

7TH ASIA TEA ALLIANCE MEETING  
ASIA INTERNATIONAL TEA SUMMIT 2026



# EU-Asia Tea

## Trade, Trust and a Low-Carbon Future



DATES

25-28 November 2026

LOCATION

Colombo, Sri Lanka

[www.asiateaalliance.org](http://www.asiateaalliance.org)

CHAIR



**Tea Small Holdings Development Authority**  
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தேயிலை சிறு பற்று நிலங்கள் அபிவிருத்தி அதிகாரசபை



CONVENOR

**Solidaridad**

SECRETARIAT



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[nucleus.lk/nexus](http://nucleus.lk/nexus)

# Tea’s next opportunity starts with the right connection.



Growers, traders and buyers shape tea’s future together. This is where they meet.

The summit brings Asian producers and industry together with European buyers, researchers and partners — around one shared goal: stronger trade, greater trust and lower-carbon tea.

|                                          |                           |                  |                   |           |
|------------------------------------------|---------------------------|------------------|-------------------|-----------|
| 4                                        | 5                         | 6                | 20+               | 200+      |
| days of dialogue, meetings and discovery | themes shaping the sector | member countries | invited countries | delegates |

|                                                                                                                                                                                |                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>01 · Do business</b><br>Build relationships with real commercial potential<br>Sourcing, value addition and partnerships — through networking and dedicated B2B meetings.    | <b>02 · Know the market</b><br>Understand what European buyers value<br>Quality, origin, traceability — and the evidence behind credible sustainability claims. |
| <b>03 · Put knowledge to work</b><br>Turn research into field practice<br>Regenerative production, climate resilience and lower-carbon processing, backed by new publications. | <b>04 · Be heard</b><br>Strengthen the producer voice<br>Smallholder inclusion, fairer returns and how the costs and benefits of change are shared.             |

## Who should join

|                                                                                                                                         |                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
|  Growers & smallholder associations                  |  Plantation businesses & processors                |
|  Exporters, importers, buyers & brands               |  Tea associations & chambers                       |
|  Research institutions, researchers & field advisers |  Technology, sustainability & development partners |
|  Public institutions & policymakers                  |                                                                                                                                       |

# Five conversations shaping tea's future.

01

**Trade & market access**  
From commodity to a  
distinctive offer.

How quality, origin, differentiation and stronger commercial ties open European markets to Asian tea.

02

**Trust, traceability & origin**  
Make the story behind the  
tea credible.

Traceability, reliable data and substantiated claims that build buyer confidence and capture value at origin.

03

**Low-carbon &  
regenerative production**  
Healthier landscapes,  
resilient businesses.

Regenerative cultivation, climate resilience, resource efficiency and lower-carbon processing — plus routes to research, investment and cooperation.

04

**Smallholder inclusion  
& producer value**  
Keep producers at the  
centre.

How market links, services, finance and partnerships support smallholder participation and fairer returns.

05

**Consumer engagement  
& market growth**  
Give consumers reasons to  
choose tea.

Innovation, communication and consumer insight that build demand and open new markets.

## PROGRAMME HIGHLIGHTS

### Keynote perspectives

**Publication & initiative  
launches**

**Asia Tea Appreciation —  
guided tastings**

### Thematic discussions

**Launch of Asia Tea  
Alliance Research Network**

**Tea Reimagined Awards**



# Four days. More ways to connect.

**25**  
NOV · WED

## ALLIANCE & CONNECTION

### 7th ATA Annual Meeting

MEMBERS ONLY

Members and nominated representatives review progress and set the Alliance's next priorities.

### Welcome Dinner & Networking

Sri Lankan hospitality to bring delegations and guests together before the summit.

**26**  
NOV · THU

## SUMMIT DAY · DIALOGUE, IDEAS & ACTION

### Asia International Tea Summit 2026

EU-Asia trade, trusted sourcing and a low-carbon future — industry perspectives, thematic sessions and launches.

#### Launch of Asia Tea Alliance Research Network

Connecting tea research institutions across Asia for joint research and collaboration.

#### Asia Tea Appreciation

Taste regional teas from across Asia, guided by master tasters. Origins on display and open for sampling.

#### Tea Reimagined Awards

Honouring leadership in regenerative and lower-carbon production, trade promotion, innovation and media.

**27**  
NOV · FRI

## BUSINESS & PARTNERSHIPS

### Tea Business Connections

Pre-arranged B2B meetings on sourcing needs, producer capabilities and cooperation, plus visits to tea companies and factories.

**28**  
NOV · SAT

## FIELD VISIT & DISCOVERY

### Galle Experience: Tea Meets Heritage

Optional excursion to Galle: tea garden and factory visit, tea tasting and a guided walk through the historic Dutch Fort.

