



# SAARC trade fair

HARMONY IN DIVERSITY



**MAY 31 - JUNE 2, 2024**

From 8.00 a.m. to 9.00 p.m. on all three days



**EXCEL WORLD COLOMBO CONVENTION CENTRE**

338 T. B. Jayah Mawatha, Colombo 10, Sri Lanka

ORGANIZED BY



Federation of Chambers of  
Commerce and Industry of Sri Lanka

IN COLLABORATION WITH



# SAARC TRADE FAIR

In South Asia, Small and Medium-sized Enterprises (SMEs) play a crucial role in economic development, constituting over 80% of enterprises and contributing significantly to poverty alleviation. In Sri Lanka alone, SMEs and Micro-sized enterprises account for over 95% of businesses, generating around 50% of the GDP and employment opportunities, particularly for youth and women. Despite their importance, SMEs face challenges, especially in international trade.

To address this, FCCISL in collaboration with SCCI organizing the "SAARC trade fair", a trade exhibition aimed at promoting socioeconomic cooperation among South Asian countries and enhancing trade within the region and beyond. This platform will facilitate exports and imports among SAARC member states, promoting cross-border trade and providing opportunities for businesses to showcase products, explore new markets, and engage in discussions for mutual growth.



# FOR EXHIBITORS

from *Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka* in the following sectors can attend the SAARC trade fair.

- ✓ *Tea and Related Products*
- ✓ *Gem, Precious Stones and Jewelry*
- ✓ *Handicraft Products*
- ✓ *Cosmetics*
- ✓ *Leather Products*
- ✓ *Eco-Friendly Products*
- ✓ *Dry Fruits and Products*
- ✓ *Other sectors*
- ✓ *Textile & Apparel*
- ✓ *Vegetables, Fruits and Food*
- ✓ *Herbal Products*
- ✓ *Dairy Products and Beverages*
- ✓ *Spices & Related Products*
- ✓ *Rubber and Related Products*
- ✓ *Tourism and Hospitality*

# BENEFITS FOR EXHIBITORS

- \* Opportunity to promote your products and services in South Asia and beyond.
- \* Ideal platform for your company to find new buyers from foreign countries.
- \* The Business-to-Business (B2B) Sessions will be ideal for attracting new buyers for your products and services
- \* Strengthen your presence in South Asia and beyond thereby increasing brand awareness among international consumers.
- \* Great opportunity for your business to find partners, initiate joint ventures, and potential investors, etc.



# FOR VISITORS & BUYERS

- \* Importers, Distributors, Trade Agents, Retailers, Retail Chains, Trading Houses, Trade Associations, Chambers of Commerce, CEOs, MDs, GMs, Managers, Consultants, Policy Makers, Government Officials related to the industries and trade in South Asia, and General Public.

# REGISTER YOUR STALL

BEFORE 25<sup>TH</sup> APRIL 2024.

## STALL PLAN

### Stall Sizes: Ground Floor

3m \* 3m @ USD 700 ( 17 stalls)

3m \* 2m @ USD 600 ( 58 stalls)

2m \* 2m @ USD 500 ( 01 stall)

### Stall Sizes: First Floor

3m \* 3m @ USD 650 ( 22 stalls)

3m \* 2m @ USD 550 ( 37 stalls)

2m \* 2m @ USD 450 ( 01 stall)



## BANK DETAILS

Account Name - Federation of Chambers of Commerce and Industry of Sri Lanka

Account No.- 1190017851

Swift code -CCEYLK LX

Bank Name- Commercial Bank of Ceylon

Branch - Borella



For Booking & Information, Contact us

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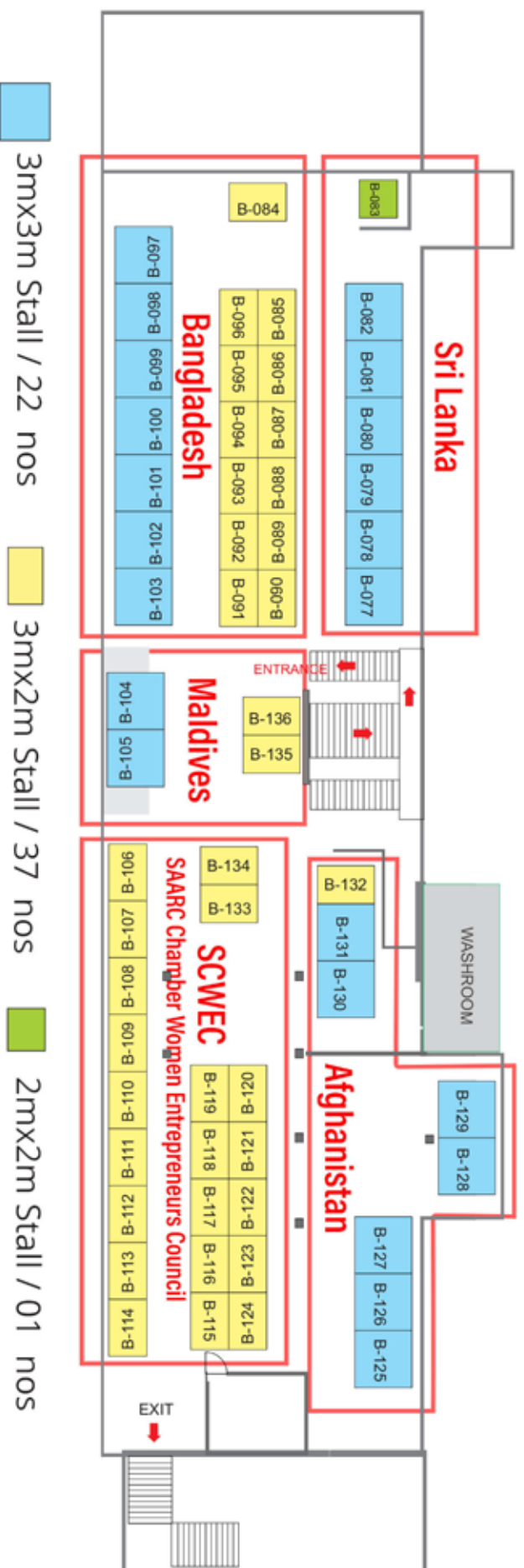
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**FOR REGISTRATION**



# FIRST FLOOR



# GROUND FLOOR

