Directory of Tea Superconnectors

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PROFILE PHOTO

- me_s.jpg

HERE IS WHAT MOST INTERESTS ME IN TEA...

What draws me most to tea isn't just the flavor in the cup—it’s the people behind it, and the connections it creates across borders.

Our brand flowinversetea slogan is "you choose tea, let it flow back to you. " That’s the kind of work I hope to contribute to—not just moving tea, but moving people through it.

As someone building both a tea brand and a life in the mountains of Enshi, China, I’ve come to realize that tea is a relationship-driven world. In a time when global trade feels increasingly fragile, I believe the future of tea depends on community-minded bridge-builders—what here call “superconnectors.” These are the people who not only understand the value of social capital, but use it to bring growers, makers, and drinkers into one shared conversation.

CLIMATE CHANGE & EXTREME WEATHER EVENTS

Climate change has made tea farming increasingly unpredictable—spring rains arrive too late, and sudden cold snaps can wipe out tender buds overnight.

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

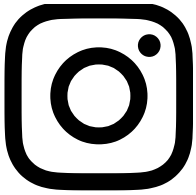
shipping delays, rising costs, and sudden regulation shifts hit us hard. In response, I’m building direct, trust-based relationships with partners and customers. We don't charge more for tax.

RISING PRODUCTION COSTS & LABOR SHORTAGES

Men and young people often leave for cities. We’re addressing this by offering fair wages, creating flexible roles, and inviting more people—like WWOOFers and tea lovers—to participate in the process and share the story behind each leaf.

CHANGING CONSUMER PREFERENCES & MARKET TRENDS

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we focus on transparency, heritage, and sustainability, inviting people to not just drink our tea, but understand where it comes from and why it matters.

REGULATORY & CERTIFICATION CHALLENGES

Navigating certifications like organic or fair trade can be complex and costly, especially for small producers deep in the mountains. Still, we pursue them because they help us build trust and open doors to conscious consumers who care about whether they drink clean.

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.
- Marketing, brand building, practical experience in retail and wholesale, import and export and logistics.

MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

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