

FCCISL Co-Organizes Jaffna International Trade Fair

Sri Lanka's northern most peninsula - Jaffna will witness the 3rd consecutive Jaffna International Trade Fair (JITF) on the 20th, 21st and 22nd of January 2012 at the former open air stage area adjoining Jaffna Public Library in the heart of the city.

The event co-organized by the Federation of Chambers of Commerce and Industry of Sri Lanka (FCCISL) and Lanka Exhibitions and Conference Services Pvt. Ltd. (LECS) has flourished since its inception and is considered the focal point for many investors and traders, giving them the opportunity to show case their products to a market that was considered out of bounds.

The trade fair will encompass all segments and industries that have direct bearing upon the people of the northern most tip of the country, giving the northerners an opportunity to participate and witness the most innovative methods, technologies and industries which a rapidly growing in the 21st century.

JITF in its short span of being a part of the "Jaffna revival" has found a special place in the annual event calendar of the residents of Jaffna. It has evolved into being one of the most looked forward to and anticipated events in the region among residents of the area. The Jaffna International Trade Fair caters to a wide audience which covers almost all facets that are a part and parcel of the Jaffna Lifestyle. The exhibition will showcase industries including and not confined to Construction, Agriculture, Food & beverage, Packaging, Information and Communication technology, Apparel Automobile, Hospitality, Travel and tourism, Financial Services and Consumer goods. All sub categories that fall within the above industries and many more will be on display providing the people of Jaffna a unique and unparalleled opportunity to participate and witness an event that is truly of an International standard.

The JITF held in January 2011 saw a record 30,000 visitors participating. Never before has the beautiful fort city seen a gathering of this magnitude in one place over a period of three days. The first two editions of the trade fair saw the introduction and the establishment of JITF, this year however, will see LECS being involved directly with the development process that is taking place in the North.

Imran Hassan Director of LECS the event organizers was convinced that this would be the best opportunity to be involved with the massive development process taking place in the north under the patronage of the Government. "This year the people of Jaffna are looking forward to JITF eagerly. We saw a massive interest in the first year and it only increase during the second phase. Many residents in Jaffna find JITF the only secure method to establish links with the south of the country and the rest of the world. The find this the best opportunity to witness the changing dimensions of industries, to create new contacts and find suppliers and customers to their evolving needs. It is the only trade fair held in the city

and therefore many participants are as excited of the prospects as much as the residents of Jaffna" he said.

The event which is considered a connecting bridge between the North and the rest of the world will have India as JITF's partner country. India, Sri Lankas friend and neighbor will have an Indian pavilion showcasing the best that India has to offer to the north.

The event is co-organized by the Federation of Chambers of Commerce and Industry Sri Lanka (FCCISL) and in association with the Chamber of Commerce and Industries of Yalpanam (CCiy) together with DIMO Sri Lanka who are the Silver Sponsors, Co-Sponsor Elephant House, Official Freight Forwarder Dart Global and Sri Lanka Conventions Bureau, is set to embark on a mission that would bridge the trading gap between the countries north, east, south and west. Its mission to see Jaffna as a bustling trade hub is strengthened with LECS dedication to witness a Sri Lanka that is indeed the miracle of Asia.

Source: www.fccisl.lk

