



Successful end to JITF 2012



SHIRAJIV SIRIMANE in Jaffna

The third annual Jaffna International Trade Fair (JITF) merging trade between, North, East, South and West of the country together with a significant participation from global players was successfully concluded last Sunday at Alfred Duraipappa Stadium.

This year JITF broadened its horizons in terms of exhibitor profiles and attracted audiences thereby widening its scope both in terms of visitors and stalls and trades exhibited.

The event was organized by Sri Lanka's award winning event organizing company, Lanka Exhibition and Conference Services (LECS) and was co-organized by the Federation of Chambers of Commerce and Industry of Sri Lanka in association with the Chamber of Commerce and Industries Yarlpanam.

The very fact that the Peninsula is considered unexplored territory for trade has influenced many potential investors and traders to be a part of JITF 2012.

President of the Federation of Chambers of Commerce and Industry of Sri Lanka, (FCCISL) Kumar Mallimarchi said that the JITF has paved

the way for the peninsula to be a part of the fledgling economy.

When we first discussed hosting of a trade fair even at a time when the A9 was not opened with former FCCISL, President, Kosala Wickramanayake and Director of LECS Imran Hassan nobody thought we could conduct the JIFT in such a grand scale. However we overcame all challenges and obstacles to make this the most innovative and looked forward to event in the calendar of the inhabitants."

The event has not only helped the Jaffna public but also industries in Jaffna to prosper. It helped the inhabitants and traders of Jaffna to make technological exchanges and be in line with the vast advances that have taken place in technology. This helped the traders in their endeavour to create more efficient and sustainable businesses," he said.

The President of The Chamber of Commerce and Industry Yarlpanam K Poornachandran said that this is an event industrialists look forward to finding partners, investors for joint ventures, suppliers and buyers during

the course of the three days. The fair stimulated the development of the industries based in this part of the country", he said.

The heavy investments in infrastructure by the government through its 'Uthuru Wasanthaya' programme have seen the people of the peninsula witness radical change and improvement in their day-to-day life.

DIMO Sri Lanka, one of the country's largest conglomerates have partnered with the event as the main sponsor. Elephant House a company within Sri Lanka's premier Blue Chip Company John Keells Holdings will be associated with the event as co-sponsor together with Wijeya products.

Indian Bank is associated with the fair for the first time as the Official Bank while Dart Global Logistics and Sri Lanka Insurance together with Litro being the Official Logistics Provider and Insurance Provider respectively.

Associated Newspapers of Ceylon Limited together with Uthayan, Sudar Oli and Vasantham FM and TV were the official media partners for the event.



Some highlights from the exhibition. Pictures by Saliya Rupasinghe