

# PARTNER WITH SRI LANKA THE HUB OF ASIA



**Visit Sri Lanka Expo 2012  
28th-31st March,  
at BMICH, Colombo, Sri Lanka**





## THE ISLAND OF POTENTIAL

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Strategically located as the central hub to trade routes and filled with an abundance of unique resources, Sri Lanka is brimming with world class goods & services and open to new prospects. If there was an opportunity to commit to an ideal scenario of trade, investment and tourism, it would be right now.

Visit Sri Lanka Expo 2012 and learn how the Hub of Asia can shape your most ambitious plans to a working reality.



## SRI LANKA EXPORT DEVELOPMENT BOARD

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With over 30 years of experience in promoting and facilitating exports, the Sri Lanka Export Development Board (EDB) functions under the aegis of the Ministry of Industry & Commerce. Creating synergy between exporters and importers, EDB is the catalyst supporting buyers and sellers to achieve their goals. The Sri Lanka Expo trade exhibitions have played a vital role in affording a gateway for entrepreneurs to take their business to the global market.



# SHOWCASING THE BEST OF THE BEST



## APPAREL

Sri Lanka has been a world-class apparel manufacturer supplying to global super brands for over three decades. The industry upholds high ethical practices, eschews child and forced labour thus being known to the world as a producer of 'Garments without Guilt'. The "Made in Sri Lanka" label is now synonymous with quality, reliability, social & environmental accountability. Sri Lanka also showcases the best technology in the garment industry including the first among seven apparel manufacturing facilities in the world to be awarded the LEED Platinum rating, setting a global benchmark for Green Apparel factories. The industry possesses an impressive partnership portfolio which includes world renowned labels such as Marks & Spencer, NEXT, Victoria's Secret, PINK, GAP, Levis, Triumph, Reebok and Tommy Hilfiger.



## TEA

Sri Lanka is the largest manufacture cum exporter of orthodox black tea to the world accounting for almost 19% of the global tea export market. Further, Sri Lanka is the 3rd biggest tea exporting country to the world and Colombo boasts of being the largest single origin tea auction centre servicing the globe. The US Dollar 1.5 billion tea export trade from Sri Lanka is the leader in value-added tea off-takes to the world. Ceylon Tea is also the world's first to achieve the status of 'Ozone Friendly Tea' recognised under the Montreal Protocol Treaty and strictly adheres to ISO 3720 quality standards across the supply chain.



## RUBBER

Being the world's 7th largest natural rubber producing country, Sri Lanka is world famous for high quality natural rubber. Sri Lanka offers high quality products to the international market and is supported by a sound raw material base and network of supporting services such as trained chemists, rubber technologists and technologically advanced manufacturing processes. Solid and Pneumatic Tyres, floor coverings, gloves, auto industrial components and household items are famous among the rubber based export products.



## GEMS & JEWELLERY

Sri Lanka is known as the 'cradle of treasures' due to its wealth of precious, natural gemstones. The country's natural heritage consists of over 70 varieties of stones including rainbow coloured sapphires, rubies, cat's eyes, moonstones and many more. In fact, the Earth's greatest concentrations of fine gems are found here. Sri Lanka is also fast emerging as a design centre, offering high quality hallmarked jewellery collections of silver, gold and platinum.



## ICT/ BPO

Sri Lanka is emerging as a global ICT-BPO destination of choice in a number of key focus domain areas. Sri Lanka is ranked among the Top 25 Global Outsourcing Destinations by AT Kearney and Colombo is ranked among the Top 10 emerging cities by Global Services Magazine. The advantages of the country include increasing availability of highly skilled professionals, comparative costs, qualitative infrastructure and the workforce. Many global companies including Virtusa, WNS, IFS, HSBC, Amba Research, RR Donnelley and the London Stock Exchange have chosen to set up their development centres in Sri Lanka.



## SPICES

For centuries, Sri Lanka has been famous for a range of spices such as cinnamon, pepper, cloves, cardamoms, nutmeg, mace and vanilla. Sri Lanka enjoys 85% of world market share of True Cinnamon and is the world's largest producer and exporter of the product. Ceylon Cinnamon is GI protected and branded under the certification mark- 'Pure Ceylon Cinnamon'. Sri Lankan spices are rich in intrinsic chemical components and the aroma, flavour and oil contents are of a superior quality.

# SRI LANKA EXPO 2012

Over 300 manufacturing exporters will showcase the widest array of goods & services ranging from Ceylon Tea to Ethical Garments and Gems to Business Process Outsourcing, all in one unique destination - The Hub of Asia - Sri Lanka.

The future is about connections and partnerships. At Sri Lanka Expo 2012, we guarantee that you will find a network as ready to facilitate as you are to prosper.

Our impressive spectrum of products include:

**Apparel**

**Tea**

**Rubber**

**Gems & Jewellery**

**ICT/BPO**

**Food & Beverages**

**Spices**

**Fish & Fishery Products**

**Ceramics & Porcelain**

**Fruits & Vegetables**

**Floriculture**

**Ornamental Fish**

**Coconut & Coir Products**

**Electrical & Electronic Products**

**Printing & Stationery**

**Boat Building**

**Plastic Products**

**Footwear & Leather Products**

**Giftware, Toys & Lifestyle Products**

**Handloom Products**





## SRI LANKA - THE HUB OF ASIA WELCOMES YOU WITH OPEN ARMS

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Sri Lanka is the land of immense promise and is now celebrating an era of great economic flourish. A country renowned for its hospitality greets you the moment you arrive on its fair shores with breathtaking scenery and lively spirit - the potential is undeniable.

Special arrangements will be made for complimentary accommodation and transport, while the all-important business to business meetings and factory visits will be facilitated for you. We believe you will leave our little island having sampled all the delights it has to offer and paving the way for long lasting business relationships.

## SRI LANKA EXPO 2012

A unique combination of an exhibition, a symposium, business meetings, industry visits, networking sessions and other corporate events.

- **TRADE EXHIBITION**  
28TH - 30TH MARCH

Find exactly what you are searching for.

- **INVESTMENT FORUM**  
28TH MARCH

Invest in Sri Lanka- your profit centre in South Asia.

- **TRADE SYMPOSIUM**  
29TH MARCH

Led by world renowned dignitaries on understanding Sri Lanka's global trade framework.

- **FORUM ON TOURISM**  
30TH MARCH

Discover the diversity and full potential of Sri Lanka.

## SRI LANKA EXPO 2012

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28th - 31st March from 10am - 8pm  
at BMICH, Colombo, Sri Lanka.

### SRI LANKA EXPORT DEVELOPMENT BOARD

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Log on to <http://www.srilankaexpo.com>