

## Seminar on the Development of Tea Culture and Tea Industry for Developing Countries

### Project Profile

Project Name	Seminar on the Development of Tea Culture and Tea Industry for Developing Countries		
Organizer	Zhangzhou College of Science&Technology		
Date	Nov.15 to Dec.5, 2023	Language	English
Countries Invited	Developing Countries	Number of Participants	25 in total
Objectives	Through the seminar, participants will know the precious Chinese tea culture, master the basic requirements and techniques on Tea Master, the development status and trends of Chinese tea industry. Besides, it will help the participants to make contribution to world tea industry by using the experience of developing Chinese tea industry for reference.		
Requirements for Participants	Age	Under 50 years old for participants at director-general's level; under 45 years old for participants at or under division director's level.	
	Physical Health	In good health with health certificates or medical examination forms issued by local public hospitals; without diseases prohibited from entry by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular and cerebrovascular diseases and diabetes; without mental illnesses or infectious diseases that may pose serious threats to public health; not during the postoperative recovery period after a major operation or during the outbreak period of acute diseases; without severe physical disability; non-pregnant.	
	Language Ability	Fluency in listening, speaking, reading and writing in English	
	Others	Able to download and use the ZOOM platform to fully complete the project agenda on time	
Host City	Zhangzhou City, Fujian Province	Local Temperature	Autumn: 15°C-20°C
Cities to Visit	Nanjing City, Huzhou City, Hangzhou City, Shanghai City, Xiamen City	Local Temperature	Nanjing City, Jiangsu Province: 5°C-15°C Lishui City, Zhejiang Province: 12°C-22°C Huzhou City, Zhejiang Province: 12°C-22°C Hangzhou City, Zhejiang Province: 15°C-24°C Shanghai City: 10°C-20°C Xiamen City, Fujian Province: 15°C-25°C
Notes	1. Please prepare valid passport and visa in advance; 2. The Training Course will organize participants to discuss and communicate on the theme of the tea culture in different countries. Please make preparations in advance;		

	<p>3. Please inform the contact person of the latest flight time if your flight cannot depart on time or is delayed during transfer, so as to arrange reception;</p> <p>4. In principle, an individual is not allowed to change his/her international flight ticket. If necessary, please communicate with the Economic and Commercial Counselor to reissue a ticket according to the related procedures. If you change your ticket without consent, the costs and responsibilities shall be borne by yourself;</p> <p>5. Please confirm whether you need to recheck baggage when transferring. The contact person will pick you up with a pick-up plate (the organization name will be on it) at the international arrival exit (or domestic arrival exit). Please claim your baggage and wait for pickup. If you wait for more than 15 minutes, please call the contact person immediately;</p> <p>6. In case of lost baggage to be registered with the airline, please first communicate with the contact person to confirm baggage delivery address before filling the registration form;</p> <p>7. Please pay attention to the local weather conditions and carry appropriate clothing. For visiting activities, casual shoes are necessary. Please dress formally or wear your national costumes for formal events of the Seminar;</p> <p>8. Please bring necessary common medicines.</p>
<p>Contents of Training</p>	<ol style="list-style-type: none"> <li>1. Main Courses and Contents       <ol style="list-style-type: none"> <li>(1) The Survey of China—introduce the general status of China, natural landscape, customs and culture etc.</li> <li>(2) China is the Homeland of Tea--introduce the source place of tea, and the history of Chinese tea.</li> <li>(3) World Tea Culture--introduce the culture system originated from China and spread to the world, display the inter spread of Chinese culture from the east to the west, and the historical variation from cognition, acquaintance, accept, acknowledgement and innovation development.</li> <li>(4) Small Pot Tea Ceremony Laws--introduce the definition, and each procedure in details.</li> <li>(5) Sans Self Tea Gathering--introduce the principles and functions, display the grand international Sans Self Tea Gathering which are held every two years in different countries.</li> <li>(6) The Theories and Basic Requirement on Tea Master--introduce how to be a qualified tea master, Certification Examination on Qualified Tea Masters which is the approval for mastering the professional skills.</li> <li>(7) The Practice of Tea Art Performance--introduce the steps and notices, then deliver the spirit of tea art.</li> <li>(8) The Design and Appreciation on Tea Setting--introduce the definition, how to design and appreciate, including its functions</li> <li>(9) Tea Industry Development and Management—take Tenfu Tea Group as the example, introduce the mode of developing tea industry.</li> <li>(10) Tea and Health—introduce the nutrient ingredient in tea and the functions of different kinds of tea.</li> <li>(11) The Connotation of Tea Art and Tea Ceremony-- introduce Tea Ceremony is the core of Chinese Tea Culture, the relationship between Chinese Tea Art and Tea Ceremony, and the spirit of Chinese Tea Ceremony.</li> </ol> </li> </ol>

(12) Design of Tea Tourism—introduce how to combine tea industry with tourism industry, then increase the added value of tea for boosting the development of tea industry.

