

## Hong Kong International Tea Competition 2012

### Background

To foster Hong Kong's position as a premier tea trading hub, the Hong Kong Trade Development Council organises the "Hong Kong International Tea Competition 2012" which gathers precious tea worldwide to compete for this prestigious honour in the tea industry.



### Eligibility

All local and overseas exhibitors of the HKTDC Hong Kong International Tea Fair 2012 will be eligible to join the competition.

### Category and Prizes

**Outstanding Tea Award** (Judging Criteria: Leaf Appearance, Soup Colour, Aroma, Taste & Leaf Base)

<u>I. Chinese mainland &amp; Hong Kong</u>	<u>II. Other Regions</u>
<ul style="list-style-type: none"> <li>• Tea produced in the Chinese mainland and Hong Kong</li> <li>• Category: (1) Black Tea, (2) Aged Tea (Excluding Pu'er), (3) Green Tea, (4) Oolong Tea, (5) Pu'er Tea</li> <li>• Prizes:                             <ul style="list-style-type: none"> <li>- Each category consists of Champion, 1<sup>st</sup> runner-up, 2<sup>nd</sup> runner-up</li> <li>- One entry out of all categories will be selected for "The Best Aroma Award" and "The Best Taste Award"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Tea produced in areas <u>outside</u> the Chinese mainland and Hong Kong</li> <li>• Category: (1) Black Tea (C.T.C.), (2) Black Tea (Orthodox), (3) Green Tea</li> <li>• Prizes: One entry out of each category will be selected for "The Most Outstanding Tea Award"</li> </ul>

**Outstanding Tea Branding Award** (Judging Criteria: Aesthetics, Brand Identity, Creativity, User-friendliness)

<u>I. Chinese mainland &amp; Hong Kong</u>	<u>II. Other Regions</u>
<ul style="list-style-type: none"> <li>• Exhibitors from the Chinese mainland and Hong Kong</li> <li>• Prize: One entry will be selected for "The Most Outstanding Tea Branding Award (Chinese mainland &amp; Hong Kong)"</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitors from areas <u>outside</u> the Chinese mainland and Hong Kong</li> <li>• Prize: One entry will be selected for "The Most Outstanding Tea Branding Award (Other Regions)"</li> </ul>

### Exposure of Winning Teas

- Details of the competition and winning teas will be publicised at the Organiser's promotional channels, as well as in local newspaper and well-known online dining guides (e.g. Openrice.com).
- Winning teas will be displayed/ offered for free tasting in local hotels and fancy restaurants (e.g. Regal Hotels International, dining places at the Hong Kong Convention and Exhibition Centre).
- Press releases which feature details and results of the competition will be sent to media.
- Winners will be invited to attend the Award Presentation Ceremony to be held at the "HKTDC Hong Kong International Tea Fair – Tea Reception" on 16 August 2012.
- Winners will be invited to introduce their winning teas at the "Tasting Session on Winning Teas of Hong Kong International Tea Competition 2012" during the fair period.
- Winners may use the prize icon of the "Hong Kong International Tea Competition 2012" for further promotion of their winning pieces.

### Application Method and Enquiries

To join the competition, please submit the application form with tea samples **on or before 29th June 2012** to "Unit 7, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong". Should you have any enquiries, please feel free to contact Mr Koo [Tel: (852) 2240-4124; Email: [kevin.wh.koo@hktdc.org](mailto:kevin.wh.koo@hktdc.org)].

### **Judging Method**

- The Judging Session will be held on 15 August 2012 at Hong Kong Convention and Exhibition Centre. Staff will assign a secret code to each entry, and all submissions are evaluated blind (\*this does not apply to the Outstanding Tea Branding Award).
- The judging panel consists of internationally renowned tea experts from major tea producing and import regions, to ensure the fairness and justice of the competition.

### **Result Announcement**

- All contestants will be notified of results by email or post on 16 August 2012. All winners will be notified individually by phone to attend the presentation ceremony held in the “HKTDC Hong Kong International Tea Fair – Networking Reception” on 16 August 2012.

### **Rules & Regulations**

1. Contestant must be registered under a company. (Remarks: Tea agents should provide brand owner’s authorization letter to join the competition)
2. Each entry must be a branded product with package and marketability for more than 6 months.
3. Contestants for the “Outstanding Tea Award” can only submit one entry for each category, but can join more than one category.
4. Contestants for the “Outstanding Tea Award” should provide at least 400g tea sample or two tea packs for each category (the package of the tea sample must have the standard label for identification purpose). Award winners have to provide extra 1kg tea sample / tea pack for guests’ free tasting at the Networking Reception on 16 August 2012 and for post fair promotion collaborated with local hotels and restaurants.
5. Contestants for the “Outstanding Tea Branding Award” should provide at least 1 tea product (with packaging), together with any promotion materials / pamphlets of the tea and design concepts of the retail stores (if any).
6. Contestants who compete in both the “Outstanding Tea Award” and the “Outstanding Tea Branding Award” should submit two tea samples/ tea products (with packaging) for the Organiser’s further arrangement.
7. All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
8. The Organiser shall be under no liability in any event for the deterioration, loss, damage or destruction of the submitted tea samples hereunder from any cause.
9. The Organiser will exercise maximum care in handling all submitted tea samples; however, the Organiser will assume no liability for any assurance on the quality of the samples.
10. The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
11. The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
12. All matters of disputes are subject to the final decision of the Organiser.

