SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

Sri Lanka Export Excellence Initiative 2027

Under EDB New Exporter Development Programme

The Sri Lanka Export Development Board (EDB) is calling applications for the **Sri Lanka Export Excellence Initiative (SLEEI)**, a programme designed to elevate the export potential of SMEs towards the international market. This program offers comprehensive support, training and market access to help Sri Lankan businesses to excel in international markets. Following on the successful completion of three previous batches, the EDB now invites a new cohort of SMEs to join this transformative initiative.

MAIN OBJECTIVES

- To support Sri Lankan SME companies in establishing a sustainable export position on international markets through a targeted programme in meeting international market requirements;
- Delivery of knowledge of the export market entry;
- Providing opportunities for entering international markets.

PROGRAMME

- **Phase I - Expo Navigator**
  Knowledge sharing sessions on export market entry, regulatory compliance and opportunities for potential SMEs
- **Phase II - Expo Scale Up**
  Focused prorgamme on preparation of Export Marketing Plans, followed by an evaluation process to ensure SMEs are ready to export
- **Phase III - Expo Connect**
  Market Access Support through international trade fairs, exposure visits, B2B meetings and ongoing support

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- Applications are invited from processors, exporters and potential exporters in Sri Lanka for the **Phase II - Expo Scale Up** that meet the following criteria:
  - Company with 100% Sri Lankan ownership
  - Offer a diverse product range suitable for the export market
  - Minimum 3 years of establishment of the business
  - Have registered manufacturing facilities /service facilities
  - Availability of required quality certifications for the international market(Preferred) Additionally,
  - SMEs currently not exporting to more than 5 export destinations are encouraged to apply.

PRODUCT CATEGORIES:

- Processed Food & Beverages
- Coconut-based Products
- Spices & Concentrates
- ICT/BPO
- Herbal Cosmetics
- Gifts, Handicrafts, Fashion & Lifestyle

APPLICATION

Online application & the guideline could be accessed from the EDB website: **www.srilankabusiness.com** under section **"Announcements"**. Duly completed application should be submitted with all relevant supportive documents **on or before 15th December 2026**. For further details, please contact Ms. Nipuni Munasinghe, Assistant Director / Regional Development Division on: 011-2300716, 2300705-11. Ext: 335 **nipuni@edb.gov.lk**

CHAIRMAN CHIEF EXECUTIVE
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