



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT

SRI LANKA PAVILLION AT SEOUL FOOD & HOTEL SHOW 2027 8TH TO 11TH JUNE 2027 IN SEOUL, SOUTH KOREA

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Seoul, Korea is organizing a Sri Lanka Pavilion at Seoul Food & Hotel Show (SFH) 2027 to be held in South Korea from 8th to 11th June 2027. The SFH was successfully organized by the Korea Trade-Investment Promotion Agency (KOTRA) in 2026 with around 46,228 visitors, 1800 exhibitors, and 49 participating countries.

Visit <http://www.seoulfoodnhotel.co.kr/introduce/01.php> for more information on the event.

TO WHOM:

Applications are invited from Sri Lankan exporters and potential exporters engaged in the food and beverage sector, including Ceylon Tea and specialty tea, spices and spice-based products, coconut and coconut-based products, processed food and ready-to-eat products, snacks and confectionery, beverages, seafood and value-added seafood products, organic and natural food products, health and wellness food products, and other innovative and value-added food and beverage products and food services and Technology could display products and promotional materials at the event.

COST OF PARTICIPATION & EDB ASSISTANCE:

The cost of booth and all related expenses are to be borne by the participating companies. EDB will coordinate all activities towards organizing the Sri Lanka Pavilion for the participants to display products in collaboration with Sri Lanka Embassy in South Korea. EDB may consider 50 % cost sharing towards booth for SME companies subject to the availability of budgets.

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 should be sent through registered post to reach the Chairman / Chief Executive Officer EDB **on or before 10th November 2026** by mentioning "SFH, South Korea 2027" on top left hand corner of the cover.

Selection of suitable participants will be done by an interview panel appointed by the EDB. For further information, please contact Ms. Manuka Perera, Assistant Director **Tel: 0112300705/11 (Ext. 267)**, E- mail: manuka@edb.gov.lk.

CHAIRMAN / CHIEF EXECUTIVE OFFICER
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