

INDUSTRY 2024

INTERNATIONAL
INDUSTRY EXPO

SRI LANKA

19th - 23th JUNE 2024 @ BMICH

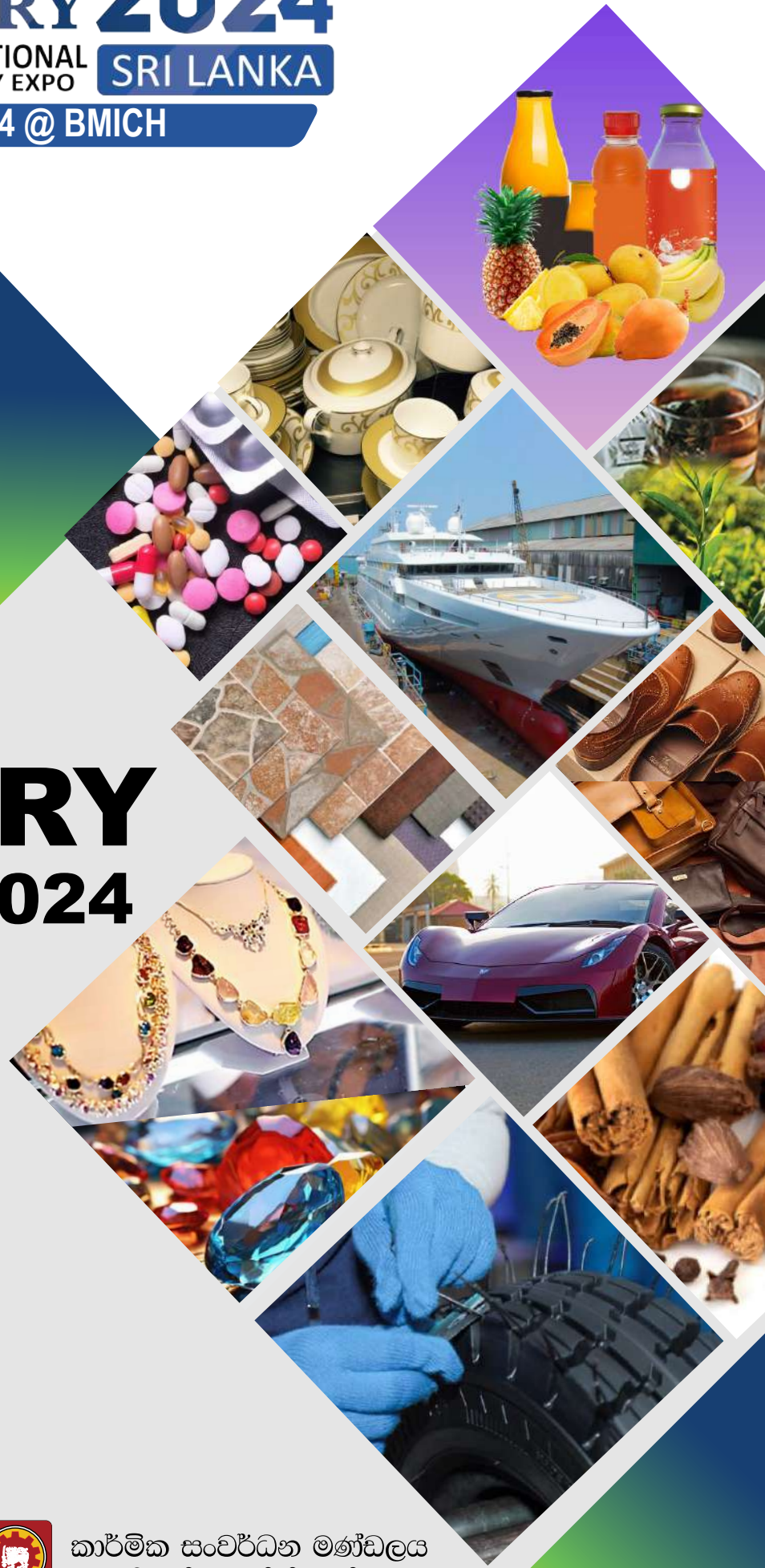
INTERNATIONAL INDUSTRY EXPO 2024



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கைத்தொழில் அமைச்சு
Ministry of Industries



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கைத்தொழில் அபிவிருத்தி சபை
Industrial Development Board



INTERNATIONAL INDUSTRY EXPO 2024 - SRI LANKA

GLOBAL NETWORKING...

Sri Lanka showcases industries as, "International Industry Expo 2024", which will be held from 19th to 23rd June, 2024 at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo, Sri Lanka.

The Expo is organized by the Ministry of Industries and the Industrial Development Board (IDB). The main objective is to create a platform to bring together industry related local & international stakeholders. This Expo will represent 25 industry sectors and over 1000 exhibitors, covering a wider products and services portfolio during the 05 days of its exposition. The event is a complete package that involves International Symposium, industry related seminars, sharing experiences of industry leaders, as well as displaying of products and innovations.



Why Visit

Make Sri Lanka (Ceylon) as your next investment pivot in South Asia. Sri Lanka is a wonderful island which has been dubbed as the "Pearl of the Indian Ocean". "Ceylon" is renowned for its strategic location anciently which is geographically attractive to many global value chains. Even now, it continues to be the ideal trade hub in Southern Asia due to its strategic location and harbors. Sri Lanka has natural resources, human resources, transportation, telecommunication services and more than everything all the other business supporting services are easily accessible and way forward towards an export oriented economy.



