THE 7TH AFRICAN TEA CONVENTION & EXHIBITION

Theme: Beyond the Leaf



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7th African Tea Convention & Exhibition | 17th September 2026

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Theme: Beyond the Leaf

Closing the financing gap from the African tea garden to the global consumer

From participation to ownership



WHY THIS MATTERS TO ME

Tea financed my life long before I financed tea



"Our green leaf paid my school fees."

NYAMIRA COUNTY
A small farm

NYANSIONGO
The factory that received the leaf

EDUCATION
The value tea unlocked

TODAY
Who finances and owns the journey?

This is not an abstract financing problem. It determines whose lives and futures tea can finance.

WHY THIS MATTERS TO ME

How much of the journey from garden to consumer do Africans finance and own?





Africa finances the leaf. Others often finance and own the margin.

A FOUNDATION TO BUILD ON

Stanbic has helped make the auction efficient. The next frontier is the value beyond it.



~80% of financial flows moving through the Mombasa Tea Auction financed by Stanbic

20+ YEARS

TRANSACTION DATA
Producers, buyers, exporters and brokers

DIGITAL RAILS
Electronic Billboard and real-time payment

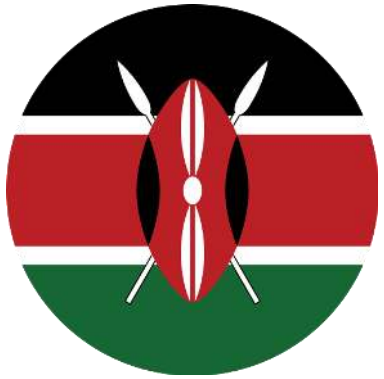
REGIONAL REACH
A platform to connect projects and capital

The proposition is not to abandon auction finance. It is to extend finance further along the value journey.

THE ECONOMIC CONTRADICTION

High volume does not automatically create high value

KENYA 2024



USD 2.27/kg
Average export unit price

594.5m kg
Export volume

SRI LANKA 2024



USD 4.06/kg
Colombo auction average

262.16m kg
Production

VALUE PER KG

Origin, reputation, branding and format can change what the market pays for tea

Sources: Tea Board of Kenya 2024; Forbes & Walker Tea Review 2024.

MAKE THE GAP VISIBLE

The absence of a tea-specific number is part of the financing problem

US$117bn

estimated financing gap for agri-SMEs and smallholder farmers in sub-Saharan Africa



FARM RENEWAL
Long term productivity

CLIMATE RESILIENCE
Adaptation & Insurance

FACTORY UPGRADES
Efficiency & quality

BRAND BUILDING
Market Ownership

Quantify tea's share through a regional pipeline of specific projects.

PROTECT & MONETISE ORIGIN

The next premium will come from product, proof and presence



From anonymous commodity to recognized origin

PRODUCT
Specialty, orthodox, functional and differentiated teas

PROOF
Geographical indication, certification, traceability and sustainability

PRESENCE
Packaging, brands, distribution and consumer access

*Darjeeling and **Ceylon show the power of a recognized name. Kenya's GI work creates a pathway for regional origins.

*Darjeeling: a region in India whose name alone commands premium Tea

**Ceylon is an international premium brand of Tea from Sri Lanka Tea

DESIGN THE CAPITAL

Four shifts can move capital from interest to investment



MAKE IT VISIBLE
Clear projects, returns, risks and accountable sponsors.



MATCH THE TENOR
Align financing terms to the asset payback period.



ALLOCATE THE RISK
Place climate, price, counterparty and FX risk deliberately.

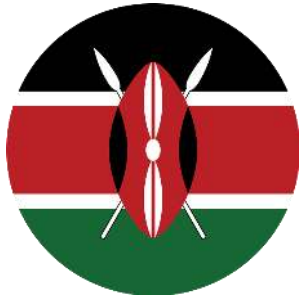


REDEFINE THE ASSET
Recognise origin, proof, IP, brands and routes to market.

Proof point: long-tenor, syndicated finance supported KTDA's small-hydropower programme.

THE MOVEMENT IS ALREADY UNDERWAY

The region does not lack ambition. It needs capital that moves at the same speed.



KENYA
Origin protection and Geographical Indications Act work for the Aberdares, Mt. Kenya and Kericho Highlands



RWANDA
Premium performance on selected grades traded through the auction



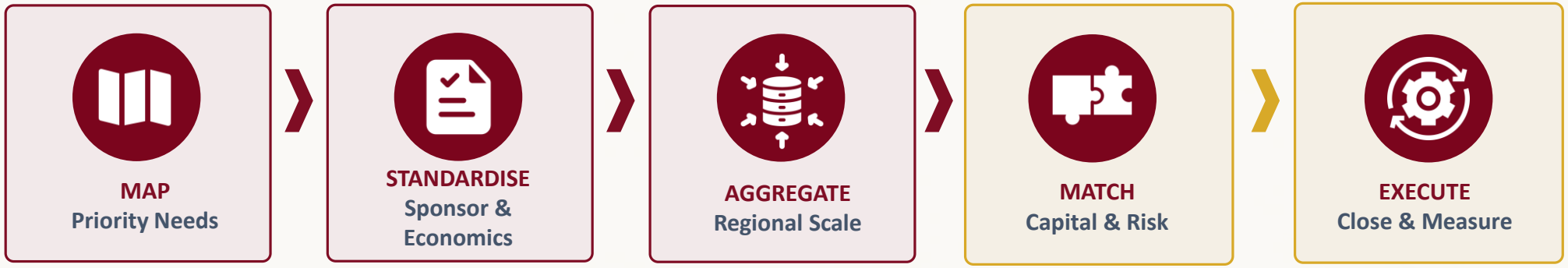
UGANDA
Smallholder innovation through tea and local-herb blends



TANZANIA
Factory revitalization and high-grade orthodox tea ambitions

NEEDS TURN INTO TRANSACTIONS

Build one investable East Africa Tea Pipeline



Every project should be bankable, sponsor-led and ready for financiers to evaluate.

THE CONVENTION COMMITMENT

Launch the East Africa Tea Investment Pipeline

TODAY
Sponsors nominate investable projects

90 DAYS
Agree standards, governance and priority themes

6 MONTHS
Publish the first regional pipeline and match capital

12 MONTHS
Close initial transactions and report outcomes

THE PARTNERSHIP

- **EATTA**
- Convene and co-ordinate

- **INDUSTRY SPONSORS**
- Bring bankable projects

- **DFIs, INSURERS & PENSION FUNDS**
- Provide catalytic, risk and long-term capital

- **STANBIC BANK**
- Connect, structure and mobilise



Stanbic will back bankable opportunities, but a regional market requires the whole ecosystem.

THE CHOICE BEFORE US



THE ASK: Bring the projects; Build the pipeline; Mobilize the capital; Retain the value.

Let's get started.

THE END

