

# 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 <b>SLTB</b> 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](http://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

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Website: [www.srilankateaboard.com](http://www.srilankateaboard.com)

Email: [promotion@pureceylontea.com](mailto:promotion@pureceylontea.com)

#### Information Desk

Middle East/Gulf/ Africa

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North/South America

Mr. Dhanushka Karunarathna (DD-Promotion)

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Europe

Mrs. Manel Weerasekara (DD-Promotion)

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China

Mr. Tharanga Abeysekara (3<sup>rd</sup> Secretary China)

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Russia & CIS

Mr. Sampath Perera (AD-Promotion)

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Fareast/ Oceania

Mr. Tishan De Siva (AD-Promotion)

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**Annexure 01**

| <b>SLTB International Trade Fair Participation under 50% Trade Fair Subsidy Scheme – 2025</b> |                           |                |                        |   |                                   |                             |
|---|---------------------------|----------------|------------------------|---|-----------------------------------|-----------------------------|
| <b>SL #</b>   | <b>Event Name</b>         | <b>Country</b> | <b>Event Date 2025</b> | <b>Booths for small scale sponsorship</b> | <b>Booths for 50% sponsorship</b> | <b>Application Deadline</b> |
| <b>Russia &amp; CIS</b>   |                           |                |                        |   |                                   |                             |
| 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                   |
| <b>Middle East, Gulf &amp; North Africa</b>   |                           |                |                        |   |                                   |                             |
| 6   | Gulfood Dubai             | UAE            | 17-21 Feb              | 2   | 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                |   | 7                                 | 30-May-25                   |
| 12  | Organic and Natural Expo  | UAE            | Nov                    | 2   | 3                                 | 30-May -25                  |
| <b>China</b>  |                           |                |                        |   |                                   |                             |
| 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                   |
| <b>Fareast/Oceania</b>  |                           |                |                        |   |                                   |                             |
| 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               | 1   | 3                                 | 28- Feb-25                  |
| 23  | Seoul Food, Seoul         | S/Korea        | November               |   | 3                                 | 03-Mar-25                   |
| <b>Europe</b>   |                           |                |                        |   |                                   |                             |
| 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                   |
| <b>North America</b>  |                           |                |                        |   |                                   |                             |
| 28  | World Tea Expo, Las Vegas | USA            | 24-26 Mar              | 1   | 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                   |
| <b>South America</b>  |                           |                |                        |   |                                   |                             |
| 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)

| <b>Year</b> | <b>Bulk</b> | <b>Packets</b> | <b>Bags</b> | <b>Total</b> |
|-------------|-------------|----------------|-------------|--------------|
| 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.

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

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|  |  |  |  |  |

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**