

For the Reference of Officials of Sri Lanka Mission Overseas

Guidelines for Foreign Buyer / Investor Participation under the Hosted Buyer Package

Criteria	Hosted Buyer Package 01 <u>High potential buyers/ Investors</u> (5 star Hotels)	Hosted Buyer Package 02 <u>Potential buyers/Investors</u> (4 Star Hotels)
Company Legitimacy & Market Presence	Registered company with 10+ years of business operations	Registered company with 2+ years of business operations
	Recognized retailer, wholesaler, importer, supermarket chain, food service distributor, or e-commerce giant.	Recognized retailer, wholesaler, importer, supermarket chain, food service distributor, or e-commerce operates.
	Represents a brand with nationwide or multi-regional presence	Importers with niche products or online platforms.
Annual Turnover & Purchasing Power	Annual turnover - Over USD 100 million	Annual turnover - Over USD 5 million
	Purchasing budget above USD 5 million per month.(USD 60 Mn per year)	Purchasing budget above USD 0.5 million per month (USD 6 Mn per year)
	Capable of placing large, continuous orders.	Capable of placing reasonable, continuous orders.
Import History & Capacity	<input type="checkbox"/> Proven record of importing from Sri Lanka or similar exporting countries <input type="checkbox"/> Well-established international supply chain networks. <input type="checkbox"/> Handles multiple product categories or specialized in one product category	<input type="checkbox"/> Limited but clear experience importing small-to-mid volumes. <input type="checkbox"/> May specialized in one category
Distribution Network	supplies to: <ul style="list-style-type: none"> • 50+ retail outlets • Supermarket chains (Tesco, Sainsbury's, Asda, Morrisons, etc.) • Major food service companies • Nationwide distributors 	Supplies to: <ul style="list-style-type: none"> • 5+ outlets • Ethnic/specialty stores • Regional distributors • Medium online sellers

Participating Buyer's Position	Key Decision Makers	Key Decision Makers
	<ul style="list-style-type: none"> • CEO/Owner • Managing Director • Head of Procurement • Purchasing Director • Senior Category Buyer • Import Manager • Sourcing Director/ Supply Chain Director 	<ul style="list-style-type: none"> • CEO/Owner • Managing Director • Head of Procurement • Purchasing Director • Senior Category Buyer • Import Manager • Sourcing Director/ Supply Chain Director
Interest in Sri Lankan Products & Market Expansion	<p><input type="checkbox"/> Clear intent to:</p> <ul style="list-style-type: none"> • Expand sourcing from Sri Lanka • Introduce Sri Lankan products into relevant country • Engage in long-term partnerships • May explore private-label opportunities <p><input type="checkbox"/> Provides specific product requirements and projected orders.</p>	<p><input type="checkbox"/> Clear intent to:</p> <ul style="list-style-type: none"> • Expand sourcing from Sri Lanka • Introduce Sri Lankan products into relevant country • Engage in long-term partnerships • May explore private-label opportunities <p><input type="checkbox"/> Provides specific product requirements and projected orders.</p> <p><input type="checkbox"/> Focus is on niche, specialty, or ethnic markets.</p>
• Commitment to Expo Activities	<p><input type="checkbox"/> Willing to attend at least 2 days of Sri Lanka Expo.</p> <p><input type="checkbox"/> Ready to conduct 20+ B2B meetings.</p> <p><input type="checkbox"/> Prepared to visit factories/industrial zones if arranged.</p>	<p><input type="checkbox"/> Willing to attend at least 2 days of Sri Lanka Expo.</p> <p><input type="checkbox"/> Ready to conduct 20+ B2B meetings</p> <p><input type="checkbox"/> Prepared to visit factories/industrial zones if arranged.</p>

(Offered on First come, First Serve basis)

(Terms & Conditions applied for the Sri Lanka Expo 2026)

Sri Lanka Expo 2026

SRI LANKA EXPORT DEVELOPMENT BOARD