

**SRI LANKA EXPORT DEVELOPMENT BOARD
MINISTRY OF INDUSTRY & COMMERCE**

INDIA INTERNATIONAL TRADE FAIR (IITF) 2014

Trade Exhibition from 14th to 27th November 2014 in New Delhi, India.

The Sri Lanka Export Development Board in collaboration with the Sri Lanka High Commission in India will organize Sri Lanka's participation at the 34th India International Trade Fair to be held in Pragati Maidan, New Delhi, India from 14th -27th November 2014.

IITF is one of the largest trade fairs in India both in terms of exhibitors and visitors. This event provides a platform for trade and industry for sourcing, finding buyers, business interactions, technology transfer opportunities and test marketing of products. IITF 2013 had been visited by over 42,000 buyers from different states in India & other countries. This would be a good opportunity for Sri Lanka to maximize the benefits prevailing under the Indo-Sri Lanka Free Trade Agreement wherein tariff concessions have been granted to over 1000 product lines.

PARTICIPANTS

Applications are invited from manufacturers cum exporters of the following product sectors to exhibit at the Sri Lanka pavillion

- **Food & Beverage sector**
 - Tea
 - Spices & essential oil
 - Processed food & other beverages
 - Fish & fishery products
 - **Coir & coir products**
 - **Agri Products**
 - **Services sector**
 - ICT/BPO/KPO
 - **Handicrafts & Batik products**
 - Artificial flowers
 - **Health care products**
 - Herbal health/personal care products
 - **Industrial Products**
 - Garments & textile
 - Rubber & rubber based products
 - Gems & Jewellery
 - Electrical & Electronic Products
 - Ceramic & porcelain products
- Any Other potential products will also be considered**

COST OF PARTICIPATION

Total cost of participation will have to be borne by the participants. EDB may consider providing assistance towards part cost of stall with basic fixtures & fittings.

APPLICATION & SELECTION

Applications should be made on the prescribed form available at the Market Development Division (8th floor), EDB. Duly filled application forms should reach the Director/Market Development, EDB **before 6th October 2014.**

For further details, please contact Anuradha, on Tel.011 2300705-11 or 011 2300722

E.mail: anuradha@edb.gov.lk

CHAIRMAN & CHIEF EXECUTIVE
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