**Find Reliable
Local & Foreign
Partners**
To improve your
Business



**Discover New
Products**
From
Exhibitors



**Finding New
Contacts**
From Exhibitors



**Technology
Transfers**
To Update / Acquire
Technology



**Exhibiting
Inventions**
For
Commercialization



**Sharing
Experience**
With Industry
Leaders



INDUSTRY SECTORS ///

- Food & Beverage
- Design, Packaging and Paper based industries
- Spice based industries
- Coconut, Kithul, Palmyrah & Fiber based industries
- Tea, Value added Tea and related industries
- Footwear & Leather based industries
- Rubber, Plastics and related industries
- Metal, Die, Mold, Machinery Tools and allied industries
- Timber, Wood-based and Furniture industries
- Vehicles, Automotive assembly and automotive related industries
- Electrical / Electronics and allied industries
- Agro based industries



- Western, Indigenous Ayurvedic and other Pharmaceutical industries
- Construction, Granite, Tile, Pottery, Ceramics and Decor related industries
- Maritime & Shipping related industries
- Printing & Publishing material based industries
- Cosmetics and related industries
- Gem and Jewellery related industries
- Minerals and Mining based industries
- Textiles and Apparels
- Energy & Chemical based industries
- ICT & Advanced Technology services
- Craft industries
- Service industries
- Other industries

EVENTS



Industry Seminars



**Industry Innovation
Arena**



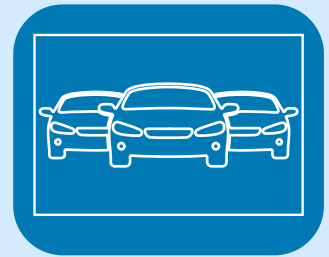
B2B & B2C Meetings



**International Symposium
“Green Initiative for Sustainable
Industrial Development”**



Networking



**Locally Assembled
Vehicle Parade**





VISITORS' PROFILE

- Industry /Commercial Traders
- Buyers
- Exporters
- Sub Contractors
- Foreign Delegations
- Outsourcing Partners
- Heads of Purchasing, Marketing & Sales
- R & D Partners
- Academia
- Representatives from International Organizations located in Sri Lanka
- Representatives from Foreign Embassies in Sri Lanka
- Technical Experts
- Industrial/ Business Consultants Business Contractors
- Vendors
- Chambers, Associations and their Members & Representatives
- Policy Makers
- Government Delegates and Officials
- Tourists

