

# 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 <b>SLTB</b> 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 **original application forms** 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**

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#### Information Desk

**South America**

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**China**

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**Russia CIS/West Africa**

Mr. Sampath Perera (AD-Promotion)

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SLTB International Trade Fair Participation under 50% Trade Fair Subsidy Scheme - 2024						
SL #	Event Name	Country	Event Date 2024	Booths for small scale	Booths for 50%	Application Deadline
<b>Russia &amp; CIS</b>						
1	Prodexpo Moscow	Russia	05-09 Feb		5	15-Sep-23
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 Moscow	Russia	September	2	4	25-Apr-24
5	World Food Kazakhstan	Kazakhstan	November		2	30-Jun-24
6	Peterfood St. Petersburg	Russia	November		2	30-Jun-24
<b>Middle East, Gulf &amp; North Africa</b>						
7	Gulfood Dubai	UAE	19-23 Feb	2	13	Completed
8	Saudi HORECA, Jeddah	KSA	05-07 Feb		4	15-Sep-23
9	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
<b>China</b>						
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
<b>Fareast/Oceania</b>						
17	Foodex Tokyo	Japan	05-08 Mar		7	31-Aug-23
18	Food Taipei	Taiwan	26-29 Jun		6	20-Jan-24
19	Hong Kong Int'l Tea Fair	Hong Kong	August		10	28-Feb-24
20	Fine Food Melbourne	Australia	September	2	3	15-Mar-24
21	Café Show Seoul	S/Korea	November		3	15-Mar-24
<b>Europe</b>						
22	Alimentaria Barcelona	Spain	18-21 March		3	30-Oct-23
23	IFE London	UK	25-27 March		3	30-Oct-23
24	World Food Warsaw	Poland	16-18 April		4	31-Oct-23
25	SIAL Paris	France	19-23 Oct.		6	30-Sep-23
26	HORECA Expo	Belgium	October		2	1-Apr-24
<b>North America</b>						
27	Winter Fancy Food, Las Vegas	USA	21-23 January		3	30-Sep-23
28	World Tea Expo, Las Vegas	USA	18-20 March	2	3	15-Oct-23
29	SIAL Montreal	Canada	15-17 May		5	15-Nov-23
30	Summer Fancy Food, NY	USA	23-25 June		4	15-Dec-23
<b>South America</b>						
31	Anufood São Paulo	Brazil	09-11 April		3	30-Nov-23
32	ESPASIO Food Service	Chile	September		3	31-Mar-24
<b>West Africa</b>						
33	FAB West Africa, Lagos	Nigeria	11-13 June		3	30-Dec-23
34	Agrofood Abidjan	Côte Ivoire	08-10 Oct		3	30-May-24



**SRI LANKA TEA BOARD**

**APPLICATION FOR PARTICIPATION AT INTERNATIONAL TRADE FAIRS 2024**

**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)

<b>Year</b>	<b>Bulk</b>	<b>Packets</b>	<b>Bags</b>	<b>Total</b>
2018				
2019				
2020				
2021				
2022				

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

<b>Year</b>	<b>Name of the Fair</b>	<b>Did you received the orders</b>	<b>If Yes, Volume</b>	<b>Destination</b>

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**