



The European Tea Culture Institute is proudly hosting the

## **European Tea Culture Conference 2026**

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

*On behalf of the European Tea Culture Institute, we welcome all participants, speakers, guests, sponsors and helping hands to enjoy the 2<sup>nd</sup> European Tea Culture Conference in Bremen and East Frisia. We will host participants from Europe, Asia, Africa and America. Fortunately, we will explore the main tea stakeholders of Bremen and East Frisia: Tee-Handels-Kontor Bremen and ALTHAUS TEA, BÜNTING TEE and THIELE TEE, as well as the tea culture providers: Bunting Teemuseum and Ostfriesisches Teemuseum. In addition, the DAV Bremen/SRH campus Bremen is providing the facilities for a professional environment.*

This is the schedule of enjoyment:

DAY 1: **May 5<sup>th</sup>, 2026**      **BREMEN**

15:00h

Welcome teatime at **Tee-Handels-Kontor Bremen, Domshofpassage, Katharinenstr. 7, 28195 Bremen**

16:15-17:15h

Guided tour at Bremen town hall (UNESCO world heritage since 2004)

17:30-19h

Guided city tour (walking)

19:00h

Light dinner in the city centre at Restaurant CLASSICO, Am Markt 17, 28195 Bremen

DAY 2: **May 6<sup>th</sup>, 2026** **BREMEN**

**Venue: SRH Campus Bremen, Nordstr. 360, 28217 Bremen (Eingang Nord)**

*(tram line 3 to stop "Waller Ring", the building is situated on a hill to the left of the tram stop)*

9:00h **Conference opening (1<sup>st</sup> floor)**

*Prof. Dr. Hartwig Bohne, European Tea Culture Institute*

9:15h Session 1: **Opening Speech: European Tea Innovations**

*Lorela Lohan | Wanderlust Tea, Brussels | **online***

9:45h 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*

10:30h Session 3: **From Leaf to Cup: Assessing Quality and Market Trends in Kenyan Tea**

*Mary Nyambura Kiburi | Combrok Limited Mombasa Kenya – Broking firm | Nairobi/Kenya | **online***

**11:00h Dirk Wens: Introducing ChaDan – Brewing Smart Tea and**

**ALTHAUS TEAbreak: Enjoy your cuppa**

11:30h **Welcome to Bremen, a City of Culinary Logistics**

*Thomas Zink, Academic Director, SRH Campus Bremen*

11:45h Session 4: **From a silver teapot to a train station: bringing tea into high frequency environments**

**Stop for Tea – a special tea shop concept at Berlin main station**

*Arne Holzapfel | Owner | Tee-Handels-Kontor Bremen*

12:15h Session 5: **Entrepreneurial Spirit of Speciality Retail Tea Shops in Ireland: Trends and Innovations**

*Dr. Detta Melia | Food and Culinary Consultant, Dublin & Dr. Ann Conway | TU Dublin*

**12:45h LUNCHbreak at Restaurant FEUERWACHE (walking distance)**

14:15h Session 6: **Traditional Tea Production in Korea and its 21st-Century Practitioners**

*Doris Garn | Pricipal Researcher at the Tea Theraphy Research Institut | Inje University, Korea | **online***

14:45h Session 7: **A Study on the Regional Identity and Cultural Characteristics of Janggun Tea and Baegun Okpan Tea**

*Dr. Young-Mi Kim | Department of Convergent Tea Culture Studies, Graduate School of Inje University, Korea | **online***

15:15h Session 8: **Transcultural Formation of Early Modern European Tea Wares: Korea–Japan–Europe Ceramic Exchanges from the Imjin War to Arita and Dejima**

*Prof. Dr. Jaesup Pak | Dep. of Tea Culture, Professor of Korean language and literature at Inje University, Korea*

**16:00h Dirk Wens: Refreshing ChaDan – Brewing Smart Tea and**

**ALTHAUS TEAbreak: Enjoy your cuppa**

16:30h Session 9: **The Global Tea Institute**

*Prof. Dr. Katherine Burnett | Founding Director, Global Tea Institute for the Study of Tea Culture and Science, University of California, Davis | **online***

17:00h Session 10: **The Evolution of Tea as a Catalyst for Workplace Team Cohesion**

*Zita Varga | MBA candidate at TU Wien*

17:30h Session 11: **Researching Tea in literature, a UK perspective**

*Dr. Paul Cleave | Tea Historian (University of Exeter) | **online***

18:00h Session 12: **Tea on the moon** by Prof. Dr. Nigel Mason & Team (Anna-Maria Wirth/Florence Grant) and **KASSIOPEIA- a wonderful tea blended in Bremen since 1954**

