

# SMIDEX 2014

SME MACHINERY | TECHNOLOGY | PROCESSES | SERVICES

- Exhibition of products & services
- Business matching sessions
- Exchange of information & ideas on technology & innovation
- Product launches & presentations

## Small & Medium Industrial Exhibition

*Taking Sri Lanka to the New Era of Industrialization*

**REGISTER  
NOW**

**23 - 25 MAY, 2014  
BMICH - COLOMBO**

ORGANISED BY



INDUSTRIAL DEVELOPMENT  
BOARD OF CEYLON



MINISTRY OF TRADITIONAL  
INDUSTRIES AND SMALL  
ENTERPRISE DEVELOPMENT



MINISTRY OF ECONOMIC  
DEVELOPMENT

SUPPORTED BY



**DATE**

23<sup>rd</sup>-25<sup>th</sup>, May-2014

**VENUE**

BMICH, Colombo



**SMIDEX**  
**2014**

Visitor's Profile

- 1 Decision Makers & Top Executives of Manufacturing and Engineering Enterprises
- 2 Technical Experts
- 3 Presidents, Chairmen, CEOs & Directors of Chambers, Associations and Co-operatives
- 4 Purchasing, Plant, Marketing, Sales and R & D Heads
- 5 SMI Policy & Decision Makers
- 6 Industrial/ Business Consultants and Contractors
- 7 Government Delegates and Officials
- 8 Industrial and Commercial Traders/ buyers/ Exporters/ Sub Contractors & Outsourcing Partners
- 9 Various Industrial Chambers, Associations and their Members & Representatives

Contact Us



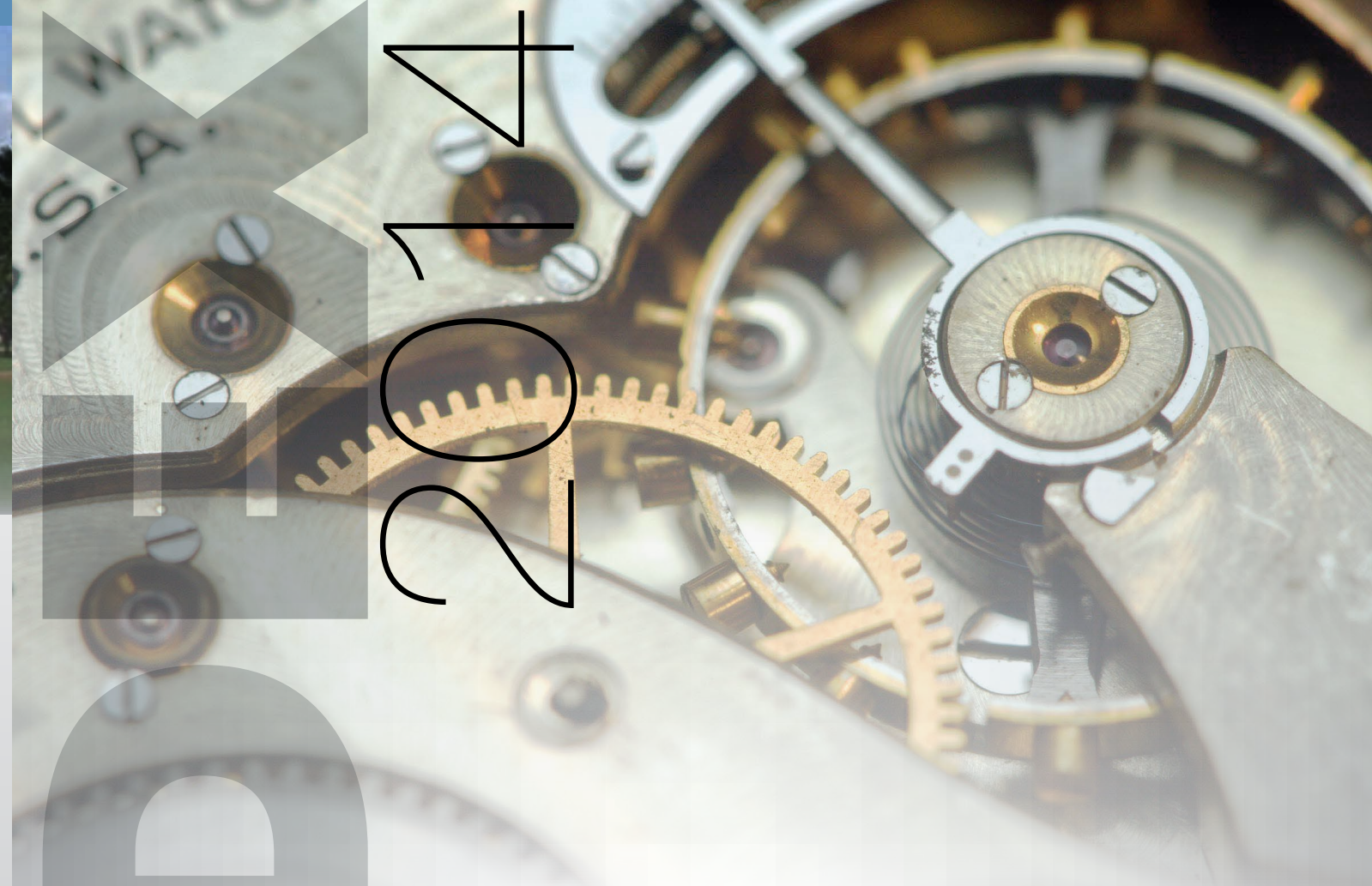
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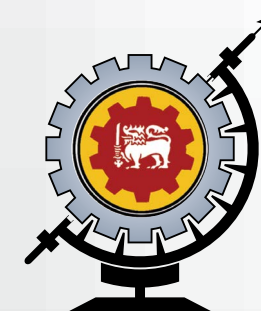
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SME MACHINERY | TECHNOLOGY | PROCESSES | SERVICES

