

MEDIA BRIEF

KENYA TEA INDUSTRY CENTENARY CELEBRATIONS

1.0 BACKGROUND

Kenya's tea industry, a cornerstone of its agricultural and economic landscape, celebrates a century of growth and transformation. What started in 1903, with the planting of the first tea bush by G.W.L. Caine, has become one of the world's leading exporter of black tea. Kenyan tea is now a symbol of national pride, shaping cultural, social, and economic dynamics across the country. The industry supports over 600,000 farmers and impacts approximately 6.5 million Kenyans, contributing 2% to the national GDP and 4% to agricultural GDP.

In honor of **100 years of tea production**, two major events are planned to highlight the historical significance, economic impact, and future prospects of Kenyan tea:

1. **Heritage Week at Karatina University** from **6th to 8th November 2024**
2. **The Kenya Tea Summit** from **14th to 16th November 2024** in **Mombasa**

These events, under the banner of the ***Kenya Tea Industry Centenary Celebrations***, aim to celebrate the tea industry's rich legacy, honor its contribution to the nation, and chart its path forward.

2.0 HERITAGE WEEK AT KARATINA UNIVERSITY

Dates: 6th to 8th November 2024

Location: Karatina University

Heritage Week will focus on the cultural, historical, and social aspects of Kenyan tea. Situated in a region renowned for its agricultural heritage, Karatina University will host a series of activities designed to engage the local community, academia, and tea stakeholders in exploring the journey of tea over the past century.

Key Activities:

1. **Tea History Exhibition**
 - Displaying artifacts, photographs, and key milestones from 1924 to 2024, focusing on the colonial era, post-independence growth, and modern-day achievements.
2. **Educational Tours**
 - Guided field trips to local tea farms, providing participants with firsthand insights into tea cultivation and production processes.
3. **Tea Tasting**



- Experience different varieties of Kenyan tea, complemented by a cultural exhibition of traditional tea ceremonies from various communities.

4. **Workshops and Panels**

- Focused on sustainable farming practices, innovations, and the future of the tea industry, featuring experts, environmentalists, and industry leaders.

5. **Youth Outreach**

- Activities such as tea recipe competitions, youth debates on tea's role in environmental conservation, and digital content creation promoting tea.

Heritage Week aims to showcase tea as more than just a beverage, positioning it as a symbol of national identity and sustainable development.

3.0 KENYA TEA SUMMIT

Dates: 14th to 16th November 2024

Location: Mombasa

The Kenya Tea Summit will bring together key players from across the global tea industry to reflect on Kenya's 100 years of tea production and strategize for the future. The summit will focus on enhancing tea quality, market competitiveness, and sustainability in the industry.

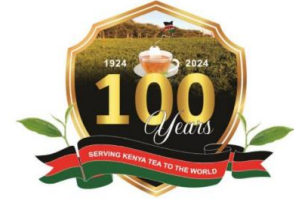
Key Activities:

1. **Tea Industry Conference/Symposium**

- Two days of discussions covering topics such as:
 - Evolution of Kenya's tea industry.
 - Climate change, sustainability, and market dynamics.
 - Branding strategies and overcoming non-tariff barriers.
 - Empowering smallholder farmers and expanding Kenya's global tea market presence.
 - Summit Fee: **\$300** locals **\$350** international guest
- Officially opened by **H.E. Dr. William Samoei Ruto**

2. **Trade Exhibition**

- A showcase of diverse tea products from Kenya and other tea-producing nations, including interactive booths from tea companies, packers, machinery manufacturers, and auxiliary service providers.



- Exhibition Fee: **\$250**

3. Tea Industry Awards Gala Dinner

- Celebrating excellence in the tea sector with awards such as:
 - Tea Classes Competition
 - Specialty Tea Competition
 - Tea Masters Cup
 - Lifetime Achievement Award
- Gala Dinner Fee: **\$200 if you are only attending the Gala Dinner.**

4.0 SIGNIFICANCE OF THE EVENTS

The **Kenya Tea Centenary Celebrations** mark a pivotal moment in the country's history. As one of Kenya's top foreign exchange earners, tea plays a crucial role in national development, supporting both devolution and Vision 2030. These celebrations will serve as a platform to recognize tea's immense contributions to Kenya's socio-economic fabric, while also focusing on future sustainability and growth.

The Tea Board of Kenya looks forward to welcoming stakeholders, enthusiasts, and the global tea community to participate in this historic event.