

## **RAK – SRI LANKA BUSINESS FORUM & TRADE FAIR 2023**

**Venue: RAK Exhibition Centre, Ras Al Kamiah, United Arab Emirates**

**Dates: 25-29 October 2023 (5 Days)**

**Number of Stalls: 230+ | Stall Size: 3m \* 3m**

**Stall Price: USD 1750**

**Objective: Promoting Sri Lankan Products and Services in United Arab Emirates and Middle East**

**Sri Lankan companies in different sectors can participate in the Trade Fair as exhibitors.**

### **BENEFITS FOR EXHIBITORS**

1. Opportunity to promote your products and services in Ras Al Kamiah which is a Gate Way to the Global Market.
2. Expect over 150,000 visitors / consumers at the Trade Fair not only from United Arab Emirates but also from Middles East, Asia, Europe, Africa, etc.
3. Ideal platform for your company to find new buyers from United Arab Emirates and other countries in the Middles East region. This Trade Fair consists not only of B2C but of B2B. The Business-to-Business (B2B) Sessions would be ideal for attracting new foreign buyers for your products and services thereby increasing your market share in UAE/global markets.
4. This will strengthen your presence in the UAE / Global Markets thereby increasing brand awareness among international consumers while generating new income avenues.
5. Great opportunity for your business to find partners, initiate joint ventures, potential investors, etc.
6. Provide accommodation, internal transport, and air tickets for your company's exhibitors at discounted rates.
7. Provide shipments and logistical arrangements for your company at reasonable price.
8. Free-of-charge air ports pick up and drop for groups of Sri Lankan exhibitors.
9. There will be a global opportunity for Tourism sector as RAK is a Tourism Hub

