF THE PERSON.

रेका और प्रोध्य स्वस्थापुरे त्या अवस्था महिको दियो अवस्थे अवस्थात्र अंतर्थ अवस्थ अवस्थि विकास स्थान अस्तर र वर्ष allest and the state of the section of मा आहेत हैं कर स्ट्रीस के नव से हैं है। pour on other face our wal frame. Indicate our einfel ferr a wife an exerbut more stall that made arriver to कृति काल केन्द्र नराम दर्गान क्रीनाम केवलार । इन र विकासन विशेषण कृत कर्म किया प्रशासन कोक्स देक्यप्रेट पुस्तुवर्गात्तर इस्तरसमा । आर्था क्रोहमान्य ७ र मेंटर्स्टार्व रा सर THE PERSON NAMED AND

The last beautiful time and or Person and a love of a of the street feet introduced. Here will bee four men page sorted नाभी नगीम किए सामानीक किरमेश पर स्थान करेंद्र सामानक है गरेर । यहने है रहने किरी बदारी आर्थ्यामा अने बेसरी विका बहारि प्रमानीय करा वर्ष वर्ष की विकासिक

नेपाली चियाको माग र उत्पादनमा

नेपास समामारणाः

वस्ती अर्देशक विश्व मुक्तारीत (तथा गर्ध प्राथित स्वयंक्ता प्रशास वसको पान वरेल अमेरिका अनुसारकारण पूर्व प्रमुख्यका ग्रीड स्त्राप्तिका प्राची सम्बद्ध न्यूनसम्बद्धाः स्त्री प्रतिक ह्यून

भगता विका तथा वर्ती विकास कोई कुछ प्रम केन्द्र, जनक प्रतिदेश सहयोग जित्तरक इन्डर्गकरन, रेपान ही एनोसिएपन, हिनालगर अवीड्स विका बस्तातम सर्व नेतान विका सम्बद्ध है नेपास उत्तरम कार्यप्रका समान्यप्राचन सम्बद्ध रूपमा श्रामारकीस आग्रेजना सरिएको इन्टरनात्तार हा इक्टर वार्वक्रमको प्रदेशसम् समाराजसः वन्तारीने उत्तर हाती मरेका हरी

बात करत सरक्षणमा समेश हुना प्याची बागाइनुक्यों। सन्ती हा कर्णक्रमण बागावका तथा विशेषासकारण क्ष्मार विकास थे। गाँउमी दिवारणक धानै सरकारने इनाम भीपार, सरनेन्द्र, आर्थ र आतृतकरियः, क्षेत्रसर्थन र तेले शिक्षामिने क सन्दर्भ गरी र रिस्तानाई किया केर द्वेत्रम् सरकारे जो स्वत्रम् जो केरले किए स्वत्रस्थ वरेको पनि मानी दशाली जलकारी दिवसप्रे

गरी भोको अन्तरीहित अभारमा प्रस्तुत गर्व फसला गिरी नेवान है रिवासिकानक प्रमाणन सरकारी शहनाह आवश्यक वर्षे मरुवाम सर्व अधिवतीक्ष्यर आवाल वस सन्ती, भारत पारिताल वर्तमान सरकार वापर नोको नतादी करे

committee and supplied that the tab बनमान जननामा स्टेरी उपरम्प 🖽 मनीता अल्लाकान गर्ने कार्यश्रीको साहर गर्ने स्था पारमाण र गुमसारीय क्यांबनागर स्टेब्स (५००) क्रमा बाद दिन्सात

विभागतन विभीकृत किया सुन्तारण संध हादुवा। का प्रधानन दिस्त देवन तन ५ वड़ना। विकास स्टापन २० प्रतिपाल वर्षण स्टापी शोको विशोधमार करिय रह जनीह रहियाँ गरिएत अस्मानीया वासदात श्रीका जानवार विज्ञान उपलब्ध वर्ष विमानवन् विभाग्यतासक महामारी अन्यनमा हो स्टेबस कामा मिनकामा apatiguit et universit spie u'eve freu greats, beginned out teigh afressions एक्ट क्रांबास केल गर्छ आसमा दिनमा नेपाली विकास विश्वीत बाँड मधावृत रहेका सन्द मानुसर्वत

