Sri Lanka Country Pavilion at Anuga International Food Fair from October 7-11 in Cologne, Germany

Meet with Major Food & Beverage Exporters from Sri Lanka

(PRWEB) October 07, 2017 -- Sri Lanka Export Development Board, the country’s apex body for promoting the export products and services, in collaboration with Sri Lankan Embassy in Germany, is organising Sri Lanka country pavilion at Anuga International Food Fair to be held in Cologne, Germany from October 7 to 11, 2017. Hailed as the world’s largest and most important trade fair for food & beverage, Anuga international Food Fair is estimated to draw in some 160, 000 enthusiastic visitors who will discover the latest and the most innovative products from over 7400 exhibitors.

These statistics are clearly indicative of the enormous potential Anuga International Food Fair holds for food & beverage exporters from Sri Lanka as well as from the other nations. On top of that, there’s strong empirical evidence that Anuga has continuously been a crucial source of new export opportunities for Sri Lankan food & beverage exporters.

With agriculture playing a central role in the Sri Lankan economy, Sri Lanka has long been exporting a wide range of food & beverage including tea, spices & allied products, fresh fruits & vegetables, coconut kernel based products, confectionery, health & wellness products and organic food in fresh, processed, value added forms and has, deservedly, earned a solid reputation for quality & authenticity.

The intrinsic quality of the raw material being used, special taste of the product and stringent quality standards maintained during the process of value addition are the principal reasons behind the great demand for the food and beverage ‘produced in Sri Lanka’.

Out of hundreds of applicants who’ve shown deep interest in participating in the Anuga International Food Fair, Sri Lanka Export Development Board has handpicked 20 food and beverage exporters to be given the opportunity to exhibit at the Sri Lanka country pavilion at the fair. For the major players in the food & beverage industry who operate locally as well as globally, the Sri Lanka Country Pavilion will, therefore, be a veritable goldmine unlocking a world of sourcing opportunities from Sri Lanka.

The Sri Lankan exhibitors, some of whom boast the iconic Sri Lankan food & beverage brands, will showcase such products as organic desiccated coconut, virgin coconut oil, spices, essential oil, coconut milk/cream, coconut water, king coconut water, organic dried fruits, coconut flour, creamed coconut, tea, organic black tea, organic green tea, organic flavoured tea, tea bags/packs, cinnamon & other spices, dry / frozen foods, biscuits & cookies, chocolates, cakes, rice varieties, fish products, and processed food.

On behalf of the Sri Lankan exhibitors at Anuga International Food Fair, Sri Lanka Export Development Board would like to extend an open invitation to the aspiring visitors to call over at the Sri Lanka country pavilion located in the Fine food Section, Hall No 01.1, stand No.C040g –D049g to explore this broad range of Sri Lankan food and beverage and meet with representatives from these major food & beverage exporters from Sri Lanka.

The Sri Lanka Export Development Board, usually known as EDB, is Sri Lanka's apex organization for the promotion and development of exports and was established in 1979 under the Sri Lanka Export Development Board.
Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, which is the policy-making body of the EDB.
Contact Information
Malani Baddegamage
Sri Lanka Business Development Board
http://www.srilankabusiness.com/
+94 112300679

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