

# International Exhibition & Trade Fair

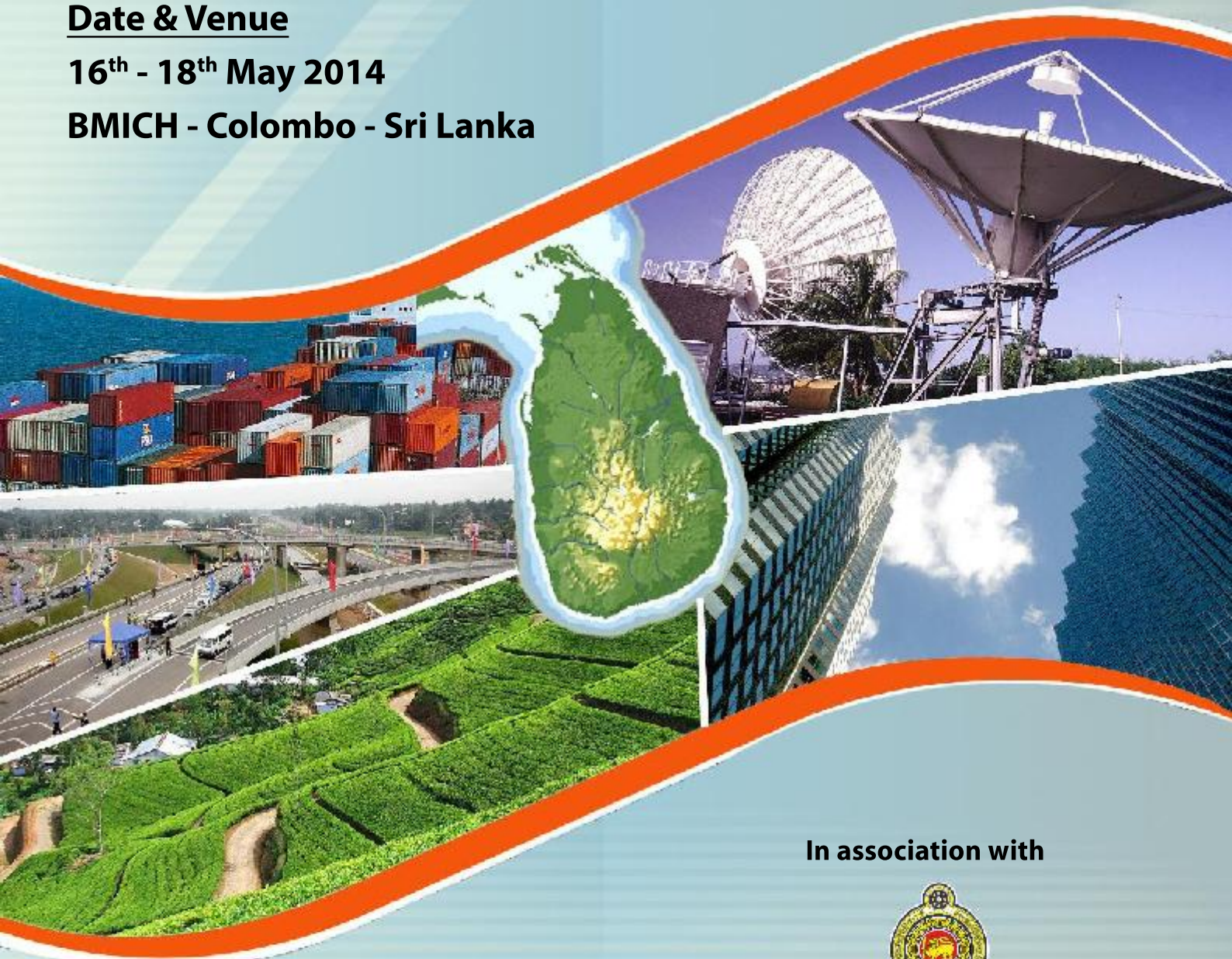


## An Emerging Market & Gateway to South Asia

### Date & Venue

16<sup>th</sup> - 18<sup>th</sup> May 2014

BMICH - Colombo - Sri Lanka



In association with



Organized by



**The National Chamber of  
Commerce of Sri Lanka**

- Ministry of Industry and Commerce
- Ministry of Health
- Ministry of Traditional Industries & Small Enterprise Development
- Department of Commerce
- National Gem & Jewellery Authority & Other Government Institutions

## ABOUT SRI LANKA

Sri Lanka, known as the pearl of the Indian Ocean, is an island republic with a land area of 65,610 sq km.

Blessed with an equatorial climate and breathtaking natural beauty, it is also one of Asia's richest biodiversity 'hotspots'. A favourite tourist destination, Sri Lanka offers a diverse range of attractions to any visitor: white sandy beaches and cool hills with tea plantations, an ancient culture and rich historical heritage, bustling cities and metropolitan hubs, friendly people and reliable infrastructure have all combined to make the country irresistible to visitors.

With a population of 20.2 million and South Asia's highest literacy rate of 91%, Sri Lanka is a multi-ethnic and multi-religious society. Sinhala and Tamil are the official languages while English is the link language commonly used in business.

## WHY INVEST AND TRADE WITH SRI LANKA?

Sri Lanka is a fast developing economy in South Asia with a per-capita income of US \$ 3,282 (2013).

A stable political environment with constitutional protection for investments.

