

COLOMBO TEA TRADERS' ASSOCIATION

C/o. THE CEYLON CHAMBER OF COMMERCE, P.O.Box 274, No. 50, NAVAM MAWATHA, COLOMBO 02.
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FOR THE ATTENTION OF THE CEO

CEYLON TEA ROAD MAP 2030 PROJECT

As you are aware, the Colombo Tea Traders' Association launched, in concurrence with its 125th Anniversary, the **"Ceylon Tea Road Map 2030"** for the Tea Industry, compiled through exhaustive consultation with all stakeholders of the Industry.

It was determined that the Industry should guide its own destiny with the compelling objective of enhancing the image and value of Ceylon Tea in the context of all stakeholders. Its strategies were developed to be steered in implementation through four dynamic initiatives, namely, Quality and Processing, Sustainability, Branding & Marketing and Research and Development, with the ultimate goals of increasing production to 350 million kgs, increasing export earnings to US\$.3 billion and increasing by twofold the real earnings of estate employees and small-holders.

The project is now operative, and the Colombo Tea Traders Association identified the need to appoint a **Chief Executive Officer of the CEYLON TEA ROAD MAY 2030 PROJECT** to co-ordinate, drive, monitor and constantly evaluate its progress through closely liaising with all parties concerned. It was, therefore, decided to engage the services of Mr. Niraj de Mel in this capacity for an initial period of one year, with effect from January 15, 2020. Mr. de Mel is a senior member of the Tea Industry and has held several responsible positions in the Industry, including the office of Chairman of the Sri Lanka Tea Board.

His workstation will be located in the office building of the Ceylon Chamber of Commerce at No. 50, Navam Mawatha, Colombo 02.

His contact details are as follows:

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**THE SECRETARIAT
THE COLOMBO TEA TRADERS' ASSOCIATION**