

# International Tea Seminar & Tea Showcase

Join for Free



World O-cha (Tea)  
Festival 2025

## Thai-Japan Tea Alliance for a Sustainable Future 23 October 2025

World O-cha (Tea) Festival 2025, Shizuoka City, Japan  
GRANSHIP Convention and Arts Center, 9 FL. Room no. 904

Organized by:  
University of Shizuoka & Mae Fah Luang University

1.00 – 1.15 PM opening ceremony

1.15 – 1.30 PM

### Unlocking the Future of Thai Tea: From Local Heritage to Global Markets

Asst. Prof. Dr. Piyaporn Cheaumchaitrakun  
Head, Tea and Coffee Institute,  
Mae Fah Luang University, Thailand



1.45 – 2.00 PM

### The Future of Japan Tea Trade & Tea Industry: Matcha Focus (Japanese)

Mr. Kazuyoshi Nakakoji  
President, Evergreen & Company Ltd.,



2.15 – 2.30 PM

### Tea, Travel, and Community: Opportunities and Challenges

Asst. Prof. Dr. Athitaya Pathan  
Tourism Business and Event  
Program, Mae Fah Luang  
University, Thailand



2.45 – 3.00 PM

### Chiangrai City Branding: Shaping Tea Identity

Dr. Ekapop Changkaew  
Brand Artist/CEO – Brand Young



1.30 – 1.45 PM

### Development of functional green tea and the use of functional labeling system in Japan

Prof. Dr. Mari Maeda-Yamamoto  
Executive Research Institute of Food  
Research National Agriculture and Food  
Research Organization (NARO)



2.00 – 2.15 PM

### Global Tea Tourism: Japanese and Thai Contributions

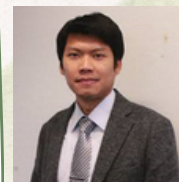
Prof. Dr. Lee Jolliffe  
Research Advisor,  
Mae Fah Luang University, Thailand



2.30 – 2.45 PM

### Gastronomy and Tea Tourism: Tea is More than a Drink

Assoc. Prof. Dr. Amnaj Khaokhruemuang  
School of Management and  
Informatics, University of  
Shizuoka, Japan



Matcha  
Latte  
Coconut



### Matcha Coconut Elegance – A Harmony of Tradition & Tropics

Presented: Team Lab Co., Ltd.

### Siam Heritage Black Tea – The Elegance of Thailand's Highlands

Presented: Mae Hang Community  
Enterprise



Thai Premium Tea Showcase  
Enjoy drinking Thai tea

静岡県公立大学法人  
静岡県立大学  
UNIVERSITY OF SHIZUOKA



Register

