

Tea Board Pavilion at World Food Kazakhstan at Almaty (2nd -4 th November 2016)

The exhibition was organized at the Atakhent Exhibiton Centre at a very prominent location in Almaty. The Indian Pavilion occupied 54sqm of space with following exporters in participation:

1	Golden Tips
2	Harrisons Malayalam
3	Premier's Tea Ltd
4	Vikrma Impex
5	Aditya Trading

The Tea Board pavilion attracted lot of visitors both in the form of importers and consumers. Live tea sampling of all variety of teas was the special draw. On the sideline of the exhibition Buyer –Seller-Meetings were organized for the Indian exporters which led to potential enquiries. B2Bs with food chains like, Metro, Interfood, etc were useful in analyzing the scenario.

Most of the inquiries were for CTC Tea's and few of them also demanded for the Assam CTC Tea's with deep liquor. Apart from customers from Kazakhstan we also had few inquiries from Kyrgyzstan and other neighboring countries.

The visibility of Indian Tea brands in the exhibition was noticed and appreciated by visitors.

Glimpses of Tea Board Pavilion at World Food Kazakhstan 2016 (2-4 November)