INDUSTRY 2023 KEY FIGURES



100000+
Visitors

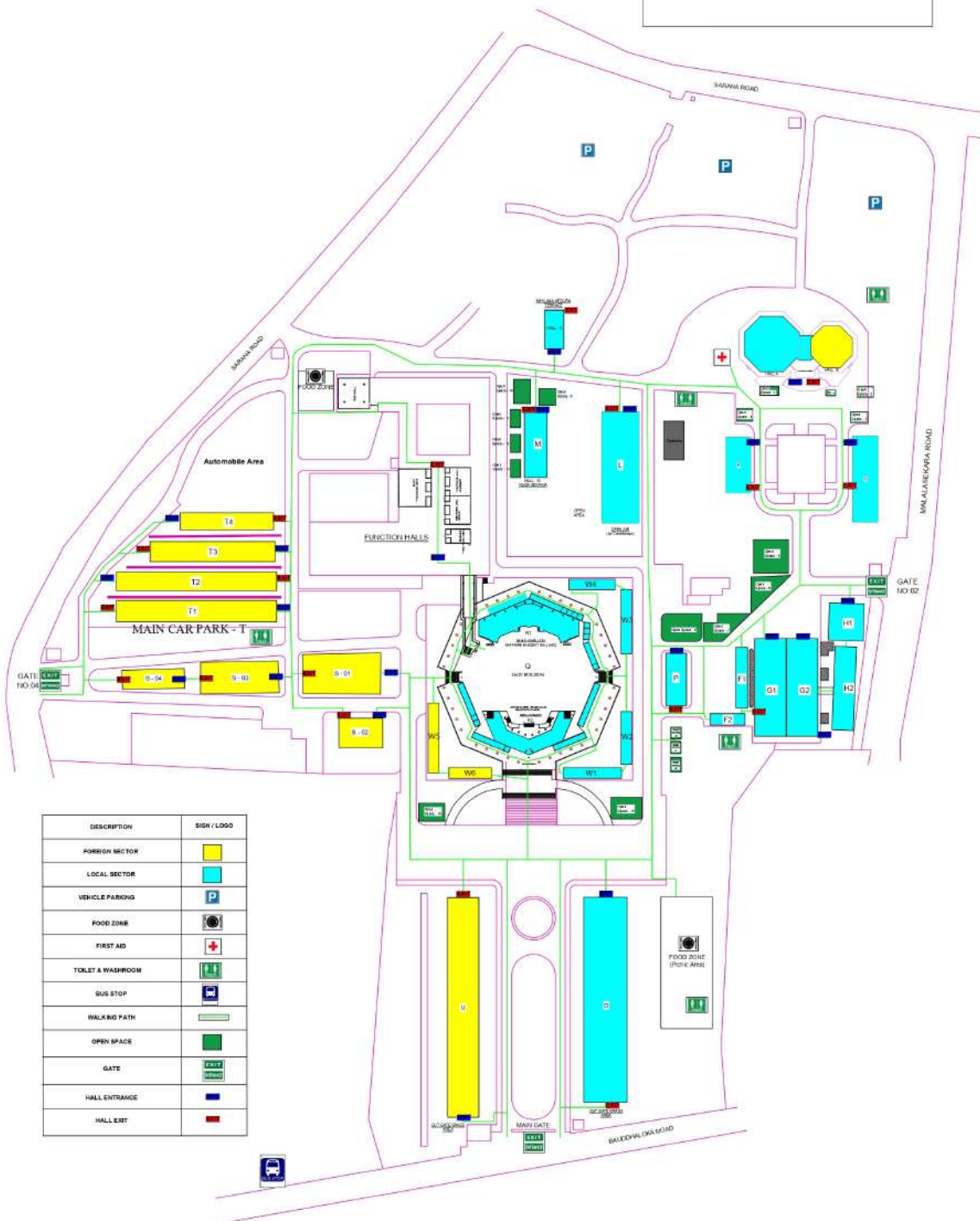


700+
Exhibitors



LAYOUT

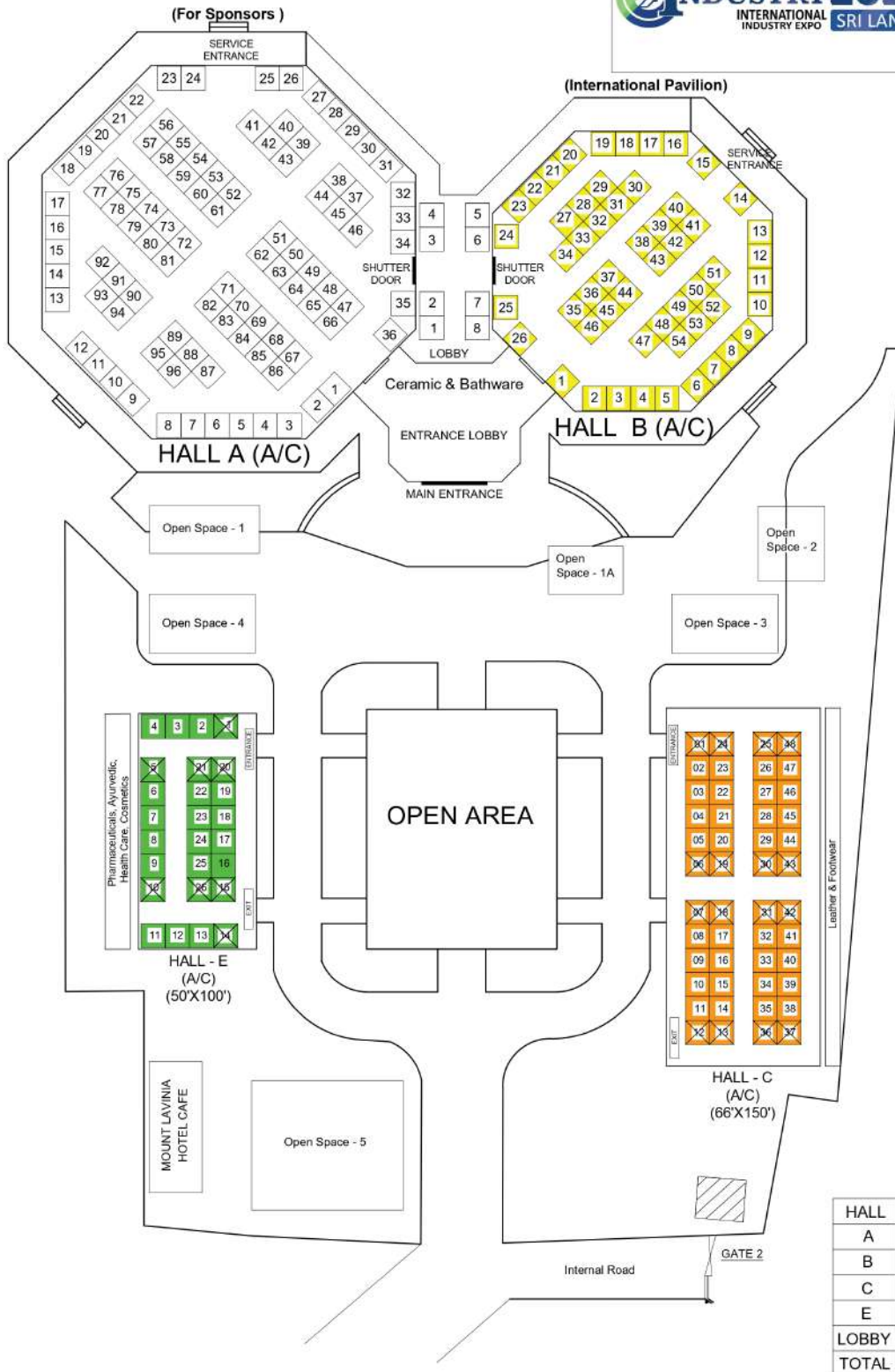
INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA LAYOUT MAP



DESCRIPTION	SIGN / LOGO
FOREIGN SECTOR	[Yellow Square]
LOCAL SECTOR	[Cyan Square]
VEHICLE PARKING	[Blue 'P' in Square]
FOOD ZONE	[Icon of a plate and fork]
FIRST AID	[Red Cross]
TOILET & WASHROOM	[Icon of a toilet and sink]
BUS STOP	[Icon of a bus]
WALKING PATH	[Green Line]
OPEN SPACE	[Green Area]
GATE	[EXIT Sign]
HALL ENTRANCE	[Blue Arrow]
HALL EXIT	[Red Arrow]

LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE
BMICH - COLOMBO, SRI LANKA
SBMEC STALL LAYOUT



HALL	STALLS
A	96
B	54
C	48
E	26
LOBBY	08
TOTAL	232

LAYOUT

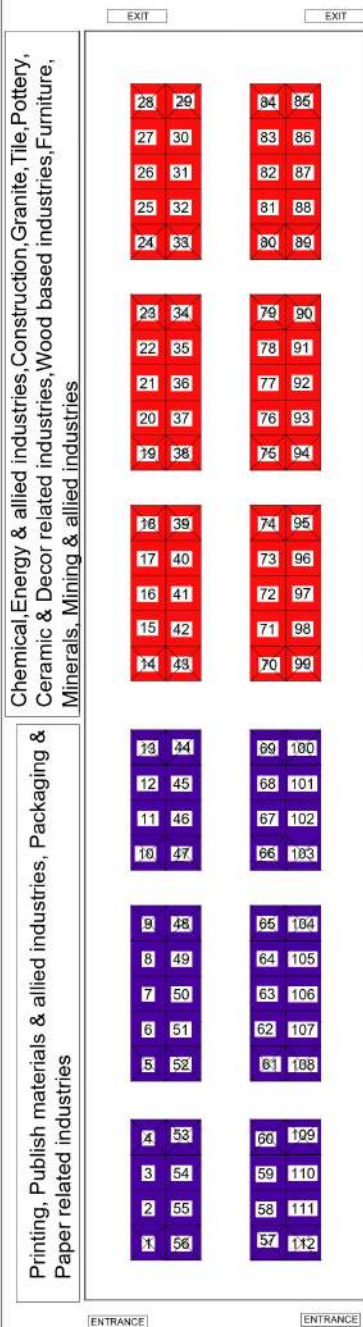
INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA WESTERN CAR PARK STALL LAYOUT



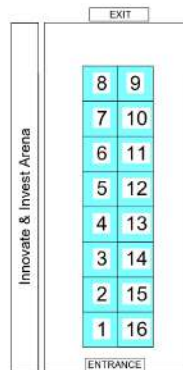
HALL	ZONE	STALLS
P	WESTERN CAR PARK	14
F-1,2 (non A/C)	WESTERN CAR PARK	16
G (A/C)	WESTERN CAR PARK	72
H-1,2 (A/C)	WESTERN CAR PARK	43
TOTAL STALLS		145

LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA STALL LAYOUT

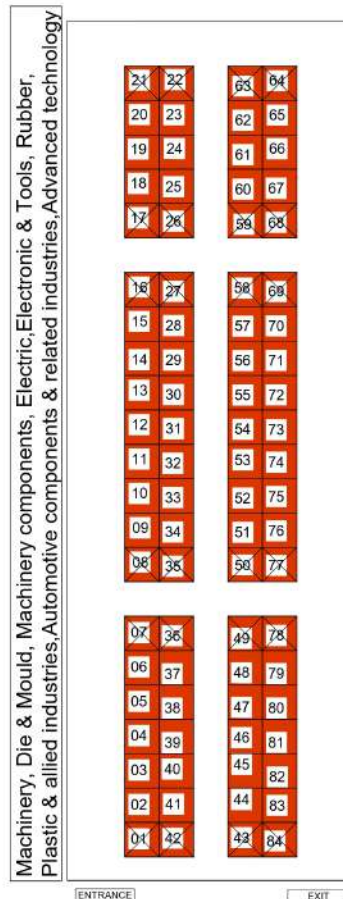


OUT GATE GRASS AREA (A/C)
(HALL - D)(66'X350')

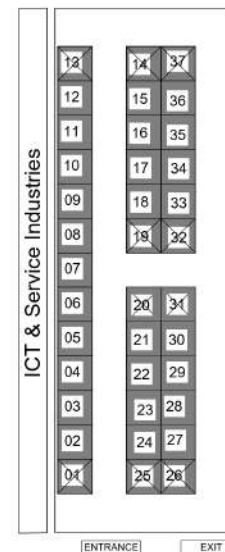


MIHILAKA MEDURA TERRACE (40'x100')
(HALL - K) (A/C)

HALL	ZONE	STALLS
M	NUGA SEWANA	37
L	OPEN AIR	84
K	MIHILAKA MEDURA TERRACE	16
D	OUT GATE GRASS AREA	112
TOTAL STALLS		249



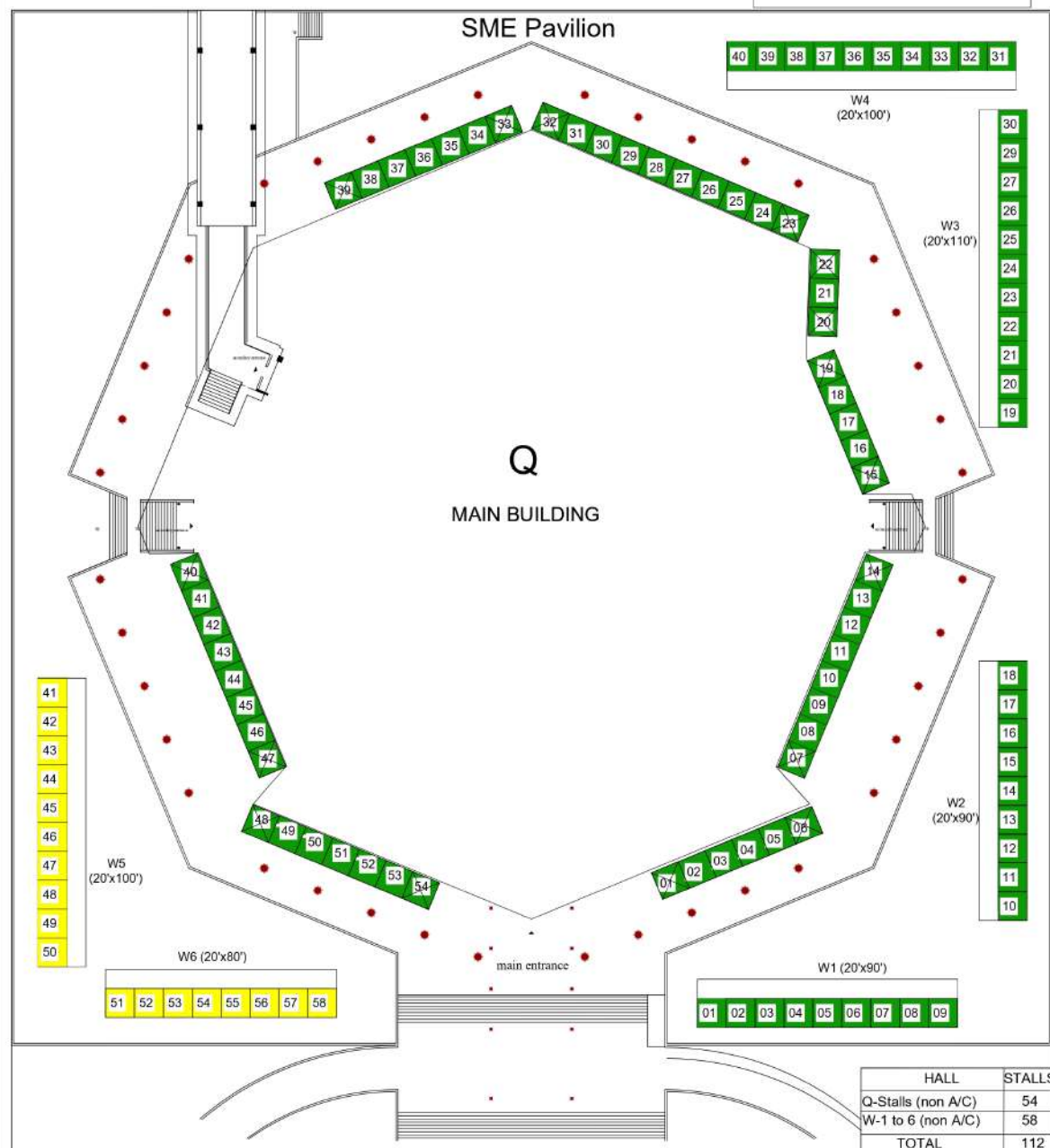
OPEN AIR (A/C)
(HALL - L)(66'X250')



