

A BRIEF ON JAFFNA

Jaffna District, the northernmost region of the Island of Sri Lanka, is one of the oldest habitation sites in Lower South Asia, populated by Tamil speaking people. Jaffna is situated within ten degrees of latitude to the north of the equator. It is in close proximity to the sub-continent of India and separated from it by the Palk Strait and the Bay of Bengal.

The peninsula is actually almost an island; only the narrow causeway known as Elephant Pass - for once elephants did wade across the shallow lagoon here connects Jaffna with the rest of Sri Lanka. Jaffna is low lying; much of it covered by shallow lagoons, and has a number of interesting islands dotted offshore. In all it covers 2560 square km (999 square miles). With just under 900,000 inhabitants, the district of Jaffna is one of the most densely populated areas of Sri Lanka, second only to Greater Colombo Jaffna has it all, friendly people, a rich culture, salubrious climate and a picturesque environment go to make it a veritable traveler's paradise. Now that the guns have fallen silent and peace is in sight, domestic tourism in this long forgotten northern retreat is gradually catching on. After almost 20 years, travelers now can reach Jaffna either by land or air. The flight, from Colombo to Jaffna, is just under one hour and is quite enjoyable as the plane does not travel at too high an altitude.

Traders from the South and other places in the country have come to the Jaffna peninsula in a big way with the end of hostilities that led to the lifting of travel restrictions, witnessing a steady flow of traffic to and from the peninsula. According to reports, at first it was the big business concerns such as the banks and related institutions that were allowed into the region to encourage enterprise. But now small-timers are also moving in and in large numbers. Traders from the Sinhala dominated South and Muslims from elsewhere are now entrenched on the streets of Jaffna and other areas in the peninsula. They are involved in thriving businesses ranging from selling boiled corn to furniture, fruits and vegetables to name a few, keeping their prices at a reasonable level.

Some of the new traders from other parts of the country are even offering credit facilities to customers they hardly knew personally.

GLIMPSE OF JAFFNA TRADE FAIR 2016



8th Jaffna International Trade Fair



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Hotline +94 717 488 107
www.jitf.lk

27th, 28th, 29th January 2017
 Municipal Grounds
 Opposite Subramaniam Park - Jaffna

YOUR GATEWAY TO THE NORTH

The Jaffna peninsula is considered to be among the most lucrative destination in the country for business after the end of a three decade long civil war. It still remains a virtually virgin market with many opportunities for private commercial enterprises to make inroads into a vast potential market for investors' both in and outside the peninsula.

The Jaffna International Trade Fair (JITF), which will be held for the 8th consecutive year from the 27th to the 29th of January 2017, is being organized with the prime objective of helping business entities of various industries to make inroads into the peninsula which had been long relegated as an area too risky to invest in. Now these constraints and restrictions are no more and the doors are wide open for entrepreneurs and established businesses to operate in an environment which is conducive for long and short term investment.

With a clean mandate and a road map for development, there are indeed opportunities in a wide range of industries which encompass all facets and stage of these industries in the northern most tip of this beautiful island.

ADVANTAGES OF PARTICIPATING AT JITF 2017

- ☑ Successful exhibition / trade show organizer LECS use their expertise to promote the show around Jaffna peninsula so you can enjoy greater quality prospects.
- ☑ Most comprehensive and focused exhibition ever in the North since the dawning of peace.
- ☑ Our event dates of the exhibition do not conflict with any holidays in Jaffna, therefore buyers from different sectors in all industries are scheduled to attend the event.
- ☑ Statistics proves that on average 70% of our buyers / visitors spend time with exhibitors.
- ☑ Face to face meetings and dialog with key officials from the Government, public and private sectors.
- ☑ Present your product or service alongside your competitor.
- ☑ Build brand awareness and strengthen your presence in the market.
- ☑ Network for new partnerships and trade links.

EXHIBITOR PROFILE

Industry Categories

- ☑ Construction Industry
- ☑ Consumer Goods
- ☑ Travel & Tourism Industry
- ☑ Food, Beverage & Packaging Industry
- ☑ ICT Industry
- ☑ Education
- ☑ Automobile Industry
- ☑ Agriculture Industry
- ☑ Apparel Industry
- ☑ Hospitality Industry
- ☑ Financial Service Institutions

STATISTICS OF JITF 2016

Visitor Statistics

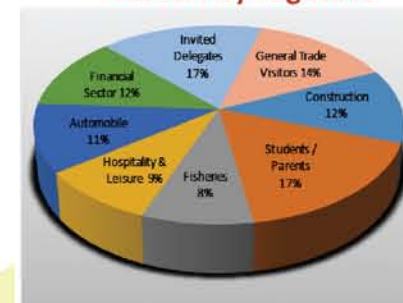
- ☑ 48,512 Visitors (from all over Sri Lanka) had visited the fair during the 3 days
- ☑ Total of 8,000 delegates were also specially invited to the show
- ☑ Parallel Investor's Forum / Training Program sessions

Exhibitors Statistics

- ☑ 300 Stalls
- ☑ Over 200 Companies had taken part
- ☑ Over 1500 participants at seminar / training program sessions

The event showcased the latest technology developments in all sectors. It also brought together technology, suppliers, entrepreneurs and support services on a single platform.

Visitors by Segment



Construction	5,872.00
Students / Parents	8,231.00
Fisheries	4,096.00
Hospitality & Leisure	4,350.00
Automobile	5,372.00
Financial Sector	5,812.00
Invited Delegates	5,751.00
General Trade Visitors	6,779.00

VISITOR PROFILE

The following Sectors will attend

- ☑ Dealers, Importers, Exporters & Wholesalers
- ☑ Members of various Chambers & associations
- ☑ Local organizations / businessmen interested in forming joint ventures / trading
- ☑ Certifying Bodies, Research Institutes & Financial Bodies
- ☑ Boating Companies & Fishing Accessories
- ☑ Agricultural Research Institutes

"KALVI - JAFFNA"

KALVI JAFFNA - 'Sri Lanka's most focused Higher Education & Career Exhibition' is held concurrently with the Jaffna International Trade fair. This mega exhibition is being scheduled to be held 27th to 29th of January 2017 at Municipal Grounds, Jaffna.



'KALVI JAFFNA' exhibition will create a gathering point for the local & international universities, colleges & institutes and the students/parents who are now on the verge of planning their career all under one roof.

"KALVI JAFFNA" that attracts thousands of students & parents alike from around Northern territory, is an ideal platform to present the myriad of educational offers from undergraduate studies, post graduate studies, vocational training, skill development, job opportunities & guidance.

EXHIBITOR PROFILE FOR "KALVI-JAFFNA"

- ☑ Universities & Colleges
- ☑ Business Schools
- ☑ Graduate Schools & Institutes
- ☑ Computer Institutes & Tertiary Institutes
- ☑ Financial & Banking Institutions
- ☑ Marketing & Management Institutions
- ☑ Vocational Training Institutes
- ☑ Aviation & Maritime Colleges
- ☑ Engineering Colleges
- ☑ IT Training Institutions
- ☑ Hotel Management & Tourism Institutes
- ☑ Education Consultants
- ☑ Professional Development Training Centers

VISITOR PROFILE FOR "KALVI - JAFFNA"

- ☑ School Leavers
- ☑ O/L & A/L Students
- ☑ Job Seekers
- ☑ Non-Qualified Individuals
- ☑ Heads of Educational Institutions
- ☑ University Students
- ☑ Parents / Teachers / Lectures
- ☑ Colleges & Universities
- ☑ Employees

