



ITA.Tea
Italy Tea & Infusions Association
意大利茶业与花草茶协会

Italy Tea & Infusions Association (ITA.Tea), formerly ADeMaThè Tea Association of Italy, is a **national non-profit and non-governmental** membership organization, and the **first and oldest** tea association in Italy.

ITA.Tea & Infusions carried the role of **promoting Tea & Herbal Infusions culture and consumption** in Italy with the mandate of promoting the awareness of Tea & Infusions and their health benefits.

From 2006 **ITA.Tea**, ex ADeMaThè, is associate member of **Int'l Tea Committee**.



MISSION AND TARGET

The **mission** of **Italy Tea & Infusions Association** is to provide proactive leadership on behalf of all members in the areas of advocacy, generic promotion and education/information to ensure the long-term viability of the Tea & Herbal Infusions trade and industry.

The activities of the Association are addressed both to **consumers and professionals**.

Members and partners of the Association are Tea & Herbs researchers, importers, retailers, wholesalers, and professionals in the hospitality industry.



AREAS OF ACTIVITY

The three main areas of activity are:

- Advice **service** for businesses and professionals,
- Organization of cultural and promotional **events**,
- Promote courses and **educational** training activities.



OBJECTIVES

The objectives of **ITA.Tea** association are:

- **Advocacy**: Support the growth of the Italian Tea & Infusions' industry and trade.
- **Promotion**: Deliver the “Tea and Infusions are a Healthy Beverage Choice” message
- **Education/Information**: Serve as the source for current and new information of interest to the Italian Tea & Herbal Infusions' industry and trade.
- **High-performance Association**: Provide members with needed services.

OUR CLIENTS

ITA.Tea, ex ADeMaThè, has provided its services to **major brands, companies and organizations**, at the **international level**, such as Bulgari, Guerlain, China Chamber of Commerce, FAO IGG/Tea, Pepsico Italy, Expo Milan 2015 China National Pavilion, Dilmah Tea Italy, K I P United Nation's International School, Organization Committee of China Tea Cultural Week at the EXPO 2015.



TEA PROFESSIONAL SERVICES

As the Tea & Herbal Infusions industry continues to grow, our clients and members seek advanced resources. With their needs in mind, we are taking Tea & Herbs education, Tea & Infusions speaking, Tea & Infusions marketing and networking to a peak experience. We offer resources for Tea & Infusions speakers, advanced Tea & Herbs educational support and marketing opportunities both for our members and clients and their customers.

Our goal is to **help members and clients** develop and launch successful Tea & Herbal Infusions' businesses.



CERTIFICATES OF PROFESSIONAL COMPETENCE

We also provide an integrated, comprehensive and progressive **Tea & Herbal Infusions educational training and certification** through tea classes, tea seminars, tea conferences and tea media. Our **certification programs** include the following courses and qualifications: Tea Taster™, Tea Blender™, Tea Trader™, Tea Sommelier™, Master in Tea Ceremonies™, Tea Party Planner™.

ITA.Tea, ex ADeMaThè, also is the **first tea association** and training institution in the world to organize courses and issue certificate of professional competence for **Tea Sommelier**. Since 2004!



PROFESSIONAL ASSOCIATION

ITA.Tea & Infusions is the **only Tea Trade & Tea Professional Association in Italy**, and the only national body able to issue **Certificates of Professional Competence** under the Italian Law 4/13 on liberal professions for all our professionals working in the Tea Industry.

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CONTACT

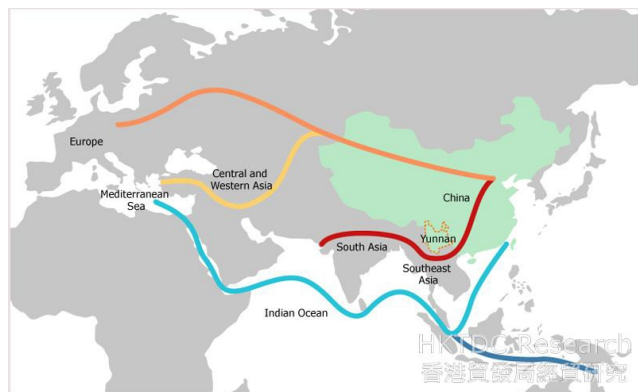
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PROFESSIONAL EXPORT ASSISTANCE SERVICES FOR TEA & HERBAL INFUSIONS PRODUCERS

As Tea Trade Association, we provide **Export Assistance programs and services** particularly for **small- and medium-sized non-EU Tea & Herbal and Fruit Infusions producers** who are looking for opportunities to export their products to **European Union's countries**.

With their needs in mind, we can:

- ➔ provide customized market research;
- ➔ organize tea business tour in Europe;
- ➔ provide individualized counseling and advocacy;
- ➔ introduce non-EU Tea & Infusions producers to qualified European buyers and distributors;
- ➔ fostering partnerships and promote twinning with Italian cities;
- ➔ support for **non-EU** countries' exhibitors in selected European trade shows to attract qualified buyers;
- ➔ organize Tea cultural, Tea educational and Tea & Infusions promotional events;
- ➔ provide training programs on subjects such as export documentation, export controls, and the basics of exporting.



We can also provide both **Organoleptic** and **Chemical Tea & Herbal Infusions Tests**, in particularly:

Organoleptic Tests

- Preference Tests (喜好测试)
- Descriptive Tests (描述测试)

Chemical Tests

- Particularly regarding the Maximum Residue Level MRLs (最大残留限量) for tea trade to European Union countries, UK included.



Our goal is to help small- and medium-sized Tea & Infusions producers develop and launch successful businesses into European Union



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Marco Bertona, CEO of ITA.Tea & Infusions

Marco Bertona, professional Tea Taster graduate of the **Tea Research Institute of the Guangdong Academy of Agriculture Sciences** in Guangzhou (Canton), China. Received the **Advanced Tea Taster** diploma in 2006, issued by the Ministry of Human Resources of P.R. of China (中华人民共和国人力资源和社会保障部). He is the only Westerner to get this qualification.

Bertona is:

- Executive Director and Chairman of **Italy Tea & Infusions Association (ITA.Tea)**,
- Founder and President of the international **Slow Tea Association**,
- Board Member and representative for Italy at the **International Union of Tea Industry Cooperation (IUTIC)** in Peking,
- Italian Delegate at the **Intergovernmental Group on Tea (IGG/Tea)** of the **FAO**.

Bertona is frequently invited as a tea judge in international tea evaluation competitions, as well as to attend high-end meetings on tea around the world and delivered keynote speeches.

Based on his outstanding contribution to the tea culture exchange between China and Europe, Bertona was honoured at the World Expo 2015 (Milan, Italy) with the prestigious Lifetime Achievement Award of **Italian Ambassador of Chinese Tea Culture** by the Organising Committee of the China Tea Cultural Week of the China's National Pavilion at the World Expo 2015.



IGG on Tea

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SlowTea™