

Global Tea Tour Competition Guide

1. Objectives

To meet the needs of suppliers and buyers, based on the analysis of customer purchasing behaviors, Huajuchen Industrial Group is eager to promote tea plantations as a biggest industrial platform on tea resources integration, for a more diversified development of tea industry.

2. Awards and results announcements

- Categorized by region sector
 - ※Best Tea Tour for Professional Buyer, 3 prizes / region
 - ※Best Tea Tour for Recreation, 3 prizes / region
- Best Popularity Award, 1 prize
 - Offline onstage award announcement
 - ※Language used: English and Chinese
 - ※Tea masters to furthermore comment on awarded entities*

**If the selected candidate can not show up, prepared video shall be ready for an alternative.*

3. Organizers and partners (not in particular order)

- Organizer: Huajuchen Industrial Group
- Sponsor: Australian tea masters
- Co-organizers:
 - AVPA
 - India Tea Research Association
 - Australia Tea Association
 - Tea Guild of Australia
 - Italian Association of Tea Culture

4. Post-event support

Selected candidate enjoys a brand promotion session, during which they showcase their winning tea tour(s) to 10.000 expo practitioners.

- “Signing Ceremony between Huajuchen Industrial Group and Winning Tea Tours”
- Allocated distribution channels from HJC for an efficient expo promotion of winners’ tea tour(s).

- Promotional article to be posted on five selected Chinese Tea Magazines / Journals
- During 2019 Event Promotion
 - Previous winners appear in the Review Video
 - Two promotional articles to be published on social media
 - One time promotion provided by Chinese Tea Magazines / Journals
- Premium teas from winners enter Tea York Hub e-commerce market place for direct wholesale, with discount admission fee applicable. (Percentage of discount equals to winners from GTC.)

5. Agenda

First round: 2018/10/31-2018/11/17

numbers of reposts from online users forms the sole supporting proof, only 20 places.

Second round: 2018/11/25-2018/12/05

- ※ Comments of judges consists of 70% of the score;
- ※ A second round of votes: 30%.

Results Announcement: Nov 10, 2018

Awarding time: December 13, 2018

6. Eligibility

- ① Tea plantation whose tea has a registered brand name
- ② Tea plantation whose tea is promoted by ambassador(s) from a registered tea related company.

6. Materials for submission

※Select the category you want to participate in, ① buyer / ② Recreation tea tour (different judging criteria), depending on the following materials to choose from.

① Best Tea Tour for Professional Buyer

- ※ its might affect the buyer's perspective score
- ※ Judge panels will upload video display selection criteria and score for final round

Online registration	√
High dimension pictures of submitted tea plantation(s);	
Proof of certified teas (testing report / certification);	

Line planning in relevant with tea (<i>theme, introduction, schedule, accommodation, tea plantation tour, etc.al</i>)	
Business card; business registration;	
Products information (<i>black tea, green tea, Pu'er tea etc.al</i>);	
※ Tea testing/Tea production process	
※ Oral Translation available (English)	
※ Condition of the factory, Cleanliness (provide pictures)	
Video display(tea plantation, Products information,etc.al)	

According to the above information, you need to submit 1 document (describe the tea tour route, highlights, buyer service, pictures), 1 video(1 minute), 5-6 pictures (1 tea tour cover, 1-2 tea product photos/details, activity, business card/registration, factory environment)

Judging method (*Comments of judges consists of 70% of the score*)

- a. Thematicity-- Themes design around "tea culture" (20 points)
- b. Characteristics -scenery, tea garden, tea event (20 points)
- c. Practicality---Rationality of route arrangement, design route from buyer's perspective(10 points)
- d. Professionalism---The process of tea production, factory environment, certificate, tea education (10 points)
- e. Economic ---trading volume, tea quality/prices, buyer reviews (10 points)
- f. Attraction---taking people's interest in this design through pictures or novel expressions (10 points)
- g. Innovative---The advantage in the theme of tea tour, the uniqueness of the line (10 points)
- h. Regionality---Showing local regional cultural characteristics combined with tea brigade (10 points)

② **Best Tea Tour for Recreation**

- ※ its might affect the *tourist* perspective score
- ※ Judge panels will upload video display selection criteria and score for final round

Online registration	√
High dimension pictures of submitted tea plantation(s);	
Proof of certified teas (testing report / certification); ※ <i>can provide the tea plantation own certified and cooperation agreement</i>	
Line planning in relevant with tea (<i>theme, introduction, schedule, accommodation, tea plantation tour, etc.al</i>)	
Business card; business registration;	
※Tea education/ Activity/Tea Tasting	
※Tour guide satisfaction, including translation available (English) (<i>provide the 30s video or satisfaction form from tourist</i>)	
※ <i>Accommodation, Food, Time schedule (leisure-based),Enviornment (picture or video)</i>	
Video display(tea plantation, <i>accommodation,education, etc.al</i>)	

According to the above information, you need to submit 1 document of Line planning with the picture, 2 videos (1 minute for the introduction of tea tour, another for tourist comment), 5-6 pictures (1 tea tour cover, accommodation, food, activity, business card/registration, Proof of certified teas)

Judging method (*Comments of judges consists of 70% of the score*)

- a. Thematicity-- Themes design around "tea culture" (20 points)
- b. Characteristics -scenery, tea garden, tea event (20 points)
- c. Practicality---Rationality of route arrangement, design route from tourist perspective(10 points)
- d.Recreation---Accommodation,Food, Time schedule (leisure-based), Enviornment (10 points)

e. Economic ---tea quality/prices/species, traveling expense(10 points)

f. Attraction---taking people's interest in this design through pictures or novel expressions (10 points)

g. Innovative---The advantage in the theme of tea tour, the uniqueness of the line (10 points)

h. Regionality---Showing local regional cultural characteristics combined with tea brigade (10 points)

7. Terms & Conditions:

1. Contestants must be registered under a company. (Remarks: Tea agents should provide brand owner's authorization letter to join the competition)
2. Contestants can participate in more than one category.
3. The Organiser will not be held responsible for the infringement of trademark and brand name connected with tea entered in the competition.
4. The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
5. All matters of disputes are subject to the final decision of the Organiser.

8. Declaration:

1. I agree to the Organiser will not be held responsible for the infringement of trademark and brand name connected with tea entered in the competition.
2. All submissions must be submitted to the Organiser by email, post or fax on or before the above deadline.
3. Our Company has read the "Terms & Conditions" of the Competition and agrees to abide by them.