



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF INVESTMENT PROMOTION



ORGANIZING SRI LANKA PAVILION AT FOODEX SAUDI 2024 TRADE FAIR 16TH TO 19TH SEPTEMBER 2024 RIYADH, SAUDI ARABIA

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Saudi Arabia proposes to organize a Sri Lanka Pavilion at Foodex Saudi 2024, to be held at Riyadh International Convention & Exhibition Center from 16th to 19th September 2024, in Riyadh, Saudi Arabia to promote a range of food industry related products of Sri Lanka for the first time.

Foodex Saudi is Saudi Arabia's only exhibition which is 100% dedicated to the Food & Beverage Industry. According to the post show report of the 10th edition of the exhibition held in 2023, it was reported that 17,000+ attendees have been participated from 50+ countries, promoted 500+ brands and according to the exhibitors' feedback, 89% of exhibitors were satisfied with the quality of visitors and potential customers.

FOR WHOM

Exporters/potential exporters from below food and beverage industry categories are invited to apply.

- Spices, Value added coconut products, Canned & preserved foods, dehydrated products, Chilled, fresh & frozen items, Dairy, Meat, Poultry, Specialty products, Sweets, snacks & bakery products, Grains & cereals, Food technology and Food services, Drinks & beverages (except tea), Kithul & Palmyra products.

COST OF PARTICIPATION & EDB ASSISTANCE

EDB will coordinate all activities towards organizing the Sri Lanka Pavilion in collaboration with Sri Lanka Embassy in Saudi Arabia to facilitate the interested companies to display products at the exhibition. EDB may consider 50% cost sharing towards space and construction of booth for SME companies subject to the availability of funds. Large scale companies will have to meet the full cost of participation.

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 Director, Market Development Division, Sri Lanka Export Development Board, No 42, Nawam Mawatha Colombo 02 **on or before, 10th July 2024** by mentioning "Application for Foodex Saudi 2024" 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. Saumya Kannangara, Deputy Director Tel: 0112300722 E- mail: saumya@edb.gov.lk or Ms. Menaka Herath, Export Promotion Officer Tel: 0112300705/11 (Ext. 264), E- mail: menaka@edb.gov.lk.

**CHAIRMAN/CHIEF EXECUTIVE OFFICER
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