



Please submit to:  
**Industrial Development Board**

615, Galle Road, Katubedda, Moratuwa, Sri Lanka, 10400  
industryexposrilanka@idb.lk  
www.idb.gov.lk  
+94 778 037 569 / +94 714 401 545  
+94 715 226 818 / +94 718 832 125  
+94 112 623 439

## EXHIBITOR APPLICATION FORM - Foreign Exhibitors

Please return the application form together with your full payment at the time of reservation.

Exhibiting Company's Name:

Website / URL:

Address:

Country:

Contact Person:

Designation:

Mobile Number:

WhatsApp Number:

Email:

Stall Type: Bare Space - 9 m<sup>2</sup>

Standard Stall - 9 m<sup>2</sup>

We require  No. of Stalls

Products displayed:

Amount Rs.

Cheque/Direct Deposit Reference No.

Date:

Bank:

Branch:

We hereby confirm our participation for International Industry Expo 2024

Name:

Date:

Designation:

Signature & Company Seal:

Please maintain a copy of this form for your records



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கைத்தொழில் அமைச்சு  
Ministry of Industries



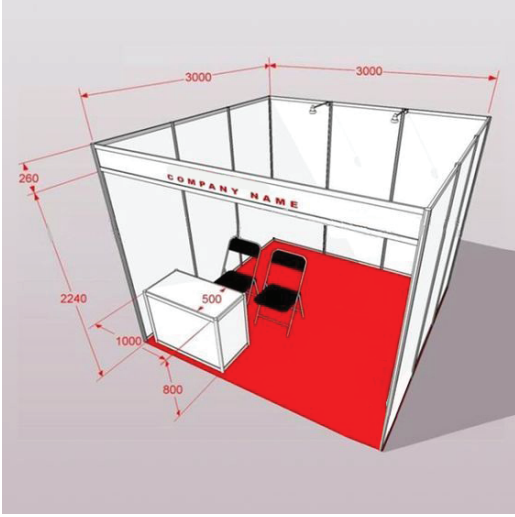
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கைத்தொழில் அபிவிருத்தி சபை  
Industrial Development Board



## INVESTMENT

Hall	A/C, Non A/C	Stall Price in USD
B	A/C	1,500
W5/W6	Non A/C	540
U	A/C	900
S1,S2,S3,S4	A/C	900
T1,T2,T3,T4	A/C	900

### Standard Type Stall Structure:



### Standard Type Stall entitles you to the following:

- Floor Carpet
- Fabricated Standard Stall (3m x 3m)
- Exhibitors Name on Fascia
- One Table
- Two Chairs
- Two Spot Lights
- One 13 Amp. Plug Socket

Payment should be made by bank transfer to:

Beneficiary: Industrial Development Board  
Bank Name: Bank of Ceylon  
Bank A/C Number: 90494906  
Bank Branch: Idama  
Bank Code: 7010  
Branch Code: 61  
Swift Code: BCEYLKLX

All applications are considered on a first-come, first serve basis. The Industrial Development Board reserves the right to decline acceptance of application for exhibition space without giving any reason thereof with standing the prior acceptance of any remittance. In addition, any payment acceptance does not mean that the application is successful until participation has been confirmed in written along with the full payment. If the payment is not completed. stall reservation will be cancelled automatically.

**Mobile:** +94 778 037 569, **Telephone:** +94 112 623 439, **Email:** industryexposrilanka@idb.lk

Please maintain a copy of this form for your records



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கைத்தொழில் அமைச்சு  
Ministry of Industries



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கைத்தொழில் அபிவிருத்தி சபை  
Industrial Development Board



# INDUSTRY 2024

INTERNATIONAL  
INDUSTRY EXPO

SRI LANKA

19<sup>th</sup> - 23<sup>th</sup> JUNE 2024 @ BMICH

# INTERNATIONAL INDUSTRY EXPO 2024



කර්මාන්ත අමාත්‍යාංශය  
கைத்தொழில் அமைச்சு  
Ministry of Industries



කාර්මික සංවර්ධන මණ්ඩලය  
கைத்தொழில் அபிவிருத்தி சபை  
Industrial Development Board

# INTERNATIONAL INDUSTRY EXPO 2024 - SRI LANKA

## GLOBAL NETWORKING...

Sri Lanka showcases industries as, "International Industry Expo 2024", which will be held from 19<sup>th</sup> to 23<sup>rd</sup> June, 2024 at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo, Sri Lanka.

The Expo is organized by the Ministry of Industries and the Industrial Development Board (IDB). The main objective is to create a platform to bring together industry related local & international stakeholders. This Expo will represent 25 industry sectors and over 1000 exhibitors, covering a wider products and services portfolio during the 05 days of its exposition. The event is a complete package that involves International Symposium, industry related seminars, sharing experiences of industry leaders, as well as displaying of products and innovations.



## Why Visit

Make Sri Lanka (Ceylon) as your next investment pivot in South Asia. Sri Lanka is a wonderful island which has been dubbed as the "Pearl of the Indian Ocean". "Ceylon" is renowned for its strategic location anciently which is geographically attractive to many global value chains. Even now, it continues to be the ideal trade hub in Southern Asia due to its strategic location and harbors. Sri Lanka has natural resources, human resources, transportation, telecommunication services and more than everything all the other business supporting services are easily accessible and way forward towards an export oriented economy.