बार्यक्रमच बन्धि तक सहकारीमध्यो होमान्य दो विकास करने छह वर्णक्रमण हरते. परस्तने विकासकेट देवनीय होसम् रोजनारीको समीज्ञ करने प्रतिकार करनेदा । सर्वाकार sound no but between a seeing सम्बद्धित विकित्त अस्ट्रिप प्रमुख गाँउन अस्ट्रिप स्ट्रान विका निकासीमा देखिएको समाधान है स्थापाल अस्वैत्रम्मा नेपाल है प्राप्त् एसनियालको साप भारत र अविस्तान स्थाप गामानवाको रेपान

honours 16 for promoting tea

Himalayan News Service

Kathmanda, November 20

Prime Minister Sher Bahadar Dealing testay horocound 16 for eigners for their specialism in promoting Nepalities abroad.
The Prime Micoser honoured

five largest to a importers with Nepali Ira Ambasadar Awarf. Assenters are Thomas Hule Ger-many, Hatti Jenovi, Pakistics, Marisk Raj Jaykamar, USA, and

Sakar Vermada, iapan. Liberalise, the Prime Minister pase away letters of appreciation to Obligadia Deset and Sanjeeb Amos for their contribution in promoting Nepall tea in India

Fir also presented macri of low-to pine persons lockeding four tra-specialists and five journalists. The tea specialists are Will Bausch, Germany, Harsh Mukhiya India Marty Koulon, USA and Dr. Thomas Hom, Kormany. The five journalists are David Droom, USA, Dr Square Weinggaren Germany, Or Wolf-gang Lechner, Germany, Roper Diede, Germany and Joseph Ferschlagen Germany

Specking on the occasion, Dea by said that the government is committed to facilitating ten forming in the country He sees on of of couloms as expect to expending of the beneat the most to, production that to give opport tonthes to a larger populace. The

Today's felicitation is a past of the engoing two-day internations at less event — Nepal Tee and the World 2004

The event is being held in Kalls-mands from yestenday, loanly or parised by the Himalayan Order der res Producers Association (IOTEA), Nepal Tex Association (IOTEA), Nepal Tex Association (IOTEA), Nepal Tex Producers Association (NTA), Muntalevan Tex Caston (NTA), November Texture (NTA), November Texture (NTA), November Texture (NTA), NTA), NTA is being participated in by small farmers, traders, exporters, pro-motors, policy makers, development agencies and foreign bayers



Avaiders and organisers pose for a photo at the PM's residence following the distribution of awards for meritorious service to the Nepall terrarctor.

दुई वर्षपछि नेपाली चियाले कति कमाउला

कानित्र संययक्राता

व्यवस्थाती, ५ मान्य- व्यवसी es evely hugh fema, ale हेंचाइका अनुसान गत सम्बद्धान्तः क्रि. इत्था अन्याद पताओं सामान्त grand of the market spirit from पत्री पांतमा सदात एवं समीमण नियानसाथ एक तम स्पेक्ष बराबर हिंगा । स्वरेती संवयनमेन जेल्य विकास वर्शन काराबार साह दह अब न्याच नाएंगे अनुमान स्त्र ।

कंप्यको जनसार त्यांत्रकेर ४० कराह रहियां करावर मीहीची र ६० करीह भौताको अवीज्ञक्य निया नियोग हनस्य । मानीय समारमा भने एक वर्ष स्पेत्रीको station and appeared a specific FREE WEST TREE !

