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SRI LANKA EXPORT DEVELOPMENT BOARD
MINISTRY OF DEVELOPMENT STRATEGIES & INTERNATIONAL TRADE

SRI LANKA PAVILION AT SIAL INDIA 2019

19th to 21st September 2019 – New Delhi, India

The EDB will be organizing a National Pavilion at SIAL India 2019 in Pragati Maidan, New Delhi, India during 19th to 21st September 2019 and B2B meetings parallel to the Exhibition.

SIAL, one of the key players in the network of food innovation has identified India as the next Eldorado for the agrifood sector. The first edition of SIAL India was held in 2018 with the participation of more than 150 exhibitors from 13 countries and welcomed more than 5,000 visitors. The fair organizers expect more than 300 exhibitors from 15 participating countries and 8,000 visitors for the second edition of SIAL India.

SIAL India 2019 will comprise *SIAL innovation* - a unique celebration of innovative food and beverage products, *Alternative Food Forum* - discover the future of the food industries and seize new opportunities, *SIAL conference* - Food market trends presented by industry leaders and experts, *La Cuisine* - an area where the best chefs perform live culinary demonstrations and *Drinks Theatre* - dedicated to wine & spirit makers and retailers.

Participation at this exhibition will provide a platform to participants to promote their F & B products in Indian market, regain the loss Indian market for Sri Lankan Products, meet the leading decision makers in the Indian food industry, study new/ innovative products demanded in the market and new technologies applied in the sector.

EXHIBITORS

Applications are invited from manufacturers/ processors/ exporters of the following product categories having capacity to cater to the international market to exhibit at the Sri Lanka pavilion at SIAL India 2019.

- Fresh / processed fruits and vegetables (frozen, dehydrated, canned/ bottled, fruit juices etc)
- Coconut based food products (desiccated coconut, coconut milk, cream, powder etc.)
- Tea (value added – flavoured tea bags, gift packs etc.)
- Beverages (non alcoholic)
- Wellness products
- Other relevant food products
- Spice & spice mixtures, gift packs, essential oils etc.
- Confectionary & bakery products, dairy products, specialty & convenient food products
- Cereals & cereal based products
- Food ingredients
- Organic food products

EDB ASSISTANCE

EDB may consider providing assistance towards part cost of space and construction as per the guidelines of the assistance scheme approved by the EDB Board. Balance/ full cost of participation including space, construction, cost of exhibits, airfare, accommodation, internal travel etc will have to be borne by the participating companies.

APPLICATION & SELECTION

Applications should be made on the prescribed form available at the Export Agriculture Division, EDB or could be downloaded from the web site: www.srilankabusiness.com (under the section “announcements”). Duly completed application forms should reach the Director - Export Agriculture, EDB by registered post on or before 17th May, 2019. Shortlisted applicants will be interviewed by a panel to select suitable participants for the programme. For further details please contact Thilini Wimalagunasekara , Assistant Director on: 011-2300732, 2300705-11 ext: 390. Fax: 011-2304879 E-mail: upadya@edb.gov.lk.

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