



The European Tea Culture Institute is proudly hosting the

## European Tea Culture Conference 2026

*A perfect blend: Tea culture and UNESCO Heritage in Europe.*

*(draft programme as of Nov 5<sup>th</sup>, 2025)*

[www.european-teaculture.institute](http://www.european-teaculture.institute)

**May 5<sup>th</sup>, 2026      BREMEN**

15:30h Welcome teatime in the city center of Bremen

16:15-17:15h guided tour at Bremen town hall (UNESCO world heritage since 2004)

Afterwards: guided city tour and light dinner

**May 6<sup>th</sup>, 2026      BREMEN**

9h Conference opening at SRH campus Bremen

9:15h Session 1:

10:00h Session 2: **KEYNOTE: „More than a Label: UNESCO Status as Opportunity and Responsibility”**

**Dr. Marlen Meißner | Head of Department Heritage, Nature, Society**

**German Commission for UNESCO**

10:45h ALTHAUS TEAbreak: Enjoy your cuppa

11:30h Session 3: Comparative case studies about Tea and Wine

Coralie Haller, EM Strasbourg Business School

Titulaire de la Chaire "Vin & Tourisme", Université de Strasbourg

Head of Master European Tourism, Wine and Agrifood Management

12:15h Session 4: European Tea Innovations

Lorela Lohan | Wanderlust Tea, Brussels

13:00h LUNCHbreak

14:00h Session 5:

14:45h Session 6: Bünning– an East Frisian tea entrepreneur incl. teabreak

Henning Priet | Director, Bünning Tea Museum

16:00h Exploring Bremen and its tea related history (walking and public transports)

18:30h: Wrap-up on the river Weser at Alexander von Humboldt

**May 7<sup>th</sup>, 2026 EMDEN**

9h Start transfer by train to the city of Emden

11h check-in at the hotel(s)

11:30h Session 7: “Loyalty to a beverage – family based tea culture heritage” incl. teabreak at the Tealounge@Thiele Tee, Emden

13h Sightseeing tour in Emden (walking) and Frisian Lunch

15:30h Session 8: incl. teabreak at the Tealounge@Thiele Tee, Emden

16:15h Session 9: incl. teabreak at the Tealounge@Thiele Tee, Emden

17h Exploring Emden’s art & culture and Frisian Dinner

Kunsthalle in Emden

Henri and Eske Nannen Foundation | Schenkung Otto van de Loo

**May 8<sup>th</sup>, 2026 NORDEN**

9:00h Transfer from Emden to Norden by train

10:00h Session 10

10:45h Session 11:

11:30h Session 12: **10 years jubilee: UNESCO listing as intangible world heritage and valorisation of the East Frisian tea culture**

Dr. Matthias Stenger, Ostfriesische Landschaft, Aurich

Room „Rummel“, 1<sup>st</sup> floor, East Frisian Tea Museum, Am Markt 36, Norden

12:30h LUNCHbreak

13:45h Session 13: Introduction to the Tea culture of East Frisia (UNESCO listed since 2016)

Guided tour of the East Frisian Tea Museum (East Frisian Tea Museum)

14:45h Session 14:

15:30h Session 15: Adaption and application of the East Frisian Tea culture:

Original East Frisian Tea Ceremony (Room „Rummel“, 1<sup>st</sup> floor, East Frisian Tea Museum)

17:30h Walking tour Norden and light dinner

20:30h Return to Emden by train

**May 9<sup>th</sup>, 2026 EMDEN**

8:30h Breakfast and farewell tea

10h Transfer to Bremen by train

12h Arrival to Bremen = official end