



**SRI LANKA EXPORT DEVELOPMENT BOARD**  
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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை  
**MINISTRY OF INVESTMENT PROMOTION**



**THAIFEX EXHIBITION, BANGKOK, THAILAND**  
**27<sup>TH</sup> – 31<sup>ST</sup> May 2025**

The EDB is proposing to organize Sri Lanka's participation at the THAIFEX – Anuga Asia -2025 Exhibition scheduled to be held from 27th– 31<sup>st</sup> May 2025 at Impact Muang Thong Thani, Bangkok, Thailand. THAIFEX is one of the largest Food & Beverage Exhibitions in Asia which connects around 1,600 exhibitors and more than 50,000 trade visitors from over 111 countries. The objective of Sri Lanka's participation at THAIFEX 2025 is to showcase and promote Sri Lankan Food & Beverage (F&B) products mainly to the Asian region.

It is also proposed to promote few Sri Lankan innovative F&B Startups at the “**Thaifex-Anuga startup**” platform to provide an opportunity to pitch their innovation/solution to venture capitalists, business partners, and potential buyers.

**FOR WHOM**

**Large and SME Categories**

Applications are invited from the large and SME categories of processors/exporters/potential exporters of the following product categories, having capacity to cater to the international market adhering to the international food standards.

- Processed & fresh fruits & vegetables (Frozen, dehydrated & preserved fruits & vegetables, fruit juices, canned & bottled products).
- Coconut based food products.
- Spices & spice mixtures, spice seasonings and spices in gift packs.
- Confectionery & bakery products, specialty & convenient food products, cereal & cereal based products, food for health.
- Fresh and Processed seafood products
- Tea and Beverages
- Certified organic food products and food supplements.

**Startup Category**

Applications are invited from Startup companies

- Providing an innovative products/solution for the food & beverage industry and
- Founded within the last 5 years and
- Providing a market ready product launched within the past 2 years

**COST OF PARTICIPATION**

The cost of standard booth (9sqm) together with the cost of exhibits, airfare, hotel accommodation and internal travel will have to be borne by the respective participants. EDB may consider meeting part cost of the few selected SMEs and Startups.

**APPLICATION**

Applications could be downloaded from the website: [www.srilankabusiness.com](http://www.srilankabusiness.com) under section “Announcements”. Duly completed application should be sent by register post to reach the Director, Regional Development, EDB, NDB/EDB Tower, 42, Nawam Mawatha, Colombo 02 on or before **4<sup>th</sup> October 2024**.

An advance copy could be sent via email to: [sepali@edb.gov.lk](mailto:sepali@edb.gov.lk) and [chathurangi@edb.gov.lk](mailto:chathurangi@edb.gov.lk) . For further details, please contact Ms.Chathurangi Nuwarapaksha, Deputy Director/ Regional Development Division on: +94 37-2221972 | +94 37-2224256

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