Directory of Tea Superconnectors

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PROFILE PHOTO

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HERE IS WHAT MOST INTERESTS ME IN TEA...

Here is what most interests me in tea. International tea trading is a very complicated subject and I would like to see how well-trained I can be if I stick in the trade long enough and learn each day. I have been exporting Chinese teas to Europe and all alround the world for 13 years this year in 2025. During the process, I have met some very great tea people in the trade and I have developed some understanding of how Chinese teas are consumed internationally. Some industrial type of Chinese teas are manufactured for certain group of consumers and these markets have been in existence since long ago. For these commodity teas, we need to ensure strict quality standard and competitive price to maintain our position. As these teas are mainly export-oriented and these commodity teas are losing appeal to younger generations and their markets are dwindling, traditional commodity tea manufacturers are forced to turn their eyes to domestic markets as a way out. Now they are happily manufacturing in large scale for the booming tea beverage industry in China.Traditionally export-oriented commodity teas are becoming less and less and the quality deterioates. So ends the happy days for us Chinese tea exporters. It is very hard for us to maintain the same quality and price and the stable supply chain. I believe the future for Chinese tea exporters lies in specialty teas with superior qualities and immense charm for people today in this unresting world. For commondity tea users, tea is another beverage. For many Chinese tea drinkers, tea is a value, a culture, and an identity.

MY MAIN INTERESTS

- Educating consumers about tea's cultural significance, health benefits, traditions, history.
- Facilitating the exchange of best practices among growers, traders, and researchers.
- Leveraging digital technologies, including blockchain and artificial intelligence, to enhance transparency and efficiency.
- Marketing, brand building, practical experience in retail and wholesale, import and export and logistics.
- Tasting, blending, formulation, packaging, product life-cycle

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MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

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OPTIONAL: UPLOAD AN EXAMPLE OF COLLABORATIONS THAT DEMONSTRATE YOUR ROLE AS FACILITATOR.

- WeChat_20250724183231.mp4

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