



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT



SRI LANKA COUNTRY PAVILION AT BEAUTY WORLD MIDDLE EAST 27th - 29th October 2025 - Dubai, UAE

The EDB proposes to organize a Sri Lanka Pavilion at the **Beauty World Middle East - United Arab Emirates** Exhibition from 27th - 29th October 2025 at the Dubai World Trade Center in Dubai, UAE.

Beauty World Middle East - UAE Trade Fair is considered as one of the largest beauty trade shows that provides the opportunity for producers/exporters/buyers/distributors/retailers of Ayurveda, Herbal and Cosmetics Products to meet at a single place to negotiate business and exchange knowledge and technology. The objective of organizing a Sri Lanka Pavilion is to enable Sri Lankan companies to display and promote Sri Lanka's Ayurveda, Herbal and Cosmetics Products and to understand the market trends in the MENA region.

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Applications are invited from the Ayurveda, Herbal and Cosmetics Products producers/exporters/buyers/distributors/traders/retailers of the following product categories, adhering to international standards and having the capacity to cater to the international markets.

- **Skin Care Products** (Moisturizers, Face washes & cleansers, Toners, Sunscreens, Serums, Face Masks)
- **Hair Care Products** (Shampoos, Conditioners, Hair oils (Ayurveda/Herbal), Conditioners, Hair serums, Hair colours & dyes)
- **Makeup Products** (Foundations & BB cream, Lipsticks & lip balms, Eyeliners, Mascaras, Kajal, Eye shadows)
- **Body Care Products** (Body lotions & creams, Body scrubs, Deodorants & perfumes, Soaps & shower gels, Hand & foot creams, massage oils (Ayurveda), Herbal teas)
- **Nail Care Products** (Nail Polishes, Nail polish removers, Cuticle)
- **Wellness Products**

COST OF PARTICIPATION

EDB may consider providing financial assistance towards cost of stall space and construction for the selected SME companies. All other costs such as airfare, accommodation, internal travel, cost of exhibits etc. have to be met by the participating companies.

APPLICATION & SELECTION

Applications should be made on the prescribed form available at the EDB website: www.srilankabusiness.com (under the section "Announcements"). Duly completed application forms should reach the Director - Export Agriculture, EDB by registered post on or before 22nd May 2025. Short-listed applicants will be interviewed by a panel. For further details, please contact Mrs. Vinoka Perera - Assistant Director on 011-2300705 -11, Ext: 289, Fax: 011-2304879. E. Mail: vinoka@edb.gov.lk.

CHAIRMAN & CHIEF EXECUTIVE OFFICER
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