

# **Lecture and Tasting** ***The History and Business Trends of Matcha Green Tea***



*Guest Speaker:*

**Rona Tison**

**ITO EN (North America) INC., Senior Vice  
President, Corporate Relations & PR**

ITO EN is a multinational beverage company specializing in tea production, distribution and sales of innovative beverages. A global leader in premium green teas, ITO EN was most recently ranked #18 by Fortune Magazine as “50 Companies Changing the World” for its sustainable business practices.

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**Friday, December 2, 2016**

16:00 – 17:30 p.m.

IAB 918

*Organized by* JASSA (Japan Study Student Association), SIPA

*Cosponsored by* Center on Japanese Economy and Business,  
Columbia Business School

*In Cooperation with* ITO EN

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**Matcha tea and Japanese sweets will be available for tasting.**

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**Registration: <https://goo.gl/forms/1cozrohSiLqRqFF93>**