

Ministry of Plantation



Sri Lanka Tea Board

Trade Fair Participation 2025

Applications are invited from registered Ceylon Tea Exporting Companies to participate at the International Trade Fairs in 2025 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 2023-24

Medium Scale :Tea Exports between 500,000 kilos – 1 million kilos per annum during 2023-24

Small Scale :Tea Exports less than 500,000 kilos per annum during 2023-24

A comprehensive detail of exhibitions, application deadline for each event and the application form could be downloaded from www.srilankateaboard.com. 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

No. 574, Galle Road, Colombo 03.

Tel: 0112587814 Fax; 0112587341

Website: www.srilankateaboard.com

Email: promotion@pureceylontea.com

Information Desk

Middle East/Gulf/ Africa

Mr. Priyantha Wimalasiri (DD-Promotion)

upul@pureceylontea.com

North/South America

Mr. Dhanushka Karunarathna (DD-Promotion)

dhanushkak@pureceylontea.com

Europe

Mrs. Manel Weerasekara (DD-Promotion)

manel@pureceylontea.com

China

Mr. Tharanga Abeysekara (3rd Secretary China)

ceylontea.beijing@mfa.gov.lk

Russia & CIS

Mr. Sampath Perera (AD-Promotion)

sampath@pureceylontea.com

Fareast/ Oceania

Mr. Tishan De Siva (AD-Promotion)

tishans@pureceylontea.com

Annexure 01

SLTB International Trade Fair Participation under 50% Trade Fair Subsidy Scheme – 2025						
SL #	Event Name	Country	Event Date 2025	Booths for small scale sponsorship	Booths for 50% sponsorship	Application Deadline
Russia & CIS						
1	Prodexpo Moscow	Russia	03-07 Feb		5	completed
2	World Food Uzbekistan	Uzbekistan	08-10 Apr		2	30-Nov-24
3	Interfood Food Azerbaijan	Azerbaijan	13-16 May		5	13-Dec-24
4	World Food Moscow	Russia	Sep	1	4	01-Apr-25
5	World Food Kazakhstan	Kazakhstan	Nov		2	30-May-25
Middle East, Gulf & North Africa						
6	Gulfood Dubai	UAE	17-21 Feb		13	completed
7	Saudi HORECA, Jeddah	KSA	21-23 Apr		4	15-Nov-24
8	World Food, Istanbul	Turkey	Sep		4	14-Mar-25
9	Erbil International Fair	Iraq	Sep/Oct		5	01-Apr-25
10	Foodex Saudi, Riyadh	KSA	Sep		5	14-Mar-25
11	World of Tea, Teheran	Iran	Nov/Dec	2	7	30-May-25
12	Organic and Natural Expo	UAE	Nov		3	30-May -25
China						
13	HOTELEX Shanghai	China	30 -02 Apr		3	02-Dec-24
14	FHC Guangzhou	China	10-12May		3	31-Jan -25
15	SIAL Shanghai	China	19-21 May		4	31-Jan -25
16	SIAL Shenzhen	China	01-03 Sep		3	30-Apr-25
17	Xiamen Tea Fair, Xiamen	China	10-14 Oct		5	30-May-25
18	FHC Shanghai	China	12-14 Nov		3	30-Jun-25
Fareast/Oceania						
19	Foodex Tokyo	Japan	11-14 Mar		7	completed
20	Food Taipei	Taiwan	26-29 Jun		6	02-Dec -24
21	Int'l Tea Fair, HK	Hong Kong	17-19 Aug		10	28- Feb-25
22	Fine Food, Sydney	Australia	8-11 Sep		3	28- Feb-25
23	Seoul Food, Seoul	S/Korea	November		3	03-Mar-25
Europe						
24	IFE London	UK	25-27 Mar		3	completed
25	World Food Warsaw	Poland	8-10 Apr		4	15-Nov-24
26	HORECA Expo	Belgium	October		2	01-Apr-25
27	Anuga	Germany	04-08 Oct		9	15-Jan-25
North America						
28	World Tea Expo, Las Vegas	USA	24-26 Mar		3	completed
29	SIAL Montreal	Canada	29-1 May		4	30-Dec-24
30	Summer Fancy Food, NY	USA	29 -1 Jul		4	30-Dec-24
South America						
31	ESPASIO Food Service	Chile	Sep		5	31-Mar-25

Africa						
32	FAB West Africa, Lagos	Nigeria	10-12 Jun		3	30-Dec-24
33	Agrofood & Plastprintpack	Ghana	18-20 Nov		3	30-May-25



SRI LANKA TEA BOARD

APPLICATION FOR PARTICIPATION AT INTERNATIONAL TRADE FAIRS 2025

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
2019				
2020				
2021				
2022				
2023				

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
- 6.

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

7. 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)

8. Availability of Online sales/purchasing facilities

No.	Destination	Site
01		
02		
03		

9. Expectations of your participation at the above fair :

10. Date of Establishment of the Company :

11. Main export markets and potential for further growth :

12. 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