

Ministry of Plantation and Community Infrastructure



Sri Lanka Tea Board

International Trade Fair Participation 2027

Applications are invited from registered Ceylon Tea Exporting Companies to participate at the International Trade Fairs in **2027** 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 2025-26

Medium Scale :Tea Exports between 500,000 kilos – 1 million kilos per annum during 2025-26

Small Scale :Tea Exports less than 500,000 kilos per annum during 2025-26

A comprehensive detail of exhibitions, application deadline for each event and the application form could be downloaded from www.srilankateaboard.com. Duly completed **original application forms** should be submitted to: Director (Promotion), Sri Lanka Tea Board, 574, Galle Road, Colombo 03 and Email: promotion@pureceylontea.com on or before the closing dates mentioned for a particular trade fair.

Chairman

Sri Lanka Tea Board

No. 574, Galle Road, Colombo 03.

Annexure I

SLTB International Trade Fair Participation under 50% Trade Fair Subsidy Scheme - 2027 (Jan- December)						
No	Event Name	Country	Event Date 2027	small scale	Booths for 50% sponsorship & SLTB	Application Deadline
Russia & CIS						
1	Prodexpo Moscow	Russia	1-4 March		8	15-Sep 2026*
2	Interfood Food Azerbaijan	Azerbaijan	11 -14 May		6	31-Oct-26
Middle East, Gulf & North Africa						
3	Gulfood Dubai	UAE	15-19 Mar	2	20	15-Sep 2026*
4	Saudi Food Show, Riyadh	KSA	Jun		8	31-Oct-26
5	Damascus International Fair	Syria	Aug		6	31-Oct-26
6	World Food, Istanbul	Turkey	Dec		6	31-Oct-26
7	Agro Pack & Food Iraq(Erbil)	Iraq	Nov		5	31-Oct-26
8	Tripoli International Fair	Libya	April		4	31-Oct-26
9	Iraq F&B Expo (Baghdad)	Iraq	Oct		4	31-Oct-26
China						
10	HOTELEX Shanghai	China	30 -02 Apr		4	31-Oct-26
11	Canton Fair-Spring (Guangzhou)	China	01-05 May		4	31-Oct-26
12	SIAL Shanghai	China	18-20 May		4	31-Oct-26
13	HOTELEX, Chendu	China	02-04 July		4	31-Oct-26
14	SIAL (Guangzhou)	China	01-03 Sep		4	31-Oct-26
15	Xiamen Tea Fair, Xiamen	China	10-14 Oct		6	31-Oct-26
16	Canton Fair-Autumn (Guangzhou)	China	Oct 31-Nov 04		4	31-Oct-26
17	FHC Shanghai	China	12-14 Nov		4	31-Oct-26
Fareast/Oceania						
18	Foodex Tokyo	Japan	9-12 Mar		10	15-Sep 2026*
19	FHA Singapore 2027	Singapore	20-23 Apr		4	31-Oct-26
20	Food Taipei	Taiwan	23-26 June		6	31-Oct-26
21	Hong Kong Int'l Tea Fair	Hong Kong	Aug		11	31-Oct-26
22	Fine Food Melbourne	Australia	Sep	2	3	31-Oct-26
23	THAIFEX – Anuga Asia 2027	Thailand	25-29 May		4	31-Oct-26
Europe						
24	IFE London	UK	5-7 Apr		4	30-Sep-26*
25	Anuga	Germany	9-13 Oct		10	31-Oct-26
26	PLMA Private Label Fair	Netherland	25-26 May		3	31-Oct-26
27	World Food Warsaw	Poland	13-15 Apr		4	31-Oct-26
North America						
28	World Tea Expo, Las Vegas	USA	22-24 Mar	2	4	30-Sep-26*
29	SIAL Montreal	Canada	27-29 April		3	30-Sep-26*
30	Summer Fancy Food, NY	USA	25-27 July		3	30-Sep-26*
South America						
31	ESPASIO Food Service	Chile	Sep		6	31-Oct-26
32	APAS Show 2027	Brazil	17-20 May		4	31-Oct-26
West Africa						
33	Gulf Food - Kenya	Kenya	4-6 May		4	31-Oct-26



SRI LANKA TEA BOARD

APPLICATION FOR PARTICIPATION AT INTERNATIONAL TRADE FAIRS 2027

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
2021				
2022				
2023				
2024				
2025				

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

RUSSIA & CIS

1. Prodexpo Moscow-Russia

PRODEXPO is the largest annual specialized exhibition in Russia and Eastern Europe. The 34th edition of the event will be held in Moscow from 1st of March – 4th of March 2027. Over the years of its existence, the PRODEXPO exhibition has played an important role in stimulating the Russian food industry. Promoting high-quality foodstuffs to the domestic market, the PRODEXPO trade show contributes to implementing high-priority federal projects aimed at improving the quality of life of the Russian citizens.

