

SRI LANKA EXPORT DEVELOPMENT BOARD (EDB)

GLOBAL TRADE ACCELERATOR SUPPORT (GTAS) SCHEME 2025-2026

GUIDELINES FOR APPLICANTS

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1.0 THE SCHEME

The Global Trade Accelerator Support (GTAS) Scheme is implemented by the Sri Lanka Export Development Board (EDB) to support Sri Lankan exporters & potential exporters, to expand market presence through participation in trade fairs, obtaining international standards and certifications, brand registration, listing in supermarkets, and covering direct costs for in-store promotions to be implemented from **July 2025 to November 2025**.

The Scheme provides financial assistance on a cost-sharing reimbursement basis to facilitate export market promotion and brand establishment activities.

Objectives

- Enhance Export Development by supporting for growth and diversification in Sri Lanka's export sector.
- Expand Market Presence
- Product & Brand Market Entry
- Increase Export Revenue
- Brand Development & Recognition by improving brand identify and competitiveness in International markets.

2.0 QUALIFYING CRITERIA

All exporters & potential exporters of products or services, having local ownership of 51% or more are eligible to apply under this scheme.

3.0 ASSISTANCE CATEGORIES

Category 1: Export Market Promotion

Assistance will be considered up to a maximum Rs. 550,000/- per company per year for,

- Participation in Trade Fairs/Exhibitions
- Obtaining international standards, certifications, or complying with market regulations.

Category 2: Brand Registration and In-store promotion

Assistance will be considered up to Rs.1.25 Mn per company per year for,

- Listing in Supermarkets and In-store promotions
- Registration of Sri Lankan brands/Trade Marks

4.0 ELIGIBLE ACTIVITIES & ASSISTANCE PROVIDED

| Category & the Activity | Financial Assistance & eligible items of Expenditure |
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| <p>Category 1</p> <p>Participation in Trade Fairs/Exhibitions</p> | <p>Max. Rs.550,000/= per company per year .</p> <ul style="list-style-type: none"> • The particular trade fair/exhibition selected by the company should be acceptable to the EDB in terms of its usefulness to generate additional exports. • The company should provide invoices/ information on reserving space/ stall, expected benefits & intention of participate. • The applicant should participate the fair under its own name and operate with at least one delegate of the company. <p><u>Eligible items of expenditure</u></p> <ul style="list-style-type: none"> • Assistance provided under this scheme will cover space rent for maximum of 9 sq.mt area, Construction of stand, Rental of furniture and equipment, listing in official exhibition directory, Registration Fees/Application Fee, Cost of electricity, Exhibition insurance, web promotion, media entry and participation cost of virtual trade fairs. • The applications should be forwarded together with information of the trade fair, copy of the agreement signed with fair authorities , Performa Invoice/invoice of space & construction, or standard booths and if any other related costs. |
| <p>Category 1</p> <p>Obtaining international standards, certifications, or complying with market regulations to meet buyer requirements</p> | <p>Max. Rs.550,000/= per company per year .</p> <ul style="list-style-type: none"> • The applicant should clearly state the requirement for obtaining the relevant certification or regulatory compliance for their products or services. • The applicant must provide detailed information about the certification to be obtained, including the nature of the certification, the issuing authority, applicable target markets, and evidence of ongoing or potential orders that require such certification. <p><u>Eligible items of expenditure</u></p> <ul style="list-style-type: none"> • Assistance will be provided for obtaining the certification or standard for the first time for their products or services, and for complying with other regulations required by the market or buyers. <p>Assistance will also be provided for a one-time renewal of such certifications or standards.</p> |

