

Spend a day at Darling Harbour and lose yourself in China

Chinese Cultural Festival and Tea Expo “Spend a day at Darling Harbour and lose yourself in China” With one in every two Australians 14 years plus drinking at least once in an average 7 days, hot tea is one of the nation’s most popular non-alcoholic beverage as found by a 2016 Roy Morgan survey* The finest tea makers from China are coming to Sydney as part of the Chinese Cultural Festival and Tea Expo at the ICC Darling Harbour from the 23rd to 25th of November 2019. Whether you’re in business and want to expand your horizons and opportunities, or just want to spend a relaxing day immersed in Chinese culture or simply sit back and relax with a great cup of tea, this is the expo for you! The harvesting of tea, its brewing and consumption, is a Chinese tradition that dates back more than 5,000 years and for nearly five hundred years China has been a major exporter of tea into global markets. Today China is far and away the biggest producer and exporter of green tea, combined with other tea varieties Chinese total tea production accounts for more than 20% of the global tea trade. Though India is often thought of as one of the world’s great tea producers and exporters, China exports almost three times the volume of tea as its south Asian neighbour. Sydneysiders can immerse themselves in this rich tradition at the ICC Darling Harbour with more than twenty tea producers from seven provinces showcase their finest blends. They will be accompanied by ten Chinese Tea Masters who will perform ancient tea ceremonies throughout the weekend. As well as displays and tea tasting, the Expo features ceramics, traditional tea pots, cups and brewing implements all on sale for local tea lovers. Many Australians enjoy the ceremony as much as the taste. For those in hospitality, tourism, hotels, food wholesaling and speciality retailing, the Expo is a great opportunity to brush up on the latest trends and establish connections with the world’s biggest fine tea market. China’s wine and spirits will also be on display with sampling of the Chinese spirit baijiu, including its most famous brand Moutai. By volume baijiu is the world’s most consumed spirit, 37% of global spirit production is baijiu. Moutai is the biggest single alcoholic beverage brand in the world, its market value greater than the combined total of the 120 brands sold by the world’s second and third biggest alcoholic beverage producers (UK company Diageo and France’s Pernod Ricard). 1985 and 1986 were two special years and a case from that vintage will set you back more than \$180,000 while a single bottle of 1958 Moutai recently sold for \$275,000. Chinese culture is being celebrated through a host of other activities including traditional music and dance performances and a display of both modern and traditional artworks produced by Chinese and local artists. While the Finance Pavilion will host a number of exhibitors in trade facilitation, import/export and trade financing. There will also be a special Blockchain Information Seminar explaining the ins and outs of blockchain technology, the growth of crypto currencies, the risks and benefits of dealing in such currency – and how Chinese business is positioning itself in this new financial world. China is also dominating the blockchain patent market. Globally, of the top 10 companies worldwide holding blockchain patents in 2017, seven are Chinese. The giant Alibaba holds the most. As well as presentations from the Chinese delegates, the Forum will also feature Australian companies pitching opportunities to investors. Spend a day immersed in China from the ancient to the modern and everywhere in between. Find us at Darling Harbour and lose yourself at the Chinese Cultural Festival and Tea Expo. *Source: Roy Morgan Single Source (Australia), July 2015-June 2016, n=14,956 REGISTRATION IS FREE and all visitors can enter the draw to win return air tickets to China, speciality teas and other prizes. Registration: <https://www.chineseculturalfestival.com.au/> or www.teaexpo.com.au Facebook: <https://www.facebook.com/Chinese-Cultural-Festival-Tea-Expo-Lifestyle-Expo-1088838514622827/> Dates and Times: Friday, 23rd November, 10am – 6pm Saturday 24th November, 10am – 6pm Sunday 25th November, 10am – 4pm Media enquiries Lyn Thurnham lthurnham@thurnhamteece.com.au 02 49616010 M: 0418 490 989

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