



# SRI LANKA EXPORT DEVELOPMENT BOARD

ශ්‍රී ලංකා අපනයන සංවර්ධන මණ්ඩලය

இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

MINISTRY OF INVESTMENT PROMOTION



## OUTWARD TRADE DELEGATION TO MELBOURNE, AUSTRALIA FROM 2<sup>ND</sup> TO 7<sup>TH</sup> SEPTEMBER 2024

The Sri Lanka Export Development Board (EDB), in collaboration with the Sri Lanka Consulate General in Melbourne (SLCG) and the Sri Lanka-Australia Chamber of Commerce (SLACC), is organizing a prestigious **5-day Outward Trade Delegation to Melbourne, Australia**. This event, scheduled from **2<sup>nd</sup> to 7<sup>th</sup> September 2024**, will feature the participation of 10-15 Sri Lankan export companies.

### EVENT HIGHLIGHTS

- **B2B Meetings:** Establish direct business connections with potential buyers, distributors, and partners.
- **Factory Visits:** Explore advanced manufacturing facilities and learn best practices.
- **Supermarket Visits:** Understand retail dynamics and consumer preferences.
- **Fine Food Australia Exhibition Visit:** Discover emerging trends and opportunities by attending Australia's leading trade event for the food industry.

### WHO SHOULD PARTICIPATE

**Exporters from Food & Agriculture Sector:** Including Tea, Coconut-based products, Spices & Essential Oil, Processed food, Confectionery & Bakery products, Seafood, etc.

**Innovative Exporters:** Those with value-added, novel products suitable for high-end markets.

**Scalable Exporters:** Companies with mass production capabilities and a track record of meeting international standards.

**Experienced Exporters:** Businesses with a proven export history and a strategic interest in expanding to the Australian market.

**Quality Certified Exporters:** Companies with recognized quality certifications and compliance with international standards.

### BENEFITS OF PARTICIPATION

**Market Expansion:** Tap into the Australian market, known for its high purchasing power and demand for quality products.

**Strategic Networking:** Build valuable relationships with key stakeholders, including industry leaders and decision-makers.

**Market Intelligence:** Gain in-depth knowledge about market trends, consumer behavior, and regulatory requirements.

**Brand Exposure:** Showcase your products to a wider audience and enhance your brand's international presence.

**Business Opportunities:** Identify and seize new business opportunities and partnerships.

### HOW TO APPLY

Application forms are available at the Market Development Division, 8<sup>th</sup> Floor, EDB, or can be downloaded from the EDB website <http://www.srilankabusiness.com> under the "Announcements" section.

Duly completed applications should be sent via registered post to the Director/Market Development, EDB, by **Friday, 12<sup>th</sup> July 2024**. Please mention "Outward Trade Delegation to Australia-2024" on the top left-hand corner of the envelope. Selection of suitable participants will be done by an interview panel appointed by EDB.

For further information, please contact Ms. Apsara Arampath, Assistant Director. Tel: 0112300705-11 (Ext. 271), E-mail: [apsara@edb.gov.lk](mailto:apsara@edb.gov.lk)

**CHAIRMAN/CHIEF EXECUTIVE OFFICER**  
**SRI LANKA EXPORT DEVELOPMENT BOARD**  
**No. 42, EDB/NDB Tower, Nawam Mawatha, Colombo 02**  
**WEB: [www.srilankabusiness.com](http://www.srilankabusiness.com)**