

An International Exhibition on  
Processed Food, Beverage, Packaging  
& Agriculture



# **D**food **ro**pack **Ag-Biz**

2024

Brought to you by  
**SRI LANKA FOOD PROCESSORS ASSOCIATION (SLFPA)**

TRADE FAIR FOR NATIONAL AGRIBUSINESS

"Farm to Fork". The future of food technology ...

AUGUST 2024

23<sup>RD</sup> - 25<sup>TH</sup>

AT BMICH EXHIBITION CENTRE  
COLOMBO - SRI LANKA

ORGANIZED BY



# The Emerging Food Processing Industry

Over the years, with emerging new markets and technologies the Food Processing Industry has widened its scope. As a result, innumerable business opportunities exist within the diverse areas of Food Processing Industry. However, the Industry still remains largely untapped. Expanding markets and demand means there is a need to fully harness the potential of cultivating, producing, processing and packaging of food and drinks. Providing greater incentives as well as creating a conducive environment for more investments and exports is also necessary.

The Profood Propack & Agbiz Exhibition provides a platform to support the growth of Sri Lanka's Agriculture food Processing and packaging Industry. Since its inception almost two decades ago the exhibition has enhanced the Industry by way of creating a wide array of opportunities in exposing & merchandising the products and services locally and internationally. 21st Edition Profood Propack & Agbiz Exhibition has emerged as the most looked forward event in the industry calendar.

## Profood Propack & Agbiz 2024 Showcase Your Products to Thousands of Visitors....

Profood Propack & Agbiz is most established brand in Food Beverage, Packaging and Agriculture Industry. This show is now a well-known destination for global vendors as well as sourcing professionals.

"Profood Propack & Agbiz 2024" the most comprehensive food, beverage and packaging exhibition will be held as the 21st edition of the exhibition. The exhibition theme "Farm to Fork". aims to encompass the entire Industry under one roof. "Profood Propack & Agbiz 2024" being Sri Lanka's largest trade fair is a 'must attend exhibition for all organizations and individuals involved in processed food, beverage, packaging & agriculture sectors.

At a macro level, the food industry is encouraged by the exhibition to embrace new technology and innovations to meet new global standards. Sri Lanka's largest face-to-face networking trade show dedicated to agriculture, food, beverage, and packaging; the Profood Propack & Agbiz Exhibition has significantly contributed to the macroeconomic growth of the country.

The exhibition serves as a catalyst for the overall development of the food processing industry, creating diverse business opportunities and driving investments and exports. The exhibition aims to cover the entire spectrum of the industry under one roof, with a theme centered around "Farm to Fork."

It will feature a wide range of products, services, and innovations related to agriculture, processed food, beverage, and packaging. Concurrent events have been planned to further promote and market the exhibition, making it an unmissable event for all organizations and individuals involved in these sectors.



## Why you should Exhibit ?

Over the years the exhibition has been a gathering place for Buyers / consumers who are on the lookout for different facets related to the Agriculture, Processed Food, Beverage & Packaging industry.

Products and service providers related to the industry have found the exhibition to be the most potential and comprehensive platform to meet their targeted audience.

- An opportunity to network, exchange ideas, and stay updated on the latest industry trends.
- Platform to increase future sales.
- Establish valuable relationships with buyer groups and key officials.
- Attract potential joint ventures and tie-ups with international buyers.
- Gain maximum exposure, build relationships, and explore potential collaborations with key stakeholders for their products and services.
- Interacting with industry leaders from both the public and private sectors in the agriculture, food processing, and packaging industries.
- Numerous opportunities for Small and Medium Enterprises (SMEs).
- Business opportunities with over 5,000 industry buyers who have expected to attend the event.
- Unique advantage of allowing potential customers to experience their products first-hand through touch, feel, and taste, ensuring a memorable and engaging interaction.
- The exhibition expects to attract key industry stakeholders and decision makers, including exporters, small and medium entrepreneurs, procurement staff from supermarkets and HoReCa industry professionals, government officials, farmers, and the general public.
- An opportunity for the University Students to showcase their innovations and recognition at the awards ceremony.

## Who should Exhibit ?

Processed Food, Beverage, Packaging & Agriculture industry stakeholders.

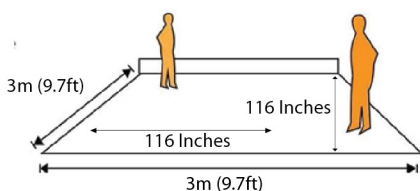
## Visitor Profile

The exhibition will attract key industry stakeholders & decision makers of Organizations such as, exporters, small and medium entrepreneurs, Supermarket, HoReCa Industry Professional procurement staff, Government officials, Entrepreneurs, farmers and the general public.

## Participation Specification

9 sqm Bare space stall area  
Entitled For The Followings

- 3m x 3m demarcated area
- One 5 amp plug point
- Free entry in the exhibitor directory
- Electricity and cleaning free of charge



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