



# **SRI LANKA TRADE FAIR DUBAI PROGRESS REPORT**



# PROGRESS REPORT:

## SRI LANKA TRADE FAIR DUBAI 2024

**Date: 10.09.2024**

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**Position: CEO, Pixel Advertising Solutions**

**Event Date: November 2nd & 3rd, 2024**

**Location: Crown Plaza Dubai**



## EXECUTIVE SUMMARY

The Sri Lanka Trade Fair Dubai 2024 is rapidly approaching, and we are pleased to report significant progress in the planning and execution stages of this prestigious event. To date, over 30 companies from Sri Lanka have officially come on board to participate, showcasing a wide range of industries including tea, agriculture, textiles, real estate, and technology. Additionally, more than 3,500 buyers have registered to attend the event from various regions across the UAE, representing a diverse group of professionals and investors eager to explore Sri Lankan products and services.

This report provides a detailed update on the current status of key activities, including participant registration, buyer outreach, sponsor engagement, and logistics.

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# 1. PARTICIPATING COMPANIES

One of the key milestones in preparing for the Sri Lanka Trade Fair Dubai 2024 has been securing participation from Sri Lankan companies across various sectors. As of 30 companies have officially confirmed their participation. These companies will showcase a range of products and services, including but not limited to:



## Agriculture and Tea:

Prominent Sri Lankan tea brands, as well as companies specializing in coconut, spices, and agricultural products, will have a strong presence at the trade fair. These brands are ready to highlight Sri Lanka's rich agricultural heritage.



## Real Estate and Property Development:

Several leading real estate firms are coming on board to connect with investors in Dubai, promoting properties and real estate opportunities across Sri Lanka.



## Textiles and Apparel:

Sri Lanka's renowned apparel industry will be well-represented, with companies showcasing a mix of fashion, garments, and sustainable textile products.



## Tourism and Hospitality:

Businesses from the tourism and hospitality sector are gearing up to promote Sri Lanka as a premier destination for UAE-based travelers.



## Technology and Innovation:

Innovative tech companies from Sri Lanka are also making their mark, with a focus on software development, IT services, and solutions tailored to the UAE market.



**MAIN SPONSOR****EXHIBITORS****NOTABLE PARTICIPANTS INCLUDE:**

MATARA FREELAN (SPICES )



SADAHARITHA PLANTATION (AGRO)



SDTI CAMPUS (EDUCATION)



ROSHAN OUT DOOR FURNITURE



MULTISERVE (ENGINEERING)

These companies are expected to attract strong interest from potential buyers and investors, further strengthening business ties between Sri Lanka and the UAE.



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## 2. BUYER REGISTRATION AND ENGAGEMENT

The buyer registration process has seen impressive momentum, with more than 3,500 buyers already confirmed to attend the event. These buyers are primarily based in Dubai, but we have also attracted registrants from Abu Dhabi, Sharjah, Ajman, Ras Al Khaimah, Fujairah, and Umm Al Quwain.

### Buyer Demographics:



#### Industry Breakdown:

- Retail and Distribution: 40%
- Real Estate and Construction: 25%
- Tourism and Hospitality: 20%
- Agriculture and Food Products: 10%
- Technology and Services: 5%

#### Geographic Spread:

- Dubai: 55% of buyers
- Abu Dhabi: 20%
- Sharjah: 10%
- Other Emirates: 15%

### Key Segments of Interest:

Buyers have shown significant interest in Sri Lankan tea, real estate investment opportunities, sustainable apparel, and tourism partnerships. The event will offer an exclusive opportunity for buyers to directly engage with exhibitors, explore investment prospects, and even sign deals on-site.



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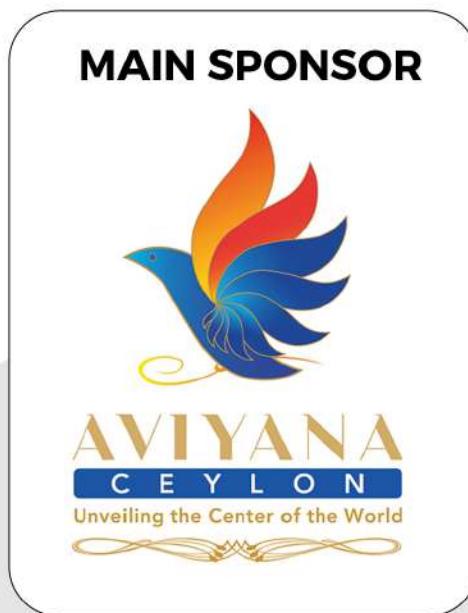
City Office: 5th Lane, Colombo 03.

### 3. SPONSORSHIP AND PARTNERSHIPS

The sponsorship and partnership outreach efforts have been equally successful. Several high-profile sponsors have come on board, reinforcing the stature of the Sri Lanka Trade Fair Dubai 2024. These partnerships include key players in finance, real estate, and media, which will help boost visibility and coverage of the event.