**Find Reliable  
Local & Foreign  
Partners**  
To improve your  
Business



**Discover New  
Products**  
From  
Exhibitors



**Finding New  
Contacts**  
From Exhibitors



**Technology  
Transfers**  
To Update / Acquire  
Technology



**Exhibiting  
Inventions**  
For  
Commercialization



**Sharing  
Experience**  
With Industry  
Leaders



# INDUSTRY SECTORS ///

- Food & Beverage
- Design, Packaging and Paper related industries
- Spice related industries
- Coconut, Kithul & Palmyrah based products and Fiber related industries
- Tea, Value added Tea and related industries
- Footwear, Leather, Leather products and allied industries
- Rubber, Plastics and allied industries
- Metal, Die, Mold, Machinery Tools and allied industries
- Timber, Wood-based and Furniture industries
- Vehicles, Automotive assembly and automotive related industries
- Electrical / Electronics and allied industries



- Western, Indigenous Ayurvedic and other Pharmaceutical and allied industries
- Construction, Granite, Tile, Pottery, Ceramics and Decor related industries
- Maritime & Shipping related industries
- Printing, Publishing Materials and allied industries
- Cosmetics and allied industries
- Gem and Jewelry related industries
- Minerals and Mining allied industries
- Textiles and Apparels
- Chemical, Energy and allied industries
- ICT & Advance Technology services
- Craft industries
- Service industries

# EVENTS



**Industry Seminars**



**Industry Innovation  
Arena**



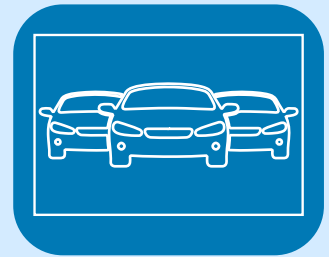
**B2B & B2C Meetings**



**International Symposium  
“Green Initiative for Sustainable  
Industrial Development”**



**Networking**



**Locally Assembled  
Vehicle Parade**





# VISITORS' PROFILE

- Industry /Commercial Traders
- Buyers
- Exporters
- Sub Contractors
- Foreign Delegations
- Outsourcing Partners
- Heads of Purchasing, Marketing & Sales
- R & D Partners
- Academia
- Representatives from International Organizations located in Sri Lanka
- Representatives from Foreign Embassies in Sri Lanka
- Technical Experts
- Industrial/ Business Consultants Business Contractors
- Vendors
- Chambers, Associations and their Members & Representatives
- Policy Makers
- Government Delegates and Officials
- Tourists

