



CONVENTION AGENDA

3rd Pakistan Tea Convention 2022

Global Tea Citizenship for Social & Economic Betterment

Day One - Friday, May 20, 2022

04.00 PM to 08.00 PM Registration of Delegates with Running Hi-Tea

Day Two - Saturday, May 21, 2022 - INAUGURAL SESSION

09.45 AM - Guests to be Seated

10.00 AM - Important Announcements by MC

10.05 AM - Recitation from Holy Quran

10.10 AM - National Anthem

10.15 AM - Declaration of Convention Open by Mr. Aftab Tapal
with Mr. Hanif Janoo & Mr. Jawaid Paracha

10.20 AM - Convention Objectives - Mr. M. Hanif Janoo
Chairman Organizing Committee

10.40 AM - Trends, Issues & Innovation - Mr. Jawaid Paracha, Chairman - PTA

11.00 AM - History of Tapal - Mr. Aftab Tapal, Chairman - Tapal Tea (Pvt) Ltd

11.25 AM - TEA Break

SESSION ONE

12.00 PM - Impact of Pakistan Tea Market on the Smallholder Tea Farmers in Kenya
• Mr. David Mune Ichocho - Chairman, KTDA



12.20 PM - PANEL DISCUSSION- Success Through Brand Strategy

Moderator

Mr. Rafiq Rangoonwala, CEO - Quick Industries
& President - Pakistan Food Association

PANELISTS

- Mr. Samar Hayat, CEO Tapal Tea (Pvt) Ltd
- Mr. Sami Wahid, Managing Director - Mondelez Pakistan
- Ms. Sammer Sultan, Co-Chairman - Shan Foods

12.50 PM - History of Mombasa Tea Auctions - Mr. Peter Kimanga,
Representative - KTA

01.15 PM - Lunch Break

SESSION TWO

02.15 PM - Sri Lanka Tea & Pakistan Market - Mr. Ganesh Deivanayagam,
Eswaran Bros

02.35 PM - Unlocking Potential, Exploring Possibilities, Mr. Talha Saleem
Vital Group, Head of Finance

03.15 PM - Bangladesh Tea Industry & Consumption - Mr. Saif Ul Islam
Chairman - National Tea Brokers Bangladesh

SESSION THREE

03.35 PM - Ekaterra - Become Climate Positive Through the Regenerative
Power of Plants - Ms. Farheen Salman
President - BSPN & GM Pakistan Ekaterra

04.00 PM - SEE PAKISTAN -Video Screening

04.10 PM - Conclusion of the First Day by Conference Rapporteurs

- Mr. Hamid Khawaja, Convention Convener
& Proprietor - Hamza International
- Mr. Mohsin Saify, Co-Convener & General Manager-Tapal Tea (Pvt) Ltd



**GALA DINNER with spouse at BEACH LUXURY HOTEL
Departure from Marriott Hotel for foreign guest at 6.45 PM**

DAY THREE - MAY 22, 2022 SESSION FOUR

10.00 AM - Recitation from Holy Quran

10.05 AM - Still Coverage Collage of Day One & Gala Dinner

10.15 AM - Tea Harvesting for the World - Challenges & Opportunities
Mr. Gregory Mugabe, Managing Director- UGANDA TEA Association

10.35 AM - Role of Global Growers in Meeting Pakistan's Demand
Mr. Edward K. Mudibo, Managing Director - EATTA

10.55 AM - Facing Supply Chain Realities After COVID-19
Mr. Jafferson Muturi, Representative - Tanzania Tea Association

11.15 PM - Tea Break

SESSION FIVE

11.35 PM - Mind Reader & Illusionist - Performer Afzaal Afridi

12.05 PM - Tea and The Times, Senator (r) Javed Jabbar
Public Intellectual, Writer & Social Worker

12.25 PM - Panel Discussion - Future of Dhaba Tea Houses
Moderator
Mr. Farid Aidrus

PANELISTS

- Mr. Adnan Paracha, Nobel Tea & Commodities
- Mr. Suhail Anwar Jetpurwala, Jetpurwala Enterprises
- Mr. Fahad Jawaid, Habibullah Paracha & Co

01.00 PM - Lunch Break



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TEA CONVENTION
MAY 20-22, 2022



CLOSING SESSION

- 02.00 PM** - Capturing the Promise of Pakistan, Mr. Amir Paracha
Chairman & CEO, Unilever Pakistan
- 02.20 PM** - Digital Marketing & E-Commerce
Shaikh Adil Husain, Chief Marketing Officer - Tapal Tea (Pvt) Ltd
- 02.40 PM** - Tea Technologies - Mr. Mustafa Yaqoob
Chief Financial Officer, Ekaterra - A division of Unilever
- 03.00 PM** - Banking & Technology for Tea Sector
Mr. Mohsin Ali Nathani, President & CEO - Habib Metro Bank
- 03.20 PM** - See Pakistan
- 03.40 PM** - Conference Recommendations by Rapporteurs
- Mr. Hamid Khawaja, Proprietor - Hamza International
 - Mr. Mohsin Saify, General Manager-Tapal Tea (Pvt) Ltd
- 03.50 PM** - Vote of Thanks on behalf of Foreign Participants
Mr. Farid Akbany, Tea Exporter, Yousuf Akbany & Company, Indonesia
- 04.00 PM** - Conclusion & Vote of Thanks
Mr. Mohammad Hanif Janoo - Chairman, 3rd Pakistan Tea Convention

NETWORKING TEA / CONVENTION CLOSES

*Message to her team and family...
"Time is not on your side but I am."*

ESTEE LAUDER