<b>Application Deadline</b> <b>29 June 2012</b> (According to the Postal Date)	<b>HKTDC Hong Kong</b> <b>International Tea Fair 2012</b> <b>16-18/2012</b>	Return to: Hong Kong Trade Development Council (Exhibition Department) Unit 7, Expo Galleria, HKCEC, 1 Expo Drive, Wan Chai, Hong Kong Tel: (852) 2240 4124 Fax: (852) 2270 5806 Email: kevin.wh.koo@hktdc.org To: Mr Kevin Koo
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**“Hong Kong International Tea Competition 2012” Application Form**  
 (Contestant should submit a separate application form for each tea category)

**Exhibitor Information**

<b>#Company Name</b>		<b>#Booth No</b>	
<b>Website</b>			
<b>#Contact Info</b>	<b>Contact Person</b>		<b>Title</b>
	<b>Email Address</b>		<b>Office Tel</b>
	<b>Name of On-site Representative</b>		<b>On-site Mobile</b>

**Product Information**

<b>^Category</b> (Please choose <u>ONE</u> only)	<b>Outstanding Tea Award - Chinese mainland &amp; Hong Kong:</b>				
	<input type="checkbox"/> <b>Black Tea</b> Name: _____ (e.g. Black Tea form Yunnan)	<input type="checkbox"/> <b>Aged Tea (Excluding Pu'er)</b> Name: _____ (e.g. Liubao, Liu'an)	<input type="checkbox"/> <b>Green Tea</b> Name: _____ (e.g. Longjing, Huangshan Maofeng)	<input type="checkbox"/> <b>Oolong Tea</b> Name: _____ (e.g. Tie Guanyun, Da Hong Pao)	<input type="checkbox"/> <b>Pu'er</b>
	<b>Outstanding Tea Award - Other Regions (Excluding Chinese mainland &amp; Hong Kong):</b>				
	<input type="checkbox"/> <b>Black Tea (C.T.C.)</b> Name: _____ (e.g. Darjeeling Black Tea, Ceylon Black Tea)	<input type="checkbox"/> <b>Black Tea (Orthodox)</b> Name: _____ (e.g. Darjeeling Black Tea, Ceylon Black Tea)	<input type="checkbox"/> <b>Green Tea</b> Name: _____ (e.g. Matcha, Sencha)		
	<b>Outstanding Tea Branding Award:</b>				
<input type="checkbox"/> <b>Chinese mainland &amp; Hong Kong</b>		<input type="checkbox"/> <b>Other Regions (Excluding Chinese mainland &amp; Hong Kong)</b>			
<b>#Product Name of Tea</b>		<b>#Brand Name of Tea</b>			
<b>#Year of Production</b> (if applicable)		<b>#Country of Origin</b>	Country : _____	Region : _____	
			City : _____		
<b>#Recommend Retail Price</b>	HK\$ (per gram) _____	<b>Product Photo</b>	A photo of high resolution is required for each participating product's package (File size: at least 1MB)		

# Mandatory Field  
 ^ Please tick "✓" where appropriate

**Application Check List:**

1.  Completed and signed application form
2.  The sales record of the participating tea in the past 6 months (e.g. invoice, promotional leaflet)
3.  Tea agents have to submit an authorization letter issued by the brand owner (if applicable)
4.  Tea Sample / Tea Product (together with any relevant promotional materials) (to be delivered on or before 29 June 2012)  
(At least 400g Tea Sample / 2 Tea Packs; the package of tea sample must have the standard label for identification purpose – see above.)  
(All the awarded companies are obligated to sponsor additional tea sample / tea pack for guests' free tasting in the Networking Reception on 16 August 2012.)

Format of Label

Company Name	HK Tea Export Co
Booth No	3D-B02
Tea Category	Outstanding Tea Award - Other Regions (Excluding Chinese mainland & Hong Kong): Black Tea
Tea	Darjeeling
Brand Name	XX Tea

Terms & Conditions:

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2. Each entry must be a branded product with package and marketability for more than 6 months.
3. Contestants for the "Outstanding Tea Award" can only submit one entry for each category, but can join more than one category.
4. Contestants for the "Outstanding Tea Award" should provide at least 400g tea sample or two tea packs for each category (the package of the tea sample must have the standard label for identification purpose). Award winners have to provide extra 1kg tea sample / tea pack for guests' free tasting at the Networking Reception on 16 August 2012 and for post fair promotion collaborated with local hotels and restaurants.
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7. All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
8. The Organiser shall be under no liability in any event for the deterioration, loss, damage or destruction of the submitted tea samples hereunder from any cause.
9. The Organiser will exercise maximum care in handling all submitted tea samples; however, the Organiser will assume no liability for any assurance on the quality of the samples.
10. The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
11. The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
12. All matters of disputes are subject to the final decision of the Organiser.

Remarks:

1. The Organisers will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
2. I agree to indemnify the Organisers against all actions, claims, demands and expenses relating to or arising out of my entry in this competition.
3. All submissions must be submitted to the Organisers by email, post or fax on or before the above deadline.
4. Our Company has read the "Terms & Conditions" of the Competition and agrees to abide by them.

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 Name

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 Company Chop

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 Signature

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 Date