



SAARC Trade Fair 2017

Unleashing South Asia

7th – 9th SEPTEMBER

@ Sri Lanka Exhibition & Convention Center,
Colombo – Sri Lanka





SOUTH ASIA

South Asia is home to more than 1.6 billion people and has experienced significant economic growth over the last decade. Despite the fact that South Asia has been facing numerous challenges in terms of social, cultural and political changes, World Bank notified that South Asia is the world's fastest growing region in the world and expects to remain at more than 7% growth until 2017. This rapid growth, while changing some economies dramatically, has been uneven between and within countries.

Quarter of the region's population continues to live on less than USD 1.25 per day. The Region presents enormous opportunities as a large market with a significant share of its population being young and potentially economically active. 30% of the population is currently under the age of 15, creating a future demographic bulge that presents an opportunity to develop human capital and nurture entrepreneurship.



WHY COLOMBO

Sri Lanka is situated at the crossroads of major shipping routes connecting South Asia, Far East and the Pacific with Europe and the Americas.

Sri Lanka is strategically located next to the fast growing Indian sub-continent with close proximity to Southeast Asia and the Middle East. The country has strong air connectivity with over 100 weekly flights to India alone and other South Asian Countries such as Pakistan, Bangladesh, Maldives and Nepal. Sri Lanka is connected to the SEA-ME-WE III and IV (South East Asia – Middle East – Western Europe) fiber optic communication backbone with over 11 communication satellites orbiting above the south of the country.

With an average GDP growth of 6.7% over the past several years, Sri Lanka offers new trade and investment opportunities at a strategic location along the reviving 'Maritime Silk Road' in the Indian Ocean.





FEATURES OF THE EVENT

Investment Forum

Exhibition Stalls

Forums & Policy Discussions

Business to Business Meetings

Cultural Shows

Tourism Stall for Each Country

OBJECTIVES

- Promote Intra regional trade and investment
- Brand South Asia as an investment hub and trading partner to the world
- Create business links within businesses in the region
- Encourage business to share knowledge and expertise
- Showcase and exchange cultures and traditions of the participating countries
- Create a common platform for SAARC Businesses to showcase their product and services.
- Promote people to people contact within SAARC region through prompting regional tourism

EXHIBITOR PROFILE

- Small and Medium Enterprises
- Retailers & Wholesalers
- Importers & Exporters
- Agents, Traders & Dealers
- Manufacturers
- Tourism Organizations

BENEFITS FOR EXHIBITORS

- Gain overview of the markets and industries of Afghanistan, Bhutan, Bangladesh, Nepal, India, Pakistan, Maldives and Sri Lanka.
- Participate in B2B meetings, negotiate contracts & place orders.
- Get competitive information about wide range of products and suppliers in the SAARC region.
- Meet buyers from all over the world and generate new business contacts.
- Access to officials representing Chambers of Commerce & Industry from Afghanistan, Bhutan, Bangladesh, Nepal, India, Pakistan, Maldives and Sri Lanka in one location.
- Witness South Asian novelties and launch new products and services.
- Tourism pavilions and information centers.





PRODUCT RANGE : TRADE FAIR

- ❑ Machinery
- ❑ Handicraft
- ❑ Textile & Readymade Garments
- ❑ Household & Kitchen Appliances
- ❑ Electronic & Electrical Items
- ❑ Carpet & Rugs
- ❑ Health & Fitness Items
- ❑ Gift Items
- ❑ Ceramic & Sanitary Fittings
- ❑ Food & Processed Foods
- ❑ Auto Parts & Vehicles
- ❑ Gem & Jewellery
- ❑ Other Items



South Asian Association for Regional Corporation was formally established in 1985 by the heads of state/ governments of Bangladesh, Bhutan, India, Nepal, Pakistan, and Sri Lanka. Afghanistan has become its eighth member in 2007.

The signing of the charter was an occasion of historic significance for the region, manifesting its commitment to regional peace, co-operation and advancement. SAARC trade fair is an annual event held in different member countries each year to promote intra-regional trade to enhance economic co-operation.



The SAARC Chamber of Commerce and Industry has been facilitating and promoting trade, services, industry, Small & Medium Enterprise, agriculture in the SAARC region through creating strong business linkages among the entrepreneurs of South Asia.

In year 1992 SAARC Secretariat has recognized SAARC Chamber of Commerce and Industry as the apex body of private sector in South Asian region.



With a nationwide membership of over 50 chambers of commerce and business associations, FCCISL espouses the shared vision of Sri Lankan businesses and speaks directly and indirectly to over 12,500 business units. It has an expanding membership of enterprises drawn from large, medium, small and tiny segments of manufacturing, distributive trade and services.

