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## 6<sup>TH</sup> WORLD TEA & COFFEE EXPO MUMBAI INDIA 2018 – 29/30 NOV & 1 DEC

### 2017 Edition Highlights

- 70 Exhibitors from India, Nepal, Sri Lanka, China & Turkey
- 3700+ Buyers from across India, Sri Lanka, USA, Kenya, Canada, UAE, Australia, Iran, Russia, Dubai, Singapore, New Zealand etc

**Website:** [www.worldteacoffeexpo.com](http://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 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, Turkey and many more planned. WTCE is the catalyst for companies to expand trade globally. 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 Expo determines trends related to the entire spectrum of the Hot Beverage sector. The event provides a powerful, focused platform to meet potential clients/decision-makers and establish valuable alliances. The Expo has proved itself as a major launch pad for new products especially by MSME sectors.

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

**Supporters:** Sri Lanka Tea Board, Global Tea Coffee Association, North East Tea Association, National Tea & Coffee Development Board Of Nepal, SME Chamber of India, 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:** Nehru Centre, Worli, South Mumbai – <http://www.nehru-centre.org/wp-content/uploads/2016/06/location-map-new.jpg>

**Show Dates:** 29<sup>th</sup> Nov 2018 - 30<sup>th</sup> Nov 2018 – 1<sup>st</sup> Dec 2018 (Thu – Fri - Sat)

- Installation: Wednesday 28<sup>th</sup> Nov 2018 (9 am onwards)
- Dismantling: 1<sup>st</sup> Dec 2018 (after 5.00 pm up to Midnight)

**Exhibition Hours:** Thursday, 29<sup>th</sup> Nov 2018 – 10:00 am – 6:00 pm  
Friday, 30<sup>th</sup> Nov 2018 – 10:00 am – 6:00 pm  
Saturday, 1<sup>st</sup> Dec 2018 – 10:00 am – 5:00 pm

**Seminar / Conference/Workshop Hours:**

Thursday, 29<sup>th</sup> Nov 2018 – 11:30 am to 2:00 pm & 2:30 pm to 5:00 pm

Friday, 30<sup>th</sup> Nov 2018–11:30 am to 2.00 pm & 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:** 2017 (5<sup>th</sup> edition at Mumbai) total attendance included **70+ exhibiting companies from 5 countries and over 3700 Trade Visitors**. Full report at

<http://www.worldteacoffeexpo.com/wtce-2017/>

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	

**Venue Advantage:** The commercial capital of India attracts exhibitors & serious Visitors from across the length and breadth of India as well as from abroad and has been host to this unique event since inception

**Estimated Industry Visitors:** 4000+ [Local + International]

**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

**Our Clientele:** Adept Impex Pvt Ltd, Ahinsa Chemicals Ltd, Alliance, AliBaba.com, Amar Tea Private Ltd, Amchong Tea Estate, Arab Dalla-Saudi Arabia, Asia Tea Enterprises, Asra Marketing Pvt Ltd, Blueberry Agro Products Pvt Ltd, BMS Enterprises, BTTA, Budwhite Teas Pvt Ltd, Butterfly Ayurveda Pvt Ltd, CB Shah & Co, Café Express, Central Tea Cooperatives Federation (CTCF) Nepal, Chandhani Skin Naturals India Pvt Ltd, Chota Tingrai Tea Estate, Cllaro- Shanti Industries, Coffee Day Global Limited (Café Coffee Day), DRY-AIR Technologies, Dweller Pvt Ltd, Eco Chai (Bogamati Organics), Eeramaasi Coffee Works, Flavoherbs, Giriraj Plantations, Golden Tips Tea Co Pvt Ltd, GM Tea Packers Pvt Ltd (Tulsi Tea), Gabbar Engineering Co, Goodricke Group Pvt Ltd, GPA Teafloor Pvt Ltd, Green Horizon Enterprises Pvt Ltd, Green Valley Stevia, Hayleys Global Beverages Pvt Ltd- Sri Lanka, H&V Organic Farm Fresh Limited, Himalayan Orthodox Tea Producers Association (HOTPA-Nepal), Hitaishi KK MFG Co Pvt Ltd, IMA PG Packaging Solutions -Italy, Ilam Tea Producers Private Limited, Instantina Ltd-UK, Jalan Nagar Dev Pvt Ltd, JTC Tea Industries Pvt Ltd, Jivraj Tea Company, Krauter Mix India Pvt Ltd, Kandrick Tea Beverages Lanka -Sri Lanka, Kanyam Tea Producer's Cooperative Ltd Nepal, Kuraray India Pvt Ltd, M Kantilal and Company, LMJ International Limited, Lowkal Healthcare Pvt Ltd, Lux Flavours, Miracle Tea and Spices Co, Mounta Products Pvt Ltd -Sri Lanka, Neel Beverages Pvt Ltd, National Tea & Coffee Development Board of Nepal (Nepal Tea Board), Nature Ceylon Trading Pvt Ltd, Navkar Sugars Pharma, Nepal Tea Development Corporation(NTDC), Nick Of Time, Olitia Foods Pvt Ltd, Organic Small Tea Growers' Association, Assam, Ootyfresh- Nilgiris Tea Development Foundation, Pacific Plastics Industries Pvt Ltd (Packomatic), Pradeep Stainless India Pvt Ltd, Recharge Beverages Pvt Ltd, ShwetaTrademart Pvt Ltd, RamLal Ram Chandra India Limited (Double R Bags), Raw Jute Trading & Industries Ltd, Raiyaan Beverages, Rtu Natural Agro products (Fill Pack), Sanjeev Flexi Pack Pvt Ltd, Senso Foods Pvt Ltd, Shah Brothers Tea & Industries Ltd, Sagarmatha Chiya Prasodhan Udhyog-Nepal, Shanghai First Trust International Co Ltd-China, Shreeji Screen & Filters Pvt Ltd, ShriVinayak Services (Green Brrew), Sira Healthcare, Sidsam Formilan Machines (P) Ltd, Smart Paddle Technologies Pvt Ltd, Sunrise Nutrition Pvt Ltd, SME Chamber of India, Speciality Tea Association Nepal (STAN), Sri Lanka Tea board, Swiss Pac Pvt Ltd, Synthite Industries, Teamwork & Co, Tetrahedron Beverages Pvt Ltd, TGL Co, The Green Brewers, Tirumala Food Industries, Tea Board of India (Tea Board), Top Grains International (TGI), Touchwood Industries (Regd), Trade India, Trade4India, Trishakti Pathivara Chiya Prasodhan Udhyog - Nepal, Udyog Prerana - Prajakta Technology Pvt Ltd, Vardhaman, Variety Food Products Distribution Co Pvt Ltd, Vidya Coffee, Vending Updates India Pvt Ltd, Vezirkopru Orman Urunleri VeKagit San (Peli Paper)-Turkey

**Online Media Partners:** Alibaba.com, Food & Beverages Online, HospiBuz (HB),Dubai Exporters, UdyogPrerna, Tradeindia.com, eindiabusiness.com, Trade Show Alerts, 1000show.com, 21food.com, Crowd Reviews, Perfect Daily Grind, Farming Africa, Trade4India.

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