



# SRI LANKA TEA BOARD

Ref: T150

9th January, 2017

Mr. Rachmat Badruddin  
Chairman  
Indonesia Tea Board  
Jalan Harsono R.M. No. 3  
Building C, 5th Floor, Room 511  
Ragunan, Pasar Minggu,  
Jakarta Selatan 12550, Indonesia.

Dear Mr. Badruddin,

## THE CELEBRATION OF 150 YEARS OF 'CEYLON TEA' IN 2017

The Tea Industry of Sri Lanka will celebrate its 150<sup>th</sup> Anniversary in 2017! At the center of the celebratory events being organized to mark this milestone is **the Colombo International Tea Convention**, to be held from **August 8 to 11** this year. We expect that some 300 delegates will participate in this event, which will include erudite presentations by eminent personalities drawn from the global tea trade and the international business arena [Please access the website for more details: [www.ceylonteaevents.com](http://www.ceylonteaevents.com)].

I am writing to invite you to participate in the Convention and especially, at this stage, to reserve these dates in your diary. The Sri Lanka Tea Board, in collaboration with the Colombo Tea Traders' Association, is also organizing a number of celebratory events to coincide with this Sesquicentennial Anniversary, in which I hope you will participate:

- During the month of August, an **International Tea Festival**, celebrating tea in a festive atmosphere, with a focus on tea appreciation, tea-cuisine, street fairs, and performances focusing on tea culture.
- A **Tea Expo** exhibition will be held from August 11 to 13, to enable exporters, manufactures, producers and service providers in the tea industry, both Sri Lankan and international, to showcase their products and services.

We hope you will also enrich your experience of Sri Lanka further by using this opportunity to experience the island's many tourist attractions, which include spectacular landscapes, wildlife and ancient cities.

It gives me much pleasure to invite you and the members of the Indonesian tea trade to join us at the Colombo International Tea Convention and its associated events this year, and look forward to welcoming you to the Resplendent Isle! Please do let me know if there is any way in which I could help facilitate your visit or derive greater value from it.

With kindest regards,

Sincerely,

Rohan Pethiyagoda  
Chairman

