

Tea and Coffee



INTERNATIONAL SYMPOSIUM 2024

The 3rd International Congress on Cocoa Coffee and Tea Asia

Sustainability and Well-being

Symposium Program

01 GLOBAL AND ASEAN TREND

MODERATOR: DR. PANOM WINYAYONG
SCHOOL OF SCIENCE, MAE FAH LUANG UNIVERSITY, THAILAND



Thursday July 4, 2024

8.00 - 9.00	Registration
9.00 - 9.30	Opening Ceremony
9.30 - 9.50	TREND OF ORGANIC TEA PRODUCTION IN THE WORLD MR. JOYDEEP PHUKAN SECRETARY TEA RESEARCH ASSOCIATION, INDIA & PROJECT MANAGER FAO ORGANIC PROJECT
9.50 - 10.10	GLOBAL COFFEE TREND – INNOVATIONS, DISRUPTIONS, ADAPTATIONS MR. ANDI WIDJAJA COE INDONESIA PROJECT, INDONESIA
10.10 - 10.30	GLOBAL TRENDS IN HEALTH AND WELLNESS TOURISM AND THE ROLE OF TEA AND COFFEE ASSOC. PROF. DR. MELANIE KAY SMITH INSTITUTE OF TOURISM AND HOSPITALITY, BUDAPEST BUSINESS UNIVERSITY, HUNGARY
10.30 - 11.00	Refreshment
11.00 - 11.20	REVEALING ASEAN TEA TRENDS: INSIGHTS FROM INDONESIA'S DYNAMIC MARKET MR. MUHAMMAD AKMAL AGUSTIRA DIRECTOR OF TEA RESEARCH INSTITUTE (CINCHONA), INDONESIA
11.20 - 11.40	PROMOTING SUSTAINABLE DEVELOPMENT OF ARABICA COFFEE IN THE NORTHWEST REGION OF VIETNAM: CHALLENGES AND SOLUTIONS DR. LUU NGOC QUYEN DIRECTOR GENERAL OF NORTHERN MOUNTAINOUS AGRICULTURE AND FORESTRY SCIENCE INSTITUTE, VIETNAM
11.40 - 12.00	ASEAN COCOA TREND MISS DINI ASTIKA SARI EXECUTIVE VICE PRESIDENT INDONESIAN COFFEE AND COCOA RESEARCH INSTITUTE, INDONESIA
12.00 - 13.30	Lunch

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PROCESSING AND INNOVATION 02

MODERATOR:

1. **ASST. PROF. DR. RATTAPON SAENGRAYAP**
SCHOOL OF AGRO-INDUSTRY, MAE FAH LUANG UNIVERSITY, THAILAND
2. **ASST. PROF. DR. SUNITA CHAMYUANG**
SCHOOL OF SCIENCE, MAE FAH LUANG UNIVERSITY, THAILAND

Thursday July 4, 2024

- 13.30 - 13.50** **GLOBAL TEA BREEDING: ACHIEVEMENTS, CHALLENGES AND PERSPECTIVES**
- PROF. DR. LIANG CHEN**
CHIEF OF TEA GERMPLASM RESOURCES TEAM, TEA RESEARCH INSTITUTE, CHINESE ACADEMY OF AGRICULTURAL SCIENCES (TRICAAS), CHINA
- 13.50 - 14.10** **COFFEE AND MICROBIOTA**
- DR. AMORN OWATWORAKIT**
TEA AND COFFEE INSTITUTE, MAE FAH LUANG UNIVERSITY,
COFFEE QUALITY RESEARCH GROUP, THAILAND
- 14.10 - 14.30** **CHOCOLATE PROCESSING TECHNOLOGY: ITS INFLUENCE ON THE QUALITY PARAMETERS**
- DR. ARIFIN DWI SAPUTRO**
DEPARTMENT OF AGRICULTURAL AND BIOSYSTEMS ENGINEERING,
FACULTY OF AGRICULTURAL TECHNOLOGY, UNIVERSITAS GADJAH MADA, INDONESIA
- 14.30 - 14.50** **THE ROLES OF VOLATILES GLYCOSYLATION IN COLD AND DROUGHT STRESS IN TEA PLANTS**
- PROF. DR. CHUANKUI SONG**
STATE KEY LABORATORY OF TEA PLANT BIOLOGY AND UTILIZATION,
ANHUI AGRICULTURAL UNIVERSITY, CHINA
- 14.50 - 15.30** **Refreshment**
- 15.30 - 15.50** **A NEW ERA OF COFFEE FERMENTATION**
- ASSOC. PROF. DR. WANPHEN JITJAROEN**
RAJAMANGALA UNIVERSITY OF TECHNOLOGY LANNA, ARABICA RESEARCH TEAM, THAILAND
- 15.50 - 16.10** **TEA FLAVOR FORMATION MECHANISM DURING TEA PROCESSING**
- PROF. DR. LIANG ZHANG**
STATE KEY LABORATORY OF TEA PLANT BIOLOGY AND UTILIZATION,
ANHUI AGRICULTURAL UNIVERSITY, CHINA
- 16.10 - 16.30** **NATURAL DIETARY FIBER AS TEXTURE MODIFIERS TO ENHANCE CREAMINESS AND FUNCTIONAL PROPERTIES OF RTD MILK COFFEE**
- DR. SASICHA CHENSOM**
REGIONAL SALES REPRESENTATIVES, OVERSEAS DIVISION, TAIYO KAGAKU CO., LTD., JAPAN



