

Tea requested to be kept high on priority in Iran trade

Kolkata, July 19: With a view to augment the Indo-Iran tea trade, a business delegation led by the Deputy Chairman, Tea Board of India, visited Tehran, Iran from July 16-18, 2012. The Indian delegation, along with the Indian Ambassador to Iran, Mr.D.P Srivastava, held various meetings with important stakeholders of the Iranian tea industry and senior officials of the Iranian government and discussed threadbare various measures to be taken to increase the trade between the Indian and Iranian tea companies.

Mr.Hamid Reza Movassaghi, Chairman, Iranian Association of Tea, enlightened the delegation on the historic relation between India and Iran and on the opportunities to increase the market share in Iran. He stressed on the need to promote the Indian Orthodox tea very aggressively among the Iranian people, so that India can regain its number one position in the Iranian market. He further added that Iranian regulations on import have changed over a period of years and the Indian companies should take note of all the quality issues, including the GMP (Good Manufacturing Practices) certification.

The delegation, under the leadership of the Indian Ambassador, held separate meetings with H.E.M.S. Mofatteh, the senior Deputy Minister, Ministry of Industry and Mines, H.E.M.M.Rasekh, the Secretary General and members of the Tehran Chamber of Commerce, H.E. Amir Talebi, Director General, Commercial Affairs, Trade Promotion Organization, Ministry of Commerce, H.E. Behrouz Jannat, Director General of Food, Beverage, Hygiene and Cosmetic Control, Ministry of Health. The delegation also stressed the need to keep the tea high in the priority categorization and simplify the procedures for GMP certification and its renewal. The government of Iran assured that the demands of the delegations are genuine and will be considered positively.

The delegation also met the Iranian Commercial Banks, namely Parsian Bank, Saman Bank, Pasargad Bank and EN Bank, in the presence of the UCO Bank India representative, and discussed about the procedures to be followed in opening the LC and modalities to make the transaction in a smooth manner.

A buyer-seller-meet was also organized at the Laleh International Hotel, where the Deputy Chairman, Tea Board of India, gave a presentation to the stakeholders of Iranian Tea Industry, and briefed about the responsibilities of Tea Board of India, such as implementing the regulations to maintain the quality of tea and ensure fair trade practices, facilitating the development of tea, undertaking the research activities for the betterment of the Indian tea, general scenario of Indian tea and its diversities and the India-Iran trade relation on tea. It was followed by a demonstration on Indian tea, tea

sampling and one to one meeting between Indian and Iranian tea companies.

The delegation visited the pioneer tea companies of Iran, namely M/s Golchin and M/s Golistan, in order to gather the first hand knowledge about the Iranian tea industry and to understand the consumption trends in the country. The visits and meetings were well appreciated by the Iranian tea companies as well as the visiting delegation.

The positive outcome of the tea trade delegation was that the industry members could find new opportunities to promote Indian tea in Iran and the Government of Iran agreed to bring back the tea into the top category of import items and streamline the GMP certification process.

The delegation was led by the Deputy Chairman, Tea Board of India, accompanied by the Director of Tea Promotion, Dubai, and included important stakeholders of the Indian tea industry, such as K.Mathew Abraham, Head-Marketing, KDPH Co. Pvt. Ltd, V.Nandakumar, Head Export(tea), Harrison Malayalam Ltd, Mr.Indrajit Roy, Vice President, Marketing, Rossel India Ltd, Mr.Shiv Bhasin, General Manager, Marketing, Goodricke Group, Mr.R.Venkatraman, McLeod Russel India Ltd, Mr. K.K.Chirimar, Chairman, Raghunath Exports Pvt. Ltd and Mr.Manojit Dasgupta, Secretary General, Indian Tea Association (ITA).