

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

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



Register



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



1.30 – 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)



1.45 – 2.00 PM

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

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



2.00 – 2.15 PM

Global Tea Tourism: Japanese and Thai Contributions

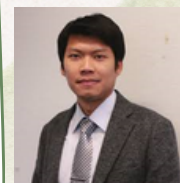
Prof. Dr. Lee Jolliffe
Research Advisor,
Mae Fah Luang University, Thailand



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



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



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