वर्ष वर्षणीवसे नाम पूरा करे गाँगमें प्रेरं प्रयासे सुर भदन्तवेको केन्द्रका विदेशक देशकार श्रामको बनाजनुबन्धे । बान्सीरेक प्रजारको भाग सम्बे परा वहमानेवाले व्यवसाधीरमध्ये विशेष दासाराध्ये सहय शहर विकास स्थार प्रधान कर गुरू गोला छन्। उसनि नलकारे । प्रस्ता साथि व्यवसायी र fathers we average a dame महरतेली जाति बताउनमारे ।

प्रमे विस्तित्वामा केंद्र रावेद्धव रिक्य करा करी क्रिकाम बार, क्रिमासका वर्गोद्देश विका उत्पादक स्वत्र, विका उत्पादक स्वत्र । जान व्यवस्थातिक को गानेपारिका विकास प्रवदेशको साहित वर जावारिक्रणनीमा नेपान है एक का २००४ समारे विकास माना investar from structural grav क्षाती विधास क्षात्र वेषात्रने जार गांग्या , क्रानि चन्त्रमी, स्थानीय प्रसारम प्रवादेनका सर्वात की प्रभापकारी



- calculation Techniques' for

The Matrix Educational



कार बोलहर : इह बांबा साराकारमंगे तामी पनि प्राम्याची बदना

सर्वाचार हते प्राप्ते अपेता छ । समानी विकासी प्रसा बजारमा जर्मनी, अल्पन प्रमीरकामगायते प्रमाह हम पारिकारमा पीर उच्च सम्बाधन स

ताल ८० अगोड स्पैयांकी बीडिसी विचा बालारिक सम्बन भइरहेकी स भने जमती नियांस २० वरोज क्षेत्रं र्यात छ । प्रचीद्रस्ततफ आन्तरिक सपन । करोड र नियांत ४ करोड २० भाग स्पैतावरावर छ । बेन्द्रका अनुसार कालगंगित्य बातरसा नेपाची सीटनी चित्रा प्रतिकेची एक सम र अमेरिक्स चिया पांतकती तील सप क्षेत्रासा विकारि हरूब र

पिटेटी माधारिका नेपानी चियाको उत्पादन प्रक्रिया गुणस्तर, प्रशासन र पान्यांत्रक प्रांत्रचा देखाएर आरोधार बढाउने पाल भइरोको पनि शास्त्रानं जानकारी दिन्धयो । वर्ततपत्र धावनाती सबै प्रक्रिया आफे टेरेरमार विश्वस्य हस्त्यनं, उत्तीतं अन्यभव उत्पादकतार यांन समय-कमयमा वरी हाकर आप्रयस्त वारिनेद ह अस्परीत्रिय उपमोक्ताने करते विवा व्यानंत्रत र तियको सन जिल करते विभिन्नको उत्पादन र चाकीला जनपार बली क्रिक्यमा जानकारी जानिक गर्च या मेला बहाइक रहेकी इहाने उत्संख गर्नभर्म । विदेशी सम्बद्धातिम केमानी विद्याली गुणम्तर अमलोर भएको, प्रशीवन प्रक्रिया र प्याकृतिहस्त्रयेत तराश्री भएको गुनाओं वर्षे आएका सन्।

सम्बद्धिकानं नेपानी विका नियातका लागि सीमारा बातावरण वनाइदिन वरवारसंग करा गरेका चिए जीति विका उद्योगने आएँ नियान गर

कृत्य अधिकांत्र कर जिल परेन । तर वर्ते व्यापारिक कर्यतीले उद्योगनेप किया क्रिकेट विश्वास एको अने प्रसने स्वाह जिल्ला । यो जन्मवर्गास्य प्रवास्था रक्षाइमुगर्ने वाषसातीका माग छ । व्यापा अधिकारिका अध्यानीतान अक्षांबार गर्न याजिली हुने मरेल्य छ ।

