



An International Show for Tapping Business Opportunities in The Growing Medical and Healthcare Industry of Sri Lanka

In these challenging times and restrictions, as the world moves to a New Normal scenario, the need of an hour is to move ahead and focus on participating in virtual shows to create a positive brand image of your company, promote the latest product offerings, connect with potential buyers and build long term engagements with existing customers at your convenience and without any travel, hospitality or booth set-up / fabrication expenses.

We are pleased to announce that Federation of Indian Chambers of Commerce and Industry (FICCI) is organising **India Pavilion at Sri Lanka Medical and Equipment Virtual Expo** to be held on 16 to 19 March 2021. This virtual event is being organised by Worldex India Exhibition & Promotion Pvt. Ltd. and supported by the leading trade bodies and chambers of commerce in Sri Lanka.

The Sri Lanka Medical and Equipment Virtual Expo has been designed as completely digital Expo keeping in mind that the 'new normal' in the Covid 19 and post-Covid 19 world is virtual interaction. The Expo is a common platform that brings together different segments of the health and medical industry to explore new opportunities, showcase the latest products & technologies, services and facilities and leverage potential for trade and investment in Sri Lanka.

Why Sri Lanka:

- Increasing scope for medical & healthcare industry in Sri Lanka and rising demand for quality healthcare with improving incomes and an ageing population
- Sri Lanka has the fastest ageing population in South Asia. Population over 60 expected to double in the next 25 years, impacting Sri Lanka's health profile
- Rapid growth in Sri Lanka's private healthcare sector due to growing middle and upper-middle-income classes, who look for convenience in access to healthcare supported by increasing incomes and penetration of medical insurance.
- Non-communicable diseases are on the rise due to changing lifestyles.
- With one qualified doctor for every 1,200 people and one nurse for every 570 people in the population, there is demand for better and faster diagnostic equipment.

Benefits of Participation:

- One to one interaction with Sri Lankan market buyers
- Pre-fixed B2B Meetings with potential buyers
- Ideal business platform to have tie ups with Sri Lankan companies
- Brand building in Sri Lanka market
- Opportunity to explore international market for Export and Investment



Exhibitors Profile:

Hygiene and Sanitary, Personal Protective Equipment (PPE), Diagnostic supplies, Disinfectant Supplies, Disposables, First aid and care products, Healthcare & Wellbeing, Home medical equipment, Hospital & clinical equipment & furniture, Imaging & diagnostics, IT systems & solutions, Laboratory equipment & supplies, Medical equipment & devices, Pharmacy and dispensary supplies & furniture, Preventive & post-diagnostic treatment, Smart medical products, Surgical instruments, Testing instruments & Supplies, Wireless health & mobile health, Ayush & Herbal supplies, Certification Bodies, Health Tourism, Wellness Hotels-Resorts, Facility Management and others.

Buyers Profile:

Hospitals and medical institutions, Clinics and Laboratories, Hospitality, Hotels, Restaurants, Resorts, Government agencies and associations, Medical device Distributors and Agents, Importers, Medical device R&D institutions and manufacturers, Investment companies Pharmacies, Universities & research institutions, E-Commerce and e-tailers & many more

Book Your Space Today:

<p>Special Subsidised charges: INR 20,000 + 18% GST per company</p> <p>Early-bird Discount* 15% (Upto 25th January, 2021)</p> <p>Final Participation Cost INR 17, 000 + 18% GST</p>	<p>Participation cost includes:</p> <ul style="list-style-type: none"> • A dedicated Exhibitor Page with Virtual Booth • Upload company brochures, presentations and corporate videos, product video demos, Product Posters, etc. • Pre-fixed 3 to 5 B2B Meetings through Zoom • 30 Product Display with Details • Real-time Chat with booth representatives • Exchange Business Cards • Request for a quote just like a real-time exhibition
--	---

Important Notes:

- Participation will be accepted on first-come-first-served basis
- [Download](#) Application Form
- Submit Duly filled application form with 100% Payment before 25 January, 2021*
- Payment by Cheque / DD / NEFT in favour of FICCI
- No refund will be available, if withdrawn for what-ever reason thereafter.
- Branding and Sponsorship opportunities will be shared upon request.

For participation and branding, please contact:

Haider Mirza | Sr. Asst. Business Manager | +91-9619095955 | haider@worldexindia.com
Laxmi Shrinivas | Business Manager | +91-9137485454 | laxmi@worldexindia.com
Risha Rajput | Asst. Business Manager | +91-9769478409 | risha@worldexindia.com
Sumeet Jaokar | Asst. Business Manager | +91 9987794867 | sumeet@worldexindia.com
Ankur Singh | Assistant Director | +91-88605 59553 | ankur.singh@ficci.com
Sandeep Singh | Assistant Director | +91-99712 67985 | sandeep.singh@ficci.com

Show Website: www.worldexindia.com/slmeve

We look forward to your confirmation to exhibit at Sri Lanka Medical and Equipment Virtual Expo 2021.