



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



**Sri Lanka's participation at Tyre Cologne 2024
from 4th to 6th June 2024 – Cologne, Germany**

The Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Germany is organizing Sri Lanka's participation at the Tyre Cologne 2024 Exhibition in Cologne Germany from 4th to 6th June 2024 to promote Sri Lankan Tyre Manufacturing sector.

The "Tyre Cologne" is an international trade exhibition for the tyre industry held in Germany biennially together with engaging conference sessions and special parallel events. Exhibitors from around the globe will present their innovations during the event including from tyres, to workshop supplies, tyre recycling and disposal. The event held in 2022 had attracted 300 exhibitors and more than 12,000 trade visitors from 100 countries. The "Tyre Cologne" will provide the right conceptual strategies for the international tyre industry and a platform to showcase future-oriented market developments.

OBJECTIVES

- To enhance the international visibility of Sri Lankan tyre industry and utilize the benefits of EU GSP+ concession of zero duty.
- To establish business contacts with the buyers of tyre related products across the world.
- To gain knowledge on market trends, new products, competitor intelligence, latest technology available, etc.

FOR WHOM

Applications are invited from Tyre Manufacturers/Exporters under the following product categories:

Tyres, wheels, inner tubes, carcasses, wheels (Rims), tyre & wheel accessories, vehicle accessories, workshop equipment, equipment & materials for tyre rethreading, repair materials and services for the tyre industry.

COST OF PARTICIPATION AND EDB ASSISTANCE

The participants have to meet the full cost of the participation including cost of stall, airfare, and accommodation, etc. and EDB may consider providing assistance towards the part cost of stall for SME companies.

The EDB will organize the B2B meetings for each participant company with the support of the Delegation of German Industry and Commerce in Sri Lanka (AHK) and the Sri Lanka Embassy in Germany during the exhibition.

APPLICATION PROCEDURE

Applications should be made on the prescribed form available at the Industrial Products Division, (6th Floor), EDB, Provincial offices of the EDB. Applications could also be downloaded from the EDB website www.srilankabusiness.com under "Announcements". Duly completed application forms should be sent to reach the Acting Director, Industrial Products, Sri Lanka Export Development Board, NDB-EDB Tower, 42, Nawam Mawatha, Colombo 02 on or before **19th March 2024**. Selections will be done by an interview panel appointed by the EDB.

For further details please contact Mr. Susantha Premarathna, Deputy Director on 0716289015 or Mrs. Dilsha De Alwis, Export Promotion Officer on 078-8383458 or 0112300705-11 (Ext. 359) Fax: 011-2300715, E-mail: susantha@edb.gov.lk

CHAIRMAN & CHIEF EXECUTIVE OFFICER
SRI LANKA EXPORT DEVELOPMENT BOARD
NDB / EDB Tower, 42, Nawam Mawatha, Colombo 02.
Tel: 011- 2300705-11. Fax: 011-2300715
e-mail: edb@edb.gov.lk
Web: www.srilankabusiness.com