#### Confirmed Sponsors:

1. AVIYANA PRIVATE CHALETS – MAIN SPONSOR
2. WISH HOSPITAL – GOLD SPONSOR
3. SDTI CAMPUS – GOLD SPONSOR



## 4. MEDIA AND MARKETING CAMPAIGN

The marketing and media campaign for the event has gained significant traction. A strategic blend of digital marketing, social media promotion, and traditional media has helped us generate considerable interest among both Sri Lankan businesses and UAE-based buyers.

## **Key Marketing Initiatives:**

## ■ Digital Campaigns:

## ■ Press Releases:

## ■ Video Interviews:

We are also working closely with influencers and media partners to ensure that the event receives widespread attention across different platforms.



## AS SEEN ON

CEYLON TODAY

Daily FT

PROFIT

Daily Mirror ONLINE

Lanka Today

Lanka First

BC

eyewave

Business news

B12

LNN

CT

SUNDAY OBSERVER

LAKAPATHI

Daily News

SLBC NEWS

Sunday Island

News hub

MTV

IRU

IRU

AAA

STEER

tvG දෙරණ



ANIMAL PLANET

abc

WeTV

CBS

OWN

A&E

NBC

GOLF CHANNEL

diy network

CNN

HGTV

AMC

Bravo

E

Lifetime

Disney

D

ESPN

ESPN CLASSIC

BET\*

Oxygen

OUTDOOR CHANNEL

Bloomberg

TNT

COOKING CHANNEL

food

FOX

FX

Hallmark CHANNEL

Vh1

NATIONAL GEOGRAPHIC CHANNEL

SPIKE

GET MORE ACTION

TLC

travel CHANNEL



# PRESS RELEASES

## LOCAL PRESS RELEASES

CEYLON  
TODAY

DailyFT

BUSINESS MAGAZINE  
Profit  
Good Clean Growth

DailyMirror  
ONLINE  
www.dailymirror.lk

LankaTalks

LANKA FIRST

BC

Eyview

business  
news

Biz Reportlk  
Business News in Sri Lanka

LNN  
LANKA NEWS NETWORK

CT  
ceylontribune  
24 HOUR NEWS

SLBC  
NEWS

Sunday Island

LANKAPUVATH  
National News Agency of Sri Lanka

SUNDAY OBSERVER

morning  
morning

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NewsHub.lk  
Pioneering The News

Daily News

புது  
சுட்டி

OLB  
Business 24x7 media  
Vidya  
Vidya Group Media

ADA  
decora  
BUSINESS

ANARKE.COM  
ANARKE

# PRESS RELEASES

## INTERNATIONAL MEDIA REPRINTS

AP News		Sri Lanka Free Press	
UAE Daily Journal		Sri Lanka Free Press	
UAE Industry Times		Colombo Daily Post	
Sri Lanka Examiner		Emirate Free Press	
Abu Dhabi Reporter		Sri Lanka Industry Journal	
World Education News Network		Advertising Industry Review	
Student, Teacher & Professors		Global Education Journal	
Education Press Release		Today In Education	
From K Through Colledge		World Education Reporter	
Education Research Reporter		Today in the News	
Education Press Release		Today In Education	
From K Through Colledge		World Education Reporter	
Education Research Reporter		Today in the News	
Advertising Today		Advertising Press Release	
Middle East Education Network		On Campus Off Campus	

## 5. EVENT LOGISTICS AND OPERATIONS

### Venue:

The event will take place at Crown Plaza Dubai, a premier venue that offers a world-class setting for exhibitors and attendees. The exhibition floor plan is being finalized, and we are working on the design and layout for optimal flow and engagement.

### Travel and Accommodation:

#### ■ Travel:

Arrangements are underway to ensure a seamless experience for exhibitors, buyers, and VIP attendees. Visa facilitation and luxury transport options (for sponsors and key participants) have been confirmed.

#### ■ Accommodation:

We have partnered with 4-star hotels in Dubai to offer exclusive rates for all participants, ensuring a comfortable stay during the event.

### Security and Safety Measures:

Given the high-profile nature of the event, strict security measures will be in place to ensure the safety of all attendees, including VIP guests and business leaders. A dedicated team of security personnel, including specialized guards, will be on duty throughout the event.





## 6. NEXT STEPS AND UPCOMING MILESTONES

The coming weeks will focus on finalizing exhibitor layouts, confirming additional buyer registrations, and executing our planned media campaigns. Additional milestones include:

- Final Exhibitor Registration Deadline: **24th of October 2024**
- Buyer Pre-Scheduled Meetings Setup: **31st October 2024**
- Sponsor and Media Partner Finalization: **24th of October 2024**
- On-Site Logistics and Setup: **1st of November 2024**

## CONCLUSION

The Sri Lanka Trade Fair Dubai 2024 is shaping up to be a landmark event, offering Sri Lankan companies unparalleled access to a diverse group of buyers and investors from the UAE and beyond. With 30 companies confirmed and over 3,500 buyers registered, the event is poised for success. Our ongoing efforts in media exposure, sponsor engagement, and logistical preparations are ensuring a seamless and impactful experience for all involved.

We look forward to continued progress and will provide further updates as we approach the event date.

**Prepared by:**  
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**CEO, Pixel Advertising Solutions**

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