

Ministry of Plantation



Sri Lanka Tea Board

Trade Fair Participation 2022

Applications are invited from registered Ceylon Tea Exporting Companies to participate at the International Trade Fairs in 2022 (March to December) under **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 as per the below for selected Ceylon Tea exporting companies based on their category/scale.

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 2020-21

Medium Scale :Tea Exports between 500,000 kilos – 1 million kilos per annum during 2020-21

Small Scale :Tea Exports less than 500,000 kilos per annum during 2020-21

The details of the event along with application form are attached herewith for your reference. The duly perfected application forms should be forwarded on or before the closing dates of the particular event via email/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.
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Website: www.srilankateaboard.com
Email: promotion@pureceylontea.com

Enquiries/Clarifications;

South America/West Africa;

Mr. Dhanushka Karunaratna (Assistant Director- Promotion) email: ghanushkak@pureceylontea.com)

Middle East & Gulf/North America;

Mr. Priyantha Wimalasiri (Assistant Director- Promotion (email: upul@pureceylontea.com)

Russia CIS/Fareast/Oceania;

Mrs. Manel Weerasekara (Assistant Director- Promotion (email: manel@pureceylontea.com)

Europe/China;

Mr. Tharanga Abeysekara (Assistant Director- Promotion (email: tharanga@pureceylontea.com)

International Trade Fair Participation under 50% Trade Fair Subsidy Scheme 2022

SL #	Event Name	Country	Event Date 2022	Booths for small scale sponsorship	Booths under 50% subsidy scheme	Application Deadline
Russia & CIS						
1	Prodexpo, Moscow 2022	Russia	7 - 11 Feb		5+1	Completed
2	World Food Uzbekistan	Uzbekistan	29-31 Mar		2+1	30-Dec-21
3	Interfood Food Azerbaijan	Azerbaijan	18-20 May		5+1	Completed
4	World Food Moscow	Russia	20-23 Sep.		4+1	15-Mar-21
5	World Food Ukraine	Ukraine	November		2+1	15-May-21
6	World Food Kazakhstan	Kazakhstan	November	2	2+1	15-May-21
7	Peterfood, St. Petersburg	Russia	November		2+1	30-Jun-21
Middle East, Gulf						
8	Gulfood, Dubai 2022	UAE	13 - 17 Feb	2	8+1	Completed
9	Foodex Saudi, Jeddah	KSA	28 Feb-03 Mar		3+1	20-Dec-21
10	HORECA Lebanon	Lebanon	22-25 March		3+1	30-Dec-21
11	World Food, Istanbul	Turkey	01-04 Sep		4+1	2-May-22
12	World of Tea, Teheran	Iran	Nov/Dec	2	7+1	2-May-22
China						
13	Anufood Shenzhen	China	20-22 April		5+1	30-Dec-21
14	SIAL Shanghai China	China	18-20 May		6+1	3-Jan-22
15	FHC Guangzhou	China	24-26 May		5+1	3-Jan-22
16	Xiamen Tea Fair, Xiamen	China	October		10+1	2-May-22
Fareast/Oceania Region						
17	Foodex, Tokyo 2022	Japan	8 - 11 Mar		7+1	Completed
18	Food, Taipei	Taiwan	June		6	3-Jan-22
19	Malaysia Int. F&B.	Malaysia	July		2+1	3-Jan-22
20	Int'l Tea Fair, HK	Hong Kong	11-13 August		10+1	1-Mar-22
21	Fine Food, Melbourne	Australia	5-8 Sep		3+1	1-Mar-22
22	FHA Singapore	Singapore	10-13 May		2+1	3-Jan-22
23	Seoul Food, Seoul	S/Korea	November		3+1	2-May-22
Europe						
24	IFE London	UK	21-23 March		3+1	20-Dec-21
25	World Food Warsaw	Poland	5-7 April		4+1	15-Dec-21
26	SIAL Paris	France	15-19 Oct.		6+1	1-Feb-22
North America						
27	World Tea Expo, Las Vegas	USA	21-23 March	2	3+1	30-Dec-21
28	SIAL Montreal	Canada	20-22 April		5+1	Completed
29	Summer Fancy Food, NY	USA	June		4+1	3-Jan-22
South America						
30	Anufood São Paulo	Brazil	12-14 April		3+1	30-Dec-21
West Africa						
31	FAB West Africa, Lagos	Nigeria	14-16 June		3+1	3-Jan-22
32	Agrofood & Plastprintpack	Ghana	1-3 Dec		3+1	1-Jun-22

