HKTDC
Hong Kong International Tea Fair
香港國際茶展
17 - 19 / 8 / 2017

Application Deadline 21th June 2017

Hong Kong International Tea Competition 2017

Background

To foster Hong Kong's position as a premier tea trading hub, the Hong Kong Trade Development Council (HKTDC) organises the 9th edition of Hong Kong International Tea Competition 2017 which gathers precious tea worldwide to compete for this prestigious.

Eligibility

- All local and overseas exhibitors of the HKTDC Hong Kong International Tea Fair 2017
- Contestant must be registered under a company.
  (Remarks: Tea agents should provide brand owner's authorization letter to join the competition)
- Each entry must be a branded product that has been launched for more than 6 months

Category and Prizes

Outstanding Tea Award

- **Categories:** (1) Green Tea
  (2) Oolong Tea
  (3) Black Tea (Orthodox)
  (4) Black Tea (C.T.C.)
  (5) Chinese Black Tea (excl. Pu'er)
  (6) Pu'er Tea (incl. Raw Pu'er, Treated Pu'er, loose tea and compressed tea)
  (7) Others, e.g. White Tea, Yellow Tea, Scented Tea, etc. (excl. Herbal Tea)
- **Judging criteria:** Leaf Appearance, Soup Colour, Aroma, Taste & Leaf Base
- **Prizes:** (i) Each category consists of Champion, 1st runner-up, 2nd runner-up and Merit award
  (ii) One entry out of all categories will be selected for "The Best Aroma Award" and "The Best Taste Award"
- **Each company can submit max 5 entries for each category and join more than one tea category**

(The tea leaves are classified by the degree of fermentation within the tea making, Participants should be responsible to enter the samples into the right categories. If the tea enter a wrong category, the organiser or Judging Panels reserves the right to disqualify or to put it into another category when appropriate)

Exposure of Winning Teas

- Media Exposure
- Display during HKTDC Hong Kong International Tea Fair (the fair)
- Be invited to join number of events of the fair: award presentation ceremony and exclusive tasting session to meet with buyers and media.
- Exposure and tasting opportunity in selected prestige hotels and F&B outlets
- Be granted the logo of the 2017 Awards for further international promotion of the winning tea
- Tea tasting at selected cocktails of HKTDC's fairs

Application Method and Enquiries

To join the competition, please submit the application form with tea samples **on or before 21th June 2017** 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 Kevin Koo [Tel: (852) 2240-4124; Email: kevin.wh.koo@hktdc.org.

Materials for Submission

- At least 500g tea sample or 2 tea cakes for each entries (the package of the tea sample must have the standard label for identification purpose).
- Award winners have to provide extra 1kg tea sample / 4 tea cakes for guests' free tasting at the Tea Reception on 17 August 2017 and for post fair international promotion.
- The samples should be well labelled, packed, sealed and be sent in in a good, protective and safe way.

Judging Method

- The Judging Session will be held on 16 August 2017 at Hong Kong Convention and Exhibition Centre. Each entry will be assigned a secret code and be blind tasted and evaluated.
- 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 or before 17 August 2017. All winners will be notified individually by phone to attend the presentation ceremony held in the "HKTDC Hong Kong International Tea Fair – Tea Reception" on 17 August 2017.

Disclaimer

- All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
- 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.
- 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.
- The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
- The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
- All matters of disputes are subject to the final decision of the Organiser.
- If the tea enters a wrong category, the organiser or Judging Panels reserves the right to disqualify or to put it into another category when appropriate.

Form 12	Hong Kong International Tea Fair 2017 香港國際茶展2017 17-19 / 8 / 2017	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
Application Deadline **21 June 2017** (According to the Postal Date)		

"Tea Competition 2017" Application Form

Exhibitor Information

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

Award Category

Outstanding Tea Award

Each company can join more than one category of the followings. Each company can submit max.5 entries for each category.

	#Type of leaf e.g.Caylon Black Tea, Sencha	**#Product Name**	**#Brand Name**	**#Year of Production**	**#Country of Origin**	**#Recommend Retail Price per Gram (HKD)**
Green Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Oolong Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						

	#Type of leaf e.g.Caylon Black Tea, Sencha	**#Product Name**	**#Brand Name**	**#Year of Production**	**#Country of Origin**	**#Recommend Retail Price per Gram (HKD)**
Black Tea (C.T.C)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Black Tea (Orthodox)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Chinese Black Tea (Excluding Pu'er)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Pu'er Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Others - White Tea, Yellow Tea or Scented Tea (Excluding Herbal Tea)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						

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 21 June 2017)
   (At least 500g Tea Sample / 2 Tea cakes; the package of tea sample must have the standard label for identification purpose – see above.)
   (All the awarded companies are obligated to sponsor additional 1kg Tea sample / 4 Tea cakes for guests' free tasting in the Tasting Session on Winning Teas of Int'l Tea Competition on 17 August 2017.)

