



SRI LANKA TRADE FAIR DUBAI PROGRESS REPORT



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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:

Real Estate and Property Development:

Textiles and Apparel:

Tourism and Hospitality:

Technology and Innovation:



MAIN SPONSOR



EXHIBITORS



NOTABLE PARTICIPANTS INCLUDE:



MATARA FREELAN (SPICES)



SDTI CAMPUS (EDUCATION)



MULTISERVE (ENGINEERING)



SADAHARITHA PLANTATION (AGRO)



ROSHAN OUT DOOR FURNITURE

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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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

MAIN SPONSOR



GOLD SPONSOR



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:**
We've launched targeted campaigns on social media platforms such as LinkedIn, Instagram, and Facebook, reaching over 50,000 industry professionals across the UAE and Sri Lanka.
- Press Releases:**
We've published multiple press releases in 18 Sri Lankan newspapers (in English, Sinhala, and Tamil) as well as across 50+ UAE and Gulf region websites.
- Video Interviews:**
Upcoming interviews with key sponsors and participants will be featured on major UAE TV and radio channels, further amplifying visibility.

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

Business

Sri Lanka Trade Fair Dubai 2024 set to showcase various industries in UAE



The Sri Lanka Trade Fair Dubai 2024 is set to showcase various industries in the UAE. The event is organized by the Sri Lanka Trade Fair Dubai 2024 Organizing Committee. It is a platform for Sri Lankan businesses to showcase their products and services to the UAE and Gulf region. The event is scheduled for November 2-3, 2024, at the Dubai World Trade Centre. The event is expected to attract a large number of visitors and generate significant business opportunities for Sri Lankan businesses.

Sri Lanka Trade Fair Dubai 2024 scheduled for 2-3 November



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'Sri Lanka Trade Fair Dubai' from Nov. 2-3



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Sri Lanka Trade Fair to open in Dubai on November 2



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BUSINESS



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INTERNATIONAL MEDIA REPRINTS

AP News		Sri Lanka Free Press	
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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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THANK YOU

