

INDIAN TEA ASSOCIATION



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Circular No. 27 /2025- 26

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TO: ALL MEMBER COMPANIES

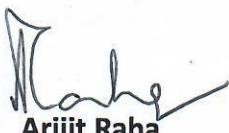
4th Intra-African Trade Fair (IATF) 2025

The Association has been informed by the Tea Board about the upcoming 4th Intra-African Trade Fair (IATF) 2025, taking place in Algiers from 4th to 10th September, 2025. The event is a joint initiative of the African Export-Import Bank (Afreximbank), the African Union, and the AfCFTA Secretariat. The Fair 2025 will bring together the African Union countries on the same platform. The event is expected to mobilise over 2000 exhibitors and 35000 visitors from over 140 countries.

In this regard, the Hon'ble Ambassador of India to Algeria has reached out to the Tea Board India to facilitate the participation of Indian tea exporters in the Fair. The Tea Board India has subsequently requested the Association to circulate this information amongst members to explore potential participation.

Algeria has a tea market size of 14 million kg (ITC figures of 2023). The market has potential for Black tea imports. The Flavoured tea segment is also reportedly gaining traction amongst the vast majority of the populace there.

For more information about the Fair and participation package options, members are requested to kindly refer to the event brochure received from the Embassy (enclosed). The application form received from the Embassy is also attached.


Arijit Raha
Secretary General

Encl: As stated.

Copy to: Chairman/ Vice Chairman / Addl. Vice Chairman
Export Promotion & Marketing Sub Committee