# INDUSTRY 2023 KEY FIGURES



**100000+**  
Visitors



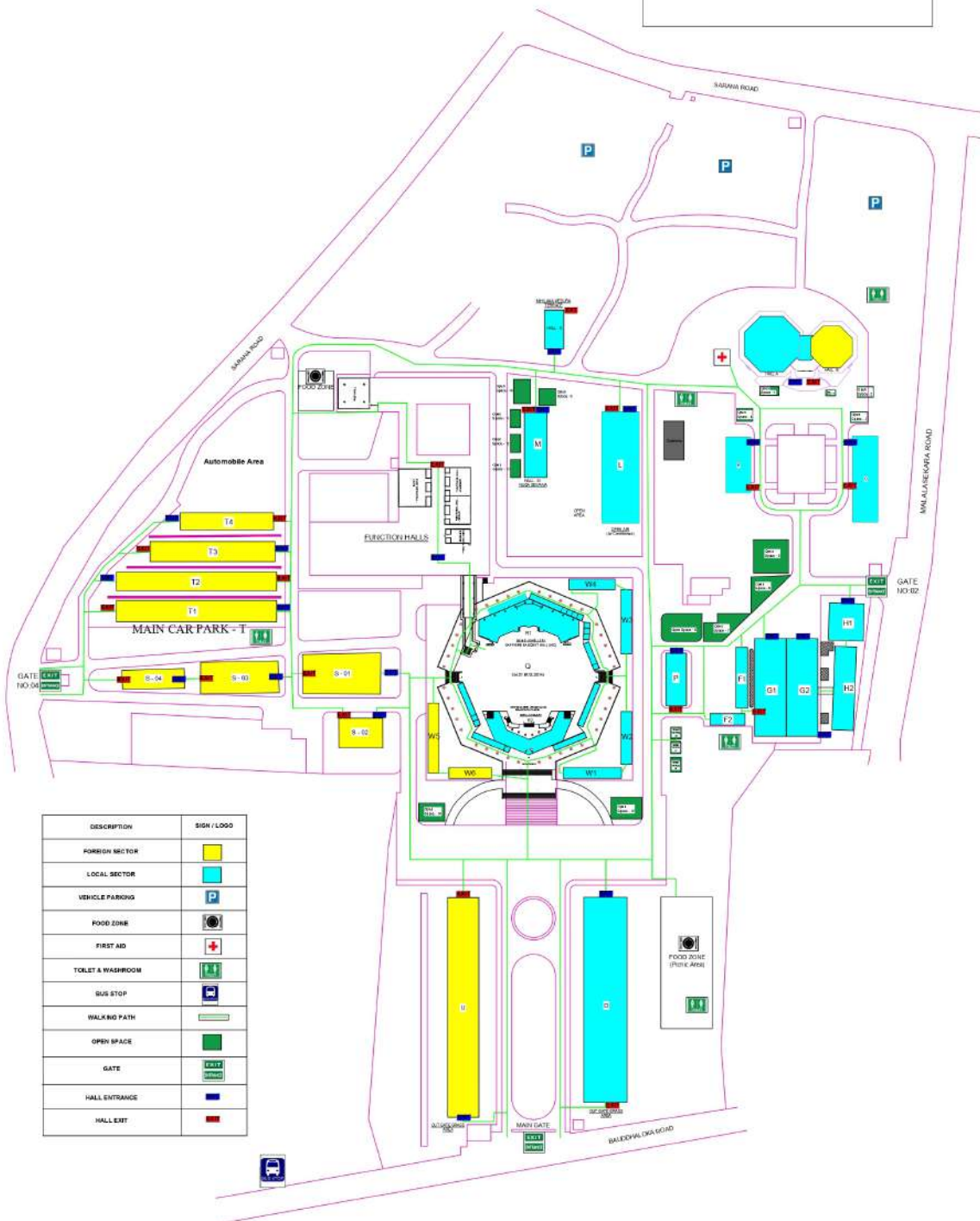
**700+**  
Exhibitors





# LAYOUT

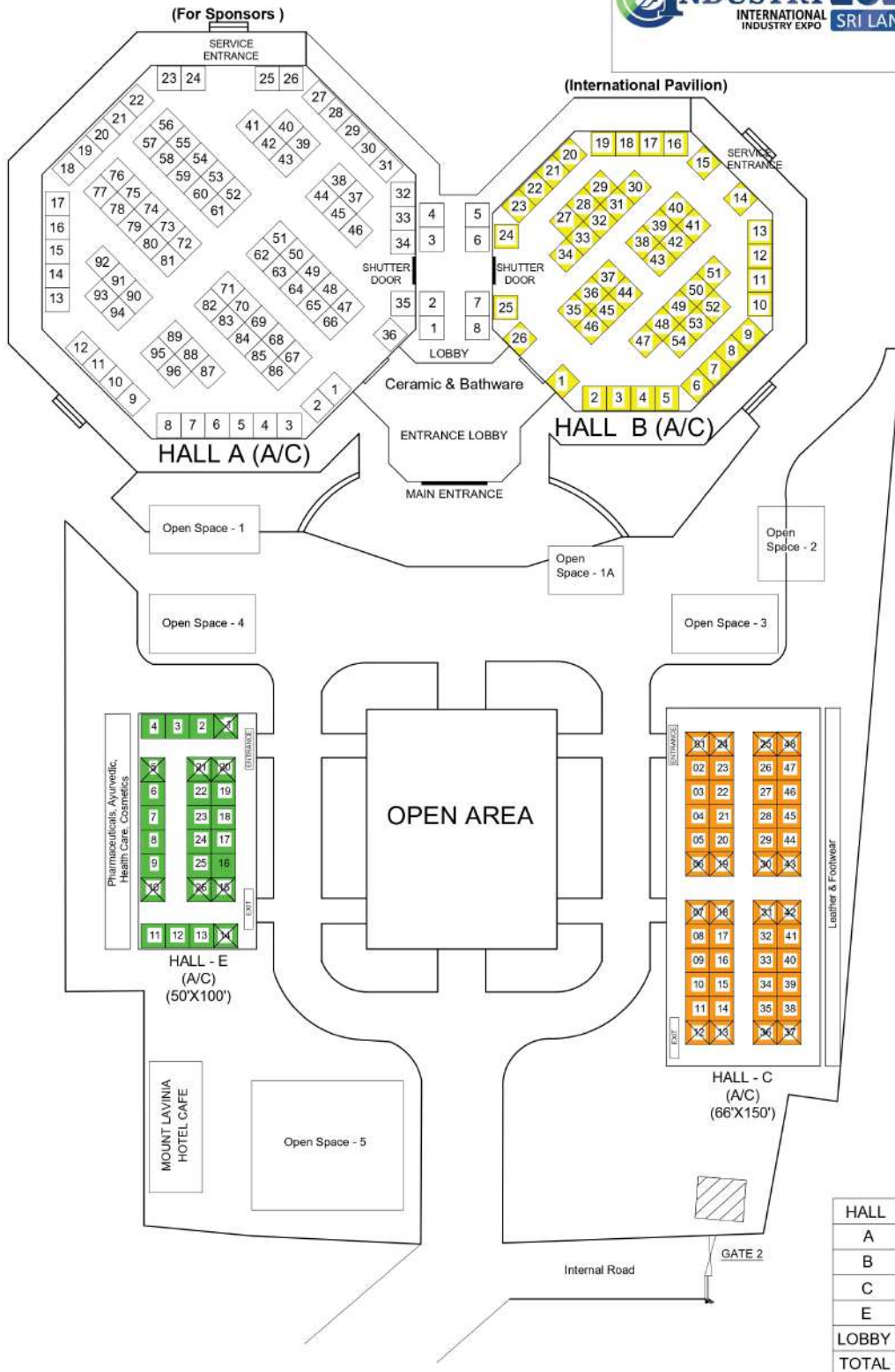
## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA LAYOUT MAP



DESCRIPTION	SIGN / LOGO
FOREIGN SECTOR	[Yellow Box]
LOCAL SECTOR	[Cyan Box]
VEHICLE PARKING	[P in Blue Box]
FOOD ZONE	[Green Circle]
FIRST AID	[Red Cross]
TOILET & WASHROOM	[Green Toilet Icon]
BUS STOP	[Blue Bus Icon]
WALKING PATH	[Green Line]
OPEN SPACE	[Green Square]
GATE	[EXIT / ENTRANCE Sign]
HALL ENTRANCE	[Blue Arrow]
HALL EXIT	[Red Arrow]

