



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF INDUSTRIAL EXPORT AND INVESTMENT PROMOTION



SRI LANKA'S PARTICIPATION AT "TYRE COLOGNE 2020" 9TH to 12TH JUNE 2020 IN COLOGNE, GERMANY

EDB in collaboration with the Sri Lanka Embassy in Germany and the Delegation of German Industry and Commerce in Sri Lanka proposes to organize Sri Lanka's Participation of Sri Lankan Tyre Manufacturers/exporters at the "Tyre Cologne 2020" in Cologne, Germany from 9th to 12th June 2020.

The "Tyre Cologne" is a recently established trade fair held in Germany biennially with engaging conference sessions and special events. The event held in 2018 had attracted 533 exhibitors and more than 16,000 trade visitors from 113 countries. The "Tyre Cologne" has the right conceptual strategies for offering the international tyre industry a platform for future-oriented market developments.

The conference sessions had covered topics such as retreated tyre in the circular economy, digital reality in tyre industry, tyre fleet lounge, tyre & rubber recycling, etc.

OBJECTIVE

The objectives of participating at the fair are to enhance international visibility of Sri Lanka, accrue the benefits of GSP+ concession of zero duty, establish business contacts with buyers across the world, gain knowledge on market trends, new products, competitor intelligence, latest technology available, etc.

EXHIBITS

The product range covers tyres, wheels, inner tubes, carcasses, wheels (Rims), tyre & wheel accessories, vehicle accessories, workshop equipment, equipment & materials for tyre retreading, repair materials and services for the tyre industry.

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Applications are invited from Tyre Manufacturers/Exporters. It is proposed to select 4 - 5 Tyre companies to participate in this programme.

COST OF PARTICIPATION

EDB may consider providing assistance towards the cost of construction with fixtures & fittings. The participants will have to bear the cost of space at the Sri Lanka Pavilion, airfare, accommodation and other related expenses.

APPLICATION PROCEDURE

Applications for the above programme should be made on the prescribed form available at the Industrial Products Division, (6th Floor), EDB, Provincial Offices of the EDB or downloaded from the EDB website www.srilankabusiness.com under "Announcements". Duly completed application forms should be sent to reach the Director, Industrial Products, Sri Lanka Export Development Board, NDB-EDB Tower, 42, Nawam Mawatha, Colombo 02 on or before 16th January 2020. Selections will be done by an interview panel appointed by the EDB.

For further details please contact Mr. Susantha Premarathna, Assistant Director or Mrs. Piyumali Jayasekara, Development Officer on Tele: 011 2300705-11 (Ext. 359) Fax: 011-2300715, E-mail: susantha@edb.gov.lk

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