The event is one of the main exhibitions in the SLTB trade fair calendar for past two decades. The cost per booth of 9 sqm will approximately be around **US\$ 7,500/-** (SLTB 50% trade fair subsidy scheme will be applicable)

Event official website - <https://www.prod-expo.ru/en/>

2. Interfood Food Azerbaijan

InterFood Azerbaijan has established itself as the Caspian Region's leading food industry event with a history of 31 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 event will be held from 11th-14th May 2027 at Baku Expo Center, Baku, Azerbaijan. The cost of a 9 sqm Equipped Stand is around **US\$ 5,500** including basic furniture. (SLTB 50% trade fair subsidy scheme will be applicable)

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

MIDDLE EAST, GULF & NORTH AFRICA

3. Gulfood Dubai

Gulfood 2027 has established itself as one of the world's premier annual food and beverage trade exhibitions, bringing together industry professionals, manufacturers, distributors, retailers, and buyers from across the globe. Over the years, Gulfood has proven to be a reliable platform for networking, showcasing innovative products and services, identifying emerging market trends, and facilitating international trade partnerships. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and expand into new export markets.

The event will be held from 15th-19th March 2027 at the Dubai World Trade Centre, Dubai, United Arab Emirates. The cost of a 9 sqm Equipped Stand is around **USD 11,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.gulfood.com/>

4. Saudi Food Show, Riyadh

The Saudi Food Show 2027 has established itself as Saudi Arabia's leading food and beverage trade exhibition, bringing together global manufacturers, suppliers, distributors, retailers, and industry professionals under one platform. Since its inception, the exhibition has served as an important gateway to the rapidly growing Saudi Arabian and Middle Eastern food markets, providing

opportunities to showcase products, identify emerging market trends, establish new business partnerships, and expand export opportunities. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in June 2027 at Saudi Arabia. The cost of a 9 sqm Equipped Stand is around **USD 10,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.thesaudifoodshow.com/>

5. Damascus International Fair

Damascus International Fair has established itself as one of the oldest and most prominent multi-sector trade exhibitions in the Middle East, providing a significant platform for international trade and business networking for over six decades. Over the years, the exhibition has proven to be a reliable venue for promoting products and services, fostering business partnerships, and exploring new market opportunities across the region. The fair provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in August at Syria. The cost of a 9 sqm Equipped Stand is around **USD 4,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.seife.gov.sy/en>

6. WorldFood Istanbul

World Food Istanbul is the largest and most successful food and drink exhibition in Turkey. The event annually attracts over 360 domestic and international food producers, who converge in Istanbul to network, negotiate and conclude business with Turkey's food industry buyers. The event is scheduled to be held in Istanbul in December 2027.

SLTB intends to organize a group stand for Ceylon Tea at the World Food Istanbul 2023, depending on the response from the exporting companies. The cost per booth of 9 sqm will approximately be around **USD 7,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

7. Agro Pack & Food Iraq

Agro Pack & Food Iraq has established itself as one of Iraq's leading international exhibitions dedicated to the food, agriculture, packaging, and processing industries. Over the years, the exhibition has become an important business platform connecting international suppliers, manufacturers, distributors, and buyers seeking opportunities in Iraq's rapidly developing food and agricultural sectors. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in November 2027 at Iraq. The cost of a 9 sqm Equipped Stand is around **USD 7,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

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

8. Tripoli International Fair

9. Iraq F&B Expo (Baghdad)

CHINA

10. HOTELEX Shanghai

HOTELEX Shanghai 2027 has established itself as one of Asia's leading hospitality, foodservice, and catering trade exhibitions, bringing together manufacturers, suppliers, distributors, retailers, and hospitality professionals from around the world. Over the years, the exhibition has become a premier platform for showcasing innovative food and beverage products, tea and coffee, catering equipment, food processing technologies, packaging solutions, and hospitality services. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 30th March – 2nd April 2027 at Shanghai, China. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable)

Event official website – <https://en.hotelex.cn/>

11. Canton Fair-Spring (Guangzhou)

12. SIAL Shanghai

SIAL China is an integral part of SIAL Network, a 56 year brand oriented from Paris. SIAL China is now the Asia's largest food and beverage innovation exhibition that is scheduled to be held from 18th to 20th May 2027 in China. The show sets the benchmark for overseas companies stepping into Asia and China as well as providing valuable market insights, trends and innovations of the regional food industry.

