

Four day Expo begins



CASSANDRA ABEYNAIKE

The four day Sri Lanka Expo on export trade, investment and tourism began yesterday at the BMICH with President Mahinda Rajapaksa as the Chief guest.

This is the "grandest and most dynamic trade fair ever held in Sri Lanka," said the Chairman of the Export Development Board, Janaka Ratnayake.

With over 350 stalls, national businesses and small and medium enterprises are given the opportunity to gain exposure

through the international visitors; including the media.

The fair showcases the "conducive investment climate and Sri Lanka's image as a tourist destination," he said.

This idea allows the country to strengthen its stance as a quality export hub. It also provides foreign markets with an example of the diversity available in Sri Lanka's industry and commerce sectors.

The main objective of the Sri Lanka Expo 2012 is to promote Sri Lanka's trade, investment and tourism; to

re-position Sri Lanka as a lucrative business, investment and tourism destination in Asia and instill buyer confidence in the country's quality products and services and production capabilities.

Sri Lanka Expo 2012 will also provide a unique combination of exhibitions, symposiums, keynote addresses and corporate events where a number of industry experts and international keynote speakers are expected to participate. Some of the highlights of the opening day



Pictures by Saliya Rupasinghe



HSBC partners Expo 2012 Trade Fair

HSBC has partnered the Export Development Board (EDB) to be the Principal Sponsor Banking Sector of the Sri Lanka Expo 2012, scheduled to be held from 28-31 March, 2012 from 10.00.a.m 8.00.p.m daily, at the BMICH.

The Premier International Trade Fair aptly themed 'Partnering with the Hub of Asia' is expected to attract over 1,000 foreign delegates to the country. These would be both existing and potential business partners consisting of importers, exporters, prospective investors, and outbound tour operators to ministerial delegations from ten different countries.

Nick Nicolaou, CEO for HSBC Sri Lanka and Maldives commented, "As the leading international bank in the country, who is a major financier to the export and tourism sectors, we are happy to be associated with Sri Lanka Expo 2012, which will give our local and foreign customers an indication of the potential the local market possesses for quality export products.

The Expo will combine some of the leading names in the export business that have contributed to the country's export earnings and strategically helped position Sri Lanka as a growing economic centre. I believe this event

would pave the way for building better trade links with countries that are keen to invest in Sri Lanka and will no doubt help in the growth of trade, investment and tourism.

We hope all visitors to the Expo will gain a better understanding of Sri Lanka's potential and see great value in this national event."

Notably, over 50 international journalists from leading travel magazines and TV channels from around the world including the UK, China, Belgium, Saudi Arabia, Egypt, Jordan, Singapore and Philippines have also been invited to witness the Expo.