

**APPLICATION**

**BEAUTYWORLD MIDDLE EAST -2025**

**27th -29th October 2025 - Dubai, UAE**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 01. | Name of the Company ► | | | | | | | | |
| Address ▼ | | | | | | | | |
| Office ► | | | | | | Processing Plant ► | | |
| Tele **►** | | | | Fax ► | | Email ► | Web Site ► | |
| 02. | Name & Designation & contact details of the Contact Person related to BEAUTYWORLD MIDDLE EAST -2025► | | | | | | | | |
| 03 | Name & Designation of the official participant/s in the above programme ► | | | | | | | | |
| 04. | Year of establishment ► | | | | | | | | |
| 05. | Type of Business ▼(Priority will be given to SME companies) | | | | | | | | |
| □ Producer □ Producer- Exporter □ Agent □ Trading House □ Other (Specify) | | | | | | | | |
| 06. | Legal Status ▼ | | | | | | | | |
| □ Proprietorship □ Public Quoted Company □ Partnership  □ State Owned □ Private Ltd Company □ Other (Specify) | | | | | | | | |
| 07. | Equity ► Local : % Foreign **:**  % Partner country : | | | | | | | | |
| 08. | Is your company a part of a group of companies? □ Yes □ No  If yes state the name of the parent company ► | | | | | | | | |
| 09. | Total number of employees ► Managerial: Skilled/ Semi/Unskilled: | | | | | | | | |
| 10. | Total Investment (*excluding land and buildings*) as at 31 Dec. 2024 (Rs. Mn) ► | | | | | | | | |
| 11. | Products Exporting /Capacity ▼ (any company involved in tobacco/ alcohol production will be immediately disqualified) | | | | | | | | |
| **1**  **2**  **3**  **4**  **5**  **6** | Main Products Exporting | | | | | Production Capacity/ Year | | **Export Capacity/ year** | |
|  | | | | |  | |  | |
| 12. | Current major export markets and share (%) ▼ | | | | | | | | |
| 13. | Annual Turnover (SLRS Mn)▼ | | | | | | | | |
|  | **Year** | | Local Turnover | | | Export Turnover | | **Total Turnover** | |
| **2021**  **2022**  **2023**  **2024** | |  | | |  | |  | |
| 14. | Quality Standards Obtained ( GMP, ISO, Organic, Registration with Department of Ayurveda or NMRA.) ► | | | | | | | | |
| 15 | Marketing efforts made relevant to MENA region (products/ packaging/ diversification etc.) ► | | | | | | | | |
| 16 | Products that you are planning to promote at BEAUTYWORLD MIDDLE EAST -2025 ► | | | | | | | | |
| 17 | Any previous experience in participating in BEAUTYWORLD MIDDLE EAST -2025 ► | | | | | | | | |
| 18 | Has your company been assisted by the EDB during the past 5 years (2020/21/22/23/24)?  ( Trade fairs/Market development programmes/ EDB "exporters own marketing efforts"/ virtual B2B  meeting/Virtual trade fairs /Any other) If yes, state ▼ | | | | | | | | |
|  | Year | | | Programme & Country | | | Assistance received | Achievements | |
|  | | |  | | |  |  | |
| 19 | Other relevant information useful in the evaluation of your application for participation in this programme (marketing effort during COVID-19 impact) ► | | | | | | | | |
| 20 | Please confirm that the company doesn’t operate as a reseller or broker without direct access to resources. | | | | | | | | |
| I do hereby certify that above information furnished by me in this application is true and accurate. | | | | | | | | | |
| **Date** | | **Name & Designation of the person  submitting the above information** | | | | | | | **Signature** |

**NOTE**: Please send the duly filled Application Form and Product Brochures/ leaflets/ any other promotional materials to reach the **Director, Export Agriculture Division, NDB/EDB Tower, 42, Nawam Mawatha, Colombo 02** on or before **22nd  May 2024** (Email :- vinoka@edb.gov.lk)