



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF FINANCE, ECONOMIC DEVELOPMENT,
POLICY FORMULATION, PLANNING AND TOURISM



SRI LANKA PAVILION AT NATURAL & ORGANIC PRODUCTS EXPO – LONDON 2025 12th to 13th May 2025 – Excel, London, UK

The EDB proposes to organize a Sri Lanka Pavilion in an area of 80 sqm at the **London Natural & Organic Products Expo** Exhibition from 12th - 13th May 2025 at the Excel, London, UK.

Natural & Organic Products Expo-London is the largest established health and sustainable living event in UK. It creates most important face to face business event to enable brands to secure listings with retailers and buyers within UK, Europe, and internationally that provides the opportunity for producers/exporters/buyers of natural & organic products to meet at a single place to exchange Business, Knowledge, and Technology. The objective of organizing a Sri Lanka Pavilion is to enable Sri Lankan companies to display and promote Sri Lanka's Natural & Organic Products and to understand the market trend in the UK.

INVITATION TO EXHIBIT

Applications are invited from the Natural & Organic Products Processors/Exporters of the following product categories, adhering to international standards and having the capacity to cater to the international market.

- **Food & Beverages** (Fresh, dehydrated & preserved fruits & vegetables, herbs, spices nuts, fruit juices, health drinks, honey, superfoods, tea, coffee, vegan products)
- **Coconut Based Food Products** (Desiccated coconut, coconut milk, cream & powder, coconut/king coconut water, flavored coconut chips)
- **Natural Cosmetic and Beauty Products** (Anti-aging creams, aromatherapy, beauty supplements, body care essential oils, functional cosmetics, hair & facial care, ingredients, cosmetics, wellbeing products)
- **Health & Wellness** (Alternate medicine, detoxification, herbal remedies, ingredients, mother & baby products, nutraceuticals, pharmaceutical products, raw materials, supplements, traditional medicine)
- **Sustainable Living** (Eco-friendly products, essential oils, fabric & textiles, flower essence, garden products, household & commercial- cleaning products, wellbeing products)

COST OF PARTICIPATION

EDB may consider providing assistance towards cost of stall space and construction for the selected SME companies. All other costs such as airfare, accommodation, internal travel, cost of exhibits etc. have to be met by the participating companies.

APPLICATION & SELECTION

Applications should be made on the prescribed form available at the EDB website: www.srilankabusiness.com (under the section "Announcements"). Duly completed application forms should reach the Director - Export Agriculture, EDB by registered post on or before 9th December 2024. Short-listed applicants will be interviewed by a panel. For further details please contact Ms. Madhumali Mudhalige, Assistant Director on **011-2300705-11**, Ext: **235**, Fax: **011-2304879**. E-Mail: madhumali@edb.gov.lk

**CHAIRMAN & CHIEF EXECUTIVE OFFICER
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Website : www.srilankabusiness.com