



SRI LANKA EXPORT DEVELOPMENT BOARD
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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை
MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP
DEVELOPMENT



ORGANIZING SRI LANKA PAVILION AT FOODEX SAUDI 2025
21ST TO 24TH SEPTEMBER 2025, RIYADH, SAUDI ARABIA

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Saudi Arabia is planning to organize a Sri Lanka Pavilion at Foodex Saudi 2025, to be held at Riyadh International Convention & Exhibition Center from 21st to 24th September 2025, in Riyadh, Saudi Arabia to promote a range of food and beverage industry related products of Sri Lanka.

Foodex Saudi is Saudi Arabia's only exhibition which is 100% dedicated to the Food & Beverage Industry. According to the post show report of the exhibition held in 2024, it was reported that 19,000+ attendees have participated from 45+ countries, promoted 500+ brands. According to the exhibitors' feedback, 89% of exhibitors were satisfied with the quality of visitors and potential customers.

FOR WHOM

Exporters/potential exporters from below food and beverage industry categories are invited to apply.

- Value-added spices, coconut-based products, and edible oils
- Canned, preserved, dehydrated, and processed fruits and vegetables
- Chilled, fresh, and frozen fishery and dairy products
- Specialty products, sweets, snacks, bakery items, and confectionery products
- Grains, cereals, and sauces
- Drinks and beverages (except tea)
- Kithul, palmyra, organic, and health foods
- Other relevant food products

COST OF PARTICIPATION & EDB ASSISTANCE

EDB will coordinate the activities towards organizing the Sri Lanka Pavilion in collaboration with the Sri Lanka Embassy in Saudi Arabia. EDB may consider 50% cost sharing towards space and construction of booths for SME companies. Large scale companies will have to meet the full cost of participation.

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 Division, Sri Lanka Export Development Board, No 42, Nawam Mawatha Colombo 02 on or before, **21st March 2025** by mentioning "Application for the Foodex Saudi 2025" on top left-hand corner of envelope.

Short-listed applicants will be interviewed by a panel appointed by the EDB to select suitable participants.

For further information, please contact Ms. Menaka Herath, Assistant Director-Market Development Tel: 0112300705/11 (Ext. 264), E- mail: menaka@edb.gov.lk, chandimaw@edb.gov.lk.

CHAIRMAN/CHIEF EXECUTIVE OFFICER
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