



# MARKET REPORT

Presentation by worldpronet



11/2022  
**MRO569**



# Discover Cha

“Every tea, every origin, every aspect of tea is individual to that specific thing. You can’t even compare one oolong to the next oolong because they can be drastically different in leaf grade, in the way it is prepared, the oxidation method, etc. So, each tea is its own land. Unlike coffee, it is very hard to have black and white viewpoints on them.”

Zoey Thorson, Director of The Lab at Royal New York



# TEA EDUCATION INDUSTRY



## 'Tea Ceremony and World Tea Culture' Class

<https://english.kookmin.ac.kr/kookmin/special/283?pn=5>



## Curriculum Collaboration

<http://www.teasommelier.kr/vp0112g/02/01.php>



SEOUL  
NATIONAL  
UNIVERSITY

## Tea Ceremony Education

<https://en.snu.ac.kr/snunow/events?md=v&bbsidx=117367>







## Friendship Course

<https://gjtea.org/>



## Tea and Coffee Institute

Tea Science Center  
(Supplier for Researcher)

<https://dfns.u-shizuoka-ken.ac.jp/graduate/laboratory/143.html>

# TEA EDUCATION INDUSTRY



<https://en.mfu.ac.th/en-quick-menu/research-and-innovation/research-for-u/research-center-of-excellence/tea-and-coffee-institute-of-mae-fah-luang-university.html>

# TEA EDUCATION INDUSTRY



UK Tea Academy

<https://www.ukteaacademy.co.uk/courses/customised-training/>

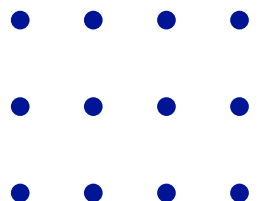


International Tea  
Education Institute™  
[www.itei.ca](http://www.itei.ca)



International Tea  
Education Institute

<https://itei.ca/>





## POSSIBLE COLLABORATION FROM WPN GOOGLES



**Worldtea Academy  
(Curriculum + Product)**



**Confucius Institute  
(Curriculum)**



**Tea Drunk Academy  
(Curriculum)**



**Royal New York, Inc.  
(Curriculum + Product)**

## STORY TIME

### Eastern Tea Academy



## The certificate

Upon passing the exam at the end of the Daye-Big Leaf level, a unique certificate in "Chinese Tea Taster and Connoisseur", legally registered with the Chinese Federation, will be issued by All China Federation of Supply and Marketing Cooperatives, Kunming headquarters. Students in possession of said certificate are able to judge and accurately describe teas with respect to their own terroir, to brew tea as a professional, to trace the production techniques, and finally to understand and actively participate to market quotations.

# STORY TIME

## Learning point from



## THE PROCESS



### APPLICATION PROCESS

#### Step 1

Select a package, pay and then fill out the application form to provide us with all the information regarding the course you want to get approved.

#### Step 2

Worldchefs will review the course & program details and will decide to approve or disapprove the course.

#### Step 3

Once the course is approved, Your course will be made part of Worldchefs Approved Courses Platform.

#### Step 4

If your application is rejected, We will send the reason or we will contact you if you if we need more information to assess the course & program better.





## TRENDS OF SUSTAINABILITY: NEW COURSE?

- An IBM Research Insights survey\*\* suggests sustainability has hit the tipping point for retail and consumer product companies. 71% of consumers surveyed said traceability of products was very important to them and they were willing to pay a premium for it. In that sense, sustainable sourcing has become a potential value-add for brand owners.
- The United Nations Global Compact\*\*\* recognizes that “a company’s entire supply chain can make a significant impact in promoting human rights, fair labor practices, environmental progress and anti-corruption policies”.



