

## Tea Board addresses concerns of exporters, holds interactive session

Kolkata, May 30: An interactive session with Permanent Exporters was organised today at the Bengal Chamber of Commerce and Industry by the Tea Board to address the concerns of the exporters and to chalk out the way forward for the tea industry's export strategy.



Shri M.G.V.K. Bhanu, Chairman, Tea Board, Shrimati Neelam Meena, Deputy Chairman, and Shri Percy Sigantoria, Advisor, Tea Board (right to left) along with other important stakeholders of the tea industry at the interactive session with Permanent Exporters.

Presiding over the interactive session, Shri M.G.V.K. Bhanu, Chairman, Tea Board, said, "The overall consumer trend is moving towards high quality tea as people have now become quality conscious and are willing to pay more for high quality tea. Moreover, we will get greater value realisation if we concentrate on exporting to those countries which prefer high quality tea."

He further said that presently the world tea prices in the black tea segment are being governed by Russia and the CIS countries, but in the next 15-20 years, the black tea prices will be governed by the US.



Shri M.G.V.K. Bhanu, Chairman, Tea Board, addressing the interactive session with Permanent Exporters held at the Bengal Chamber of Commerce on 30 May 2013.

Mr. Bhanu enlightened the exporters about the Project 5-5-5 being undertaken by the Tea Board and stressed on the importance of the five focus countries — Russia, Iran, Kazakhstan, USA and Egypt.

Speaking on the functions and purpose of the two Tea Councils (Tea Council of North India and Tea Council of South India), the Chairman said these have been constituted with the objective of ensuring that tea exports meet the highest quality standards. He also advised exporters to give high importance to meet Food Safety standards and follow FSSAI guidelines diligently.

Presentations on the Project 5-5-5, export scenario, MRL issues of pesticides on tea and online mandatory checking mechanism for tea exports and imports were held by Tea Board officials to help exporters get a clear picture of the schemes and policies being implemented by the Board.

A large number of leading exporters, stakeholders of the tea industry and tea research scientists attended the interactive session.



Large number of exporters and other important stakeholders of the tea industry at the interactive session of the Tea Board with Permanent Exporters.



Shri M.G.V.K. Bhanu, Chairman, Tea Board, addressing the interactive session with Permanent Exporters.