



# SOURCED SRI LANKA HISTORIC TRADE SHOW IN THE UK CONCLUDES



**S**ourced Sri Lanka Textile and Apparel Trade Show, the first of its kind in the UK, showcased the best of Sri Lankan fashion and textiles with 80 stalls on Monday and Tuesday at the Royal Horticulture Hall London.



communicate further these values among UK buyers," he said.

The High Commissioner, Sri Lanka Export Development Board (EDB), Sri Lanka Apparel Sourcing Association (SLASA) and the Joint Apparel Association Forum (JAAF), jointly organised this Roadshow for the first time in the UK market making it a milestone in the local clothing industry.

This event features 50 companies while attracting a diverse audience, as buyers and visitors for today and tomorrow in the prestige venue.

"Today, I wish to highlight the critical role being played by the apparel sector in Sri Lanka. As the largest export sector in the country, it generated over USD 4.5 billion in revenue last year, accounting for 42% of total merchandise exports of the country, contributing 7% to its GDP.

"With around 300 manufacturers, the industry provides direct employment to approximately 350,000 people and indirect opportunities to a one million people, and many are women," Bogollagama said.

Sri Lanka's National Export Brand of the EDB was also launched at the event.

Sri Lanka's National Export Brand was developed under Sri Lanka's National Export Strategy (NES), to present Sri Lanka's exports in international markets through an integrated approach, featuring a cohesive national brand identity.

The 'Sourced Sri Lanka' Road Show underscored Sri Lanka's commitment to excellence, sustainability, and innovation in the global fashion industry.

*Pix: Shirajiv Sirimane*

It provided a platform for UK buyers and fashion enthusiasts to engage directly with Sri Lankan manufacturers and designers.

Highlights included a fashion show, the launch of "Your Vital Island" by Sri Lanka's High Commissioner in London, Rohitha Bogollagama, and panel discussions led by industry leaders and experts on the values and sustainability of Sri Lanka's apparel industry.

High Commissioner Bogollagama said, "Today the roadshow provides a unique platform for Sri Lankan apparel manufacturers to exhibit their products, emphasising the unique blend of craftsmanship, creativity, and sustainability that sets them apart."

Direct interaction between Sri Lankan businesses and potential UK buyers, retailers and distributors is expected to build trust and collaboration, aiming to establish strong ties in the UK market.

Sustainable Fashion is in focus, and with the world shifting towards apparel manufacturers committed to ethical manufacturing practices and eco-friendly initiatives, Sri Lanka aims to position itself as a preferred choice for environmentally conscious consumers in the UK.

"I am hence very confident the Roadshow will be an opportunity to



**Vignettes of the event**