18:45h Light dinner on campus

**Official end of day 2: 21:30h**

DAY 3: **May 7<sup>th</sup>, 2026** **LEER and EMDEN**

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



**8:30h Transfer from Bremen to East Frisia by bus from B&B Hotel Bremen Überseestadt**

**THIELE TEE since 1873, Emden**

10:30h Session 13: **THIELE – a family dedicated to tea culture and heritage (THIELE TEE Lounge, Faldernstr. 31, 26725 Emden)**

12:15h Session 14: **Evaluation of Customers' Experiences visiting Tea Houses: The analysis of Yelp's top three recommended spots in Berlin**

*Ass. Prof. Dr. Hamed Rezapouraghdam | Faculty of Tourism, Eastern Mediterranean University | Türkiye*

*Check-in/luggage drop-off at Upstalsboom Parkhotel*

13h Frisian Lunch at Upstalsboom Parkhotel Emden, Friedrich-Ebert-Straße 73-75, 26725 Emden

14:15h Transfer to Nortmoor and Leer by bus (from the Upstalsboom Parkhotel with a short stop for luggage drop-off at the B&B Hotel Emden)

**BÜNTING TEE**

**Bünting Tea Visitors Centre, Gewerbestraße 16, 26845 Nortmoor**

15:00h Session 15: **East Frisia Tea Tourism – from cup to customer**

*Alina Tammäus, Ostfriesland Tourismus GmbH, Leer*

15:20h Session 16: **Bünting– blending tea with passion and expertise**

*Celia Brandenburger, Bünting Foundation, Leer*

Transfer to the **Bünting Tea Museum, Brunnenstraße 33, 26789 Leer**

16:30h Session 17: **Bünting Tea Museum – Tea, Heritage and beyond**

*Henning Priet, Bünting Tea Museum*

17:40h Session 18: **Performing Tea at the Table - Sensory Mediation and the Meal Context in European Tea Practices**

*Dr. Henrik Scander, Örebro universitet | School of Hospitality, Culinary Arts & Meal Science, Grythyttan, Sweden*

*Walking distance*

18:30h Dinner at *Restaurantschiff “Spiekeroog”*

and after dinner walk in Leer

21h Transfer to Emden by bus

**Official end of day 3: 22:30h**

DAY 4 **May 8<sup>th</sup>, 2026** **NORDEN**

8:30h Transfer from Emden to Norden by train (dep. 8:42h from Emden station, arr. 09:05h at Norden station)

Short city walk in Norden

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

**9:45h Welcome note by the museum's director: Mirjana Culibrk**

10:00h Session 19: **Tea and 3Hs: Heritage-Harmony-Hospitality**

*Dr. Irena Weber, University of Primorska, FTS Turistica*

*Medina Baskar Weber, Shanghai Jiao Tong University*

10:45h Session 20: **Assam Tea Estate Acclimatization for Climate Action and Resilience (TEA CARE):**

**Assam TEA CARE narrates on climate change and wellbeing using story telling methodology**

*Prof. Dr. Raghu Raghavan, Professor of mental health, De Montfort University, Leicester, UK*

11:30h Session 21: **10 years jubilee: UNESCO listing as intangible world heritage and valorisation of the East Frisian tea culture**

*Dr. Matthias Stenger, Ostfriesische Landschaft, Aurich*

12:15h LUNCHbreak in walking distance: Teestube Westgaster Mühle, Alleestraße 65, 26506 Norden

14h Session 22: **Introduction to the Tea culture of East Frisia (UNESCO listed since 2016)**

**Guided tour of the East Frisian Tea Museum**

15h Session 23: **Adaption and application of the East Frisian Tea culture:**

**Original East Frisian Tea Ceremony**

16:00h Session 24: **From Plant Hunter to Tea Thief: How Europe Reframed its Nineteenth-Century Tea Collectors**

*Lisa Honan CBE, Tea Historian | London*

16:45h Session 25: **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***

17:15h Session 26: **At five o'clock: Britain's taste for tea**

*Grace Benham, The CHITRA Collection/NEWBY Tea, London | **online***

17:45h Farewell and closure

City walk Norden

18:30h Dinner at the inclusive restaurant „Speicher77“, Neue Straße 77, 26506 Norden

Walk to the station of Norden (10 min.)

*Return to Emden by train (20:36-21:02h or 21:47-22:17h)*

*Walking to the hotels in Emden*

**Official end of day 4: 21:30h or 22:30h**

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DAY 5 **May 9<sup>th</sup>, 2026** **EMDEN/Bremen**

8:30h Breakfast in the hotels

Walking to the train station

10h Transfer to Bremen by train

12h Arrival to Bremen (main station) = official end