



**THE EMBASSY OF THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
TO BELGIUM, LUXEMBOURG AND THE EUROPEAN UNION
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Industry & Commerce Minister to lead business delegation to Belgium – B2B meetings to be held with over 60 Belgian companies

A business delegation led by Minister of Industry & Commerce Rishad Bathiudeen is scheduled to visit Belgium from 16-17 November 2011. The delegation will include Mrs. Sujatha Weerakoon, Director General/Sri Lanka Export Development Board and representatives from the private sector.

This is the first time in over a decade that such a high level business delegation visits Belgium. It is considered as a reciprocal visit to the visit undertaken by the representatives of 40 Belgian companies to Sri Lanka in November 2010 and is also intended to attract potential Belgian entrepreneurs to Sri Lanka's premier exposition 'Expo-2012' to be held in March 2012.

The Embassy of Sri Lanka in Brussels in collaboration with Brussels Export, Commerce & Industry (BECI) and Brussels Invest and Exports has arranged a comprehensive programme of B2B meetings for the Sri Lanka private sector representatives, which will be held on 17 November 2011 at BECI in Brussels. Over 60 Belgian potential buyers, joint venture partners and investors relating to the following sectors have already confirmed their participation at the B2B meeting programme;

- Fish & Fish products
- Food items
- Apparel products including fashion garments, work ware and household textiles
- Diamond and precious stones
- Alternate energy products and projects
- IT and IT related products
- Rubber products including solid rubber tyres, rubber mats, rubber gloves etc
- Coconut products including coir fiber, coco peat
- Industrial products
- Construction services
- Beverages
- Tableware
- Ceramic and porcelain tiles

Besides the B2B meetings at BECI, the two day programme in Belgium will include interactive meetings at the Antwerp Chamber of Commerce, Antwerp Diamond Centre and a visit to the Trade Mart Centre where Belgian importers and distributors are located.

Belgium has become a logistics centre in Europe catering to 60% of the European Market. It is therefore vital for Sri Lanka to develop increased business links with Belgian business persons to facilitate reaching major European markets such as France, Germany, UK and the Netherlands. The programme planned would be of use to interested Sri Lanka exporters in reaching this promising market.

Sri Lankan exporters interested in joining the delegation and/or having their company profiles shared with prospective buyers, are requested to contact the following officials of the Export Development Board and the Embassy of Sri Lanka in Brussels, in order to benefit from this important opportunity.

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