## 2. Inspection Tours

China is the hometown of tea and the first country in the world to discover, utilize and plant tea trees. The participants will have a inspection tour to main tea production cities in China. Participants will visit Chunqing Organic Tea Garden in Nanjing City, Jiangsu Province, Damushan Tea Garden in Lishui City and Luyu Tea Culture Scenic Spot in Huzhou City, Longwu Tea Town in Hangzhou City in Zhejiang Province, and learn about characteristic tea culture in Shanghai, and enjoy the coastal scenery in Xiamen, Fujian Province. Participants will know the Chinese tea culture, processing, appreciation, training and sales.

## 3. Introduction to professors

- (1) Yongxin Gong, Prof., chairman in tea culture research center in the Three Gorges District, executive member of tea association in Hubei Province, research councilor of national agriculture and vocation education, committee member of teaching guidance for Ministry of Agriculture.
- (2) Shiwen Cai, Prof., dean of department of international cooperation and exchanges, working on international communication affairs for long time.
- (3) Rong Zhang Cai, Prof., the Founder of Sans Self Tea Gathering, Director of Tea Culture Research Center.
- (4) Chunmei Fan, Vice-professor, Senior Tea Expert, Judger of National Chinese Tea Art Competition
- (5) Wenzhen Chen, Senior Tea Master
- (6) A'ling Wang, Senior Tea Master.
- (7) Yanhua zhou, Vice-professor, Senior Tea Expert, National Technical Expert
- (8) Jingui Li, Vice-professor, dean of teaching training base.

## 4. Materials to be prepared

For effective communication with experts, please prepare the relative materials, such as major and organization introductions, the tea culture and development status and trend of tea industry development in your side, and the future cooperation foundation with China etc.

## 5. Assessment

Complete a report and take a quiz, combining theory with practice.

Introduction of Organizer	<p>Zhangzhou College of Science &amp; Technology is a full-time educational college which has been granted permission from the Education Department of Fujian Province and in record of the National Ministry of Education. It's equipped with standard facilities, outstanding facilities, update experiment utilities and national qualified Tenkang Testing Technology Center. Besides, the Experimental Tea Garden in campus about 30'hectares with World Tea Garden nearly 20 hectares, which is collecting more than 70 tea cultivars. More than 40 majors are set, such as International Economics and Trade, Chain Business Management, Tourism Management, Tea Art and Tea Marketing, Tea Plantation and Tea Processing, Food Processing Technology, and Multimedia Design and Making etc. It is also the Project of National Spark Program, Science and Technology Support Program under the 12th Five-Year Plan, National Tea Training Base for Core Teachers, Training Center for National Senior High Skilled Talents, National Demonstration Base of Entrepreneurship and Career Training for Women, National Training Base of New Types of Professional Farmers. Furthermore, Department of International Exchange and Cooperation and Adult Education Center are set for the training, exchange and communication between home and abroad.</p> <p>Tea Art &amp; Tea Marketing as the Demonstrative Major of National Culture Innovation and Heritage, Tea Plantation &amp; Tea Manufacturing as the Provincial Demonstrative Major, both are the key majors as the significant window for international tea culture exchanges. It enjoys highly professional teaching faculty and various training bases, which is famous in Hongkong, Taiwan in China and South Asia. Teachers and professors are the specialists of tea art, tea market not only coming from domestic but also from Japan and South Korea.</p> <p>36 Seminars have been held in Zhangzhou College of Science &amp; Technology with 1089 officials and experts' attendance from 55 countries since 2009 as one of Foreign-Aid Training Organizer for Chinese Ministry of Commerce.</p>										
Contacts of Organizer	<table border="0"> <tr> <td>Contact</td> <td>Miss HONG Yating /Miss WANG Xiaoyan</td> </tr> <tr> <td>Office Phone</td> <td>0086-596-3184466</td> </tr> <tr> <td>Cell Phone</td> <td>0086-18359255750(HONG) 0086-14759659058 (WANG)</td> </tr> <tr> <td>Fax</td> <td>0086-596-3921356</td> </tr> <tr> <td>WeChat</td> <td>tina93968630(HONG) wxy_y999(Wang)</td> </tr> </table>	Contact	Miss HONG Yating /Miss WANG Xiaoyan	Office Phone	0086-596-3184466	Cell Phone	0086-18359255750(HONG) 0086-14759659058 (WANG)	Fax	0086-596-3921356	WeChat	tina93968630(HONG) wxy_y999(Wang)
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