Ministry of Plantation



Sri Lanka Tea Board

Trade Fair Participation 2024

Applications are invited from registered Ceylon Tea Exporting Companies to participate at the International Trade Fairs in 2024 under the **Sri Lanka Tea Board (SLTB) "50% Trade Fair Subsidy Scheme"**. The exporting companies having **"Lion Logo"** certification with proven track record will be eligible to apply under the scheme. The final decision with regard to the selection of exporting companies will exclusively be handled by the panel of members that will be appointed by SLTB.

The expenses under **"50% Trade Fair Subsidy Scheme"** include the cost of exhibition space, construction cost and cost for basic furniture. The rest of the expenses have to be borne by the selected participants. The scheme will facilitate for selected Ceylon Tea exporting companies based on their category/scale as per the below;

Type of Exporter	Entitlements under the scheme
All Exporters (Large, Medium & Small Scale)	50% of total cost for Space & Booth Construction
Small Scale	Information desk and other basic facilities will be
	provided at free of cost within the SLTB booth.

Exporter Scale

Large Scale :Tea Exports exceeding 1 million kilos per annum during 2022-23

Medium Scale :Tea Exports between 500,000 kilos – 1 million kilos per annum during 2022-23

Small Scale :Tea Exports less than 500,000 kilos per annum during 2022-23

The details list of the event along with application form are attached herewith for your reference. The duly perfected <u>original application forms</u> should be submitted on or before the closing dates of each event via post/by hand. The contact details are given below for your kind reference.

The Director (Promotion) Sri Lanka Tea Board No. 574, Galle Road, Colombo 03. Tel: 0112587814 Fax: 0112587341

Website: www.srilankateaboard.com
Email: promotion@pureceylontea.com

Information Desk

South AmericaMr. Dhanushka Karunarathna (AD-Promotion)MENA/ Fareast/OceaniaMr. Priyantha Wimalasiri (AD-Promotion)Europe/North AmericaMrs. Manel Weerasekara (AD-Promotion)ChinaMr. Tharanga Abeysekara (3rd Secretary China)Russia CIS/West AfricaMr. Sampath Perera (AD-Promotion)

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Russia & CIS		SLTB International Trade Fair Participation under 50% Trade Fair Subsidy Scheme - 2024						
Prodexpo Moscow		Event Name	Country				• •	
2 World Food Uzbekistan Uzbekistan 27-29 Mar 2 30-Nov-23 3 Interfood Food Azerbaijan Azerbaijan 15-17 May 5 30-Dec-23 4 World Food Mascow Russia September 2 4 25-Apr-24 5 World Food Kazakhstan Kazakhstan Kazakhstan Kazakhstan Kazakhstan Kazakhstan Kazakhstan Russia November 2 30-Jun-24 Middle East, Gulf & North Africa World Food Dubai UAE 19-23 Feb 2 13 Completed 8 Saudi HORECA, Jeddah KSA 05-07 Feb 4 15-Sep-23 World Food, Istanbul Turkey September 5 25-Mar-24 10 Foodex Saudi, Riyadh KSA September 5 25-Mar-24 11 Erbil International Fair Iraq Oct 5 25-Apr-24 12 World of Tea, Teheran Iran Nov/Dec 2 7 30-May-24 13 FHC Guangzhou China 11-13 May 3 30-Dec-23 14 SIAL Shanghai China 28-30 May 5 30-Dec-23 15 SIAL Shenzhen China August 4 28-Feb-24 16 Xiamen Tea Fair, Xiamen China October 10 1-May-24 Fareast/Oceania Taiwan 26-29 Jun 6 20-Jan-24 19 Hong Kong Int'i Tea Fair Hong Kong August 10 28-Feb-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 2 3 15-Mar-24 20 Fine Food Melbourne Australia September 3 30-Oct-23 25 SIAL Paris France 19-23 Oct. 6 6 30-Sep-23 26 HORECA Expo Belgium	Rus	sia & CIS						
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34 Agrofood Abidjan Côte Ivoire 08-10 Oct 3 30-May-24	34		_					



SRI LANKA TEA BOARD

APPLICATION FOR PARTICIPATION AT INTERNATIONAL TARDE FAIRS 2024

Name	of the Iı	nternational Trade	Fair:		•••	
City &	z Counti	ry Fair will be held	:		•••	
Dates:	•••••					
1.	Name &	Addresses of the Con	mpany with Tel, Fax No	o. & E-mail:		
2.	Name ar sent:	nd contact details of the	ne Managing Director/D	Pirector to whom co	orrespondence shou	ld be
3.	Export I	Performance to above	mention country (in M	MT)		
	Year	Bulk	Packets	Bags	Total	
	2018					
	2019					
	2020					1
	2021					-
	2022					-
	(a). With (b). With (c). Prival (d). Sri last Fivindicate	following details	oation at International T		-	⊢ Please
	Year	Name of the Fair	Did you received the orders	If Yes, Volume	Destination	

6.	Promotion/Advertising	activities	undertaken in	(if anv)	International Market	ts:
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No.	Main Tool	Sub Tool	Duration	Destination
01	Above the Line (ATL)	TV		
		Radio		
		Print Media		
		Bill Board		
02	Below the Line (BTL)	Leaflet / Brochure		
		CDs		
		Other		
03	Social Media	Website		
		Face Book (FB) / Instagram		
		YouTube		
		Other		
04	Public Relations			

(Supporting evidence has to be submitted at the interview)

7.	Availability	of Online	sales/purch	nasing facilities

No.	Destination	Site
01		
02		
03		

- 8. Expectations of your participation at the above fair :
- 9. Date of Establishment of the Company:
- 10. Main export markets and potential for further growth:
- 11. Other relevant information:

The selected companies will be required to pay a non-refundable deposit within the given period as specified by the SLTB in order to confirm the participation.

	Signature
Date:	Managing Director/ CEO