



The European Tea Culture Institute is proudly hosting the

European Tea Culture Conference 2026

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

(preliminary programme as of Feb 10th, 2026)

May 5th, 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 6th, 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:

12:15h Session 4: **European Tea Innovations**

Lorela Lohan | Wanderlust Tea, Brussels

13:00h LUNCHbreak

14:00h Session 5: **Traditional Tea Production in Korea and its 21st-Century Practitioners**

Doris Garn (New Design University St. Pölten/Austria) online

14:45h Session 6: **Tea and The Senses**

Lysbeth Vink, Hotelschool The Hague

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

18:30h: Wrap-up on the river Weser

May 7th, 2026 LEER and EMDEN

This day is dedicated to the two major tea companies in East Frisia: Bünting and THIELE TEE



8h Start transfer from Bremen to East Frisia

THIELE TEE since 1873, Emden

Session 7: **THIELE – a family dedicated to tea culture and heritage**

Session 8: **From Plant Hunter to Tea Thief: How Europe Reframed its Nineteenth-Century Tea Collectors**

Lisa Honan CBE, Tea Historian

Walking sightseeing tour in Emden incl. Frisian Lunch

Transfer to Leer

Session 9: **East Frisia Tea Tourism – from cup to customer**

Alina Tammäus, Ostfriesland Tourismus GmbH, Leer

Bünting Tea Museum and Bünting Foundation, Leer

Session 10: **Bünting– an East Frisian tea entrepreneur**

Session 11:

After dinner: Return to Emden

May 8th, 2026 NORDEN

9:00h Transfer from Emden to Norden by train

Conference venue: Room „Rummel“, 1st floor, East Frisian Tea Museum, Am Markt 36, Norden

10:00h Session 12: **Tea and 3Hs: Heritage-Harmony-Hospitality**

Dr. Irena Weber, University of Primorska, FTS Turistica

Medina Baskar Weber, Shanghai Jiao Tong University

10:45h Session 13: **Britain’s taste for tea**

Grace Benham, The CHITRA Collection/London

11:30h Session 14: **10 years jubilee: UNESCO listing as intangible world heritage and valorisation of the East Frisian tea culture**

Dr. Matthias Stenger, Ostfriesische Landschaft, Aurich

12:30h LUNCHbreak in walking distance

13:45h Session 15: **Introduction to the Tea culture of East Frisia (UNESCO listed since 2016)**

Guided tour of the East Frisian Tea Museum

14:30h **Gold Partner Speech: The Magic of Tea and Hospitality**

Prof. Dr. Markus Schuckert, Department Chair HSBM,

Alfred Lerner College of Business and Economics,

University of Delaware, **USA online**

15:00h Session 16: **Performing Tea at the Table -**

Sensory Mediation and the Meal Context in European Tea Practices

Dr. Henrik Scander, Senior Lecturer,

Örebro universitet | School of Hospitality, Culinary Arts & Meal Science, Grythyttan, Sweden

16:00h Session 17: **Adaption and application of the East Frisian Tea culture:**

Original East Frisian Tea Ceremony

17:30h Walking tour Norden and light dinner

20:30h Return to Emden by train



May 9th, 2026 EMDEN

8:30h Breakfast and farewell tea

10h Transfer to Bremen by train

12h Arrival to Bremen = official end