SRI LANKA EXPORT DEVELOPMENT BOARD

# 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 internationalmarket. This program offers comprehensive support, training, and market access to help Sri Lankan businessesto excel in international markets.

**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 - ExpoNavigator**
  Knowledge sharing sessions on export market entry, regulatory compliance, and opportunities for potential SMEs
- **Phase II - ExpoScaleUp**
  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

Under **Phase II ExpoScaleUp programme**, EDB offers technical assistance to develop an Export Market Plan and develop the skills and knowledg need to be successful in the export market. The programme includes:

- Knowledge sharing sessions about specific subjects, such as Product & Market Development, Certification, Branding and Marketing, awareness of sustainability, ESG and smart climate practices, aligned with import market requirements
- Guidance on developing the company's specific Export Market Strategy.
- Technical/Financial Assistance on Certification, Product Development, Packaging Development and Branding & Marketing, implementing sustainability initiatives in order to be competitive in the international market.

**For whom**

Applications are invited from processors, exporters and potential exporters in Sri Lanka for the Phase II - ExpoScaleUp 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.

Eligible Product Categories

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

**Programme Outline**

- Mentioned below.

**Application Procedure**

- Duly completed applications along with the scanned copies of all relevant documents should be submitted online via EDB website on or before the deadline **15th December 2026** with all related supportive documents.
- Supportive documents required:

  Annex 1 – CV of the Contact person who will be repressing the company in the program (Mandatory)
  Annex 2 – Copy of the business registration (Mandatory)
  Annex 3 – Quality Certificates/ Test reports (if available)
  Annex 4 – Audited Financial documents of the last 3 years (if available)
  Annex 5- Company profile and Product Broaches (if available)
  Annex 6- Business Card of the contact person (if available)

**Terms & Conditions**

- The applicant is wholly responsible for providing all the information and documents requested to application. Incomplete applications will be rejected.
- The most suitable SMEs from the applicants will be selected by an interview panel appointed by EDB and the decision of the selection panel is final and cannot be changed.
- Selected SMEs should be committed to developing and implementation of an Export Marketing Plan (EMP)
- Entrepreneur should be eager to actively learn about the subjects discussed during individual support, workshops and training sessions
- Inspection visits to the factories/sites will be conducted by the EDB when and where necessary.

For further details, please contact Ms. Nipuni Munasinghe, Assistant Director, Regional Development Division on 011-2300716, 011-2300705-11 ext. 335, Email: nipuni@edb.gov.lk

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### ExpoScaleUp- Programme Outline

The above programme will be conducted under three phases as follows.

**Step I: Selection of most suitable SME for the programme by the evaluation panel**

The programme will be published through a local newspaper advertisement in three languages, EDB corporate website, EDB databases including the New Exporter Development Programme (NEDP), EDB social media platforms and EDB regional offices calling applications for interested companies to apply for the **ExpoScaleUp,** Export Market Plan Development Programme

- Applications will be called from interested Sri Lankan SME companies fulfill the eligibility criteria as mentioned in the advertisement.
- Application submission will be online via official EDB website www.srilankabusiness.com under "Announcement" section
- Application should be submitted along with all relevant supportive documents as requested in the application on or before the deadline **15th December 2026.**
- No hard copies will be accepted. All submissions must be electronic, no external influence or interference in the application process.
- The most suitable SMEs from the applicants will be selected by an interview panel appointed by EDB and the decision of the selection panel is final and cannot be changed.

**Step II: Export Marketing Planning (EMP) Training**

Individual Export Market Planning & coaching sessions (minimum 4 sessions per SME) will be conducted by selected team of EDB officers including product officers, Market officers.

**STEP 1: EXPORT AUDIT** – Exploring Strength & Weaknesses of the Company

**STEP 2: FOREIGN TARGET MARKETS** –Exploring opportunities in the export Market and prepare the company for foreign market entry into a selected target country

STEP **3: STRATEGIC DECISION MAKING-** Strategic decision making on export market entry options and identify minimum criteria to approach, attract and cooperate with potential foreign export partners

**STEP 4: SALES AND MARKETING PLAN-**Develop an export project and action plan for the specific country and market segment the company intends to target During this coaching session, EDB officers will guide them to develop their Export Marketing plans. Export ready SME will identify their strengths & weaknesses to enter the international market. Strategic Plan & an Action Plan will to be developed by them after 04 sessions and submit to EDB.

**Step III: Market Pitching Programme**

The selected entrepreneurs will present a 10-minute presentation about their Export Marketing plan to an External evaluation panel. The Presentations will be evaluated by the Panel and the best export marketing plans will be awarded to obtain the services that are identified as a key to expanding their business internationally such as obtaining Market Intelligence, Product development, Quality improvement, Packaging, Marketing & Branding which are identified during the step II. This would be given directly to a service provider/ providers selected by the winners enabling them to execute the next stage of their Export Marketing Plan. Selected companies will be monitored by the EDB on their progress and will considered for linking with export promotional programmes conducted by EDB.

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