

Seminar on the Development of Tea Culture and Tea Industry for Belt & Road Countries

Project Profile

Project Name	Seminar on the Development of Tea Culture and Tea Industry for Belt&Road Countries		
Organizer	Zhangzhou College of Science&Technology		
Date	Sep.12 to Oct.3, 2021	Language	English
Countries Invited	Belt&Road 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	Professional Backgrounds	Officials , administrators, or staffs engaged in Agriculture, Tea Industry or Service Industry from Belt&Road Countries	
	Language Competence	The ability to understand, speak, read and write in English	
	Others	Able to download and use the ZOOM platform to fully complete the project agenda on time	
Contents of Training	<p>一、 Main Courses and Contents</p> <p>(1) The Survey of China—introduce the general status of China, natural landscape, customs and culture etc.</p> <p>(2) China is the Homeland of Tea--introduce the source place of tea, and the history of Chinese tea.</p> <p>(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 the cognition,acquaintance,accept,acknowledgement and innovation development.</p> <p>(4) Small Pot Tea Ceremony Laws--introduce the definition, and each procedure in details.</p> <p>(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.</p> <p>(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.</p> <p>(7) The Practice of Tea Art Performance--introduce the steps and notices,then deliver the spirit of tea art.</p> <p>(8) The Design and Appreciation on Tea Setting--introduce the definition, how to design and appreciate, including its functions</p>		

	<p>(9) Tea Industry Development and Management—take Tenfu Tea Group as the example, introduce the mode of developing tea industry.</p> <p>(10) Tea and Health—introduce the nutrient ingredient in tea and the functions of different kinds of tea.</p> <p>(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.</p> <p>(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.</p> <p>二、 Virtual Tours</p> <p>Fujian is the homeland of Oolong Tea and the source place of Chinese Tea Culture with more than one thousand history. The participants will have a virtual tour to main tea production cities in Fujian. Participants will virtually visit Wuyi Mountain. Participants will know the Chinese tea culture, processing,appreciation,training and sales.</p> <p>三、 Introduction to professors</p> <p>(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.</p> <p>(2) Shiwen Cai, Prof., dean of department of international cooperation and exchanges, working on international communication affairs for long time.</p> <p>(3) Rong Zhang Cai, Prof., the Founder of Sans Self Tea Gathering, Director of Tea Culture Research Center.</p> <p>(4) Chunmei Fan, Vice-professor, Senior Tea Expert, Judger of National Chinese Tea Art Competition</p> <p>(5) Wenzhen Chen, Senior Tea Master</p> <p>(6) A'ling Wang, Senior Tea Master.</p> <p>(7) Yanhua zhou, Vice-professor, Senior Tea Expert, National Technical Expert</p> <p>(8) Jingui Li, Vice-professor, dean of teaching training base.</p> <p>四、 Materials to be prepared</p> <p>Contact with the organizer before training course, download and be familiar with the usages of ZOOM or Tencent meeting platform. 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.</p> <p>五、 Assessment</p> <p>Complete a report and take a quiz, combining theory with practice.</p>		
Site of Seminar	Zhangzhou	Sites for Virtual Tours	An'xi County, Quanzhou City

Remarks	<ol style="list-style-type: none"> Responsibilities and obligations, as the representatives of the government, state and people in your side, be responsible for own behaviors and performance, abide Chinese laws, relative provisions and fulfill corresponding obligations. Discipline requirements, strictly comply with the project schedule, and don't arrange other activities unrelated to the training course and unexcused absence not allowed. 												
Introduction of Organizer	<p>Zhangzhou College of Science & 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 faculties, 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 & Tea Marketing as the Demonstrative Major of National Culture Innovation and Heritage, Tea Plantation & 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>31 Seminars have been held in Zhangzhou College of Science & Technology with 791 officials and experts' attendance from 51 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 /Mr. XU Zhenchang</td> </tr> <tr> <td>Office Phone</td> <td>0086-596-3184466</td> </tr> <tr> <td>Cell Phone</td> <td>0086-18359255750(HONG)</td> </tr> <tr> <td></td> <td>0086-18359626799(XU)</td> </tr> <tr> <td>Fax</td> <td>0086-596-3921356</td> </tr> <tr> <td>WeChat</td> <td>tina93968630(HONG); w746231219(XU)</td> </tr> </table>	Contact	Miss HONG Yating /Mr. XU Zhenchang	Office Phone	0086-596-3184466	Cell Phone	0086-18359255750(HONG)		0086-18359626799(XU)	Fax	0086-596-3921356	WeChat	tina93968630(HONG); w746231219(XU)
Contact	Miss HONG Yating /Mr. XU Zhenchang												
Office Phone	0086-596-3184466												
Cell Phone	0086-18359255750(HONG)												
	0086-18359626799(XU)												
Fax	0086-596-3921356												
WeChat	tina93968630(HONG); w746231219(XU)												