

السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

استكمالاً للجهود والأنشطة المعمول بها والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين، والذي تحرص فيه بعض الجهات الخارجية على التعاون مع الجمعية وأعضائها، فقد ورد إلينا دعوة من سفارة سريلانكا للمشاركة في معرض *Sri Lanka Expo 2026* والمقرر عقده خلال الفترة من 18 إلى 21 يونيو 2026 بمركز مؤتمرات بانداراناياكي الدولي بمدينة كولومبو.

مرفق المنشور.

وتفضلوا بقبول فائق الاحترام،

رئيس مجلس إدارة جمعية
رجال الأعمال المصريين الأفارقة


د/ يسري الشراوي

جمعية رجال الأعمال المصريين الأفارقة
مشفرة برقم ٦٧٧٩ لسنة ٢٠٢٠
Egyptian African Businessmen's Association
6779/2020

الأمين العام لجمعية
رجال الأعمال المصريين الأفارقة

مصطفى الأمير
م/ مصطفى الأمير

Sri Lanka Expo 2026

Your Gateway to explore Trade, Investment & Cultural Diversity !

18-21 JUNE 2026
BMICH, COLOMBO, SRI LANKA

**DISCOVER
BUSINESS
OPPORTUNITIES**
750+ EXHIBITORS

SECTORS & PAVILIONS :

Industrial Sector :

- Apparel & Textile
- Rubber Products
- Gems & Jewellery
- Boat & Ship Building
- Electrical & Electronics
- Lifestyle & Handicraft products
- Ceramic & Porcelain
- Pharmaceutical Products
- Automobile

Agriculture Sector :

- Tea
- Spices & concentrates
- Processed foods & beverages
- Coconut related products
- Fisheries products
- Ayurveda & herbal products
- Cut flowers & foliage
- Ornamental fish

Export Services :

- ICT / BPM
- Marine & Offshore
- Logistics

Thematic Pavilions :

- Organic products
- Fair Trade products
- New/Startups
- New innovations
- International Pavilion

EXCLUSIVE BENEFITS FOR BUYERS :

- Attractive accommodation packages specially arranged for qualified international buyers on first come first serve basis.
- Pre-arranged B2B meetings with leading Sri Lankan exporters
- Fashion shows & culinary shows
- Cultural shows
- Tourism Experience alongside the EXPO 2026

REGISTRATION OPENS IN JANUARY 2026 !!!

- Be a part of the prestigious Sri Lanka Expo 2026. Your gateway to Source Sri Lanka's Premium Products and find investment opportunities to build lasting partnerships.
- Contact us for your further information : exposec@edb.gov.lk

ORGANIZED BY :



Sri Lanka Export Development Board
Ministry of Industry & Entrepreneurship Development

**YOUR
VITAL
ISLAND**
Sri Lanka

SRI LANKA EXPO 2026, 18-21 JUNE 2026, BMICH, COLOMBO, SRI LANKA

BUYER PACKAGES & SCREENING CRITERIA.

The Sri Lanka Export Development Board (EDB) is pleased to present the Buyer Engagement Framework and Screening Guidelines for Sri Lanka Expo 2026.

To ensure effective matchmaking and optimize business outcomes for Sri Lankan exporters, buyers are classified into the following three categories:

- | | |
|---|---------------------|
| 1. High Potential Buyer / Investor | - 100 Nos. |
| 2. Medium Potential Buyers | - 900 Nos. |
| 3. General Buyers/ Investors | - 1,000 Nos. |

The proposed framework will provide guidance for strategically and transparently selecting and managing buyer participation.

1. Buyer Package 1: High Potential Buyer / Investor

This package will be offered for High Potential Buyer / Investor identified by Sri Lanka missions International Trade Partners, Sri Lanka Business councils or EDB with a strong purchasing intent for Sri Lankan products.

The package will be offered for the buyers recommended as high potential by the head of Sri Lanka mission in respective country or by the accredited mission, subjected to the other offering criteria followed by the Expo 2026.

Package Components of Buyer Package 1

Item	Buyer Package 1: High Potential Buyer / Investor
Expo Invitation	Personalized Invitation Letter signed by EDB Chairman/CEO
Accommodation	Free Accommodation for one delegate on BB basis (3 nights in 5 star hotel)
B2B meetings arrangements	Pre-arranged B2B Meetings based on product interest
Travelling from BIA – designated Hotels	Shuttle service from BIA to Hotel venue
Shuttle services between Designated hotels - BMICH	Shuttle service from designated hotel to Expo venue & back
Invitations for parallel events	Symposiums , Fashion show , culinary show,
Other	EXPO Help Desk at the BIA
	Expo bag (Expo Branded Bag) with Sri Lankan Souvenir , Invitations for parallel events
	E -Catalogue + Sri Lanka Sector Profiles
	VIP Lounge Access at Expo at BMICH

2. Buyer Package 2: Medium Potential Buyers

This package will be offered for medium potential buyers who are capable, credible, and interested for establishing long-term trade relationships with Sri Lankan Exporters.