NUGA SEWANA (A/C)
(HALL - M) (50'X150')

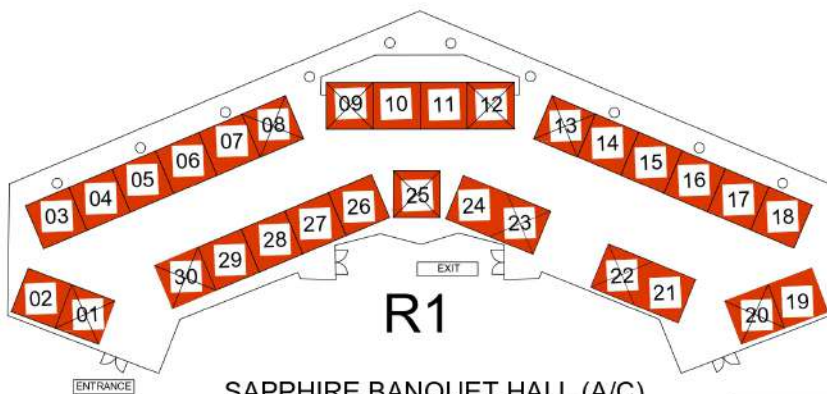
LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE
BMICH - COLOMBO, SRI LANKA
MAIN BUILDING STALL LAYOUT



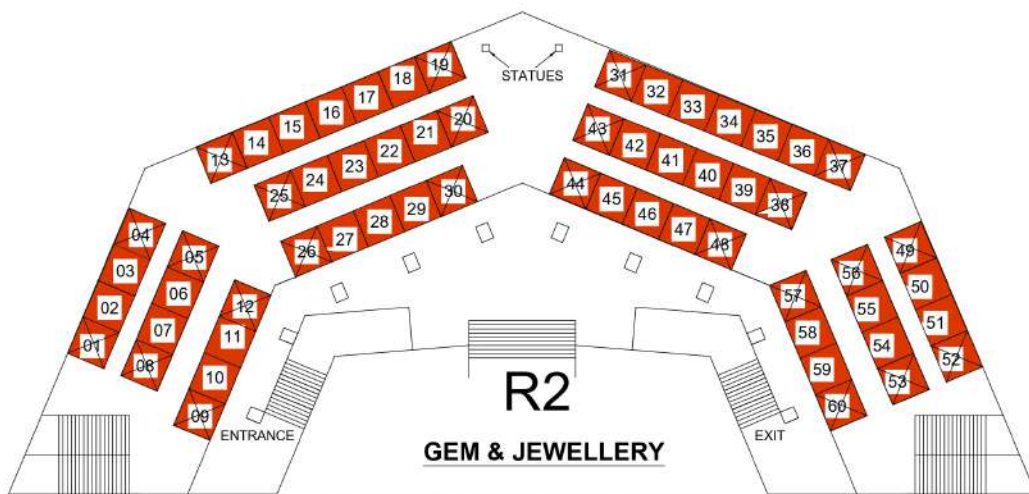
LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE
BMICH - COLOMBO, SRI LANKA
MAIN BUILDING STALL LAYOUT



R1
SAPPHIRE BANQUET HALL (A/C)
GEM & JEWELLERY

STALLS (A/C) 30



R2
GEM & JEWELLERY
MAIN BUILDING LOWER LEVEL
DELEGATE LOUNGE
(Non A/C)

STALLS (non A/C) 60

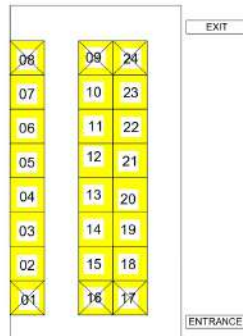
LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA MAIN GATE AREA STALL LAYOUT