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| <p>Category 2</p> <p>Listing in Supermarkets and In-store promotions</p> | <p>Max Rs. 1.25 Mn per company per year</p> <ul style="list-style-type: none"> • Assistance will be provided to promote products in store in leading supermarket chains in new markets as well as existing markets. • Duration of the promotional program will be limited to maximum 7 days. • The selected supermarket chain should be popular and accept by the EDB/ relevant Sri Lanka Missions. • The applicant should promote their own products & brands. • Private labels promotions are not eligible for the assistance. • The applicant should provide information of the selected supermarket chain and expected benefits with export targets of the promotion, proof of registration of the supermarket chain, invoices and all other information request by EDB. <p><u>Eligible items of expenditure</u></p> <p>➤ <u>Listing in Supermarkets</u></p> <ul style="list-style-type: none"> • Listing fees directly charged by supermarket chains or retail outlets (one-time or annual fees), Product registration fees required by the retailer or supermarket, Barcode registration and product coding costs specific to the retail network, Initial stock placement fees or shelf space. <p>➤ <u>In-Store Promotions</u></p> <ul style="list-style-type: none"> • Promotional shelf rent or display space fees (e.g., end-cap displays, featured product shelves). • Sampling costs, including product samples, packaging for samples, and consumables. • Point of sale (POS) promotional materials, such as posters, banners, wobblers, shelf talkers, and standees, Temporary booth or kiosk setup costs inside the supermarket or retail premises, Printing and branding costs related to the promotion. • Economy class air fare for travelling to the target market for one delegate of the company will be accepted. The applicant should provide three competitive quotations from travel agents/airlines to ascertain the cost of airfare. |
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| <p>Category 2 Registration of Sri Lankan brands/Trade Marks.</p> | <p>Max Rs. 1.25 Mn per company per year</p> <ul style="list-style-type: none"> • The scheme is open to products and services originating from Sri Lanka to develop and register brand or trademarks owned by Sri Lankan exporters or potential exporters in locally or internationally encourage them to penetrate international markets with their own brands. • Applicants must clearly state the necessity of registering their brand locally or internationally, and explain how it contributes to their overall market development strategies and the achievement of export targets. • If the brand is already established, then company who own the brand should be the registered approved owner of the trademark registered in Sri Lanka or any country and has rights to it. <p>➤ <u>Eligible items of expenditure</u></p> <ul style="list-style-type: none"> • Application fees for trademark/brand registration, Legal or consultancy fees paid to trademark attorney's .Search fees for conducting a preliminary search to ensure brand availability and uniqueness. Costs for logo design/redesign or brand development, where directly associated with the brand being registered (subject to approval of the evaluation committee). • Renewal fees for brands previously registered, if applicable under one-time support for renewal. |
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5.0 APPLICATION PROCEDURE

5.1 The request for EDB Market Promotion Assistance should be made on the format given in the specimen application form the EDB website www.srilankabusiness.com under "Announcements". Details given in this Scheme Guidelines to be read carefully before filling the application.

5.2 Completed application forms should reach the **Director – Market Development**, 8th Floor, Sri Lanka Export Development Board, 42, Nawam Mawatha, Colombo 2, **on or before the closing date specified in the advertisement, and prior to the commencement of the programme**, together with the following documents:

- Duly Completed Application
- Business Registration Certificate
- Relevant Invoices/ Cost breakdown, quotations, any other relevant documents for proposed activities in above table
- Marketing plan with expected outcomes, export targets of the proposed programme

- Financial Statements for the last 3 years (Audited/Management Certified)
- Commitment letter in company letter head of completion the program and sharing the progress.

6.0 EVALUATION

6.1 Applications will be evaluated by a committee comprising officials from the Ministry of Industry & Entrepreneurship Development, Department of Commerce, Sri Lanka Institute of Marketing (SLIM), National Intellectual Property Office (NIPO), Coconut Development Authority, Tea Board, Industrial Technology Institutes, EDB and any other related organizations, if applicable

6.2 Applicants should submit any additional information or documents if requested by the EDB/Evaluation Committee.

6.3 Decision of the evaluation committee will be the final subject to the approval of the Chairman/CEO of the EDB.

7.0 DISBURSEMENT

7.1 Assistance under this scheme will be provided on a 50:50 cost-sharing and reimbursement basis, subject to a maximum ceiling allocated for each activity.

7.2 Reimbursement will be made upon submission of documentary evidence, including original invoices and receipts related to the activity, authentic proof of travel (such as air ticket counterfoils), evidence of travel within the market, and a comprehensive report detailing the company's implementation of the promotional activity, the benefits and results achieved, and plans for follow-up activities. All required documentation must be submitted within one month of the program's completion.

8.0 GENERAL CONDITIONS

8.1 Applications not adhered to the given closing date will not be considered for processing.

8.2 The applicant should obtain prior approval for the financial assistance from the EDB, which would be provided on a reimbursement basis, before starting the proposed program/activity.

8.3 No assistance will be granted under this Scheme to those who have obtained financial assistance under any Scheme of the EDB for the same activity.

8.4 No assistance will be granted under this Scheme if the applied promotion programme organized by EDB or any other government organization.

8.5 No assistance will be granted under this Scheme for exporters to participate on their own in trade fairs/exhibitions sponsored by the EDB or other relevant organizations.

- 8.6 company will be eligible to receive assistance a maximum of two times over the two calendar years of 2025 and 2026, subject to the submission of a performance report and original documents related to the previous activity for which assistance was provided by the EDB under the same scheme.
- 8.7 Incomplete applications, applications submitted without required documents or not adhered to the due date and above guidelines will be rejected.
- 8.8 Exporters/ potential exporters who have defaulted EDB loans are not eligible to apply unless all outstanding dues to EDB are settled before sending application.

**CHAIRMAN/CHIEF EXECUTIVE OFFICER
SRI LANKA EXPORT DEVELOPMENT BOARD**