



# SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF INVESTMENT PROMOTION

## PROMOTION OF ICT/ BPM SECTOR IN NORDIC MARKET PARTICIPATION AT RETAIL TECHNOLOGY 2023, SRI LANKA COUNTRY PROMOTION EVENT AND BUSINESS MEETINGS IN DENMARK AND SWEDEN FROM 29<sup>th</sup> MAY to 2<sup>nd</sup> JUNE, 2023.

### PROGRAMME

Sri Lanka Export Development Board in collaboration with the Sri Lanka mission in Sweden, proposes to organize a promotional programme for the ICT/BPM sector in Nordic Market from 29<sup>th</sup> May to 2<sup>nd</sup> June, 2023.

The Programme will include following activities.

- Participation at Retail Technology 2023 from 31<sup>st</sup> May to 1<sup>st</sup> June, 2023 in Stockholm (<https://retailexpostockholm.se/>)
- Country promotional event – Sri lanka country report release event and business meetings on 30<sup>th</sup> of May, 2023 in Copenhagen , Denmark
- Business meetings and networking event on 2<sup>nd</sup> June, 2023 in Stockholm, Sweden.

### RETAIL TECHNOLOGY 2023

The Retail Technology 2023 in Stockholm provides an opportunity for the companies in the verticals of Food tech, Retail tech, E-commerce, AI, Blockchain, Fintech etc. The event comprises an Exhibition, workshops, matchmaking, retail talk and mingle etc.

### TO WHOM

ICT/BPM companies who wish to expand their tech products/services in Nordic market.

### COST OF PARTICIPATION

Companies will have to bear a total cost around Rs. 600,000 for the shared stall space at the Retail Technology 2023 and to cover the logistical arrangements of the business/networking meetings. The EDB may consider meeting part cost of stall space and construction for selected new SME companies based on the availability of funds while other participants have to bear the above total cost. The cost of air fare, accommodation, internal travelling etc. to be borne by participating companies.

### APPLICATION AND SELECTION

Application forms could be obtained from the Export Services Division of the EDB & EDB regional offices. Applications also could be downloaded from the EDB web site: [www.srilankabusiness.com](http://www.srilankabusiness.com) under the “Announcements”

The interested companies should forward the completed applications on the prescribed form by registered post to reach “Director/ Export Services” on or before 3<sup>rd</sup> April 2023.

Shortlisted applicants will be interviewed by an interview panel appointed by the EDB

For further details please contact Ms. Vajira/ Assistant Director on 0112303869, e-mail: [vajira@edb.gov.lk](mailto:vajira@edb.gov.lk) or Mr. Dinesh/Export Promotion Officer on [dinesh@edb.gov.lk](mailto:dinesh@edb.gov.lk)

**CHAIRMAN & CHIEF EXECUTIVE**  
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