SRI LANKA EXPORT DEVELOPMENT BOARD
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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT

CALL FOR APPLICATIONS

Organizing the Sri Lanka Country Pavilion with a Dedicated SME Product Display Area and Technical Exposure Programme in Parallel with THAIFEX – ANUGA ASIA 2027 from 23rd – 31st May 2027 in Bangkok, Thailand

The Sri Lanka Export Development Board (EDB), in collaboration with the Embassy of Sri Lanka in Thailand, is organizing a **Sri Lanka Country Pavilion with a Dedicated SME Product Display Area** at THAIFEX – ANUGA ASIA 2027, together with a parallel **Technical Exposure Programme for selected Sri Lankan SMEs**, from 23rd to 31st May 2027 in Bangkok, Thailand.

ABOUT THAIFEX – ANUGA ASIA 2027

THAIFEX – ANUGA ASIA is one of the leading international food and beverage trade fairs in the Asian region, providing access to international buyers, distributors, importers and industry networks across Asia and other global markets. The exhibition serves as an important platform for food and beverage manufacturers, suppliers and distributors to showcase their products, establish business connections, explore partnerships and identify potential business opportunities in international markets.

ELIGIBILITY – WHO CAN APPLY?

Applications are invited from SMEs developed through programmes implemented by the EDB's Regional Development Division, including:

- Export Navigator Programme;
- Women-Led Exporter Development Programme;
- Assistance Schemes for Export Market Development; and
- Other relevant SME and export development programmes implemented by the EDB.

Applicants should be engaged in the production or processing of products falling under the following categories:

1. Sri Lankan food and agricultural products, including food and beverages;
2. Tea and tea-based products;
3. Coconut kernel-based products;
4. Fruits and fruit-based products; and
5. Spices and spice-based products.
6. Other related products

PRODUCT DISPLAY AND TECHNICAL EXPOSURE OPPORTUNITY

The dedicated SME Product Display Area within the Sri Lanka Country Pavilion will provide selected SMEs participating in the Technical Exposure Programme with an opportunity to showcase their products to international buyers, distributors, importers and other potential business partners.

This initiative will enable selected SMEs to gain valuable international market exposure, observe global industry trends, understand international product and packaging standards, and explore potential business opportunities without bearing the full cost of individual participation in the trade fair.

COST OF PARTICIPATION AND EDB ASSISTANCE

Selected SMEs will be eligible for the following assistance from the EDB:

- **100% cost-free product display:** Opportunity to display their products at the dedicated SME Product Display Area within the Sri Lanka Country Pavilion, without display charges.
- **Airfare assistance:** 50% of the eligible airfare cost.
- **Internal transportation assistance:** 50% of the cost of internal transportation during the programme.

In addition, the EDB will contribute towards the design and development of the Sri Lanka Country Pavilion in line with the National Export Brand theme and coordinate the overall arrangements for Sri Lanka's participation in the exhibition and the associated programme.

SELECTION OF PARTICIPANTS

Applications received will be evaluated, and suitable participants will be selected by an interview panel appointed by the EDB. Selection will be based on the suitability of the applicants, product potential, export readiness and relevance to the objectives of the programme.

HOW TO APPLY

The prescribed application form can be obtained from the Regional Development Division, 7th Floor, Sri Lanka Export Development Board, or downloaded from the EDB website: **www.srilankabusiness.com** under the *Announcements* section. Duly completed application forms, together with the required supporting documents, should be sent by registered post to the

Director – Regional Development Division, Sri Lanka Export Development Board 7th Floor, No. 42, Nawam Mawatha, Colombo 02. Applications should reach the above address **on or before 20th November 2026**. Please indicate **"THAIFEX – ANUGA ASIA 2027"** on the top left-hand corner of the envelope.

For further information, please contact Ms. Chamini Jayasingha, Assistant Director - Regional Development Division, on 0776229186, Email: chamini@edb.gov.lk

Chairman & Chief Executive Officer
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