SLTB intends to organize a pavilion for Ceylon Tea during the event in 2023 based on the previous successive participation consecutively. The total cost of participation will approximately be around **USD 8,000** for 9 sqm booth. (SLTB 50% trade fair subsidy scheme will be applicable)

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

13. HOTELEX, Chengdu

HOTELEX Chengdu 2027 has established itself as one of Western China's leading hospitality, foodservice, and catering trade exhibitions, bringing together manufacturers, suppliers, distributors, retailers, and hospitality professionals from across China and overseas. The exhibition serves as an important platform for showcasing innovative food and beverage products, tea and coffee, catering equipment, food processing technologies, packaging solutions, and hospitality services. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 2nd-4th July 2027 at Chengdu, China. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

14. SIAL (Guangzhou)

15. Xiamen Tea Fair, Xiamen

China Xiamen International Tea Industry Fair 2027 (Autumn Edition) is scheduled to be held in 10th -14th October 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 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 1,700**. **(SLTB 50% trade fair subsidy scheme will NOT be applicable for this event)**

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

16. Canton Fair-Autumn (Guangzhou)

17. FHC Shanghai

FHC Shanghai Global Food Trade Show 2027 has established itself as one of China's leading international food and beverage trade exhibitions, bringing together global manufacturers, importers, distributors, retailers, hospitality professionals, and foodservice operators under one platform. Over the years, the exhibition has become a premier gateway for international companies seeking to enter and expand in the Chinese market, while providing opportunities to showcase innovative food and beverage products, develop new business partnerships, and explore emerging market trends. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in 12th -14th November 2027 at Shanghai, China. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable)

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

FAREAST/OCEANIA

18. FOODEX Japan

FOODEX Japan 2027 has established itself as Asia's leading international food and beverage trade exhibition, bringing together manufacturers, exporters, importers, distributors, retailers, and foodservice professionals from around the world. With over five decades of history, the exhibition has proven to be a premier platform for showcasing innovative food and beverage products, developing international business partnerships, identifying emerging market trends, and expanding global market access. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 9th – 12th March 2027 at Tokyo, Japan. The cost of a 9 sqm Standard Booth is around **USD 10,000** excluding stand construction and furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website: <https://foodex.jma.or.jp/>

19. FHA Singapore 2027

Food & Hospitality Asia (FHA) 2027 has established itself as Asia's leading international food and hospitality trade exhibition, bringing together manufacturers, exporters, importers, distributors, retailers, and hospitality professionals from around the world. Over the years, the exhibition has become a premier platform for showcasing innovative food and beverage products, hospitality solutions, and foodservice technologies while facilitating international trade and business partnerships. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 20th – 23rd April 2027 at the Singapore EXPO, Singapore. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.foodnhotelasia.com/>

20. FOOD Taipei

Food Taipei Trade exhibition is scheduled to be held in 23rd to 26th June 2027 in Taipei, Taiwan. 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 4,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

21. Hong Kong International Tea Fair

Hong Kong International Tea Fair 2027 is scheduled to be held in August 2027 at 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\$ 5,000)
- 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/event/hkteafair/en>

22. Fine Food Melbourne/Sydney

Fine Food Australia is the country's leading trade exhibition for the foodservice, hospitality and retail industries. The event presents new and innovative products from around Australia and from over 45 countries internationally. The annual show attracts over 1,000 exhibitors from Australia and the world, and alternates between Sydney and Melbourne each September.