Format of Label

Company Name	HK Tea Export Co
Booth No	3D-B02
Tea Category	Outstanding Tea Award: Black Tea
Tea	Earl Grey
Brand Name	Top 1

Terms & Conditions:

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 submit max 5 entries for each category and join more than one category.
4) Contestants for the "Outstanding Tea Award" should provide at least 500g tea sample or 2 tea cakes for each entry (the package of the tea sample must have the standard label for identification purpose). Award winners have to provide extra 1kg Tea sample / 4 Tea cakes for guests' free tasting in the Tasting Session on Winning Teas of Int'l Tea Competition on 17 August 2017 and for post fair promotion collaborated with local hotels and restaurants.
5) All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
6) 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.
7) 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.
8) The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
9) The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
10) All matters of disputes are subject to the final decision of the Organiser.

Declaration:

1. I agree to the Organiser 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 Organiser 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 Organiser 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.

Name _____ Company Chop _____

Signature _____ Date _____

HKTDC
Hong Kong International Tea Fair
香港國際茶展
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截止報名日期
2017 年 6 月 21 日

「香港國際茶展名茶比賽 2017」

比賽背景

為進一步提升香港作為國際茶葉商貿及推廣平台的地位，香港貿發局將舉辦第九屆香港國際茶展名茶比賽，讓來自世界各地之名茶競逐國際茶葉界的重要殊榮。

參賽資格

- 「香港貿發局香港國際茶展 2017」的本地及海外參展商均可參賽。
- 參賽者須以公司名義參賽 (註：代理商須附上品牌持有人授權參賽的證明，方可參賽) 。
- 參賽茶葉須已於市場銷售 6 個月或以上及擁有獨立品牌。

比賽組別及獎項

優秀茶葉大獎

- **茶組：** (1) 綠茶
  (2) 烏龍茶
  (3) 紅茶(傳統手工製法)
  (4) 紅茶(C.T.C.機械製法)
  (5) 中國黑茶(非普洱類)
  (6) 普洱茶(包括生茶, 熟茶, 散茶及緊壓茶)
  (7) 其他茶類 – 如白茶, 黃茶或花茶等(不包括花草茶)
- **評審標準**：外觀、湯色、香氣、滋味、葉底
- **獎項：**(1) 各茶組設冠軍、亞軍、季軍及優異獎
  (2) 所有組別當中選出〝最佳香氣獎〞及〝最佳滋味獎〞各一名
- **競逐「優秀茶葉大獎」者為每個茶組只可提交最多五種茶樣，亦可參與多個茶組**

(茶葉以製茶工藝按發酵程度分類，參賽者應選擇合適的茶組。主辦機構或評審團有最終決定權重新分配到合適組別或取消不合乎茶組要求茶葉之參賽資格。)

得獎名茶的宣傳機會

- 傳媒報導
- 於香港國際茶展會場展示
- 獲邀出席頒獎典禮以及展會期內特別舉行之試飲時間
- 本地酒店及高級食肆內展示/供客人享用
- 授權使用 2017 獎項標誌作宣傳作用
- 於香港貿發局挑選的酒會內供嘉賓享用

報名方法及查詢

請即填妥參賽表格，並於 2017 年 6 月 21 日或之前連同參賽茶樣以郵寄方法遞交至香港灣仔博覽道 1 號香港會議展覽中心博覽商場 7 號，以郵戳為準。

如有垂詢，歡迎與古偉雄先生 [電話: (852) 2240-4124；電郵: kevin.wh.koo@hktdc.org]聯絡。

需遞交資料

- 為每個參賽茶樣提供樣品最少 500 克/茶餅最少 2 個(包裝上須貼上主辦機構指定格式的標籤)。
- 獲獎之參賽公司須額外提供約 1 公斤茶樣/茶餅最少 4 個，以供嘉賓於 2017 年 8 月 17 日舉 行的茶會及比賽後與主辦機構合作宣傳的酒店及食肆展示/試飲。
- 樣品應有清晰標記，妥善密封及包裝。

評審方法

- 評審將於 2017 年 8 月 16 日於香港會議展覽中心舉行。工作人員將為參賽茶樣進行編碼，供評審團以盲品方式進行品評。
- 評審團將包括世界主要茶業入口國或地區及生產地知名的茶評家、業界權威等，以確保評審公平及公正。

結果公佈

- 大會將於 2017 年 8 月 17 日早上或之前以電郵或書面告知參賽者評審結果，並以個別電話邀請各得獎者出席 2017 年 8 月 17 日晚上於「香港貿發局香港國際茶展招待茶會」的頒獎典禮。

聲明

- 參賽茶樣將作評審用途，主辦機構概不發還所有參賽茶樣。
- 主辦機構將小心處理及保管參賽茶樣，惟遇意外、損壞或遺失，主辦機構概不負責。
- 參賽單位須為其參賽茶葉的品質負責，如其品質有任何問題，主辦機構概不負責。
- 參賽茶樣如涉及商標、品牌等法律問題，主辦機構概不負責。
- 若參賽人數不足，主辦機構保留取消參賽組別之權利。
- 如有任何爭議，主辦機構保留最終決定權。
- 主辦機構或評審團有最終決定權重新分配到合適組別或取消不合乎茶組要求茶葉之參賽資格。

