



SRI LANKA EXPORT DEVELOPMENT BOARD

ශ්‍රී ලංකා අපනයන සංවර්ධන මණ්ඩලය

இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF TRADE

Market Promotion Assistance (MPA) Scheme 2021-2022

Sri Lanka Export Development Board proposes to extend financial assistance to the Sri Lankan enterprises under the Market Promotion Assistance (MPA) Scheme for their own efforts on market development activities on cost sharing basis, with the objective to strengthen the export sector and mitigate the effects of the global COVID-19 pandemic.

WHAT IS OFFERED

Category 1

Assistance will be considered up to a maximum of Rs. 500,000/- per year on reimbursement basis for export promotional activities.

Category 2

Assistance will be considered up to a maximum of Rs. 1.0 Mn to develop and promote Sri Lankan home grown brands per year on reimbursement basis.

Refer scheme guidelines for details.

FOR WHOM

Enterprises interested in overseas market promotion

HOW TO APPLY

Application form together with the scheme guidelines could be downloaded from the EDB website - www.srilankabusiness.com under "Announcements".

Duly completed application with all relevant documents as stipulated in the scheme guidelines should reach the **Director-Market Development, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 2**, at least four (4) weeks prior to the date of commencement of the program.

For further information, please contact Ms. Erandi Shyamali - Assistant Director, Ms Chami Hettiarachchi - Export Promotion Officer or Ms. Manuka Perera - Export Promotion Officer of the Market Development Division via Tel; 0112300721/22 , E-mails: erandi@edb.gov.lk, chami@edb.gov.lk, manuka@edb.gov.lk

CHAIRMAN & CHIEF EXECUTIVE,

SRI LANKA EXPORT DEVELOPMENT BOARD,

NDB-EDB Tower, No. 42, Nawam Mawatha, Colombo 02

Website: www.srilankabusiness.com