PROCESSING AND INNOVATION 02

MODERATOR: DR. KITIPHONG KHONGPHINITBUNJONG
SCHOOL OF SCIENCE, MAE FAH LUANG UNIVERSITY, THAILAND

Friday July 5, 2024

9.00 - 9.20

DEVELOPMENT OF CHINESE TEA AND THEIR CLASSIFICATION STANDARDS

PROF. DR. XIAOCHUN WAN

DIRECTOR OF THE STATE KEY LABORATORY OF TEA PLANT BIOLOGY AND UTILIZATION,
ANHUI AGRICULTURAL UNIVERSITY, CHINA

9.20 - 9.40

ADVANCE IN TASTE CHEMISTRY & QUALITY REGULATION OF TEA

PROF. DR. YONG-QUAN XU

EXECUTIVE CHIEF OF TEA DEEP PROCESSING AND DIVERSIFIED UTILIZATION TEAM,
TEA RESEARCH INSTITUTE, CHINESE ACADEMY OF AGRICULTURAL SCIENCES (TRICAAS), CHINA

9.40 - 10.00

EXPLORING THE IMPACT OF ROASTING PROCESS ON COFFEE TASTE CHARACTERISTICS USING AN ELECTRONIC TONGUE

MISS AKI KUWAHARA

ASSISTANT GROUP LEADER OF SOLUTION SERVICE DIVISION,
INTELLIGENT SENSOR TECHNOLOGY, INC., JAPAN

10.00 - 10.20

INTRODUCTION OF LOW BITTERNESS TEA CATECHINS AND L-THEANINE. HEALTH BENEFIT AND APPLICATION FOR FOOD PRODUCTS

MR. SO MORISHIMA

RESEARCHER, TAIYO KAGAKU CO., LTD., JAPAN

10.20 - 10.40

Refreshment

03 CLIMATE CHANGE & SUSTAINABILITY

MODERATOR: ASST. PROF. WANTIDA HOMTHAWORNCHOO
SCHOOL OF AGRO-INDUSTRY, MAE FAH LUANG UNIVERSITY, THAILAND



10.40 - 11.00

AGROFORESTRY COFFEE PRODUCTION IN INDONESIA

MR. EKO PURNOMOWIDI

KLASSIC BEAN COMPANY, INDONESIA

11.00 - 11.20

TEA FARMING: DISEASE AND PEST CONTROL

DR. SHIOU-RUEI LIN

TEA AND BEVERAGE RESEARCH STATION, MINISTRY OF AGRICULTURE, EXECUTIVE YUAN, TAIWAN

11.20 - 11.40

THE SIGNIFICANT IMPACT OF GLOBAL WARMING ON THE COFFEE INDUSTRY

MR. CHEN SHI WEN

COFFEE EXPERT, TAIWAN



CLIMATE CHANGE & SUSTAINABILITY 03

MODERATOR: ASST. PROF. WANTIDA HOMTHAWORNCHOO
SCHOOL OF AGRO INDUSTRY, MAE FAH LUANG UNIVERSITY, THAILAND

Friday July 5, 2024

- 11.40 - 12.00 **COFFEE PULP EXTRACTION AND UTILIZATION**
ASST. PROF. DR. SUNITA CHAMYUANG
SCHOOL OF SCIENCE, MAE FAH LUANG UNIVERSITY, THAILAND
- 12.00 - 13.30 **Lunch**
- 13.30 - 13.50 **UTILIZATION OF WASTE FROM COFFEE PRODUCTION FOR BIOMASS PELLET PRODUCTION**
DR. SOMWAN CHUMPHONGPHAN
SCHOOL OF SCIENCE, MAE FAH LUANG UNIVERSITY, THAILAND
- 13.50 - 14.10 **ENSURING SUSTAINABLE ARABICA COFFEE ECOSYSTEM IN THAILAND**
MR. KOMPIT PANASUPON
PANA COFFEE CO., LTD., THAILAND

04 MARKETING AND TOURISM

MODERATOR: DR. CHACHAYA YODSUWAN
SCHOOL OF MANAGEMENT, MAE FAH LUANG UNIVERSITY, THAILAND



- 14.10 - 14.30 **CREATIVE TOURISM IN TEA, COFFEE AND CHOCOLATE IN ASIA**
PROF. DR. LEE JOLLIFFE
ACADEMIC WITH A SPECIALTY IN TEA AND COFFEE TOURISM, CANADA
- 14.30 - 14.50 **TEA CEREMONIES WORLDWIDE-HERITAGE AND HOSPITALITY**
PROF. DR. HARTWIG BOHNE
PROFESSOR OF INTERNATIONAL HOTEL MANAGEMENT AND HEAD OF HOSPITALITY STUDIES,
PRESIDENT OF THE EUROPEAN TEA CULTURE INSTITUTE BERLIN, GERMANY
- 14.50 - 15.30 **Refreshment**
- 15.30 - 15.50 **CURRENT STATE AND FUTURE DIRECTION OF JAPANESE GREEN TEA AND THE REPUTATION OF MATCHA**
MR. KAZUYOSHI NAKAKOJI
PRESIDENT OF EVERGREEN & COMPANY LTD.,
DIRECTOR OF CHAMBER OF TEA ASSOCIATION OF SHIZUOKA PREFECTURE, JAPAN
- 15.50 - 16.10 **COFFEE MARKETING IN THAILAND**
MR. VARATT VICHIT-VADAKAN
OWNER, ROOTS COFFEE, THAILAND
- 16.10 - 16.30 **Closing Ceremony**

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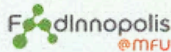


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