# LAYOUT

**INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE**  
**BMICH - COLOMBO, SRI LANKA**  
**SBMEC STALL LAYOUT**



HALL	STALLS
A	96
B	54
C	48
E	26
LOBBY	08
<b>TOTAL</b>	<b>232</b>

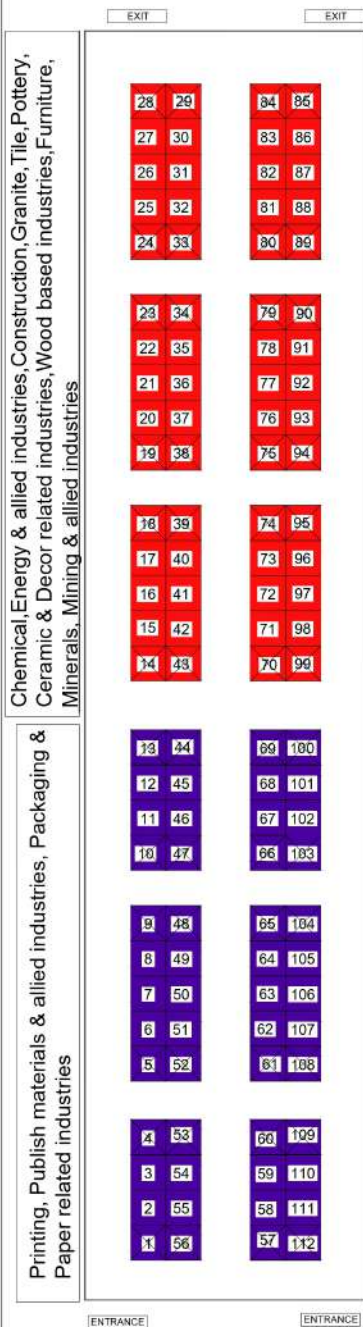
# LAYOUT

## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA WESTERN CAR PARK STALL LAYOUT

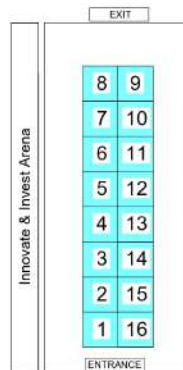


# LAYOUT

## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA STALL LAYOUT

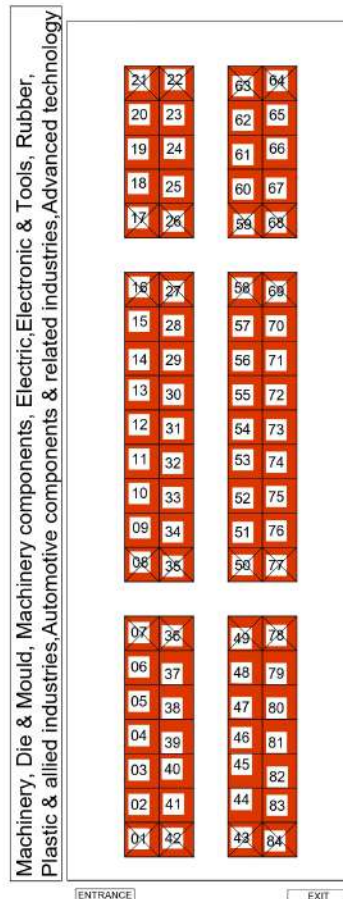


**OUT GATE GRASS AREA (A/C)**  
(HALL - D) (66'X350')

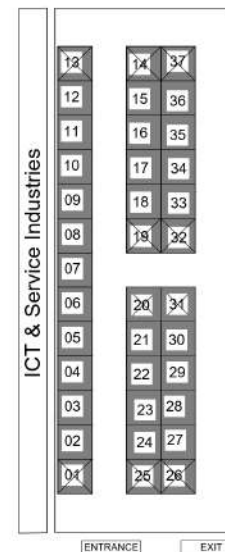


**MIHILAKA MEDURA TERRACE (40'x100')**  
(HALL - K) (A/C)

HALL	ZONE	STALLS
M	NUGA SEWANA	37
L	OPEN AIR	84
K	MIHILAKA MEDURA TERRACE	16
D	OUT GATE GRASS AREA	112
TOTAL STALLS		249



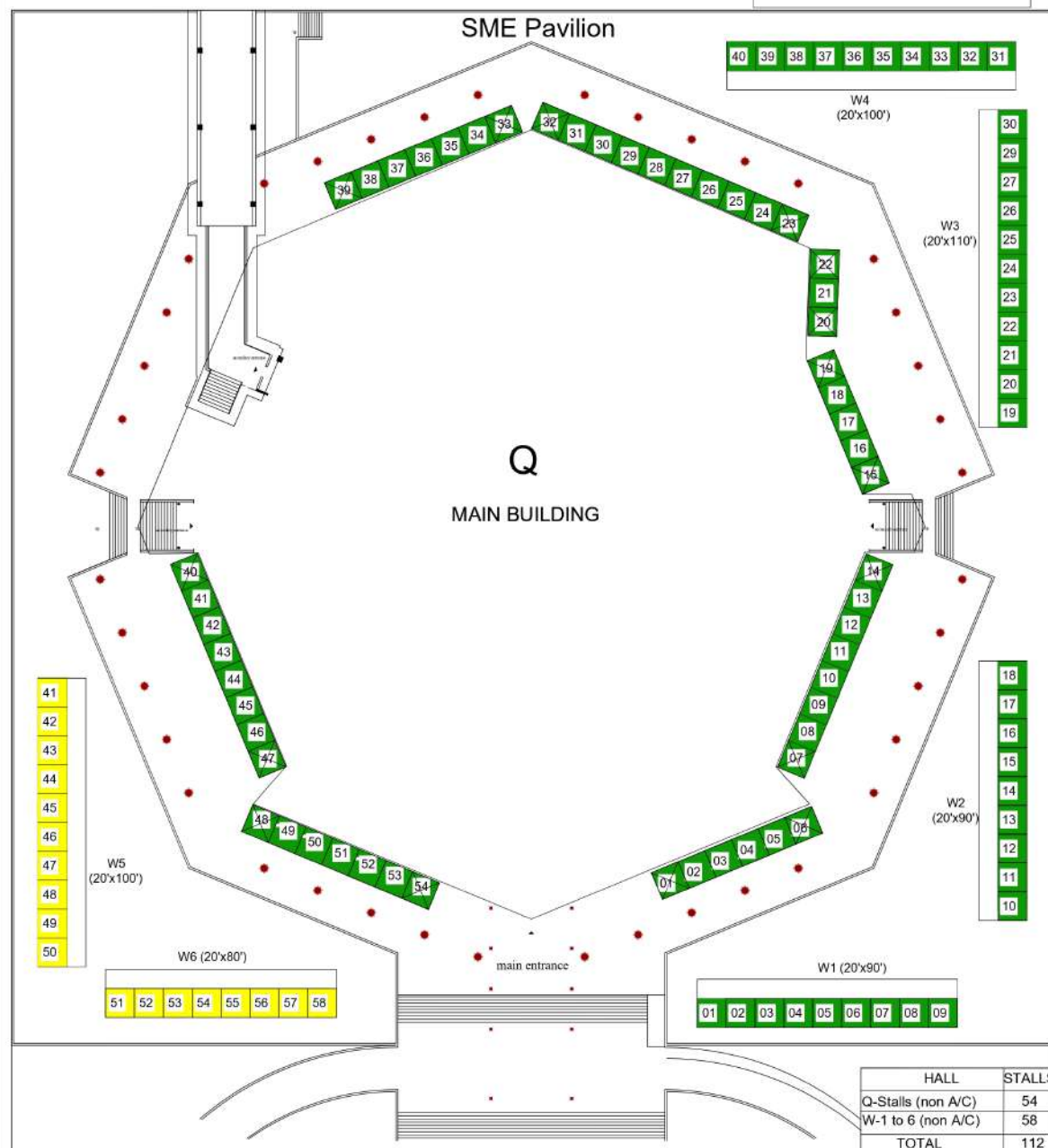
**OPEN AIR (A/C)**  
(HALL - L) (66'X250')



