

FOR IMMEDIATE RELEASE

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**AWARD-WINNING TEA EXPLORER, JEFF FUCHS, ANNOUNCED AS
KEYNOTE SPEAKER FOR THE 2024 WORLD TEA EXPO**

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LAS VEGAS- [World Tea Expo](#), the largest gathering for the tea industry, is pleased to announce Pu-erh procurer and award-winning Himalayan explorer, **Jeff Fuchs**, has been named keynote speaker for the 2024 show, returning to the Las Vegas Convention Center March 18-20, 2024.

During his keynote address on Tuesday, March 19 from 8am-8:30am, Inspiring the Next Generation of Tea Lovers, attendees will learn about Fuchs' first-hand experiences from his global travels, leading to insight about the past, present, and future of tea. Drawing on his experiences and education, Fuchs will touch on the history of tea, how it has evolved over time through various cultures, and explore how the new generation of tea consumers can continue to evolve.

"We are thrilled to welcome Jeff Fuchs to present the Keynote session this year at World Tea Expo," said Tim McLucas, Vice President of Bar & Restaurant Group. "His extensive tea and travel experience gives him a unique perspective of the world of tea to present an insightful session on the past, present and future of the industry, and opportunities for future growth."

Fuchs is an accomplished author, business owner and documentarian who has spent the last 20 years studying Himalayan trade routes and their participants, with a focus on tea as a commodity and tonic. He has led and been a part of over 30 Himalayan expeditions, including leading student groups from around the world. Using the knowledge and appreciation gained through his travels, Fuchs co-founded Jalamteas, which focused on bringing raw 'sheng' Pu-erh to a greater swath of sippers.

The keynote presentation is included in all registration passes and attendees are invited to the keynote meet and greet held at the Tea Bar on Tuesday, March 19 from 1pm-2pm to meet with Fuchs and gain insight into the world of tea with firsthand experiences and collaborative conversations.

Early bird registration is now open for World Tea Expo at [WorldTeaExpo.com](#), and press registration is also available [here](#). To book exhibit space or to become a sponsor or advertiser, connect with Ellainy

Karaboitis-Christopoulos at ekaraboitis@questex.com. Stay connected with World Tea Expo on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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About World Tea Expo

World Tea Expo creates a modern, dynamic, and collaborative platform that unites industry professionals, tea suppliers, and tea enthusiasts from around the world. Blending fresh ideas, the latest trends and new distribution channels with focused buying, selling, networking and education, World Tea Expo is your chance to capitalize on this growing category to the fullest. World Tea Expo is a division of the Questex Travel & Hospitality Group which also produces [Bar & Restaurant Expo](#), [Vibe Conference](#) <https://worldteaacademy.com/> and daily content on worldteanews.com and barandrestaurant.com.

About Questex

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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