

茶飲世界 品牌出海

2025 香港國際茶文化論壇暨中國茶文旅城市品牌盛典 議 程

一、開場致辭

- 中國茶文化交流協會執行會長 張國良先生 致辭
- 香港貿易發展局展覽及數碼業務總監 林玉鳳女士 致辭

二、主旨演講

- 浙江大學茶學系教授、博士生導師 屠幼英教授
主講題目：新茶飲現場和未來
- 中國社會科學院工業經濟研究所研究員 張世賢教授
主講題目：提升中國茶品牌國際競爭力
- 中國農業科學院茶葉研究所研究員 劉栩
主講題目：攜手合作 共享美好 推進中華茶文化與世界交融
- 武夷山香江雲茶興茶業有限公司總經理 杜乾

三、推介及圓桌論壇

- 茶文旅城市主題推介
- 「茶飲品牌出海戰略」企業高端對話圓桌論壇

四、頒獎典禮

- 中國茶文旅標竿城市
- 海外華人喜愛的中國茶品牌

五、參觀香港國際茶展

Tea Connects the World: Brands Go Global

2025 Hong Kong International Tea Culture Forum

China Tea Cultural Tourism City Brand Festival

Agenda

I. Opening Remarks

- Mr. Zhang Guoliang, Executive President, China Tea Culture International Exchange Association
- Ms. Smilely Lam, Director, Exhibitions and Digital Business, Hong Kong Trade Development Council

II. Keynote Speeches

- Prof. Tu Youying, Professor and Doctoral Advisor, Tea Science Department, Zhejiang University
Topic: "The Present and Future of New Tea Beverages"
- Prof. Zhang Shixian, Researcher, Institute of Industrial Economics, Chinese Academy of Social Sciences
Topic: "Enhancing the Global Competitiveness of Chinese Tea Brands"
- Researcher Liu Xu, Tea Research Institute, Chinese Academy of Agricultural Sciences
Topic: "Collaborating for a Shared Future: Promoting the Integration of Chinese Tea Culture with the World"
- Mr. Du Qian, General Manager, Xiangjiang Yun Tea Xing Tea Co.,

Ltd. (Wuyishan)

III. Presentations & Roundtable Forum

- Tea Cultural Tourism City Promotion
- Roundtable Discussion

"Global Expansion Strategies for Tea Beverage Brands"

IV. Awards Ceremony

- China's Leading Tea Cultural Tourism Cities
- Chinese Tea Brands Most Loved by Overseas Chinese

V. Visit the Hong Kong International Tea Fair