

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:3796
ANSWERED ON:14.12.2009
TEA EXPO
Mahendrasinh Shri Chauhan

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Government has decided to organize `Tea Expo` on the pattern of `Auto Expo` in the country;
- (b) if so, the details thereof; and
- (c) the time by which the Tea Expo is likely to be organised?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JYOTIRADITYA M. SCINDIA)

(a) to (c) Yes madam. Tea Board of India has been organizing Tea Expo termed as the India International Tea Convention (IITC). The IITC is being projected as a regular event in the international tea trade calendar for promotion of Indian Tea. The Convention is aimed at reinforcing the salient and unique features of Indian teas to the tea fraternity across the world and offers a great opportunity to various buyers in the global tea market. In 2007, the International Tea Convention was held in Guwahati showcasing Assam teas and other Indian teas which are distinct in character and quality. As such, there was wide participation by Indian and foreign delegates. The presentation of Indian teas was done at a single forum that takes into account the diverse cross section of Indian teas that are produced in this country. This gives importers and buyers sufficient exposure to enable them to make informed decisions on purchase. The India International held in Kochi, Kerala from the 19th-21st February 2009 industry. The next session of IITC is scheduled in 2010.