



*European
Tea Culture
Institute*

European Tea Culture Conference 2024

Dresden, May 22nd – 24th, 2024

Hosting University and [main conference venue](#)

SRH Berlin University of Applied Sciences
Dresden School of Management
Georgenstr. 7
01097 Dresden/Germany



Chair: Prof. Dr. Hartwig Bohne
SRH Berlin University of Applied Sciences
Dresden School of Management

Preliminary programme:

Wednesday May 22nd, 2024

17:00h „Welcome to Dresden“ – tea reception at the

Steigenberger Hotel de Saxe (1A)

(<https://hrewards.com/en/steigenberger-hotel-de-saxe-dresden>)

overviewing the Neumarkt and the

Dresdner Frauenkirche

welcome by Corinne Miseer,
CEO Dresden Marketing GmbH

walking distance

STEIGENBERGER
HOTEL DE SAXE
DRESDEN

Dresden.
Dresdner.

20h **Organ Concert** (Classic) in the main hall of the **Dresdner Frauenkirche (1B):**

compositions of Johann Sebastian Bach, Edvard Grieg, Percy Whitlock and Nils Lindberg

Thursday, May 23rd, 2024

Location: **main conference venue (2A)**

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WELT DER GUTEN SCHOKOLADEN
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8:30h registration at the

SRH Berlin University of Applied Sciences

Dresden School of Management

Georgenstr. 7

01097 Dresden/Germany

The welcome desk is situated on the 2nd floor



9:00h Opening

Prof. Dr. Hartwig Bohne, Professor of International Hotel Management at the SRH Dresden School of Management, Founder of the European Tea Culture Research Circle and President of the European Tea Culture Institute, editor of the most recent publication „Tea Cultures of Europe: heritage and hospitality“ (2024): **It's all about tea - Welcome to Dresden**

9:15h Key note

Lee Jolliffe, retired professor and tea tourism expert from Canada, founder of the International Working Group of Tea Tourism, currently affiliated with Mae Fah Luang University, Chiang Rai/Thailand, and a long record of related publications, e.g., Tea and Tourism (2007), and Routledge Handbook of Tea Tourism (2022), is speaking about: **European Tea Culture and Tourism**

10:00h **Photo exhibition „This is tea“** by Michael Pieracci
and the **Dr. Quendt and Althaus Tea Lounge**

ALTHAUS
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A tea with character



10:30h Track 1: European tea and pairings

1.1 Dr. Paul Cleave/University of Exeter: European Tea Heritage. A regional tea perspective from the southwest of England

1.2 Dr. Richard Grünwald/University of Jan Evangelista Purkyně: Czeching out puer tea: the evolution of Czech Tea culture in context of Puer teas from Yunnan Province, China

1.3 Petr Zelik/OXALIS, Samuel Bartoš & Dr. Jan Hán/University College Prague: OXALIS and Tea Culture in the Czech Republic

1.4 Elke Werner/Teerausch: Tea from Portugal (Chá Camélia) and the Azores + tasting



12:15h Lunch break with the welcome by Prof. Dr. Victoria Büsch, president of the SRH Berlin University of Applied Sciences

13:00h Track 2: Tea Narratives and Art

2.1 Dr. Irena Weber/University of Primorska: Found in illustration. Tea culture, travel and hospitality in Children's books

2.2 Carol Bailleul/The Art of Tea Brewing: Tea as leverage for England's women's movement

2.3 Dr. Detta Melia & Ann T. Conway/TU Dublin: Bewley's heir - The Irish and tea + tasting (online)

14:15h **Networking at the Photo exhibition „This is tea“**
by Michael Pieracci/Berlin and at the De Gruyter Research Lounge
Dr. Stefan Giesen/De Gruyter Oldenbourg Publisher



14:45h **Track 3: It's teatime: Ceremonial tea traditions**

- 3.1 Prof. Dr. Hartwig Böhne/SRH Dresden School of Management: Celebrating tea cultures of Europe
- 3.2 Takamitsu Jimura /Musashi University: Afternoon tea culture and Japanised afternoon tea in Japan
- 3.3 Dr. Henrik Scander/Örebro University, Mia Larson/Karlstad University, Christina Öberg/Linnaeus University: Exploring the narratives of Tea, Swedish Fika, and sustainable beverage culture with Swedish tea tasting and Swedish delights

16h „Snacks and sights“: guided tea walk in Dresden Neustadt (2B-D)

Pfund's Molkerei

Teewald

Kunsthofpassage – Teerausch

Teezeit



Dresdner Tee- und KaffeeZeit

Planned end: 20h, but open for spontaneous cocktails



Dresden.
DIEZQU

Friday, May 24h, 2024

Location: **main conference venue (3A)**



9:00h Welcome

09:05h Key note

Jane Pettigrew, Head of Studies at UK Tea Academy, lecturer and author (2001: A social history of tea, 2003: Design for tea, 2018: Jane Pettigrew's world of Tea) will speak about: **It's all about tea-ceremonial enjoyment, successful entrepreneurship, and cultural pride** (online)

9:45h Belinda Davenport: Service Quality in an English Tea Room

10:15h Dr. Quendt and Althaus Tea Lounge with original Dresden delights



10:45 Track 4: Culinary Tea enjoyment

4.1 Nicole Klauß/Neue Trinkkultur: Tea pairing as a contemporary food companion

4.2 Miguel Matthes/Winehead: Sensoric tea experiences

4.3 Dr. Nancy Scanlon/Florida International University: Iced Tea: A 19th Century American Adaptation Of Tea Cultures and 21st Century European Varieties

4.4 Dr. Amnaj Khaokhrueamuang/University of Shizuoka, Lee Jolliffe/Mae Fah Luang University: Revitalizing Japanese Tea-Trading Communities through the Tea Export Story, Gastronomy and Tea Tourism

12:15h Lunch break

13:00h Track 5: Tea & Sustainability

5.1 Hilmar zum Buttel/Cooperative State University Baden-Wuerttemberg Ravensburg: Sustainability in the Tea Industry. Effectiveness of certification schemes and practices of German tea companies

5.2 Olga Milinchuk/Mid Sweden University: Nature guiding in Sweden: perspectives of herbal tea routes interpretation

5.3 Besarion Zalikian/LTD Tea Country: Sustainable development of the EU tea culture

5.4 Jānis Jenzis/Latvia University of Life Sciences and Technologies & Katrina Wild/Tea Tea Me: Analysis of Tea Consumption Habits in the Baltic Countries (online)

14:45h Walk and talk: walking city tour from the campus to the Semper Opera

15:30h Dresden Marketing GmbH proudly invites to a **guided tour at the Semper Opera (3B)**

17h Dresden Marketing GmbH & Kempinski Hotel Taschenbergpalais welcome you to the **Saxonian Grand Teatime at the Kempinski Hotel Taschenbergpalais (3C)**



**Hotel Taschenbergpalais
Kempinski**

DRESDEN



End of the conference programme at appr. 19h

European Tea Culture Institute e.V., Cantianstr. 18, 10437 Berlin/Germany - www.teaculture-europe.org