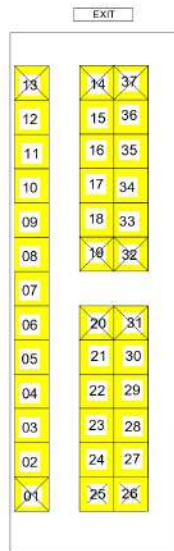


International Pavilion

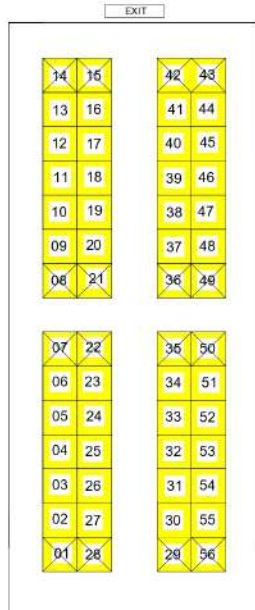
HALL	STALLS
U - Hall(A/C)	93
S 01 Hall (A/C)	56
S 02 Hall (A/C)	24
S 03 Hall (A/C)	37
S 04 Hall (A/C)	25
TOTAL STALLS	235



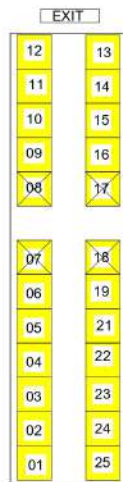
S 02 Hall (A/C)
(50'X100')



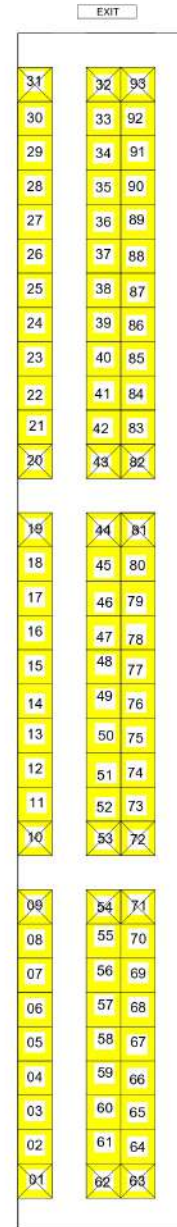
S 03 Hall (A/C)
(50'X150')



S 01 Hall (A/C)
(66'X170')



S 04 Hall (A/C)
(30'X130')



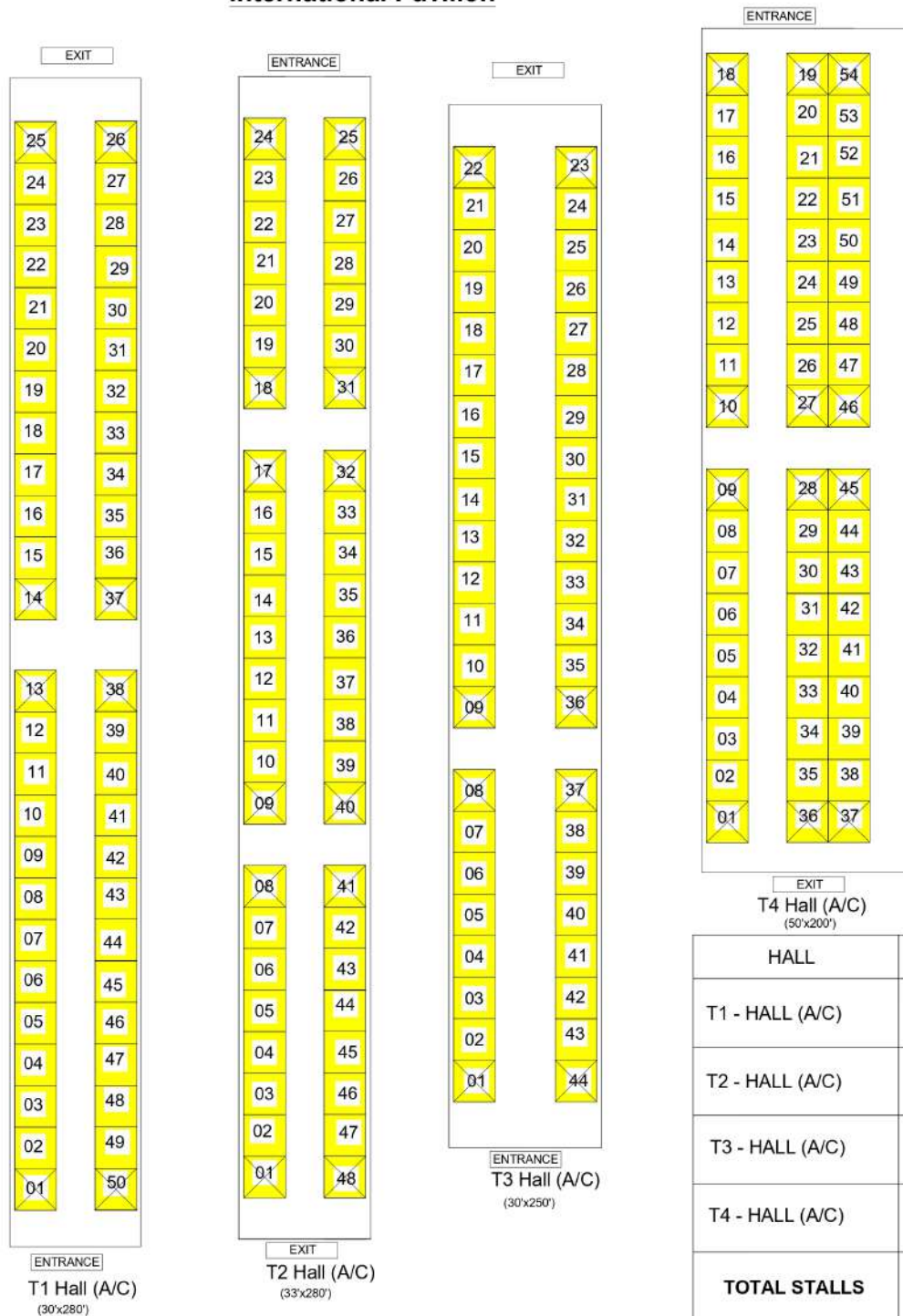
U Hall (A/C)
(50'X350')

LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA MAIN CAR PARK STALL LAYOUT



International Pavilion



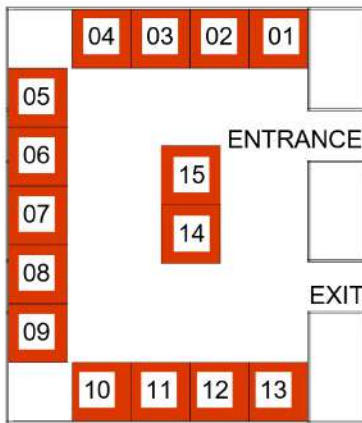
HALL	STALLS
T1 - HALL (A/C)	50
T2 - HALL (A/C)	48
T3 - HALL (A/C)	44
T4 - HALL (A/C)	54
TOTAL STALLS	196

LAYOUT

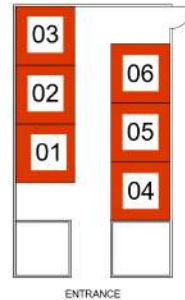
INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE
BMICH - COLOMBO, SRI LANKA
FUNCTION HALLS STALL LAYOUT



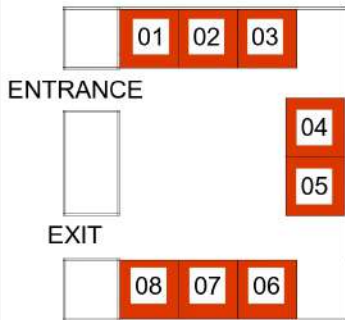
GEM & JEWELRY



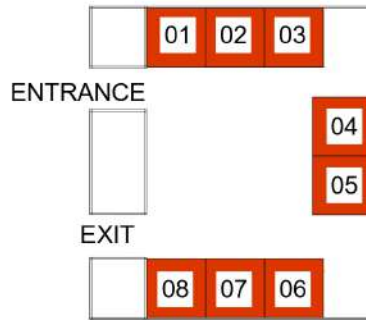
LOUTS HALL (A/C)



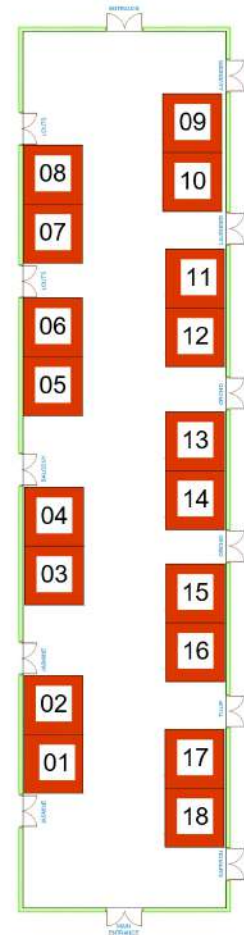
SAFFRON HALL (A/C)



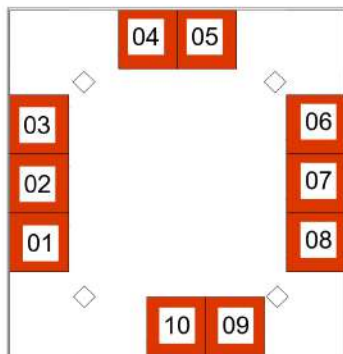
LAVENDER HALL (A/C)



ORCHID HALL (A/C)



