

India Tea to be included in the top category of import items for Iran

Considering the importance of Iranian market for Indian tea and with a view to augment the Indo-Iran tea trade, the Tea Board of India participated in the 10th Seminar and Exhibition of Tea producing and exporting countries, which was held in Tehran between 18-20th November 2012.



During this period, the Chariman, Tea Board of India, along with the DTP, Dubai, held separate meetings with the **Indian Ambassador to Iran Mr.D.P.Srivastava, H.E.M.S. Mofatteh, the senior deputy Minister, Ministry of Industry and Mines, Mr.Hamid Reza Movassaghi, Chairman, Iranian Association of Tea and member tea importers, H.E.M.M.Rasekh, the Secretary General, Tehran Chamber of Commerce, H.E. Dr.V.Sadeghian, General Director of office for Supervision and assessment of food and drinks, Ministry of Health, H.E. Seyed Mehdi Miraboutalebi, Vice President International affairs, Iran Chamber of Commerce, Industries, Mines and Agriculture, H.E. Koushestani, Director General, Evaluation and Determination office in Iran Customs Administration, H.E.M.H.Baghenayat, Director General of International Cooperation and Public relations Department of Iran Customs Administration** and urged upon the Iranian Government to keep the tea high up in the priority categorization and simplify the procedures for GMP certification and it's renewal.



The government of Iran assured that the demands are genuine and will be considered positively. The Chairman also met the Iranian Commercial Bankers namely Parsian Bank and the importers and discussed about the procedures to be followed in opening the LC and modalities to make the transaction in a smooth manner.

Tea Board of India participated in the exhibition with its own stalls depicting the various qualities of Indian tea and it was well appreciated by all. The Chairman also visited the pioneer tea companies of Iran namely M/s Golestan, in Tehran and M/s Shabsavand in Mashhad, in order to gather the first-hand knowledge about the Iranian tea industry and to understand the consumption trends in the country.

In order to promote the Indian tea in the tier two cities of Iran, a meeting was organised in the premises of M/s Shabsavand tea industry at Mashhad and the Chairman also met **H.E. Gholam Hossein Shafeai, President Iran Chambers of Commerce, Industries and Mines, Mashhad Branch**. The visits and the meetings were well appreciated by the Iranian tea companies and the various government authorities.

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