

**The Chief Executive Officer / Export Manager**

**SUB: India Sourcing Fair, Colombo (Sri Lanka), 24-26th March 2017.**

Sir,

The **India Trade Promotion Organisation (ITPO)**, a **Public Sector Enterprise under the Ministry of Commerce** will be organizing an exclusive multi product India Show i.e. **India Sourcing Fair in Colombo (Sri Lanka) from 24-26th March,2017** at Bandaranaike Memorial International Conference Hall (BMICH).

We have tied up with M/s. CDC Events & Travels (Pvt) Ltd.,Colombo for the event. The fair is being held alongwith **“Lifestyle Fair 2017”** which is said to have very good footfalls among the events being held in Colombo. India Sourcing Fair will be held in Hall C (which is the main Hall for visitor entry).

Indo- Sri Lankan mutual trade has been growing steadily Sri Lanka at present is enjoying a period of peace and development and is going in for all round reconstruction. Market surveys have indicated that this is the most appropriate time for Indian companies/products and services to enter the Sri Lankan market to make their presence felt. The Fair will provide an opportunity for Sri Lankan industrialist and businesses to view the latest innovations, products and services offered by Indian companies. This exhibition will be an ideal networking platform for Indian companies to establish their presence in Sri Lanka.

**OBJECTIVES OF THE EVENT:-**

- An opportunity for Indian Manufacturers and Suppliers to showcase their products and services to an evolving market
- To facilitate market entry and buyer introduction to many new Indian companies interested in doing business in Sri Lanka
- To be a one stop shop for Indian exporters, manufacturers and producers
- To provide an opportunity for the Sri Lankan business community to witness first hand on what's available in India
- To provide an opportunity for small and medium scale exporters to showcase their products and services.

**The products on display will include:**

- *Handicrafts & fashion jewellery*
- *Food & Hospitality Industry*
- *Utensils & Kitchenware, Books & Stationary items*
- *Spices products*
- *Plastics, Rubber*
- *Packaging& Printing Industry*

- *Leather & Leather products*
- *Medical Tourism*
- *Wool & Woolen products and Hosiery items*
- *Toys, Giftware, Computer parts & games, CDs*
- *Engineering: Automobiles & Auto parts, Engineering Goods, Machine-tools, Hand-tools, Machinery & Equipment, Mining & Construction equipment, Infrastructure companies, Lighting & Energy saving equipments, water treatment plants etc.*
- *Textiles & Home Furnishings, Furnitures, Home Decoration items*
- *Chemicals*
- *Pharmaceuticals etc.*

The participation charges are under finalization and is likely to be around Rs.8,000/- per sq.mtr(Approx). Total cost of a standard 9 sq.mtrs. Constructed stall works out to Rs.72,000/- only.

We invite your Organisation to participate in this exclusive show. In case your Organisation/company is interested in participation, please fill up the attached application form and forward the same alongwith payment of Rs.72,000/- (per 9 sq.mtr. booth) by RTGS/NEFT/Cheque/Demand Draft drawn in favour of "INDIA TRADE PROMOTION ORGANISATION" payable at Chennai and to the address given below.

Name of the beneficiary	: <b>India Trade Promotion Organisation</b>
Name of the Bank	: <b>HDFC Bank Limited</b>
Branch Address	: <b>G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001</b>
Account Type/No.	: <b>Saving 00031110005078</b>
IFSC Code	: <b>HDFC0000003</b>

Kindly forward the NEFT details alongwith the application form to the undersigned which is available at [www.indiatradefair.com](http://www.indiatradefair.com).

Thanking you,

Yours faithfully,  
V. Narayanan  
Deputy General Manager  
India Trade Promotion Organisation  
Raja Annamalai Building (2nd floor),72 Rukmani Lakshmipathi Road,  
Egmore,Chennai – 600 008.  
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