# Knowledge to use. Priorities to take forward.

Launching at the summit: practical resources and new platforms for cooperation.

## ATA Regenerative Tea Knowledge Series

5 TITLES

### Farmer Field Manual

Hands-on guidance on regenerative tea cultivation for smallholders and producers.

### Extension Officer Training Guide

For those turning knowledge into farmer training and field support.

### Regenagri & Low-Carbon Pathway Handbook

For tea factories and Regional Plantation Companies on the regenerative, low-carbon path.

### Tea Reimagined: Regenerative, Resilient and Carbon Free - AITS 2025 Proceedings

The key discussions and insights from AITS 2025 on regenerative, climate-resilient and lower-carbon tea.

### Regenerating Ceylon Tea

A pictorial guide to regenerative, low-carbon tea in Sri Lanka.

## NEW PLATFORM

### ATA Research Network

Linking research institutes, universities and industry on climate resilience, regenerative practice, carbon measurement, quality and value addition.

## NEW FRAMEWORK

### EU-Asia Tea Agenda

Shared priorities for cooperation on trade, trust and low-carbon tea — with producer value and smallholder inclusion at the centre.



# Sri Lanka & Your stay

Stay close. Travel easily. Experience Ceylon Tea.

## Official Venue

7<sup>th</sup> Asia Tea Alliance Meeting

Asia International Tea Summit 2026

A five-star Colombo landmark offering elegant hospitality, ocean views and a central location.



**THE KINGSBURY**  
COLOMBO - SRI LANKA



48, Janadhipathi Mawatha,  
Colombo 01, Sri Lanka



+94 11 242 1221



[www.thekingsburyhotel.com](http://www.thekingsburyhotel.com)



## Plan your stay

### Partner Hotels



#### The Kingsbury Colombo

Stay where the summit happens: delegates can book rooms at The Kingsbury Colombo at a special delegate rate. Register at [nucleus.lk/nexus](http://nucleus.lk/nexus) to book.



#### The Stuart by Citrus

A stay steeped in history: The Stuart by Citrus, the former headquarters of Sri Lanka's oldest mercantile house, dating back to 1835, offers delegates a special rate. Register at [nucleus.lk/nexus](http://nucleus.lk/nexus) to book.



Participants may also book their own accommodation at Colombo's many hotels and guest houses.

**Airport transfers** · USD 35 per person, one way · add when registering



## Galle Experience: Tea Meets Heritage

28 November · Optional

A full-day excursion from Colombo to the southern coastal town of Galle, with a guided tea garden and factory visit, tea tasting, lunch at a star-class resort and a guided walk through historic Galle Fort. Travel by air-conditioned coach with a National Tour Guide. Special rate USD 115. Add it when you register at [nucleus.lk/nexus](http://nucleus.lk/nexus).



Subject to minimum numbers; full refund if cancelled.

Enquiries · [secretariat@asiatealliance.org](mailto:secretariat@asiatealliance.org)

# Join us in Colombo.

Meet the buyers, producers and partners shaping tea's future.

**Exhibition stalls:** limited stalls available for company promotions at the summit venue. 26 Nov 2026

Email [secretariat@asiateaalliance.org](mailto:secretariat@asiateaalliance.org) for details.

## DELEGATE FEE

# USD 150

per person · international

**LKR 25,000 · Sri Lankan participants**

### Includes

25th Welcome Dinner & Networking

26th Summit & workshop participation · Lunch & Refreshments · Event materials

27th B2B meetings · Refreshments

## Register in three easy steps

### 1

#### Register online

Complete the form at [nucleus.lk/nexus](https://nucleus.lk/nexus), including your B2B interests.



### 2

#### Pay by card or bank transfer

Visa, Mastercard, American Express, Discover, Diners Club and all major cards accepted.

### 3

#### Get confirmed

Your delegate registration is confirmed by email once payment is verified.

### Important Information

**Register by 10 November 2026.** Registering early helps us arrange your B2B meetings. Late registrations subject to availability. **Cancellations:** full refund, less bank charges, if you cancel at least 14 days before the event. See [nucleus.lk/nexus/refund-policy](https://nucleus.lk/nexus/refund-policy) **Can't attend?** Email the secretariat before the event to transfer your registration to a colleague. **Visas:** delegates are responsible for their own visas. **Need an invitation letter?** Select it when you register. **Questions?** [secretariat@asiateaalliance.org](mailto:secretariat@asiateaalliance.org)



## Register now → [nucleus.lk/nexus](https://nucleus.lk/nexus)

Together for People, Tea and a Greener Tomorrow



SCAN