Russia & CIS

World Food Uzbekistan - Tashkent, Uzbekistan (29 – 31 March)

21st edition of the World Food Uzbekistan exhibition will be held from 29th to 31st March 2022 at Uzexpocentre, NEC Tashkent, Uzbekistan. The exhibition is organized by ITE Uzbekistan, ITE Exhibitions & Conferences Ltd in London and ITE Eurasian Exhibitions jointly. World Food Uzbekistan is the largest international food exhibition in Uzbekistan gathering thousands of food industry experts each year. Participation in World Food Uzbekistan provides a unique opportunity to present products to a wider audience of experts, find new partners and customers from among procurement professionals representing retailers and wholesalers.

The cost of a 9 SQM Equipped Stand is around Euro 3500. The booth package includes 01-Table, 02-Chairs, 01- Waste Basket, 01- Power Socket, 02- Spot Lights, 2 KW – Electricity Connection, Rear & Side Walls, Fascia Name Board and Floor Carpet.

Event official website - <https://uzfoodexpo.uz/en/>

Interfood Food Azerbaijan – Baku, Azerbaijan (18--20 May)

InterFood Azerbaijan has established itself as the Caspian Region's leading food industry event with a history of 27 years at its venue. Over the years of its existence, Interfood Azerbaijan has proven itself as a reliable platform for annual meetings between experts, and demonstrations of equipment, products and services in the food industry. The exhibition provides opportunities to find new customers strengthen existing relationships with business partners and enter new sales markets.

The cost of a 9 SQM Shell Scheme Booth with one-side open-front will be around USD 4500/- (approximately LKR 900,000/=) including the registration fee. A 9 SQM Shell Scheme booth is provided with 01 table, 03 chairs, 02 spotlights, 01 power socket, electricity, waste basket, rear & side walls and fascia panel as the standard booth package.

Event official website - <https://interfood.az>

World Food Moscow - Russia (September)

The World Food Moscow Exhibition (WFM) is Russia's Premier International Exhibition for the Food and Drink industry where the world of food meets Russia. Now in its 31st year, World Food Moscow continues to provide suppliers in the food and drink industry with a great opportunity to meet buyers in one of the World's most sought after growth markets – Russia. The WFM 2022 is scheduled to be held in September in Moscow. The exhibition will be organized by ITE Group PLC.

Sri Lanka Tea Board has decided to organize a Sri Lanka Tea Pavilion this time as well. The cost of 9 sqm shell scheme stand will be around USD 7000/= (Approximately Rs.1,400,000/=) with complete set of furniture and country identification.

Event official website - <https://world-food.ru/Home>

World Food Ukraine - Kiev, Ukraine (October)

World Food Ukraine is the country's largest food and drink event and hosts a wide range of food and drink suppliers, who demonstrate their latest products to the market. For the past 24 years, World Food Ukraine has proved to be an effective forum for introducing international products to the market. Companies can meet decision-making buyers, including: food and drink producers, distributors, wholesalers, retailers and restaurateurs.

The WFU 2022 is scheduled to be held in October in Kyiv, Ukraine. The exhibition will be organized by ITE Group PLC. Sri Lanka Tea Board intends organizing a group pavilion. The cost of 9 sqm shell scheme stand will be around USD 4500/= (approximately LKR 900,000/=) with basic furniture and country identification.

Event official website - <https://worldfood.com.ua/en/>

World Food Kazakhstan - Almaty, Kazakhstan (November)

World Food Kazakhstan (WFK) is the country's leading food and drink exhibition and is strategically positioned to target the region's industry experts. The WFK 2022 is scheduled to be held in November 2022 in Kazakhstan. The exhibition will be organized by ITE Group PLC.