**NUGA SEWANA (A/C)**  
(HALL - M) (50'X150')

# LAYOUT

**INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE**  
**BMICH - COLOMBO, SRI LANKA**  
**MAIN BUILDING STALL LAYOUT**



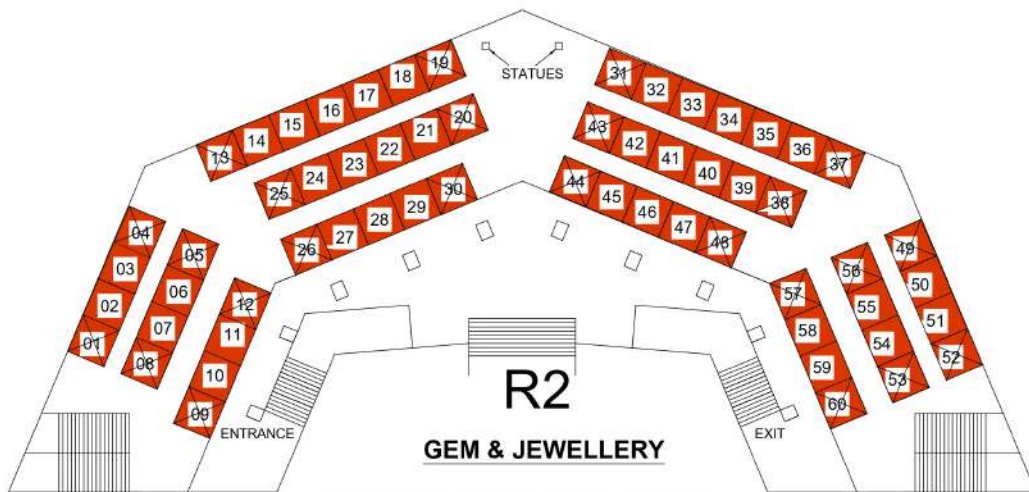
# LAYOUT

**INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE**  
**BMICH - COLOMBO, SRI LANKA**  
**MAIN BUILDING STALL LAYOUT**



**R1**  
**SAPPHIRE BANQUET HALL (A/C)**  
**GEM & JEWELLERY**

STALLS (A/C) 30



**R2**  
**GEM & JEWELLERY**  
**MAIN BUILDING LOWER LEVEL**  
**DELEGATE LOUNGE**  
**(Non A/C)**

STALLS (non A/C) 60

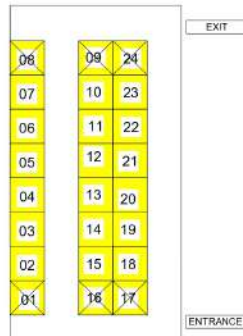
# LAYOUT

## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA MAIN GATE AREA STALL LAYOUT

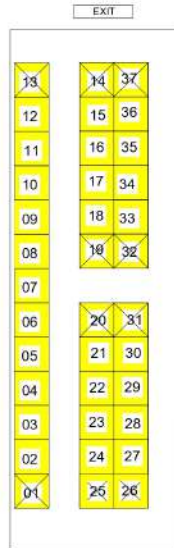


### International Pavilion

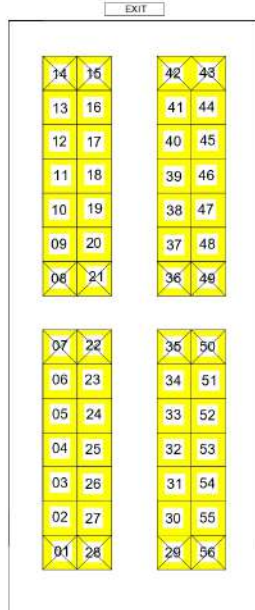
HALL	STALLS
U - Hall(A/C)	93
S 01 Hall (A/C)	56
S 02 Hall (A/C)	24
S 03 Hall (A/C)	37
S 04 Hall (A/C)	25
<b>TOTAL STALLS</b>	<b>235</b>



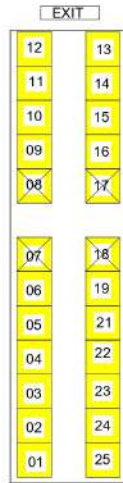
S 02 Hall (A/C)  
(50'X100')