表格十二 **截止日期** **2017年6月21日** **(以郵戳為準)**	**Hong Kong International Tea Fair 2017** **香港國際茶展2017** **17-19 / 8 / 2017**	**請交回：** 香港貿易發展局 (展覽事務部) 香港灣仔博覽道1號 香港會議展覽中心博覽商場7號 電話: (852) 2240 4124 傳真: (852) 2270 5806 電郵: kevin.wh.koo@hktdc.org 致 ：古偉雄先生

「名茶比賽 2017」參賽表格

參展商資料

#參展公司名稱			**#展位編號**	
網址				
#聯絡人資料	**聯絡人姓名**		**職銜**	
	公司電郵		**公司電話**	
	展會現場代表姓名		**展會現場手提電話**	

比賽類別

優秀茶葉大獎

每公司能參與以下多於一項的茶組。 每個茶組最多可提交五種不同的茶樣。

	#茶葉品種 (如:六安、鐵觀音、安溪白茶、)	**#商品名稱**	**#品牌名稱**	**#生產年份**	**#產地來源**	**#建議零售價格** 港幣$ (每百克)
綠茶						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						
烏龍茶						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						

為必須填寫的參賽資料

	#茶葉品種 (如:六安、鐵觀音、安溪白茶、)	#商品名稱	#品牌名稱	#生產年份	#產地來源	#建議零售價格 港幣$ (每百克)
紅茶 (C.T.C.機械製法)						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						
紅茶 (傳統手工製法)						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						
中國黑茶(非普洱)						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						
普洱茶(包括生茶, 熟茶, 散茶及緊壓茶)						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						
其他茶類 – 如白茶, 黃茶, 花茶(不包括花草茶)等						
產品 1						
產品 2						
產品 3						
產品 4						
產品 5						

為必須填寫的參賽資料

參賽文件清單:

1. ☐ 填妥之參賽表格
2. ☐ 參賽茶葉過去 6 個月的銷售證明(如發票單據、宣傳單張等)
3. ☐ 茶葉代理商須附上品牌持有人授權參賽的證明，方可參賽 (如適用)
4. ☐ 參賽茶樣 / 茶葉產品 (連同其品牌印刷宣傳資料的相關文件)(需於 2017 年 6 月 21 日前遞交)
(茶樣最少 500 克/茶餅最少 2 個; 包裝上必須貼上指定格式的標籤(見樣本)，以資識別)
(獲獎之參賽公司須額外提供約 1 公斤茶樣/茶餅最少 4 個，以供嘉賓於 2017 年 8 月 17 日舉行的得獎名茶巡禮中試飲)

標籤樣本

參賽公司名稱	**香港茶葉進出口公司**
展位編號	3D-B02
參賽茶組	**優秀茶葉大獎:紅茶組**
參賽茶葉商品名稱	正宗獅峰龍井
參賽品牌	第一名茶

條款細則:

1. 參賽者須以公司名義參賽 (註：代理商須附上品牌持有人授權參賽的證明，方可參賽) 。
2. 參賽茶葉須已於市場銷售 6 個月或以上及擁有獨立品牌。
3. 競逐「優秀茶葉大獎」者為每個茶組可提交五種茶樣，亦可參與多個茶組。
4. 競逐「優秀茶葉大獎」者須為每個參賽組別提供茶樣最少 500 克/茶餅最少 2 個 (包裝上須貼上主辦機構指定格式的標籤) 。獲獎之參賽公司須額外提供約 1 公斤茶樣/茶餅最少 4 個，以供嘉賓於 2017 年 8 月 17 日舉行的得獎名茶巡禮及比賽後與主辦機構合作宣傳的酒店及食肆展示/試飲。
5. 參賽茶樣將作評審用途，主辦機構概不發還所有參賽茶樣。
6. 主辦機構將小心處理及保管參賽茶樣，惟遇意外、損壞或遺失，主辦機構概不負責。
7. 參賽單位須為其參賽茶葉的品質負責，如其品質有任何問題，主辦機構概不負責。
8. 參賽茶樣如涉及商標、品牌等法律問題，主辦機構概不負責。
9. 若參賽人數不足，主辦機構保留取消參賽組別之權利。
10. 如有任何爭議，主辦機構保留最終決定權。

聲明：

5. 本公司同意主辦機構不會因評選本公司之參賽茶而承擔任何商標、品牌等法律責任。
6. 本公司同意主辦機構如因本公司之參賽而遭受控訴、收到賠償要求或受到金錢損失時，一切由本公司負責。
7. 所有參賽公司必須於截止日期前將以上所須參賽資料電郵、郵寄或傳真送達主辦機構，否則其參賽申請將不會受理。
8. 本公司已閱讀並同意遵守以上參賽條款細則。

姓名 _____ 公司蓋章 _____

簽署 _____ 日期 _____