Sri Lanka Tea Board intends to organize a Sri Lanka Group Stand for Ceylon Tea. The cost of 9sqm shell scheme stand will be around USD 5500/= (approximately LKR 1,100,000/-) with basic furniture and country identification.

Event official website - <https://foodexpo.kz/en/>

Peterfood, St. Petersburg (November)

Peterfood is one of major exhibition in food and beverage sector in second largest city in Russia. Over 250 food companies take part in for this exhibition and it will be great platform Ceylon Tea exporters make contacts in out of the Moscow. The Peterfood 2022 is scheduled to be held in November 2022 in St. Petersburg in Russia.

Sri Lanka Tea Board intends to organize a Sri Lanka Group Stand for Ceylon Tea. The cost of 9sqm shell scheme stand will be around USD 5500/= (approximately LKR 1,100, 000/=) with basic furniture and country identification.

Event official website - <http://peterfood.ru/en>

Middle East, Gulf & North Africa

HORECA Lebanon (22 – 25 March)

The **HORECA Lebanon** is a strategic move to the SLTB annual trade fair calendar to enhance the positive image of “Ceylon Tea” in the Arabian league. The 27th edition of the event is scheduled to be held from 22nd to 25th March 2022 in the Beirut International Exhibition & Leisure Center, Beirut, Lebanon.

Sri Lanka Tea Board intends to organize a Ceylon Tea pavilion during the event along with exporting companies. The cost of a 9 sqm Booth will be approximately around USD 5,000/- including the basic furniture. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <http://www.horecashow.com/en/>

World Food, Istanbul (1 – 4 September)

World Food Istanbul 2022 Trade Exhibition is scheduled to be held in TUYAP Fair and Exhibition center, Istanbul from 01st to 04th September 2020. World Food Istanbul Trade Exhibition is one of the leading trade shows of Food and Beverages in Turkey. The event focuses on trade buyers/potential business persons from Middle East and North Africa Regions.

Sri Lanka Tea Board intends to organize a Sri Lanka Group Stand for World Food Istanbul 2022, depending on the response from the exporting companies. The cost per booth of 9 sqm will approximately be around USD 6,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://worldfood-istanbul.com/Home>

World of Tea, Teheran (November)

World of Tea Teheran 2022 Trade Exhibition is scheduled to be held in Tehran, Iran from November 2022. As the event is a specialized trade event for Tea in Iran, it is an ideal platform to target the tea market in Iran.

Due to the successful participation of previous versions of the event consecutively, SLTB will be organizing a Sri Lanka Group Stand for Ceylon Tea during the event depending on the response from the exporting companies. The cost per booth of 9 sqm will be around USD 6,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

China

Anufood Shenzhen, China (20 – 22 April)

The event is scheduled to be held from 20th to 22nd April 2022 at Shenzhen World Exhibition & Convention Centre, Shenzhen, China. The Anufood Shenzhen 2022 has been included in the SLTB event calendar to capture the target audience for Ceylon Tea in South China. The exhibition will specifically accommodate FoodTec, Alcoholic Beverages, Plant-based foods, Tea & IP foods, as four new exhibit segments for the new edition.

SLTB intends to organize a pavilion for Ceylon Tea during the event upon the response received from the tea exporting companies. The cost of a 9 sqm Booth will be approximately around USD 4,000/- including the basic furniture. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <http://www.anufoodchina.com/>

SIAL Shanghai, China (18-20 May)

SIAL Shanghai is a one stop B2B Food and Beverage Industry Fest. The event is scheduled to be held from 18th to 20th May 2022 in New international Expo Center, Shanghai, China. Since 2000, SIAL Shanghai has served as a Launchpad for food and beverage companies looking to expand abroad, and inspiring food business through sharing valuable insights and trends, connecting exhibitors and buyers, hosting industry-recognized events, and celebrating innovation.

