



SRI LANKA EXPORT DEVELOPMENT BOARD

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MINISTRY OF INDUSTRIES & ENTREPRENEURSHIP DEVELOPMENT

SRI LANKA PAVILION AT ANUGA 2025 04th to 08th October 2025 - Cologne, Germany

The EDB together with Sri Lanka Embassy in Berlin will be organizing a Sri Lanka Pavilion at Anuga 2025 Food & Beverage Trade Fair to be held in Cologne, Germany from 04th to 08th October 2025. Anuga fair held once in two years is one of the world's leading trade shows to promote Food & Beverage products. It was recorded that 7,900 exhibitors from 118 countries all over the world have exhibited at Anuga 2023 and around 140,000 trade visitors from 200 countries have attended the fair.

Anuga fair will provide a platform for the participants to promote F & B products to Europe & other markets and to study the new market trends, innovative products, competitor behavior, new technologies applied in the sector.

EXHIBITORS

Applications are invited from processors/ exporters of following Food & Beverage products adhering to international food standards and having capacity to cater to the international market to exhibit at the Sri Lanka Pavilion at Anuga 2025.

- Fresh / processed fruits and vegetables (frozen, dehydrated, canned/ bottled, fruit juices etc.)
- Coconut based food products (desiccated coconut, coconut milk, cream, powder etc.)
- Confectionery & bakery products, dairy products, specialty & convenient food products
- Spice & spice mixtures, gift packs, essential oils etc.
- Tea (value added-flavoured tea bags, RTD tea, gift packs etc.)
- Cereals & cereal based products
- Beverages
- Food for health
- Food ingredients and Food supplements
- Certified Organic food products
- Other relevant food products

EDB ASSISTANCE

EDB may consider providing financial assistance towards part cost of space/construction for selected SME companies subject to availability of funds.

APPLICATION & SELECTION

Applications should be made on the prescribed form available at the EDB web site www.srilankabusiness.com (under the section "announcements"). Duly completed applications should reach the Director - Export Agriculture, EDB by registered post on or before **06th March, 2025** by mentioning "**Anuga 2025, Gernany**" on top left-hand corner of the envelope. Short-listed applicants will be interviewed by a panel appointed by the EDB to select suitable participants for the programme.

For further details please contact Ms. Gayani Wijayathilake, Deputy Director: 071 836 5003, 011-2300732, 2300705-11. E-mail: gayani@edb.gov.lk; jayani@edb.gov.lk

**CHAIRMAN & CHIEF EXECUTIVE OFFICER
SRI LANKA EXPORT DEVELOPMENT BOARD**

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