



Snapshot

5TH WORLD TEA & COFFEE EXPO™ 2017

- 1st Edition - Feb 2013 -35 Exhibitors from 5 Countries & 2800 Visitors
- 2nd Edition - Sep 2014-40 Exhibitors from 6 Countries & 3000 Visitors
- 3rd Edition - Oct 2015- 52 Exhibitors from 6 Countries & 3200 Visitors
- 4th Edition - Oct 2016- 67 Exhibitors from 7 Countries & 3400 Visitors
- 5th Edition - Nov 2017 -100 Exhibitors from 10 Countries & 4500 Visitors (Targeted)

Website: www.worldteacoffeexpo.com

Purpose: The World Tea & Coffee Expo (WTCE) was launched in 2013 to offer an organized avenue for all the industry stakeholders to come together under a single roof for networking, business expansion and ideas exchange. Cutting through a plethora of food and food processing shows and focusing purely on the Tea, Coffee & allied sectors, the Expo has established itself as the official, globally recognized Industry show with just four editions under its belt.

Show Highlights: Country & Tea/Coffee Board pavilions & buyers from UAE, UK, Italy, USA, Sri Lanka, China, Nepal, Iran, Russia and many more planned. WTCE Mumbai India is the catalyst for companies to expand presence in India. Launch of latest technology and innovative products/retail chains, Bulk Orders, Appointing of Distributors etc at Expo ensures substantial interest from potential business associates with display of International and Indian innovations. This annual Expo determines trends related to the entire spectrum of the Hot Beverage sector

Additional Activities: B2B match-making, Workshops & Championships by Industry Stalwarts, High Level 2-day Conference by Industry leaders, academicians and policy makers, Knowledge zone etc.

Supporters: Sri Lanka Tea Board, Global Tea Coffee Association, NETA, SME Chamber of India, The Bombay Tea Traders Association, Federation of Indian Tea Traders Association, Confederation of Indian Small Tea Growers Association, Darjeeling Tea Association, Specialty of Coffee Association of Europe, Tea Association of USA, ADEMATHE Tea Association of Italy, African Fine Coffees Association.

Expo Location: Bombay Exhibition Centre, Goregaon (E), Mumbai, INDIA.

Show Dates: 16th - 17th - 18th Nov 2017 (Thu - Fri - Sat)

- Installation: 15th Nov 2017 (9 am onwards)
- Dismantling: 18th Nov 2017 (after 5.00 pm up to Midnight)

Exhibition Hours: Thursday, 16th Nov 2017 – 10:00 am – 6:00 pm

Friday, 17th Nov 2017 – 10:00 am – 6:00 pm

Saturday, 18th Nov 2017 – 10:00 am – 5 pm

Seminar / Conference Hours: Thursday, 16th Nov 2017 – 12:00 noon to 2:00 pm & 2:30 pm to 5:00 pm

Friday, 17th Nov 2017 – 12:00 noon to 2.00 and 2:30 pm to 5:00 pm

Workshop Hours: Saturday, 18th Nov – 12:00 noon to 2.00 pm and 2:30 pm to 5:00 pm

Registration and Admission: *The show is not open to general public. This is a trade event and only industry professionals will be allowed. No one under 18 permitted. No retail sale.*

Previous Show Results: 2016 (4th edition) total attendance included **67 exhibiting companies from 7 countries and over 3400 Trade Visitors**. Full report at <http://worldteacoffeeexpo.com/pdf/POST-EVENT-Report-WTCE-2016.pdf>

