

**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)