FUNCTION HALL -
ENTRANCE LOBBY



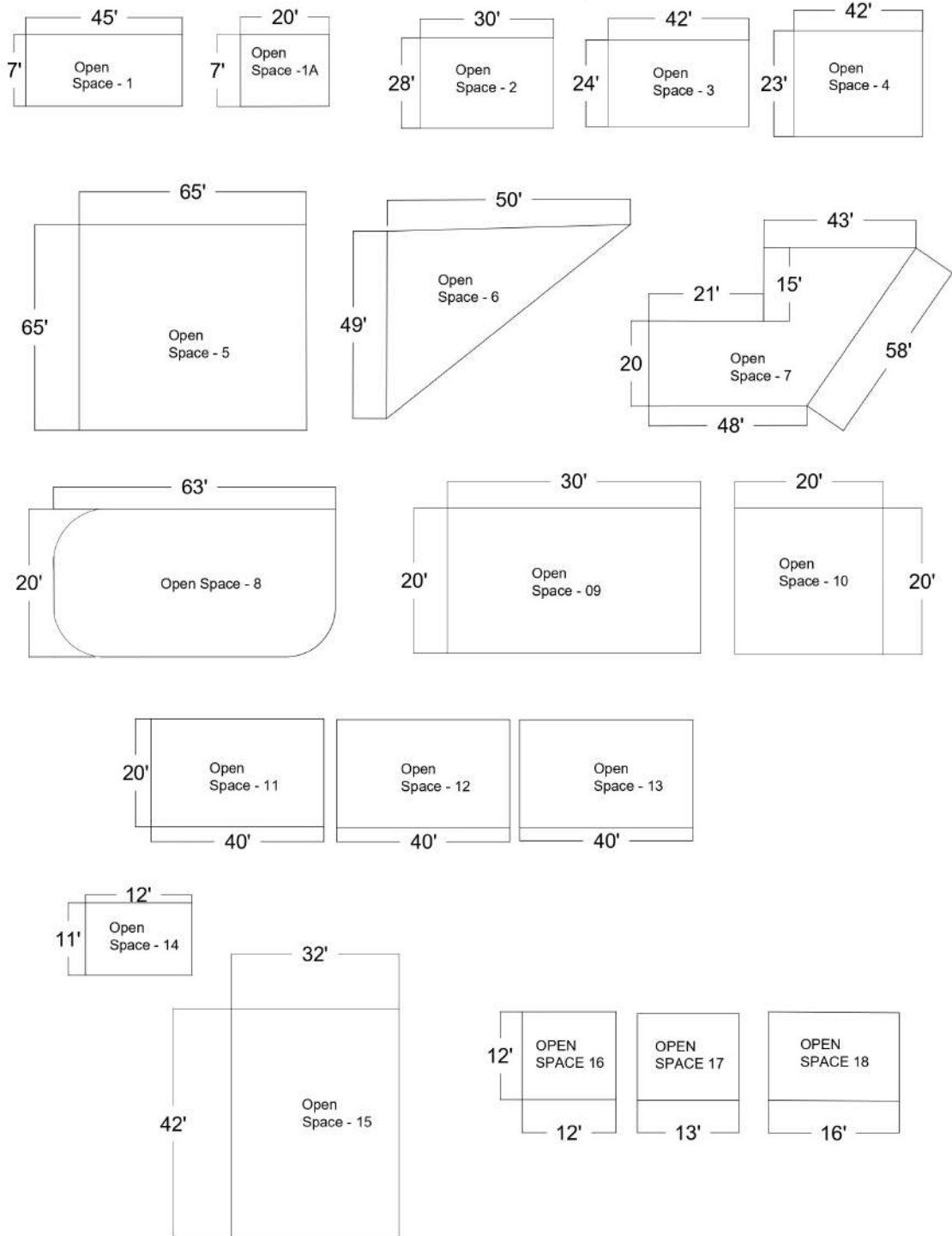
ENTRANCE

RUBY HALL (A/C)

HALL	STALLS
SAFFRON HALL	06
RUBY HALL	10
LOUTS HALL	15
LAVENDER HALL	08
ORCHID HALL	08
ENTRANCE LOBBY	18
TOTAL	65

LAYOUT

INTERNATIONAL INDUSTRY EXPO 2024 19th TO 23rd OF JUNE BMICH - COLOMBO, SRI LANKA OPEN SPACES



SPONSORSHIP CATEGORIES & BENEFITS

Main Sponsor - LKR 20,000,000.00

- Company Logo - associated next to the Event Logo on all Communication Materials
- Number of 3 x 3 SQM Stalls -04 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 08 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - 5 Min speech at the opening ceremony each day
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV
Sponsor Logo association next to the Event Logo on Trailers
- Mainstream Media – Radio
Prominent Exposure on Trailers
- Mainstream Media – Printed
Sponsor Logo association next to the Event Logo on Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 1,000,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Sponsor Logo Association next to the Event Logo on Trailers
- Online Digital (Official Website) Exposure - Sponsor Logo Association next to the Event Logo on Trailers
- Flags Branding at the Event - 100 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 30 Nos. of Times
- Exposure on the Exhibition Catalogue -Outer Back Cover
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with the highest number of times
- Exposure on the Industry Ceylon Magazine – 02 Nos. of Page Advertorial
- Exposure on Industry TV YouTube Channel - Sponsor Logo Association next to the Event Logo on Trailers / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



SPONSORSHIP CATEGORIES & BENEFITS

Platinum Sponsor - LKR 10,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -03 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 06 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV
Prominent Exposures on the Shared Sponsor Card
- Mainstream Media – Printed
Prominent Exposure on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 500,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flags Branding at the Event - 50 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 20 Nos. of Times
- Exposure on the Exhibition Catalogue -Inner Front Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with the second highest number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Page Advertorial
- Exposure on Industry TV YouTube Channel – Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



SPONSORSHIP CATEGORIES & BENEFITS

Gold Sponsor - LKR 5,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -02 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 04 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV
Prominent Exposure on the Shared Sponsor Card
- Mainstream Media – Printed
Prominent Exposures on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 250,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flag Branding at the Event - 25 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 10 Nos. of Times
- Exposure on the Exhibition Catalogue -Inner Back Page subject to availability or 01 Nos. of Prominent Inner Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with high prominent number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Page Advertisement
- Exposure on Industry TV YouTube Channel - Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



SPONSORSHIP CATEGORIES & BENEFITS

Silver Sponsor - LKR 2,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -01 No. of Stall in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 02 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV
Prominent Exposure on the Shared Sponsor Card
- Mainstream Media – Printed
Prominent Exposures on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 100,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flag Branding at the Event - 10 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 05 Nos. of Times
- Exposure on the Exhibition Catalogue -01 No. of Inner Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with prominent number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Half Page Advertisement
- Exposure on Industry TV YouTube Channel - Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony





Local Exhibitors

Whatsapp Number : +94 77 788 81 70
Tel: +94 112 605 380
Email : industryexpo@idb.lk



Foreign Exhibitors

Whatsapp Number : +94 77 803 75 69
Tel: +94 112 623 439
Email : industryexposrilanka@idb.lk



Sponsorships & Advertising Opportunities

Whatsapp Number : +94 71 522 68 18
+94 71 883 21 25
+94 71 440 15 45
Tel: +94 112 623 439
Email : industryexposrilanka@idb.lk



Exhibition Organizing Committee
Industrial Development Board
615, Galle Road, Katubedda,
Moratuwa,
Sri Lanka.

<https://expo.idb.gov.lk/>

