

Tea Board of India and European Tea Committee sign joint communiqué to support PGI registration for Darjeeling tea

A joint communiqué has been signed between the Tea Board of India and the European Tea Committee (ETC), supporting the Protected Geographical Indication (PGI) registration granted in respect of Darjeeling tea within the European Union (EU).

The Tea Board of India was represented by Mr. M.G.V.K. Bhanu, Chairman, while the European Tea Committee was represented by Mr. William Gorman, President.

The ETC and Tea Board have also jointly agreed that they would cooperate and work together in disseminating information about the PGI registration and its implications in the local language in Germany and other tea consuming countries within the EU.

Tea Board India and ETC would jointly approach EU for any financial assistance to take necessary steps towards informing EU consumers and citizens about Darjeeling PGI and its implications. It also involves evolving a joint working relationship to implement the PGI registration for Darjeeling in letter and spirit.