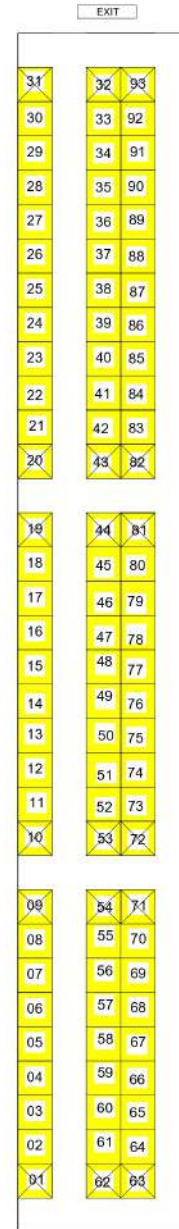
S 03 Hall (A/C)  
(50'X150')



S 01 Hall (A/C)  
(66'X170')



S 04 Hall (A/C)  
(30'X130')



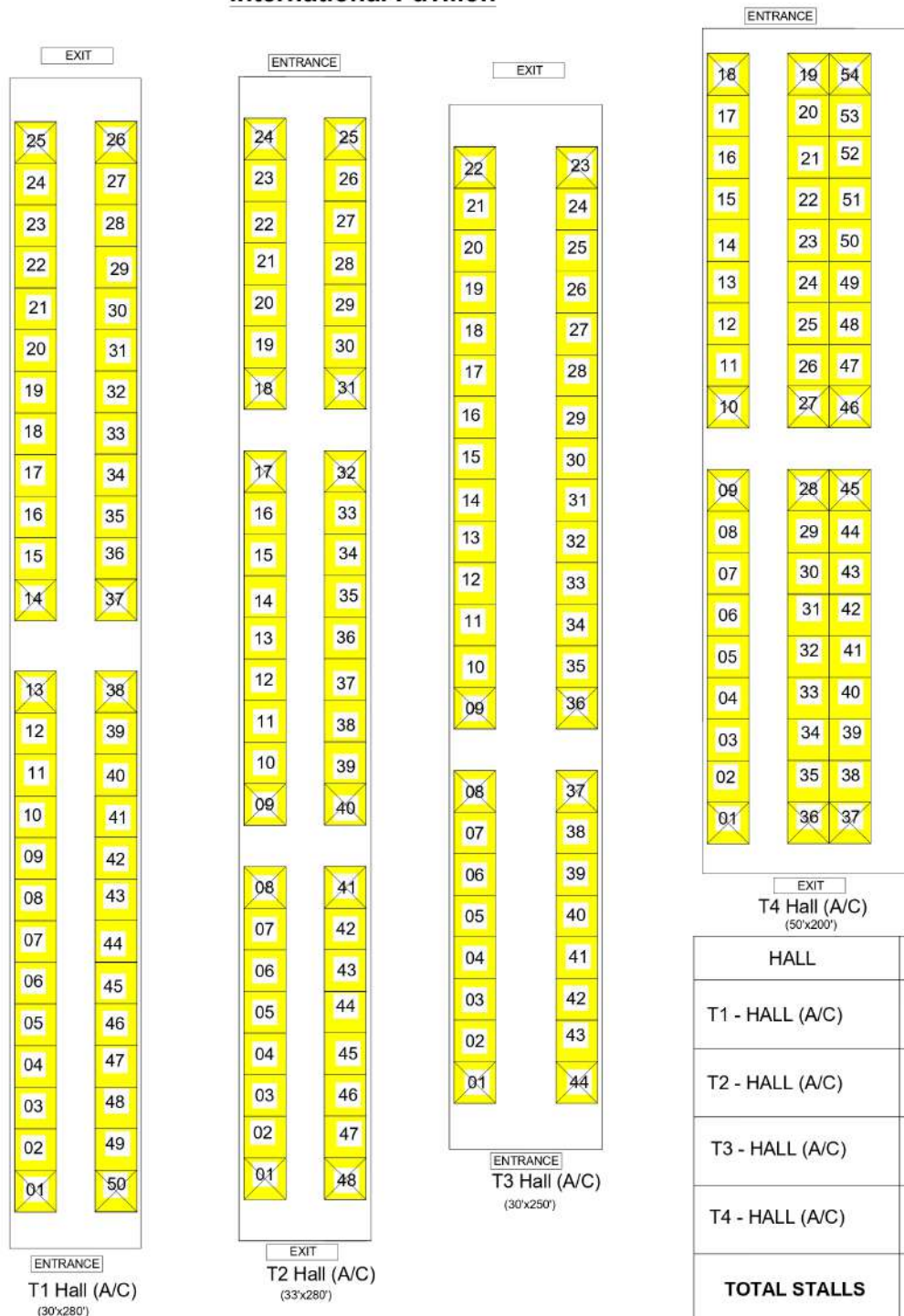
U Hall (A/C)  
(50'X350')

# LAYOUT

## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA MAIN CAR PARK STALL LAYOUT



### International Pavilion



HALL	STALLS
T1 - HALL (A/C)	50
T2 - HALL (A/C)	48
T3 - HALL (A/C)	44
T4 - HALL (A/C)	54
<b>TOTAL STALLS</b>	<b>196</b>

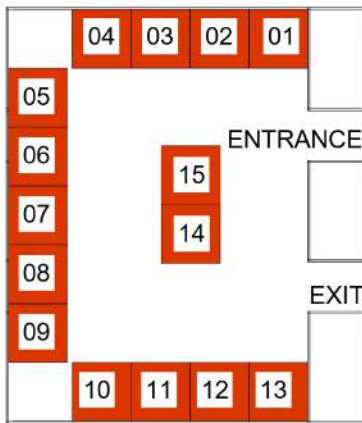


# LAYOUT

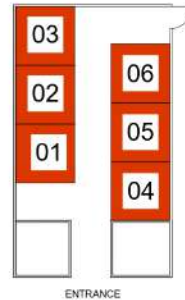
**INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE**  
**BMICH - COLOMBO, SRI LANKA**  
**FUNCTION HALLS STALL LAYOUT**