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**2014**

**Small & Medium Industrial Exhibition**

*Taking Sri Lanka to the New Era of Industrialization*

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Colombo - Sri Lanka

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**HON. DOUGLAS DEVANANDA**

*Minister of Traditional Industries & Small Enterprise Development*

It is with great pleasure that I send this message in connection with the first International SMI Exhibition, SMIDEX 2014 to be held from 23 - 25 May 2014 at BMICH, Colombo.

The exhibition is based on the timely theme of "Taking Sri Lanka to the next era of Industrialization". The post conflict development in Sri Lanka is heavily relying on SMI sector to accelerate the inclusive economic development and in that context the SMIDEX 2014 is a very timely initiative.

It is widely accepted that the SMI sector is the backbone of nation's economy. The "Mahinda Chintana" Ten Year Horizon Development Plan has also clearly spelt out the Government's vision and strategy of promoting and developing the SMI sector. Traditional Industries and Rural Enterprises need Technological and Market Development support for them to achieve higher levels of growth. The Government is creating the necessary policy and regulatory environment for SMIs while strengthening the institutional mechanism to uplift the SMI sector in the country.

I wish to congratulate the Industrial Development Board (IDB) for taking this initiative of organizing a SMI Exhibition at international standards. I also wish all exhibitors of SMIDEX 2014 all success.



**MR. V. SIVAGNANASOTHY**

*Secretary, Ministry of Traditional Industries & Small Enterprise Development*

It is with great pleasure that I express my warm regards to all stakeholders who have taken part in the first SMIDEX 2014 Small and Medium Industrial Exhibition organized by the Industrial Development Board of Ceylon.

The IDB, the pioneering institution in Sri Lanka in promotion of SMIs, has recognized the importance of further strengthening the small and medium industries through creating opportunities to be aware of and educated on new technological developments, processes, machinery inventions and available services for advancement of their industries.

The IDB has aligned to programmes to the Government's "Mahinda Chintana Development Framework" and the focus is more on technology transfer, facilitating access to finance and forward/backward linkage, introducing modern technology for high value addition and quality improvement and facilitating access to domestic and international market.

It is also important to "Pick the Winners" and recognizing, motivating and encouraging through medals, awards and certificates to develop entrepreneurship culture in the country.

At a time Sri Lanka is moving towards an upper middle income country with the present peaceful environment, several avenues have been emerged for both SMIs and large scale businesses in the private sector. Numerous opportunities have arisen in the fields of food and beverages, agriculture, industrial and livestock sectors. Due to the vast boom in the travel and tourism sector, importance of other fields also has been doubled as they are interlinked.

I take this opportunity to thank all partners, sponsors and stakeholders for joining hands with the IDB and supporting the SMIDEX exhibition in such grand scale. I wish all of them success and accomplishment at SMIDEX 2014.



**HON. WEERAKUMARA DISSANAYAKE**

*Deputy Minister of Traditional Industries & Small Enterprise Development*

I am extremely happy to issue this message on the occasion of the SMIDEX 2014 Small and Medium Industrial Exhibition organized by the Industrial Development Board.

I believe that today, more than ever, the role played by SMIs to bring about economic development and sustainability in Sri Lanka, has become pivotal. Having embraced liberal economic policies over three decades ago, it is timely that the SME sector becomes strongly competitive and productive to be able to stand up to the challenges of globalization and commercialization. The SMI sector needs to get into the driving seat not only to be a stakeholder in general economic development, but also to make a vital socio-political impact.

The Industrial Development Board (IDB) has always strived to give the right guidance and support to Sri Lanka's SMI sector so that they will play a crucial role in employment generation and wealth creation. I recognize SMIDEX 2014 as another important milestone of IDB in uplifting local SMI sector.

It is a fact that the excellent efforts, commitment and leadership of Chairman, General Manager, Board of Directors and all the Members of Staff of the Industrial Development Board of Ceylon have been instrumental for the successes achieved and I express my sincere thanks in this regard.

I take this opportunity to wish all partners of SMIDEX 2014 success.



