



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 6th - 8th October 2026 - Dubai, UAE

The EDB will be organizing Sri Lanka's participation at the Beauty World Middle East exhibition scheduled to be held from 6th - 8th October 2026 at the Dubai World Trade Center in UAE.

Beauty World Middle East trade fair is considered as one of the largest beauty trade shows in the MEASA Region, providing an opportunity for producers/exporters/buyers/ distributors/ retailers of Ayurveda Herbal, and Cosmetics Products to meet in one 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 region.

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Applications are invited from the Ayurveda, Herbal and Cosmetics Products producers/ exporters/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 & Sower Gels, Hand & Foot Creams, Massage Oils (Ayurveda), Herbal Teas)
- **Nail Care Products** (Nail Polishes, Nail Polish Removers, Cuticle)
- **Wellness Products**

COST OF PARTICIPATION

The cost of space & construction, and all related expenses, have to be borne by the participating companies. EDB may consider providing financial assistance towards part of the cost of space/construction for selected SME companies, subject to the availability of funds.

APPLICATION & SELECTION

Applications should be made on the prescribed forms 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 27th July 2026 mentioning "Beauty World Middle East 2026" on the top left-hand corner of the envelope. Short-listed applicants will be interviewed by a panel appointed by the EDB to select suitable participants for the programme.

For further details, please contact Ms. Madurika Menikpura / Assistant Director, on 011-2300732, 070 208 7273.
E-mail: madurika@edb.gov.lk

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

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Website : www.srilankabusiness.com