



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF TRADE



CAPACITY BUILDING PROGRAMME FOR SME EXPORTERS TO MOVE UP THE VALUE CHAIN THROUGH MARKETING & BRAND DEVELOPMENT

Sri Lanka Export Development Board (EDB) proposes to conduct a structured training programme to build capacities of SME exporters to move up the value chain through marketing and brand development.

The objective of the programme is to provide an understanding on essentials of entrepreneurship with specialization in brand management to equip the businesses with creative and innovative marketing and branding strategies to operate in competitive environment to increase exports.

FOR WHOM

SME Exporters engaged in export of products & services with a total annual sales turnover between Rs. 16 Mn. to Rs. 750 Mn. and having 3 years of export experience are eligible to apply. The companies should have a strong local supply chain, adequate resources, and infrastructure. The qualified companies will be shortlisted and selected through a screening process.

WHAT IS OFFERED

The training programme will be conducted by a professional marketing consultancy firm/ specialized institution. The programme is designed to build the selected entrepreneurs' capacities through an array of business support services. The programme will be in two folds with interactive classroom learning sessions and practical brand coaching sessions including personal guidance on building a brand, on-site visits, and brand mentoring.

The programme will be for 06 months.

HOW TO APPLY

The Application form could be downloaded from the EDB website – www.srilankabusiness.com under “Announcements”.

Duly completed application should be submitted to the Director/ Market Development, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 02 on or before **Monday, 16th August 2021**.

For further details, please contact Ms. Dinushika Abeygunawardene, Assistant Director/ Market Development Mobile: 0776 190050 E mail: dinushika@edb.gov.lk.

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