



Bicentenary Assam Tea International Conference 29th-30th Jan

DAY 1: 29th January 2024, Monday

Registration from 10 AM onwards near XOBHA

Inauguration of BATIC 14:00 – 15:00 hrs

Tea Break 15:00 – 15:30 hrs

Keynote Speakers

Repositioning Indian Tea as a Beverage 15:30 – 16:00 hrs

Nitin Saluja, Founder Chaayos

How GenZ & GenY is being attracted to tea in Tea producing countries of Asia 16:00 – 16:30 hrs

James Grayland,
Wanlin Tea House Shanghai

Discussion 16:30 – 16:45 hrs

Tea Break 16:45 – 17:00 hrs

Session 1- Small Tea Holder Revolution in Assam & India 17:00 – 18:30 hrs

- Evolution, growth & future of small tea growers in Assam : S Soundararajan, Tea Board of India
- Integration of small tea holders in International value chain : Daneswar Poonyth FAO Rome
- Panel Discussion with icons of Small tea growers & Bought Leaf Sector

Cultural Program & Dinner 19.30 hrs onwards

(Rooftop Poolside)

Attractions : Bihu Dance by Guinness World Record Makers,
Jhumur dance & Special performance by Maestro Nise Meruno

Dinner & Refreshments sponsored by Tata Consumer Products Ltd



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DAY 2: 30th January 2024, Tuesday

Theme:- Climate Change & Sustainability

09:30 - 11:30 hrs

- Effects of Climate change in the Indian Tea Sector
Dr R Deb Baruah, TRA Tocklai
- Carbon trading opportunities for Indian Tea Industry
Ganesh K Babu, Managing Director Boomitra
- Regenerative Agriculture in Tea
Rajeev Baruah, Expert on Regenerative Agriculture

Tea Break

11:30 - 11:45 hrs

Theme:- Indian Tea & its new opportunities

11:45 - 13:45 hrs

- Emerging innovative tea selling format & branding
Harish Bijoor, Brand & Business Strategy Guru
- Global Trends in tea retail, consumption & wellness campaign
for GenZ & GenAlpha
Shabnam Weber, President, Tea & Herbal Association Canada
- New markets for Indian tea exports : Australasia
Sharyn Johnston, Chair Australian Tea Association

Lunch

13:45 - 14:45 hrs

Sponsored by Hindustan Unilever Ltd

Theme:- New Technologies & Innovation in Tea

14:45 - 16:45 hrs

- Use of Data Analytics in enhancing exports
Troy Kim & Thomas Kim, Tridge, Seoul South Korea
- Case studies on smart tea plantations in India :
Dr Sanat Sarangi, Tata Consultancy Services
- Use of AI & ML in Agriculture & Tea :
Abhishek Keerthi Narayan, Cropin

Tea Break

16:45 - 17:00 hrs

Plenary Session

17:00 - 18:00 hrs