रकारी जागारीचे विदेशका पश्चान विकास परीक्षणका स्थीत प्रतीतालकारों अपन्यांच्यात लग्ने केंद्र । अन्तराष्ट्रिय साम्बनायस्य अभावते म्बीकृति पान्त प्रवासम्बद्धाः स्थापना धने श धने विश्वका विभिन्न सतारमा थिया प्रशासन गरी पंडापन सक्ति। नरकारते विकास प्रशासनात अभिवृद्धिया नागि प्राथित तथा जापिक सहयोग गर्वको अवस्था रहका ारपसारी प्राप्तान ।

List of the Participants and Participation position

Sponsors

S.N	Participant	Associated Organization	Phone	Fax	Email
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3	Mr. Ram Kumar Rathi	Himalayan Range Tea Industries	4253146		hrt@ntc.net.np
		,,		522008	l
4	Mr. Sachin Gomden		4253146	BRT	hrt@ntc.net.np
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6	Mr. L.P. Mainali		4221324	4224135	
7	Mr. Ashok K. Murarka	Ham Tea Producers Pvt. Ltd.	021 524074	5541012	lacon lacon P. 1
-		main Tea Producers PVI. Ltd.	324074	3341912	murarka@brt.wlink.com.np
	Mr. Avishek Murarka	I OLI I I D. III			
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10	Mr. Andrew Gardner				
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_	Mr. R.S. Tiwari	n n	4248732		triveni@mos.com.np
_		Sri Antu Tea Industries Pvt. Ltd.	5547830		HTVEIN(GHIOS,COM.H)
	Mr. Viswa Kirat	"	3317030		
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19	NTA	Nepal Tea Association			
	7 participants from				
20	NTPA	Nepal Tea Planters Association			
21	Mr. Santosh Kunwar		5535457	5531659	santosh@allnepaltea.com
22	Mr. Jeevan P. Gurung		5535457	5531659	

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2	Mr. Dambar Singh Karki	н	4222948	4228324	
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10	Mr. Sushil Rijal	Kuwapani Tea Plantation (P) Ltd.	021 524074		
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12	Mr. Sudarshan Upadhaya	Mechi Orthodox Tea Growerrs Association	4412451		msd@msdintl.wlink.com.np
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6	Mr. Suraj Vaidya	HOTPA/Nepal			
7	Mr. Tara Nath Sharma	NTCDB/Nepal			

Total-7

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19	Mr. Santosh Raj Regmi	"	4262260	4261671	agroaec(@mos.com.np
20	Mr. Madhuwan Shrestha	н			
21	Ms. Sangeeta Sherma	HOTPA/Tea Event Secretariat			
22	Mr. Chandra Guragain	11	4494734		hotpa@mail.com.np
23	Mr. Narendra Gurung	JICA Nepal			

Total=23

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2	Mr. Bhairab Raj Kaini	Officiating Secretary, MOAC (Technical Session I)	
3	Mr. Prachanda Man Shrestha	JS, MOICS (Technical Session II)	
4	Hon'ble Dr. Hari K. Upadhyaya	Member, NPC (Technical Session III)	
5	Mr. Binod B. Shrestha	President, FNCCI (Technical Session IV)	

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Total -14

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4	Mr. Roger Thiede	Germany	
5	Mr. Joern Freyenhagen	Germany	
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Total =6

Stall Attendants

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2	Mr. Yam Kumar Bhujel	Himalayan Rnage	
3	Mr. Ram Mainali	Himalayan Sangrila	
4	Mr. Bishal Thapaliya	Ilam Tea Producers	
5	Mr. Tara Banskota	Kanchanjanga Tea Estate	
6	Mr. Sambhu Shrestha	Nepal Small Tea Producers	
7	Mr. A.K. Bose	Nepal Tea Development Co.	
8	Ms. Reshma Rai	Sri Antu	
9	Mr. Prem Acharya	NTCDB	
	Total=9		

Organizers:

