The package will be offered for the buyers recommended as medium potential by the head of Sri Lanka mission in respective country or by the accredited mission, subjected to the other offering criteria followed by the Expo 2026.

Package Components: Medium Potential Buyers

Item	Buyer Package 2 - Medium Potential Buyers
Expo Invitation	Personalized Invitation Letter signed by EDB Chairman/CEO
Accommodation	Free Accommodation for one delegate on BB basis (3 nights in 4 star hotel)
B2B meetings arrangements	Pre-arranged B2B Meetings based on product interest
Travelling from BIA – designated Hotels	Shuttle service from BIA to Hotel venue
Shuttle services between Designated hotels - BMICH	Shuttle service from designated hotel to Expo venue & back
Invitations for parallel events	symposiums , Fashion show , culinary show
Others	EXPO Help Desk at the BIA
	Expo bag (Expo Branded Bag) Sri Lankan Souvenir, Invitations for parallel events
	E -Catalogue + Sri Lanka Sector Profiles
	VIP Lounge Access at Expo at BMICH

3. Buyer Package 3: General Buyers/ Investors

This package will be offered for buyers who will register through open calls, advertisements or online platforms on Expo 2026.

Item	Buyer Package 3- General Buyers/ Investors
Expo Invitation	Invitation for Expo 2026
Accommodation	Discounted Hotel Booking Links
B2B meetings arrangements	Pre-arranged B2B Meetings based on product interest

Travelling from BIA – designated Hotels	Shuttle service from BIA to Hotel venue
Shuttle services between Designated hotels - BMICH	Shuttle service from designated hotel to Expo venue & back
Other	EXPO Help Desk at the BIA
	Expo bag (Expo Branded Bag)
	E -Catalogue + Sri Lanka Sector Profiles
	VIP Lounge Access at Expo at BMICH

Offering criteria of Buyer/ Investor package

- High potential, medium potential buyers, Investors should be identified by the Sri Lanka Missions in respective country or the accredited mission. Identified buyers should be recommended by the head of Sri Lanka's Mission of the respective country.
- All potential buyers or investors identified by International Trade Partners, Sri Lanka Business Councils, or the EDB should obtain a recommendation from the Sri Lanka Mission in the respective country or the accredited mission.

N.B. The criteria for buyer/investor recommendation developed by the Operation Working Committee of buyer – Investor -Expo 2026 will be shared with all missions through the Ministry of Foreign Affairs.

- Buyer registration will do in the Expo 2026 web portal.
- Upon recommendation of the Head of the Mission EDB will verify the trade profiles of recommended & registered buyers through LinkedIn, Website confirmation, and any other available resources
- Operational Working Committee of Buyer & Investors attraction will screen the registered buyers for offering relevant package subjected to recommendation of the management of the EDB and approval of the Steering Committee.
- Final approval for offering packages must be obtained from the Steering Committee.
- Buyer package will be offered on first come first serve basis with the formal invitation through missions.

Committee of Buyer, Investor Attraction, Sri Lanka Expo 2026

SRI LANKA EXPORT DEVELOPMENT BOARD

(1) Export Products and Services of Sri Lanka with High Market Potential

1.1 High Potential Export Products of Sri Lanka

- Apparel & Textiles – Garments, sportswear, intimate apparel, organic cotton wear.
- Tea & Beverages – Premium Ceylon tea, herbal teas, ready-to-drink tea.
- Spices & Allied Products – Cinnamon, pepper, cloves, nutmeg, spice oils.
- Rubber & Rubber-Based Products – Industrial tires, gloves, medical rubber goods.
- Coconut-Based Products – Coconut oil, coconut water, desiccated coconut, coir fiber.
- Gems & Jewellery – Sapphires, semi-precious stones, handcrafted jewellery.
- Fisheries Products – Tuna, prawns, crab, lobster, value-added seafood.
- Food & Agro Products – Fruits & vegetables, processed food, organic products.
- Boat & Shipbuilding Products – Yachts, catamarans, offshore vessels.
- Industrial & Electrical Products – Wires, cables, light engineering products.

1.2 High Potential Export Services of Sri Lanka

- **IT/BPM (Information Technology & Business Process Management)** – Software, fintech, AI, BPO services.
- **Tourism & Hospitality** – Eco-tourism, adventure tourism, cultural tourism.
- **Ayurveda & Wellness Services** – Herbal treatments, yoga, spa & medical wellness tourism.
- **Education Services** – Higher education, professional training, e-learning.
- **Maritime & Shipping Services** – Port services, ship repairs, logistics.
- **Financial & Accounting Outsourcing** – Back-office services, auditing, fintech support
- **Construction & Engineering Services** – Overseas projects, consultancy, skilled labor export.
- **Creative Industries** – Design, animation, gaming, media production.
- **Professional Services** – Legal, consultancy, architecture, HR outsourcing.
- **Agricultural Support Services** – Agri-tech solutions, plantation management, R&D