



SRI LANKA EXPORT DEVELOPMENT BOARD
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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை
**MINISTRY OF TRADE, COMMERCE, FOOD SECURITY
AND COOPERATIVE DEVELOPMENT**



**SRI LANKA PAVILION AT SIAL CANADA 2025,
B2B MATCHMAKING PROGRAMME & MARKET AWARENESS PROGRAMME
FROM 26TH APRIL – 01ST MAY 2025 IN TORONTO, CANADA**

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Consulate General in Toronto is organizing Sri Lanka Pavilion at SIAL Canada 2025 together with a Matchmaking programme & Market Awareness Program from 26th April to 1st May 2025 in Toronto, Canada with the objective of promoting a range of Sri Lanka Processed Food & beverage products in the Canada market.

SIAL Canada is a popular, annual event for Agri Food Sector including processed foods & beverages and a privileged entryway to the Canadian and USA markets.

➤ **FOR WHOM:**

Applications are invited from Sri Lanka exporters and potential exporters from following sectors.

- Processed food products
- Organic foods/ Natural foods
- Foods for health / Food supplements
- Convenient & ready to eat foods
- Coconut kernel products
- Natural Food additives & Natural food colourings – Spice & concentrates etc.
- Beverages – Natural, Health, organic beverages **excluding tea**

➤ **COST OF PARTICIPATION AND EDB ASSISTANCE**

The cost of space, construction and all related expenses are to be borne by the participating companies. EDB will coordinate activities towards organizing the Sri Lanka Pavilion for the participants to display products and matchmaking program in collaboration with Sri Lanka Consulate General in Toronto, Canada. EDB may consider up to 50 % cost sharing towards stall space & construction for SME companies and 50% cost of venue and transport for the Market awareness visit subject to the availability of budgets.

➤ **HOW TO APPLY**

Application should be made on the prescribed form available in the Market Development Division, 8th Floor, EDB or could be downloaded from the EDB website www.srilankabusiness.com under the section “Announcements”. Duly completed applications should be sent through registered post to reach the Director/ Market Development, 8th Floor, Export Development Board, No 42 Nawam Mawatha, Colombo 2 on **or before 30th November 2024** by mentioning “SIAL Canada 2025” on top left hand corner of the cover. Selection of suitable participants will be done by an interview panel appointed by the EDB. For further information, please contact Ms. Erandi Shyamali, Assistant Director/ Market Development Tel: 0112300705/11 (Ext. 260), E- mail: erandi@edb.gov.lk.

**CHAIRMAN & CHIEF EXECUTIVE OFFICER
SRI LANKA EXPORT DEVELOPMENT BOARD**

No. 42, Nawam Mawatha, Colombo 02.

Website: www.srilankabusiness.com