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 10,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

23. THAIFEX – Anuga Asia 2027

THAIFEX – Anuga Asia 2027 has established itself as one of Asia's largest and most influential international food and beverage trade exhibitions, bringing together global manufacturers, exporters, importers, distributors, retailers, and foodservice professionals. Organized in collaboration with leading international food trade organizations, the exhibition serves as a premier platform for showcasing innovative food and beverage products, exploring emerging market trends, developing business partnerships, and expanding access to Asian and global markets. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in 25th – 29th May 2027 at Bangkok, Thailand. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://thaifex-anuga.com/>

EUROPE

24. IFE London

IFE 2027 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 5th-7th April 2027 at 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 **USD 10,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

25. Anuga

Anuga is not only the largest food and beverage fair in the world; it's also the sector's most important fair for new markets and target groups. It's the perfect venue for all the latest trends and themes - and a great place to make first-rate contacts and business deals. This is a bi-annual event and 2027 version of the event is scheduled to be taken place in Cologne-Germany from 9th-13th October 2027.

Having considered the importance of representing Ceylon Tea at such largest platform, 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 **USD 11,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

26. PLMA World of Private Label International Trade Show 2027

PLMA World of Private Label International Trade Show 2027 has established itself as one of the world's leading trade exhibitions dedicated to private label products, bringing together manufacturers, retailers, wholesalers, and sourcing professionals from across the globe. Over the years, the exhibition has become a premier platform for showcasing food and non-food private label products, developing strategic business partnerships, identifying new sourcing opportunities, and expanding into international retail markets. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held in 25th -26th May 2027 at the Netherlands. The cost of a 9 sqm Shell Scheme Stand is around **USD 10,000** including basic stand construction. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.plmainternational.com/>

27. World Food Warsaw

The 9th World Food exhibition is scheduled to be held from 13th -15th April 2027 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 versions of the event. The approximate cost of a 9 sqm booth will be **USD 7,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

NORTH AMERICA

28. World Tea Expo, Las Vegas

The "World Tea Expo 2027, International trade fair will be held at Las Vegas Convention Center in Las Vegas, USA from 22nd -24th March 2027. The event is 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 2027 depending on the response from the trade. The approximate cost of 10 sqm stand will be around **USD 10,000**. (SLTB 50% trade fair subsidy scheme will be applicable)

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

29. SIAL Canada, Toronto

SIAL Canada trade exhibition is scheduled to be held in 27-29 April 2027 at Toronto, 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.

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 **USD 10,000** (SLTB 50% trade fair subsidy scheme will be applicable)

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

30. Summer Fancy Food, NY

Summer Fancy Food Show 2027 is scheduled to be held in June 2027 at 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 10,000 (SLTB 50% trade fair subsidy scheme will be applicable)

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

SOUTH AMERICA

31. ESPASIO Food Service

The event is the latest addition to the SLTB event calendar by aiming to expand the Ceylon Tea brands presence in the South American market. Since its inception in 2011, The event, organized and produced every year by the Events and Convention Center Espacio Riesco of Santiago, is considered to be the most important food industry event in Chile and a reference point for Latin America. The event is scheduled to be held in September 2027 in Chile.

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 8,000** for 9 sqm booth. (SLTB 50% trade fair subsidy scheme will be applicable)

Event's official website - <https://www.espaciofoodservice.cl/en/>

32. APAS Show 2027

APAS Show 2027 has established itself as the largest food and beverage trade exhibition in the Americas and the world's largest supermarket festival, bringing together manufacturers, exporters, importers, distributors, retailers, and industry professionals from across the globe. Over the years, the exhibition has become a premier platform for showcasing innovative food and beverage products, identifying emerging consumer trends, developing strategic business partnerships, and expanding access to the Latin American market. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 17th – 20th May 2027 at Brazil. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://apasshow.com/>

WEST AFRICA

33. Gulfood360 Africa – Kenya 2027

Gulfood360 Africa – Kenya 2027 has established itself as Africa's newest international food and beverage trade platform, bringing together manufacturers, exporters, importers, distributors, retailers, investors, and industry professionals from across the globe. As the African edition of the globally renowned Gulfood brand, the exhibition serves as a comprehensive platform connecting the entire food ecosystem—from agriculture and food processing to logistics, technology, and international trade. The exhibition provides opportunities to find new customers, strengthen existing relationships with business partners, and enter new sales markets.

The event will be held from 4th – 6th May 2027 in Kenya. The cost of a 9 sqm Equipped Stand is around **USD 8,000** including basic furniture. (SLTB 50% Trade Fair Subsidy Scheme will be applicable).

Event official website – <https://www.gulfood360kenya.com/>

(All cost are approximate values based on previous participations)