Set up in 1973, FCCISL is the largest and most representative apex business organization of Sri Lankan business. It is also the most widely spread business organization with member bodies from all districts and provinces of Sri Lanka.



MP EVENTS LANKA is the oldest and the most experienced professional exhibition organizer in the country with the widest and most diverse portfolio of exhibitions. With over 22 years and over 350 exhibitions, MP Events Lanka possesses the required knowledge, expertise, skills and professionalism to successfully conduct exhibitions. MP Events Lanka is an accredited Professional Exhibition Organizer incorporated in Sri Lanka under the Board of Investment approval and an active member of the MICE promotion spearheaded by Sri Lanka Convention Bureau under the aegis of the Ministry of Tourism.





THE STALLS

ITEM	9 sqm	18 sqm	27 sqm	36 sqm
Information counter	1	2	3	4
Chairs	2	4	6	8
Spot lights	2	4	6	8
5 amp powerpoint	2	4	6	8
Company name on Fascia board	1	2	3	4

Other Facilities -

- Additional accessories at nominal cost
- Design and Construction of special stalls to suit exhibitor requirements
- Full onsite administration services
- Hire of audio, visual, furniture & additional requirements

Minimum Booth Size - 9sqm

Rate - USD 855 +TAX (15%VAT 2.04% NBT)

PAYMENT DETAILS

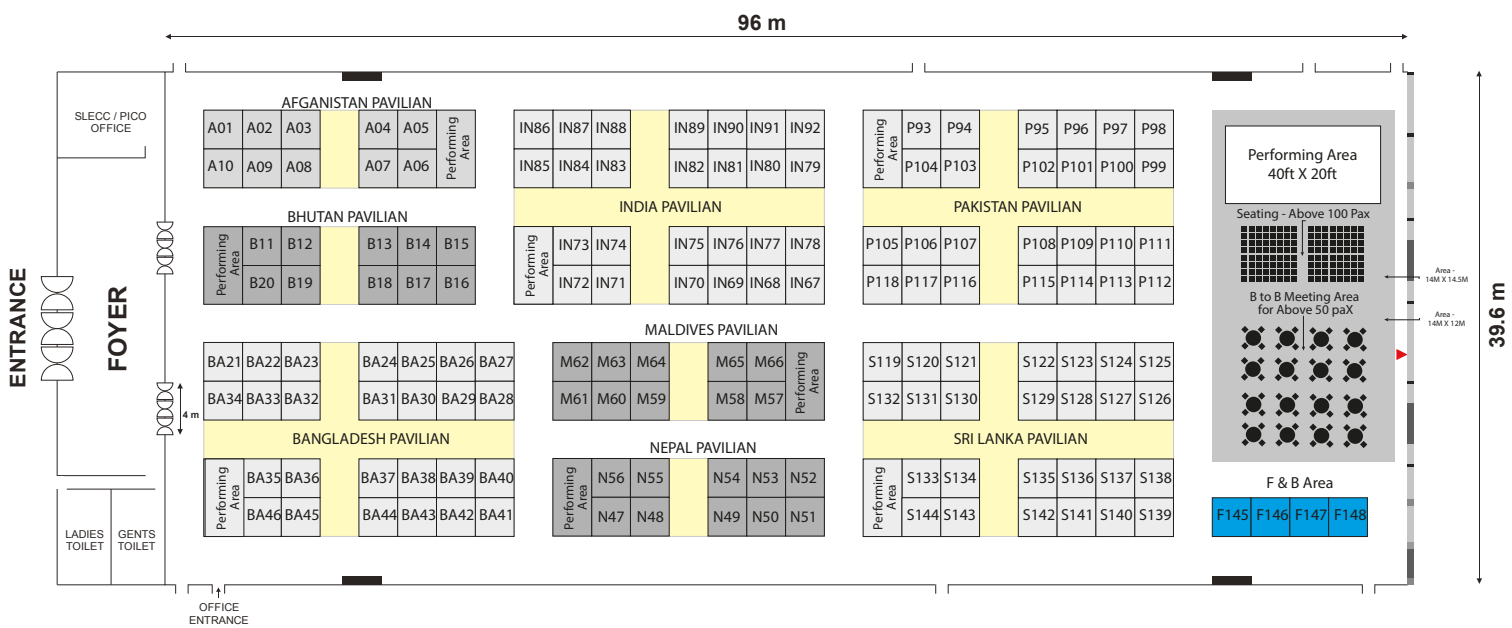
Account Name: Federation of Chamber of Commerce and Industry Sri Lanka

Account No: 1480025064

Bank Name: Commercial Bank – Union Place Branch

SWIFT Code: CCEYLKX

FLOOR PLAN



REGIONAL PARTNERS



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For more Information:

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Endorsed by



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DEPARTMENT OF COMMERCE
வணிகத் திணைக்களம்