**MR. NAWAZ RAJABDEEN**

*Chairman, Industrial Development Board of Ceylon*

It gives me great pleasure to issue this message in connection with the first SMIDEX 2014 Small and Medium Industrial Exhibition organised by the Industrial Development Board of Ceylon. The SMIDEX 2014,organisedas a part of the IDB's 45th year anniversary celebration programme has thefullestsupport and blessings of the Government to widen the scope of businesses of the SMI sector.

The exhibition introduces innovations in machinery, technology, services and most importantly creating the platform to link with the right parties. It also showcases not only the local and international innovations but also creates a unique platform to interact with the policy makers especially on SMI development. The SMIDEX 2014 will also be accompanied with two concurrent events, the first Applied Industrial Technology Conference (AITC 2014) and the SMI Innovations Awards ceremony.

We believe that it is the duty and mandate of the IDB to create more value and meaning to the SMI sector through all our endeavors to make them more competitive locally and internationally which will result them in becoming large players of the economy.

I extend my heartfelt gratitude to all our sponsors, partners and exhibitors for their roles in making this first SMIDEX a grand success.



## WHAT IS SMIDEX-2014?

The year 2014 marks the 45th anniversary of the Industrial Development Board of Ceylon (IDB), the premier agency for Industrial development and promotion in Sri Lanka. To mark the 45 long years of national contribution and also to set a higher growth momentum in the Small and Medium scale Industrial sector, the IDB introduces SMIDEX as its foremost annual showcase for promoting our SMIs with a special emphasis to SMI's Technology, Machinery, Raw Materials, and Business Development and other services facility.

The Inaugural SMIDEX 2014 will see the convergence of a large number of exhibitors from both domestic and international markets. SMIDEX 2014 is designed to widen the capabilities and capacities of Sri Lankan SMIs in displaying innovative products, services and technologies for the potential Sri Lankan and International markets. Large companies and multinational corporations (MNCs) are also welcomed to display their raw materials, tools, equipment, machinery, components and accessories would like to procure by SMIs.

### Objectives

**Exhibition of Products & Services** - to showcase the best capabilities and capacities of Sri Lankan SMIs in producing products, services and technologies for both local and international markets

**Business Matching Sessions** - to provide SMIs with global market supply chain opportunities through business linkages with multinational corporations (MNCs), large scale industries (LSIs), government-linked companies (GLCs) etc.

**Product Launches & Presentations** - to provide a platform for local SMIs to introduce new products and services to both local and international markets

**Exchange of Information & Ideas on Product Development & Design as well as Technology & Innovation** - to improve innovative and creative ideas in developing competitive, innovative and resilient SMIs in Sri Lanka

**Recognition of Industrial Excellence** - to recognize and reward the outstanding performance of SMIs representing district, provincial and national levels

### Profile of Exhibits

Machinery, Equipment, Technologies and Services of following Industrial Sectors will be showcased:

- Ceramic, Porcelain & Pottery
- Chemical & Chemical Products
- Coconut & Coconut Products
- Construction & Building Materials
- Electrical & Electronics
- Fibre Glass & Plastic
- Food & Beverage
- Footwear, Leather & Leather Products
- Garment & Apparels
- Information & Communication Technology (ICT)
- Industrial Biotechnology & Pharmaceuticals
- Light Engineering & Foundry
- Mineral & Mineral Products
- Natural Fibre & Fibre Products
- Paper & Paper based Products
- Rubber & Rubber based Products
- Spices & Spices based Products
- Waste Renewable & Recycle and Renewable Energy
- Wood & Wood based Products

### Event Highlights

- 1 Authorized and supported by national level state agencies and industrial & business associations
- 2 Extensive promotion through Newspapers, Hoardings, Posters, Radio Jingles, TV commercials, Online promotion via various Websites, Press Conference, mass mailing & mass SMSs
- 3 Live demonstrations of operating Machineries as well as processing of certain products
- 4 Participation by the leading national and international organizations engaged with SMI development and promotion
- 5 Spread over 3 days, the SMIDEX 2014 is the right venue for just about every opportunity in market, technology, machinery, raw materials and other allied services facility for SMIs as well as the general public to purchase SMI's products at concessive and competitive price rates
- 6 SMIDEX 2014 focuses exclusively on SMI Machinery, Technology and allied Services
- 7 Be it new product launch, latest innovation or marketing of an existing product, SMIDEX 2014 is the right platform to exhibit.
- 8 Opportunity to meet the decision makers as well as business development service providers and facilitators in the SMIs sector
- 9 Prominent industrialists for inauguration resulting in higher number of Industrial visitors & wider media coverage
- 10 Great destination to develop businesses, create new joint ventures, distribute products and services, and start new collaborations

### SME related Support Services

- Accounting & Auditing
- Banking & Finance
- Business Development Services
- Consultancy & Advisory Services
- Government Authorities
- Insurance Service Providers
- Venture Capital Counterparts
- Education & Training

