



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF INDUSTRY & ENTREPRENEURSHIP DEVELOPMENT

SRI LANKA'S PARTICIPATION AT NATURAL PRODUCTS EXPO WEST (NPEW) 2027

2nd - 5th March, 2027, Anaheim, California, United States

CALLING APPLICATIONS

Sri Lanka Export Development Board (EDB) in collaboration with Sri Lanka Consulate General in Los Angeles is organizing a Sri Lanka Pavilion at Natural Product Expo West 2027, from 2nd to 5th March 2027 in Anaheim, California, USA.

OBJECTIVES:

- Promoting Sri Lanka's Natural & Health Products in the USA market.
- Strengthen the trade relations and establish new business linkages
- Gain Insights into market trends, new products and emerging technologies

Natural Products Expo West is one of the world's leading trade exhibitions to reach Natural and healthy lifestyle buyers in USA market. The exhibition attracts thousands of buyers, distributors, retailers, importers, and industry professionals from across North America and other international markets.

FOR WHOM:

Applications are invited from Sri Lankan exporters & potential exporters in the following sectors:

- Value Added Natural Processed Foods
- Coconut Kernel Products
- Herbal & Ayurveda Products
- Wellness Products
- Tea & Specialty Tea
- Spices & Concentrates
- Plant Based/Vegan products
- Natural Beverages / Natural Products

COST OF PARTICIPATION

The cost of stall and all related expenses are to be borne by the participating companies. EDB may consider up to 50 % of stall cost for SME companies subject to the availability of budgets.

The EDB will coordinate activities related to organizing the Sri Lanka's participation at NPEW 2027, in collaboration with the Sri Lanka Consulate General in Los Angeles to facilitate participating companies in showcasing their products.

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 together with requested documents should be sent through registered post to reach the Director, Market Development Division, 8th Floor, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 02 **on or before 18th June 2026** by mentioning "NATURAL PRODUCT EXPO WEST 2027" on top left hand corner of the cover.

Selection will be done by an interview panel appointed by EDB. For further information, please contact Ms. Erandi Shyamali, Assistant Director, Market Development Division (Tel: 0112300705/11 (Ext. 260), WhatsApp: 0777238299 E-mail: erandi@edb.gov.lk).

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

No. 42, Nawam Mawatha, Colombo 02.

Website : www.srilankabusiness.com