



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

Ministry of Trade



IMPLEMENTATION OF NATIONAL BUDGET PROPOSALS 2021

NATIONAL EXPORT BRANDS DEVELOPMENT PROGRAMME TO ASSIST SRI LANKAN ENTREPRENEURS TO DEVELOP AND PROMOTE HOMEGROWN BRANDS IN OVERSEAS MARKETS 2021 - 2024

In line with the Government National Policy Framework “Vistas of Prosperity and Splendor”, strengthening local enterprises and establishing Sri Lanka as a global innovation hub is identified as a key development strategy to achieve economic prosperity of the country.

Sri Lanka needs to develop a strong export sector to stabilize the economy by increasing foreign exchange earnings, especially in the context of the current COVID 19 pandemic. Building strong home-grown brands with a value-added portfolio and differentiated products and services in overseas markets will play a crucial role in the new normal trading environment.

In the above context, the National Export Brands Development Programme has been formulated to provide financial assistance to Sri Lankan entrepreneurs to develop and promote homegrown brands in overseas markets. This Programme envisages to encourage Sri Lankan entrepreneurs to develop and promote creative, innovative & high value-added products for the international market. The scheme is applicable only for 100% Sri Lankan owned brands.

FOR WHOM & WHAT IS OFFERED

Category I - Established export companies:

Exporters having an established brand and previous branding experiences in international markets with established supply chain and adequate infrastructure are eligible to apply. The companies should have more than 3 years of export experience.

50% matching grant up to a maximum of Rs. 10.0 Mn. per year for 03 years will be considered on reimbursement basis.

Category II - Export-ready companies:

Companies, having a strong local brand presence, solid local supply chain, adequate resources, and infrastructure with commitment towards entering the export market are eligible to apply.

50% matching grant up to a maximum of Rs. 5.0 Mn. per year for 03 years will be considered on reimbursement basis.

Please refer Scheme Guidelines for more details.

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 be submitted to the Director-Market Development, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 02 on or before **Friday, 13th August 2021** and scanned copies of the completed application with all relevant documents could also be emailed to pras@edb.gov.lk and dinushika@edb.gov.lk.

For further details, please contact Mr. Prasanna Jayasinghe, Deputy Director/Market Development Tel: 011 2300722, Mobile: 071 6850217, E mail: pras@edb.gov.lk & Ms. Dinushika Abeygunawardene, Assistant Director/ Market Development Mobile: 0776 190050 E mail: dinushika@edb.gov.lk.

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