



**SRI LANKA EXPORT DEVELOPMENT BOARD**  
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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை  
**MINISTRY OF INVESTMENT PROMOTION**



**22<sup>ND</sup> MEDI PHARM EXPO 2024**  
**01<sup>ST</sup> - 03<sup>RD</sup> August 2024, Hochi Minh City, Vietnam**

The Sri Lanka Export Development Board (EDB), with the assistance of the Sri Lanka Embassy in Vietnam, proposes to organize Sri Lanka's participation at the 22<sup>nd</sup> Medi Pharm Expo Vietnam 2024 to be held from 01<sup>st</sup> - 03<sup>rd</sup> August 2024, Hochi Minh City, Vietnam.

Vietnam's pharmaceutical industry is one of the highly growing markets in the region as a result of increasing economic growth, rising per capita income, and also due to the aging population. Vietnam is importing around 60% of its pharmaceutical demand which presents a significant opportunity for market entry. Sri Lankan companies are yet to tap into this market.

The Medi Pharm Expo Vietnam is a renowned healthcare exhibition, featuring over 400 exhibitors and attracting 9,300 trade visitors from various countries. Notably, 70% of visitors comprised of importers and distributors who are crucial for forging business partnerships.

The Expo will provide an opportunity for the exhibitors to gain priceless exposure to get leads that will turn into orders, develop key relationships face-to-face, increase awareness and knowledge on the products, new trends and new technologies used in the industry.

**OBJECTIVES:**

To showcase Sri Lanka's strengths and capabilities as a potential sourcing destination for quality and reliable pharmaceutical products and to enhance Sri Lanka's Pharmaceutical exports to Vietnam market.

**FOR WHOM**

Applications are invited from Pharmaceutical Exporters / Manufacturers of following categories;

- Medicine: various kinds of Pharmaceuticals, Nutraceuticals, Pharmaceutical Processing etc.

**COST OF PARTICIPATION;**

The participants will have to bear the full cost of participation. EDB may consider 50 % cost sharing towards space & construction of the stall for a few companies subject to the availability of budgets.

**APPLICATION PROCEDURE;**

Applications should be made on the prescribed form available at the Industrial Products Division (6<sup>th</sup> Floor), EDB. Applications could also be downloaded from the EDB website [www.srilankabusiness.com](http://www.srilankabusiness.com) under "Announcements". Duly completed applications should be sent to reach the Director, Industrial Products, EDB, before **20<sup>th</sup> May 2024**. Selections will be done by an interview panel appointed by the EDB.

For further details please contact Ms. Diani Madhuka, Assistant Director / Industrial Products Division on: Tel: 011- 2300705-11 ext:356. Fax: 011-2303025. Email: [diani@edb.gov.lk](mailto:diani@edb.gov.lk)

**CHAIRMAN/CHIEF EXECUTIVE OFFICER**  
**SRI LANKA EXPORT DEVELOPMENT BOARD**  
**NDB-EDB Tower, No. 42, Nawam Mawatha, Colombo 02.**  
**Website: [www.srilankabusiness.com](http://www.srilankabusiness.com)**