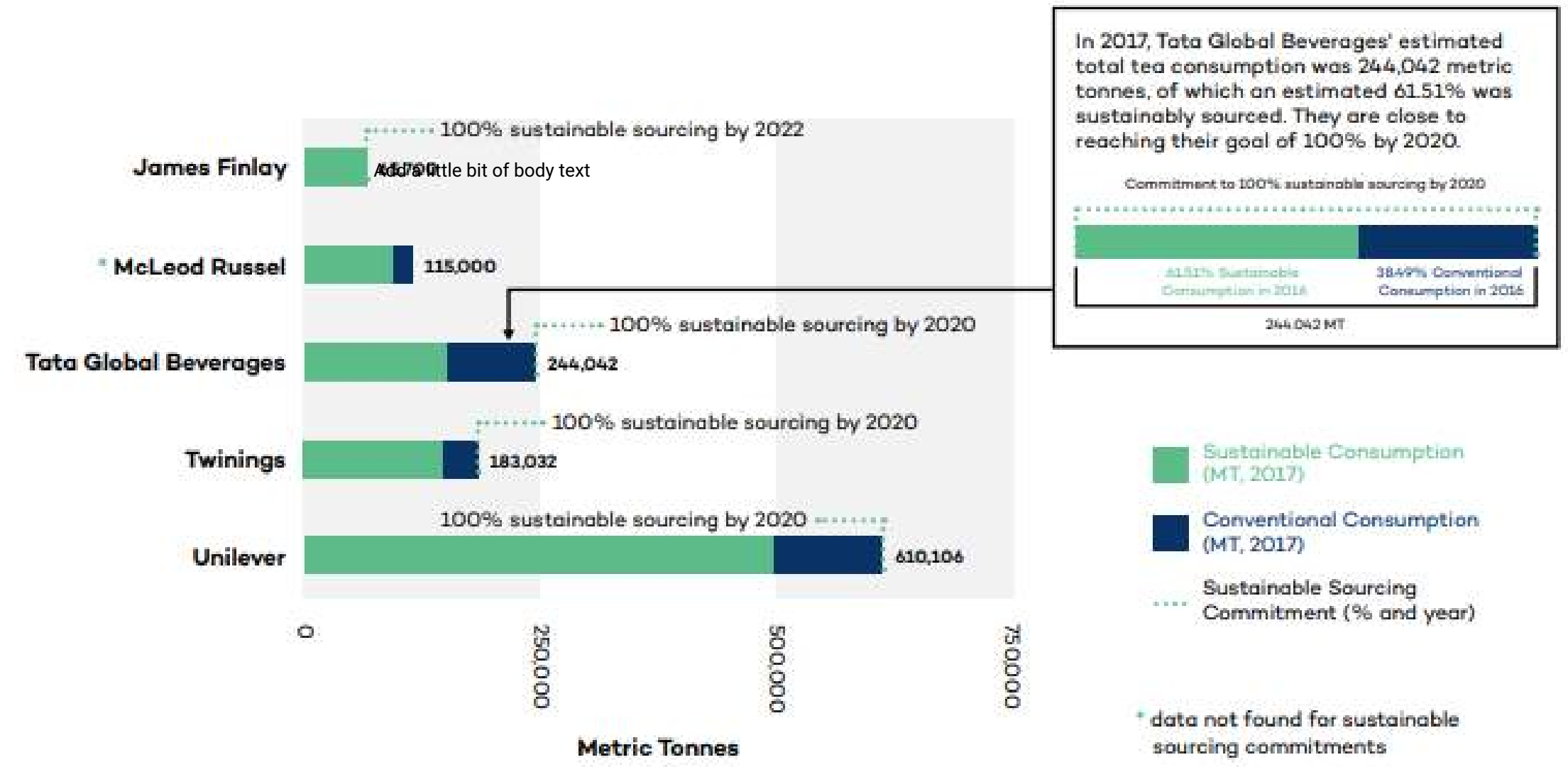
# TRENDS OF SUSTAINABILITY: NEW COURSE?

Good Progress Toward Sourcing More Sustainable Tea<sup>6,31-43, 59-61</sup>

Figure 3. Major tea-consuming companies and their estimated sustainable sourcing volumes and commitments\*\*

**Bridging  
History,  
Taste and  
Business**

<https://www.iisd.org/system/files/publications/ssi-global-market-report-tea.pdf>



497 results

People | 1st | Locations | Current company | All filters | Reset

Search with Sales Navigator  
12 additional advanced filters

**Iris Haliva** • 1st  
Purchasing Manager at wissotzky tea  
Tel Aviv, Israel  
Elvira Voloshin, Steve Grün, and 30 other shared connections

[Message](#)

# HOW WIDE WE CAN REACH?



About 1,700 results

**Ryan Douglas** • 1st  
Consultant / Chef at WestEd / California Department of Education Food services  
Middletown, DE  
Current: Ambassador, California Healthy Kids Resource Center at Alameda County Office of Education  
Johnathan Metellus, CEC, CCE, FMP, Dror Tamir, and 14 other shared connections

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**Xiangcen Guo** • 1st   
Championing Skills Development and Lifelong Learning  
United Arab Emirates  
Past: Principal Manager (Training Partners Development Division) at SkillsFuture SG - Oversees the Training and Education (TAE) Transformation Plan; Work with the TAE Skills Council...  
Nesli Neslihan Girgin, Andrew Collinge, and 6 other shared connections

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# HOW WIDE WE CAN REACH?



**Stan Brackman** · 1st

Chief Operating Officer & Founding Member at Sharjah Education Academy

United Arab Emirates · [Contact info](#)

500+ connections



14 mutual connections: Salwa Ali, Adel Alawadhi, and 12 others

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Sharjah Education Academy



University of Denver

# HOW WIDE WE CAN REACH?



**Ryan Douglas** · 1st

Consultant / Chef at WestEd / California Department of Education  
Food services

Middletown, Delaware, United States · [Contact info](#)

500+ connections



16 mutual connections: Dror Tamir, DAVE SMASON, and 14 others

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WestEd / California  
Department of Education  
Food services



United States Air Force  
Technical School



WPN global B2B network approved member

**Luca Galvani**  
United Kingdom country representative

**Main skills:**

- 1. Startup entrepreneurship
- 2. Business consulting
- 3. Marketing positioning, branding
- 4. Project management
- 5. Business development and account management



WPN global B2B network approved member

**Narcis Balalau**  
United Kingdom local representative

**Main skills:**

- 1. Business consulting
- 2. Growth strategies
- 3. Transformation & Change management
- 4. Waste to market strategy
- 5. Project management



# MEET OUR REPRESENTATIVE



WPN global B2B network approved member

**Mohamed Mousa**  
Canada local representative

**Main skills:**

- 1. Quality Management
- 2. Food safety (HACCP)
- 3. Project management
- 4. Six sigma
- 5. Auditing





## MEET OUR STRATEGIC TEAM



**SORAYA ULFAH**

*Business Development  
Manager*



**YULIYA KOVAL**

*Account Manager*



**QANDEEL IJAZ**

*Business development  
specialist*



**HOUSTON KIMURE**

*Digital marketing  
specialist*



## OUR CLIENTS

Our clients' portfolios include high and low-level commercial enterprises from a variety of industries.

We work with companies of all size, ensuring that our services are suitable for your business at every stage of its market life cycle.





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🌐 [www.WorldProNet.com](http://www.WorldProNet.com)

📍 Eliezer Ben Yehuda 20/1, Rehovot, Israel

————— *Lifting the limits* —————