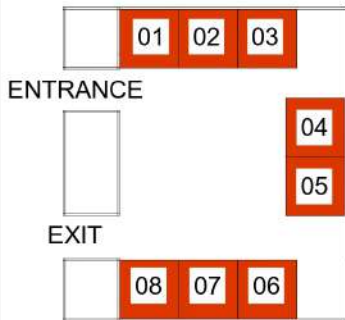
## GEM & JEWELRY



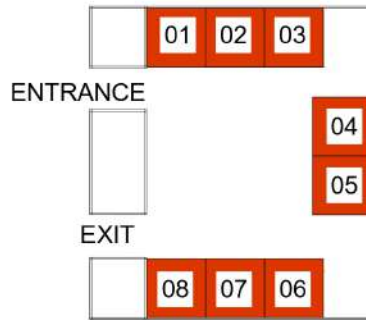
LOUITS HALL (A/C)



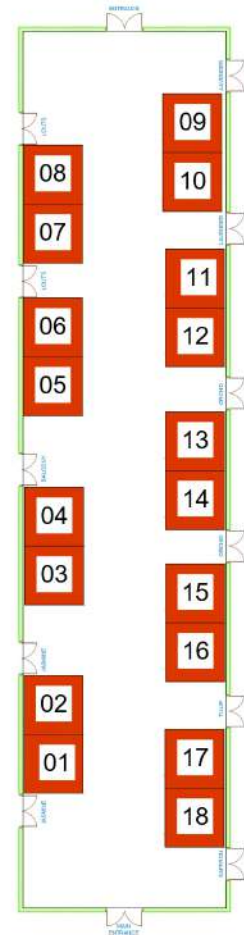
SAFFRON HALL (A/C)



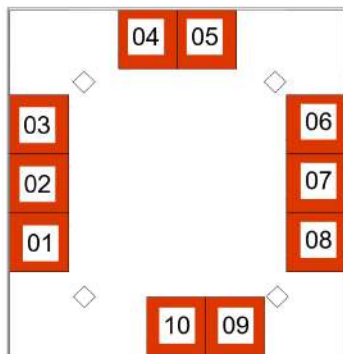
LAVENDER HALL (A/C)



ORCHID HALL (A/C)



FUNCTION HALL -  
ENTRANCE LOBBY



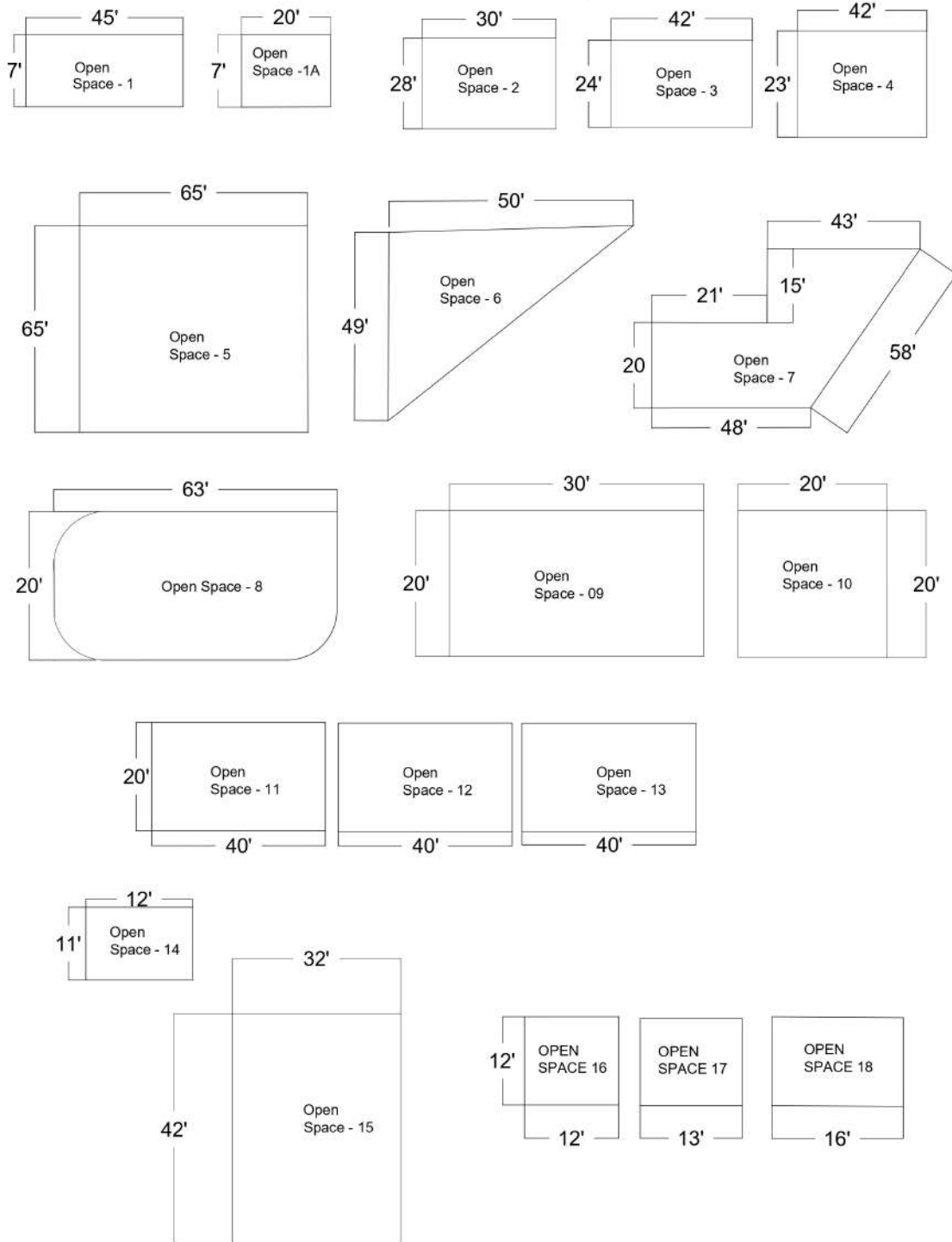
ENTRANCE

RUBY HALL (A/C)