SLTB intends to organize a pavilion for Ceylon Tea during the event based on the previous successive participation consecutively. The total cost of participation will approximately be around USD 7,000/- for 9 sqm booth. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.sialchina.com/>

FHC Guangzhou, China (24-26 May)

Guangzhou is a capital city of Guangdong province, lies at the heart of the most-populous built-up metropolitan area in mainland China, also the key part of the Pearl River Delta Economic Zone. The event previously known as FHC Shanghai, China which was scheduled in November has strategically moved from Shanghai to Guangzhou from the year 2022 onwards.

The event is scheduled to be held from 24th to 26th May 2022 in Guangzhou Poly World Trade Centre Exhibition Hall. Therefore, the exporting companies may have the opportunity to participate two major international events consecutively in May 2022 in Shanghai & Guangzhou in a one trip.

As the SLTB's successive previous participation on FHC events in Shanghai, SLTB intends to organize a pavilion for Ceylon Tea during the event with this strategic movement of locations by the event organizers. The total cost of participation will approximately be around USD 5,000/- for 9 sqm booth. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.fhcchina.com/en/guangzhou>

Xiamen Tea Fair, Xiamen, China (October)

China Xiamen International Tea Industry Fair 2022 (Autumn Edition) is scheduled to be held in October 2022 in Xiamen International Conference and Exhibition Center, Xiamen, China. As this is a specialized tea event, SLTB has been organizing a pavilion for Ceylon Tea with great success in past successive years. This is an ideal platform for Ceylon Tea exporting companies to target south china market at concession rates.

The organizers of the event will grant special concession rates for Ceylon Tea exporting companies. The approximate cost for a 9 sqm booth will be around USD 1,300. (SLTB 50% trade fair subsidy scheme will NOT be applicable for this event)

Event's official website - www.teafair.com.cn

Fareast/Oceania

Food, Taipei – Taiwan (June)

Food Taipei Trade exhibition is scheduled to be held in Nangang Exhibition Center, Taipei, Taiwan in June 2022. This is an ideal place to target Taiwan market with the participation of this leading event for F&B segment.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event depending on the response from the trade. The cost per booth of 9 sqm will be around USD 2,500/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://www.foodtaipei.com.tw/en/index.html>

Malaysia International F&B, Kuala Lumpur – Malaysia (6 – 8 July)

The 21st Edition of Malaysian International Food & Beverage (MIFB) 2022 trade exhibition is scheduled to be held from 06th to 08th July 2022 in Kuala Lumpur Convention Center (KLCC), Kuala Lumpur, Malaysia. The show is expected to attract around 20,000 Trade buyers from over 50 Nations including many key food & beverage trade buyers from neighboring Asian countries.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event depending on the response from the exporting companies. The cost for a 9 sqm booth will be around USD 6,000/-. (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://mifb.com.my/>

International Tea fair – Hong Kong (11 – 13 August)

The 12th Edition of Hong Kong International Trade Fair 2022 is scheduled to be held from 11th to 13th August 2022 in Hong Kong Convention and Exhibition Center, Hong Kong. This is a specialized tea event with the participation of tea-producing and tea-trading regions such as China, India, Japan, Sri Lanka. The expected audience will be on retailers, manufacturers and suppliers as well as the general public.

After successive participation in previous versions of the event, SLTB will be organizing a pavilion for Ceylon Tea during the event.

As the SLTB already have negotiated the concession rates for the participation of Sri Lankan tea exporting companies, SLTB 50% trade fair subsidy scheme will NOT be applicable for this event.

The concessions offered to the exhibitors from Sri Lanka are given below.

- 30% discount on booth cost with basic equipment (Approximate cost of 9 sqm - US\$ 4,000)
- 3-night hotel sponsorship per exhibitor per 9 sqm booth
- Free Business matching service for each 9 sqm booth

Event official website - <https://www.hktdc.com/>

Fine Food, Melbourne, Australia (5 - 8 September)

Fine Food, Australia is scheduled to be held from 05th to 08th September 2022 in Melbourne Convention & Exhibition Center, Melbourne, Australia. The event is the leading trade event for the food industry. Running for 36 years, the event has welcomed hundreds of food industry professionals from Australasia and beyond, through our show doors.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event depending on the response from the exporting companies. The cost per booth of 9 sqm will approximately be around USD 12,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://finefoodaustralia.com.au/>

FHA-Food & Beverage – Singapore (5 – 8 September)

The event is providing the region's food, beverage and hospitality sectors a chance to intersect with producers, importers, distributors and retailers under one roof. The show originally has scheduled on March/April will be moved into 5th to 8th September 2022 in Singapore Expo Center in Singapore with intention of providing freedom for access with each other.

