



**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

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Preliminary programme*:

Wednesday May 22nd, 2024

„Welcome to Dresden“

Ttea reception at the **Steigenberger Hotel de Saxe (1A)**

overviewing the Neumarkt and the **Dresdner Frauenkirche**

welcome by Corinne Miseer, CEO Dresden Marketing GmbH

STEIGENBERGER

HOTEL DE SAXE

DRESDEN

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**
Dresden School of Management
Georgenstr. 7
01097 Dresden

9:00h Opening

Prof. Dr. Hartwig Bohne: 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 Mah Fah Luang University, Thailand, and a long record of related publications, e.g., *Tea and Tourism* (2007), and *Routledge Handbook of Tea Tourism* (2013), is speaking about: **European Tea Culture and Tourism**

10:00h **Exhibition: „This is tea“** by Michael Pieracci/Berlin and
[Dr. Quendt](#) tea lounge with original Dresden biscuits



10:30h **Track 1: European tea and pairings (4 presentations)**
Incl. tea tasting with teas grown and harvested in Portugal and on the Azores

12:30h Lunch break

Welcome by Prof. Dr. Victoria Büsch
President of the SRH Berlin University of Applied Sciences

13:00h **Track 2: Tea Narratives and Art (4 presentations)**
Incl. tea tasting with Irish teas

15:00h **Networking at De Gruyter Art & Research Lounge**



15:30h **Track 3: It's teatime: Ceremonial tea traditions (4 presentations)**
Incl. Swedish tea tasting and Swedish delights by [The Tea Centre of Stockholm](#)



17:30h **Guided tea & culture walk in Dresden Neustadt with snacks and tastings**
Involved local teashops: Teezeit, Teeraus, Teewald



Friday, May 24h, 2024

Location: **main conference venue**

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**

9:45h Tea lounge with original Dr. Quendt biscuits and Stollen



10:30h **Track 4: Tea & Sustainability (4 presentations)**

12:15h Lunch break

13:00h **Track 5: From Tea history and Heritage to Tea Tourism (5 presentations)**

16h [Dresden Marketing GmbH](#) proudly invites to a guided tour at the Semper Opera

Dresden.

DIEZGEN

17h Dresden Marketing GmbH & Kempinski Hotel Taschenbergpalais welcome you to the Saxonian Grand Teatime at the [Kempinski Hotel Taschenbergpalais](#)



Hotel Taschenbergpalais
Kempinski

DRESDEN



End of the conference at appr. 19h

**Changes may occur upon number of participants and organizational requirements.*