Fast developing infrastructure facilities - Roads & highways, power generation, ports & airports

Gateway to South Asia where 1/4 of the world's population live.

First country to liberalize the economy in South Asia (1978)

Maintains a number of bilateral and multilateral trade agreements - Agreement on SAARC Preferential Trading Arrangement (SAPTA), South Asian Free Trade Agreement (SAFTA), Indo Sri Lanka Free Trade Agreement (ISFTA), Pakistan Sri Lanka Free Trade Agreement (PSFTA), Asia Pacific Trade Agreement (APTA) Availability of a skilled and literate work force



## ABOUT THE NATIONAL CHAMBER OF COMMERCE OF SRI LANKA (NCCSL)

The second oldest chamber in the country, the NCCSL has served the business community for 65 years. The NCCSL has a wealth of experience in conducting International Exhibitions such as INTRAD, AROGYA and AYURVEDA. INTRAD EXPO - 2014 is the eighth INTRAD Exhibition, the first being 'INTRAD 1996' and AROGYA series of exhibitions were introduced in Sri Lanka by the National Chamber of Commerce of Sri Lanka. The International Exhibitions were conducted in 2005, 2006 & 2012. The Chamber boasts of an experienced team of professionals who ensure its activities are performed to precision. The Chamber's extensive network with all local and International Trade Promotion Organizations results in getting the required promotion for its activities and optimum participation from businesses.

## VISITORS

Importers, Exporters, Service Providers, Buyers, Sellers, those looking for investment opportunities, Investment promotion agencies, Exporters who wish to find products for export, Local suppliers of finished products & raw materials and Logistics providers.

## SIZE OF THE EXHIBITION STANDS / STALLS AND PRICES

Size of the Stall	Investment
3m X 3m	Sri Lankan: LKR 50,000/- + 12% VAT Foreign Companies: US\$ 1,000 nett
- Those who reserve stalls before 10th of April, 2014 are entitled to a 5% discount of the total value - Any Exhibitor who reserves more than one stall will be eligible for a further discount of 5% for every additional stall.	

### Exhibitors' Profile



**Agriculture**



**Importers**



**Banking**



**Industry**



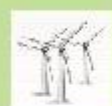
**Construction and Engineering**



**Insurance**



**Educational Services**



**Light Engineering**



**Environmental Services**



**Manufacturing**



**Exporters**



**Plantations**



**Food Processing**



**Power and Energy**



**Health related Services**



**Tourism**



**ICT**



**Transport**

### BOOTH SPECIFICATIONS

#### Standard Setup

Standard Booth including, One Table, Two Chairs, One Plug Base (5Amp), Two Spot Lights, Name Board

#### Extra Accessories

Exhibitor can order extra items of furniture / accessories from organizer subject to cost involvement.

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### About AROGYA 2014 International Exhibition

The National Chamber of Commerce of Sri Lanka (NCCSL) is proud to hold the AROGYA 2014 simultaneously with INTRAD 2014 on 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> May 2014 at the BMICH, Colombo.

**AROGYA** series of exhibitions were introduced in Sri Lanka by the National Chamber of Commerce of Sri Lanka in partnership with the Ministry of Health. The AROGYA Exhibitions were conducted in 2005, 2006 & 2012.

The Exhibition endeavours to showcase the high standards of healthcare in Sri Lanka and the future potential the Healthcare Industry can offer both locally and internationally. The event will cover all areas of healthcare from the complete range of medical specialties through to imaging and diagnostics, rehabilitation, medical equipment and devices, disposables, pharmaceuticals, emergency management, laboratory, IT and other support services in Healthcare and much more.

This exhibition will provide the ideal opportunity for the stakeholders in the healthcare industry to interact with healthcare professionals and industry personnel as well as local and foreign visitors in promoting their products and services.

#### Objectives

- To create awareness among the general public, professionals, students, overseas visitors and private sector Healthcare Institutions/Agencies on advanced treatment methods and new products and services available in Sri Lanka.
- To focus on projects in the industry and attract both foreign and local investors.
- To promote Sri Lanka as a Medical Hub in the region and promote medical tourism.
- To further develop the Sri Lankan medical sector.

#### Visitor Profile

- Local & foreign healthcare service providers
- Researchers and scientists, dentists, veterinary surgeons
- Local and foreign buyers and sellers of medically related products and services
- Medical academics and students
- Local and foreign investors of medical enterprises
- General public
- Professionals in the healthcare sector including medical consultants, doctors, nurses, pharmacists and other para medical professionals

#### Exhibitor Profile

- ▶ Hospitals and clinics
- ▶ Companies engaged in selling pharmaceuticals, food and nutrition
- ▶ Providers of medical equipments, appliances, consumable and laboratory services
- ▶ Providers of healthcare manpower, transport, insurance and IT services
- ▶ Providers of leisure, sports, physiotherapy, beauty care and after care
- ▶ Operators of healthcare sector special projects
- ▶ Operators of medical tourism
- ▶ Enterprises engaged in health sector project financing
- ▶ Veterinary surgeons operating animal clinics

The National Chamber of Commerce of Sri Lanka

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[www.nationalchamber.lk](http://www.nationalchamber.lk) / [www.intrad-arogyas2014.com](http://www.intrad-arogyas2014.com)



An Emerging Market & Gateway to South Asia



Bandaranaike Memorial International Conference Hall (BMICH)  
Colombo - Sri Lanka

**For further details**

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