The cost of the space of 9 sqm. under Ceylon Tea pavilion will approximately be around US\$ 5,000/-. (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://www.fhafnb.com/home>

Café Show, Seoul – South Korea (23 – 26 November)

The 21st edition of the Cafe Show Seoul is scheduled to be held from 23rd to 26th November 2022 in Coex Convention & Exhibition Center (Coex), Seoul, South Korea. The Cafe Show Seoul is the largest business platform that takes place annually to revitalize the global F&B culture.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event depending on the response from the exporting companies. The cost per booth of 9 sqm will approximately be around USD 5,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://www.cafeshow.com/eng/main.asp>

Europe

IFE London, UK (21 – 23 March)

IFE 2022 provides you with the perfect opportunity to discover what's new, source innovative products, understand the latest consumer trends and build face-to-face relationships to keep you ahead of your competitors in the UK and surrounding markets. The event is scheduled to be taking place on 21-23 March 2022 at ExCeL London, UK.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event. The approximate cost of a 9 sqm booth will be US\$. 8,000/-. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.ife.co.uk/>

World Food - Warsaw, Poland (5 – 7 April)

The 8th World Food exhibition is scheduled to be held from 05th to 07th April 2022 in Warsaw, Poland. This is an ideal place to Ceylon tea exporting companies to target the market for Eastern Europe.

Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea during the event after successive participation of previous version of the event. The approximate cost of a 9 sqm booth will be US\$. 5,000/-. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.worldfood.pl/>

SIAL Paris, France (15 – 19 October)

Having over 50 years of experience under the SIAL flagship, the SIAL France trade exhibition will be organized in the Capital of the France, Paris. The first edition was held in 1964 with 26 countries attendance and today the event attracts exhibitors and visitors from over 200 countries. The event is scheduled to be organized from 15th to 19th October 2022 after the cancellation in 2020 due to COVID-19 pandemic.

Considering the importance of representing Ceylon Tea during the event, Sri Lanka Tea Board intends to organize a pavilion for Ceylon Tea along with exporting companies. The approximate cost of a 9 sqm booth will be US\$ 14,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.sialparis.com/>

North & South America

SIAL Montreal, Canada (20-22 April)

SIAL Canada trade exhibition is scheduled to be held from 21st to 23rd March 2022 in Montreal, Canada. The event is not only key to the Canadian Agri food industry, it is also a privileged entryway to the US and international markets. Indeed SIAL is now the only event of its scale in Canada, with more than 850 national and international exhibitors from 50 countries hosting over 15,000 buyers from Canada, the U.S., and 60 other countries.

SIAL Canada is the only national trade show that offers a complete range of food products under one roof to meet your customers' expectations. Whether you work in the retail, catering or food processing industry, or you're simply looking for new and innovative products or regional specialties from around the world, you'll find exactly what you need right here.

Sri Lanka Tea Board intends to organize a Ceylon Tea pavilion during the event with Ceylon Tea exporting companies. The cost per 10 sqm booth will be around US\$ 16,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://sialcanada.com/en/>

World Tea Expo, Las Vegas, USA (21 – 23 March)

The "World Tea Expo 2022, International trade fair will be held at Las Vegas Convention Center in Las Vegas, USA from 21st to 23rd March 2022. This 100% tea dedicated exhibition will be held following all the health and safety regulations.