HALL	STALLS
SAFFRON HALL	06
RUBY HALL	10
LOUITS HALL	15
LAVENDER HALL	08
ORCHID HALL	08
ENTRANCE LOBBY	18
TOTAL	65

# LAYOUT

## INTERNATIONAL INDUSTRY EXPO 2024 19<sup>th</sup> TO 23<sup>rd</sup> OF JUNE BMICH - COLOMBO, SRI LANKA OPEN SPACES



# SPONSORSHIP CATEGORIES & BENEFITS

## Main Sponsor - LKR 20,000,000.00

- Company Logo - associated next to the Event Logo on all Communication Materials
- Number of 3 x 3 SQM Stalls -04 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 08 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - 5 Min speech at the opening ceremony each day
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV  
Sponsor Logo association next to the Event Logo on Trailers
- Mainstream Media – Radio  
Prominent Exposure on Trailers
- Mainstream Media – Printed  
Sponsor Logo association next to the Event Logo on Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 1,000,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Sponsor Logo Association next to the Event Logo on Trailers
- Online Digital (Official Website) Exposure - Sponsor Logo Association next to the Event Logo on Trailers
- Flags Branding at the Event - 100 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 30 Nos. of Times
- Exposure on the Exhibition Catalogue -Outer Back Cover
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with the highest number of times
- Exposure on the Industry Ceylon Magazine – 02 Nos. of Page Advertorial
- Exposure on Industry TV YouTube Channel - Sponsor Logo Association next to the Event Logo on Trailers / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



# SPONSORSHIP CATEGORIES & BENEFITS

## Platinum Sponsor - LKR 10,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -03 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 06 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV  
Prominent Exposures on the Shared Sponsor Card
- Mainstream Media – Printed  
Prominent Exposure on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 500,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flags Branding at the Event - 50 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 20 Nos. of Times
- Exposure on the Exhibition Catalogue -Inner Front Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with the second highest number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Page Advertorial
- Exposure on Industry TV YouTube Channel – Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



# SPONSORSHIP CATEGORIES & BENEFITS

## Gold Sponsor - LKR 5,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -02 Nos. of Stalls in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 04 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV  
Prominent Exposure on the Shared Sponsor Card
- Mainstream Media – Printed  
Prominent Exposures on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 250,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flag Branding at the Event - 25 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 10 Nos. of Times
- Exposure on the Exhibition Catalogue -Inner Back Page subject to availability or 01 Nos. of Prominent Inner Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with high prominent number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Page Advertisement
- Exposure on Industry TV YouTube Channel - Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony



# SPONSORSHIP CATEGORIES & BENEFITS

## Silver Sponsor - LKR 2,000,000.00

- Company Logo - associated on all Communication Materials
- Number of 3 x 3 SQM Stalls -01 No. of Stall in Hall A
- VIP Seat allocation for each day at the Opening Ceremony - 02 Nos. VIP Seats
- Exposure at the Opening Ceremony on Each Day - Prominent Sponsor Credits by the Compère
- Exposure - Press Conference at the Dept. of Government Information: A seat at the Head Table will be allocated and handing over the Dummy Cheque
- Mainstream Media – TV  
Prominent Exposure on the Shared Sponsor Card
- Mainstream Media – Printed  
Prominent Exposures on all Press Ads
- Online Digital (Social Media) - Paid Reach Dedicated to the Sponsor – 100,000
- Online Digital (Social Media) - Paid Reach Shared with all the Sponsor – 2,000,000
- Online Digital (Social Media) - Organic Social Media Reach - Unlimited
- Offline Digital (Outdoor LED Screens) Exposure - Prominent Exposures on the Shared Sponsor Card
- Online Digital (Official Website) Exposure - Prominent Exposures on the Shared Sponsor Card
- Flag Branding at the Event - 10 Nos. of Flags
- Compere Endorsements at the Event on Each Day - 05 Nos. of Times
- Exposure on the Exhibition Catalogue -01 No. of Inner Page
- Promotional Videos & Commercials on LED Screens at the Event on all days - Playback with prominent number of times
- Exposure on the Industry Ceylon Magazine – 01 Nos. of Half Page Advertisement
- Exposure on Industry TV YouTube Channel - Prominent Exposures on the Shared Sponsor Card / Interviews
- Sponsor Credits with Appreciation at the Closing Ceremony





### Local Exhibitors

Whatsapp Number : +94 77 788 81 70  
Tel: +94 112 605 380  
Email : industryexpo@idb.lk



### Foreign Exhibitors

Whatsapp Number : +94 77 803 75 69  
Tel: +94 112 623 439  
Email : industryexposrilanka@idb.lk



### Sponsorships & Advertising Opportunities

Whatsapp Number : +94 71 522 68 18  
+94 71 883 21 25  
+94 71 440 15 45  
Tel: +94 112 623 439  
Email : industryexposrilanka@idb.lk



Exhibition Organizing Committee  
Industrial Development Board  
615, Galle Road, Katubedda,  
Moratuwa,  
Sri Lanka.

<https://expo.idb.gov.lk/>

