



George Jage

President and CEO, *World Tea Expo*

Prior to joining the tea industry, George Jage honed his convention and business acumen when he headed the operations or the launch of a successful apparel trade show in 1993, growing the event from 20 exhibitors in a hotel to over 85,000 nsf in 1999. He has also founded four other businesses before the SFG Group LLC, the parent company of the World Tea Expo. In 2003, George launched the nation's first tradeshow devoted solely to the tea industry. The result has been a fast-growing industry mirrored and fueled by this fast-growing trade show, recognized as one of TSW's Fastest 50 in 2006, 2008, & 2009. SFG Group also produces the World Tea News & World Tea Championship. George is a member of numerous business groups, including the Society of Independent Show Organizers, the International Association of Exhibit Managers, and the Entrepreneurs Organization. He also served on the Advisory Board of the Specialty Tea Institute along with being its 2006 Symposium Chair.