Sri Lanka Tea Board intends to organize a Sri Lanka Group Stand for Ceylon Tea at World Tea Expo 2022 depending on the response from the trade. The approximate cost of 10 sqm stand will be around US\$ 8,000/- (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.worldteaexpo.com/>

Summer Fancy Food, NY, USA (June)

Summer Fancy Food Show 2020 is scheduled to be held in June 2022 at Jacob Javits Conventional Centre, NY, USA. The event traditionally the largest U.S. event focused exclusively on the specialty food industry.

Sri Lanka Tea Board intends to organize a Ceylon Tea pavilion at the above fair along with the exporting companies depending on the response from the trade. The total cost of shell booth 10 sqm is approximately USD 12,000/-.(SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.specialtyfood.com/shows-events/summer-fancy-food-show/>

South America

Anufood São Paulo, Brazil (12 – 14 April)

The event is the latest addition to the SLTB event calendar, Anufood Brazil is an exclusive trade fair for the food and beverage industry in Brazil which focused on generating new business for companies of all sizes. Anufood Brazil is scheduled to be held from 12th to 14th April 2022 in São Paulo expo, São Paulo, Brazil.

Having considered the importance of Ceylon Tea presence in the South American market, the SLTB intends to organize a pavilion for Ceylon Tea during the event along with exporting companies during the event. The total cost of participation will approximately be around USD 5,000/- for 9 sqm booth. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.anufoodbrazil.com.br/en/>

West Africa

Food & Beverage West Africa, Nigeria (14 – 16 June 2022)

Nigeria has the potential to be the fastest growing large African economy, with a projected annual GDP growth rate of 4.2% in the period 2016-2050. The population, currently around 201 million, is expected to double over the next 30 years, at a population growth rate averaging around 2.3% a year.

The next edition of **Food & Beverage West Africa will be taking place from 14th to 16th June 2022** at the Landmark Centre, Lagos, Nigeria. This is an ideal opportunity to find the routes to the West African market as the Nigeria accounts for about 50% of West Africa's population, and has one of the largest populations of youth in the world.

SLTB has been consecutively participating at the event in recent times with Ceylon Tea exporting companies. The cost of a 9 sqm Booth will be approximately around USD 4,000/- including the basic furniture. (SLTB 50% trade fair subsidy scheme will be applicable)

Official Web Site - <https://fab-westafrica.com/>

Agrofood West Africa, Ghana (1 – 3 December 2022)

The 7th **Agrofood West Africa** trade exhibition will be held from 1st to 3rd December 2022 in Accra, the capital of Ghana. The event organizer, German trade show specialists **Fairtrade Messe** will be rotated this event in both Ghana and Ivory Coast annually in order to obtain the wide market access for the exhibitors and convenient product admittance for visitors across West Africa. Accordingly the 7th edition of the event will be organizing in International Conference Centre, Accra, Ghana.

As the frequent presence for Ceylon Tea brands in the West African Market is quite significant, SLTB is organizing a Pavilion with exporting companies during the event to find the market entry in the West African market for Ceylon Tea brands. The cost of a 9 sqm Booth will be approximately around USD 4,000/- including the basic furniture. (SLTB 50% trade fair subsidy scheme will be applicable)

Official Web Site - <https://www.agrofood-westafrica.com/>



SRI LANKA TEA BOARD

APPLICATION FOR PARTICIPATION AT INTERNATIONAL TRADE FAIRS 2022

Name of the International Trade Fair:

City & Country Fair will be held:

Dates:

1. Name & Addresses of the Company with Tel, Fax No. & E-mail :
2. Name and contact details of the Managing Director/Director to whom correspondence should be sent:
3. Export Performance to above mention country (in MT)

Year	Bulk	Packets	Bags	Total
2016				
2017				
2018				
2019				
2020				

4. Names of the Brands Exported:
 - (a). With "Lion Logo"
 - (b). Without "Lion Logo"
 - (c). Private Labels
 - (d). Sri Lankan Own Brands

5. Last Five years period participation at International Trade Fairs under Ceylon Tea pavilion. Please indicate following details

Year	Name of the Fair	Did you received the orders	If Yes, Volume	Destination

6. Promotion/Advertising activities undertaken in (if any) International Markets:

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/purchasing 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.

Date:

Signature
Managing Director/ CEO