Exhibitor Profile	Attendees/Visitors
θ Tea & Coffee Manufacturers & Brands	θ Tea & Coffee Distributors, Retailers & Wholesalers
θ Machinery, Packaging and Technology companies	θ Hoteliers / Institutional Caterers
θ Tea Gardens & Coffee Estates	θ Restaurateurs & Cafe owners / Resorts / Airlines
θ Dealers/Exporters/Importers	θ Importers & Exporters - National & International
θ Vending Machines Manufacturers	θ International delegates & Buying Teams
θ Roasters And Blenders	θ Dealers and Trade Buyers
θ Flavoured / Instant Beverage Manufacturers	θ Hotel Suppliers Dealers
θ Manufacturers of Equipment & Appliances	θ Mass Grocers, Supermarkets & Malls
θ Raw Materials Suppliers & Manufacturers	θ Purchase Managers of large offices & retail chains
θ Herbal / Green / Slimming etc teas.	θ Packaging professionals
θ Fine Chocolate & Gourmet Mint Manufacturers	θ Soon-to-launch Tea & Coffee brands and companies
θ Processors & Processing machinery Manufacturers	θ Tea Garden / Coffee Estate owners and senior managers
θ Start Ups seeking national and international exposure	θ F & B / Catering Managers
θ Milk & Milk Products	θ Dieticians / Nutritionists / Food Professionals
θ Sugar & Sugar substitutes / Artificial Sweeteners	θ Chef's & cooking Experts
θ Spices Manufacturers	θ Tea & Coffee Aficionados
θ Beverage accessories manufacturers	θ Govt. Officials / Brokers
θ Biscuit , Confectioneries Manufacturers,	θ Health & Fitness conscious Visitors
θ Chain Stores, Super stores,	θ General & Other Visitors
θ Certification / Testing companies	
θ Retail Café chains / Franchisors	
θ Service Providers, Consultants & Others	

Branding/ Promotions Strategy: WTCE has developed an aggressive GLOBAL marketing campaign designed to attract the largest number of buyers. Attendees include decision makers and influencers. Our strategy will include:

- ❖ Tie up with relevant associations and Media
- ❖ Newspaper / online and social media promotions
- ❖ Email blasts / SMS Blast / Telecalling
- ❖ Newspaper inserts and newspaper advertisement
- ❖ Print and digital PR
- ❖ On site branding
- ❖ Exhibitor directory designing and printing

Estimated Industry Participation: 4,500 (90% from India and balance from overseas)

Our Clientele : Ahinsha Chemicals Ltd, Adept Impex P. Ltd, Ali Baba, Amar Tea P. Ltd., Arab Dalla Trading Est., (Saudi Arabia), Bhavmark Systems, Amchong Tea Estate, Bikram Tea, Bombay Tea Traders Association, Budwhite Teas P. Ltd., Butterfly Ayurveda P. Ltd., Tweak Beverages., Carmel Organics P. Ltd., Chenab Impex P. Ltd., Chota Tingrai Tea Estate, Coffee Day Global Ltd (CCD), Fresh & Honest Café Ltd., Giriraj Plantations, Golden Tips Tea Co. (P) Ltd., Goodricke Group Ltd., Hayleys Global Beverages (P. Ltd) Sri Lanka, IDFC Bank, IMA PG Packaging Solutions (Italy), Instantina Ltd. (U K), J.T.C. Tea Industries (P) Ltd., Old Harbour Tea, Krauter Mix India P. Ltd., LMJ International, Lowkal Healthcare P. Ltd., Lux Flavours, M Kantilal & Co., Café Express, Mounta Products (Sri Lanka), Nature Ceylon Trading P. Ltd. (Sri Lanka) Neel Beverages P. Ltd., Ootyfresh - Nilgiris Tea Development Foundation, Organic Small Tea Grower's Association, Assam, Pacific Plastics Industries P. Ltd., Pradeep Stainless India P. Ltd., Raiyaan Beverages, Sanjeev Flexi Pack P. Ltd., Senso Foods P. Ltd., Shah Brothers Tea & Industries Ltd., Shanghai First Trust International Co. Ltd. (China), Shreeji Screen & Filters P. Ltd., GreenBrew Green Coffee, Shweta Trademart (Tulsi Tea), Sira Impex P. Ltd., Smart Paddle Technology Pvt Ltd. (Bizongo), Sri Lanka Tea Board, Sunrise Nutrition P. Ltd., Swiss Pack P. Ltd., Synergy Beverages, Tea Board, India, Teamwork Tea, Tetrahedron Beverages P. Ltd., TGL Co., The Green Brewers, Tirumala Food Industries, Trade India, Trade4India, Udyogprerana - Prajakta Technology P. Ltd., Vardhaman Jivdaya , Variety Food Products Distribution Co. P. Ltd., Vending Updates India P. Ltd., Vidya Coffee

Online Media Partners: Alibaba.com, Food & Beverages Online, HospiBuz (HB), Udyog Prerna, Tradeindia.com, eindiabusiness.com, Trade Show Alerts, 10000show.com, 21food.com, Crowd Reviews, Farming Africa, 10 times.

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Show Owner and Producer: Sentinel Exhibitions Asia P Ltd (www.sentinelexhibitionsasia.com) is the Show owner and organizer



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