



Event Brief



Organized by



Evolution Events & Corporate Services (Pvt) Ltd

Overview

“Gateway to East 2016” is a Trade Fair organized by Evolution Events & corporate services in Batticaloa to be held on 27th, 28th & 29th of May 2016.

This trade fair will be organized in a grand scale with the participation of many Sri Lankan & foreign organizations who will be interested in promoting their businesses and creating a pathway to reach out their services to the people in the East of Sri Lanka where in turn the emerging local industries in the east will have a national & international platform to showcase & promote their local products & services to the market.

Brief of the Event

Type of Event	Trade & Education Fair
Date	27 th , 28 th , 29 th May 2016
Location	Shivananda School Grounds, Batticaloa
Event Name	“Gateway to East” Batticaloa Trade Fair 2016
No of Stalls	225 – 250 stalls
Stall segmentation	Exhibitor stalls, chamber stalls, ministry stalls, education stalls
Expected visitors	Min 10,000 per day , 30,000 for 3 days
Other entertainment	Carnival attractions, Musical show on the last day



Organized by



Endorsed by



Electronic Media Sponsor



Print Media Sponsor – Tamil



Batticaloa Chamber of Commerce & Industry

Supported by



Batticaloa Municipal Council

Objectives of the trade fair

- To help to connect the people of the east with rest of Sri Lanka
- To create a platform for organizations to penetrate their businesses to the East
- Provide a platform to Industries & entrepreneurs of the East to promote their business
- To provide new job opportunities in the East
- Create more joint ventures, franchises between eastern & western businesses
- To bring out the latest technology to the people of the east
- To bring out the latest products & services to the people of the east
- To provide better education opportunities both locally & internationally
- To bring in foreign direct investments to the Eastern Province
- To support the Governments initiative of promoting – Invest-in-East

Types of Industry categories who will participate

Evolution Events & Corporate Services through its extensive database of corporate, SME & retail organizations will provide opportunities to companies from the below categories to participate in the trade fair.

Finance & Leasing	Education institutes	NGO,s & not for profit organizations
Banks	Overseas study consultancy	Small & Medium Industries
Insurance	Overseas Universities	Government sector
Stock Brokering	Local & Overseas recruitment	Travels & Tours
Tea Industry	Security services	Food Manufacturers
FMCG	Computer Services	Pharmaceuticals
Consumer goods	General Hardware	Water systems
Consumer electronics	Automobile	House hold goods
Telecom	Agriculture	Apparel manufacturing
Furniture & Interior	Agri equipment & Vehicles	Consultancy
Hospitality	Manufacturing	Printing & Packaging
Tourism	Power & Energy	Electronic Media
Health sector	Marine	Print Media
Beauty & cosmetics		

Promotional Strategy for the Event

The 3 day Trade fair will be promoted in the following methods

- Work with our Electronic Media Sponsor (Varnam FM & TV) to promote the event
- Work with our Print Media Partners to promote the event (Veerakesari – Tamil)
- Radio, TV trailers & Newspaper advertisements
- Live TV/Radio updates & discussion in talk shows
- Distribution of leaflets in the entire Batticaloa & Ampara areas
- Poster campaign & Banners highlighting the event
- Street propaganda with DJ promo & road to road announcing via loud speakers
- Distribute leaflets at Government, Private, NGOs & Schools in the areas
- Send invitations to key personnel in these areas
- Promote through industry chambers & government organizations
- Digital Marketing, Social Media such as Facebook, Twitter

Expected Visitor Profile for the Trade Fair

- Prominent Business Personalities & Entrepreneurs from Batticaloa & Ampara Districts
- Traders, Distributors, Dealers, Exporters, Importers & Wholesalers from Batticaloa & Ampara
- Members of all chambers & trade associations
- Entrepreneurs engaged in Agriculture, Farming & Poultry
- Entrepreneurs engaged in Fishing industry
- Professionals in the Eastern province such as Doctors, Engineers & Lawyers
- Prominent Hoteliers involved in the leisure business in the areas
- Senior Government Officials & Public sector employees
- Private sector & NGO employees
- University Students & Lecturers
- School students
- School leavers, Job seekers
- Parents & Families

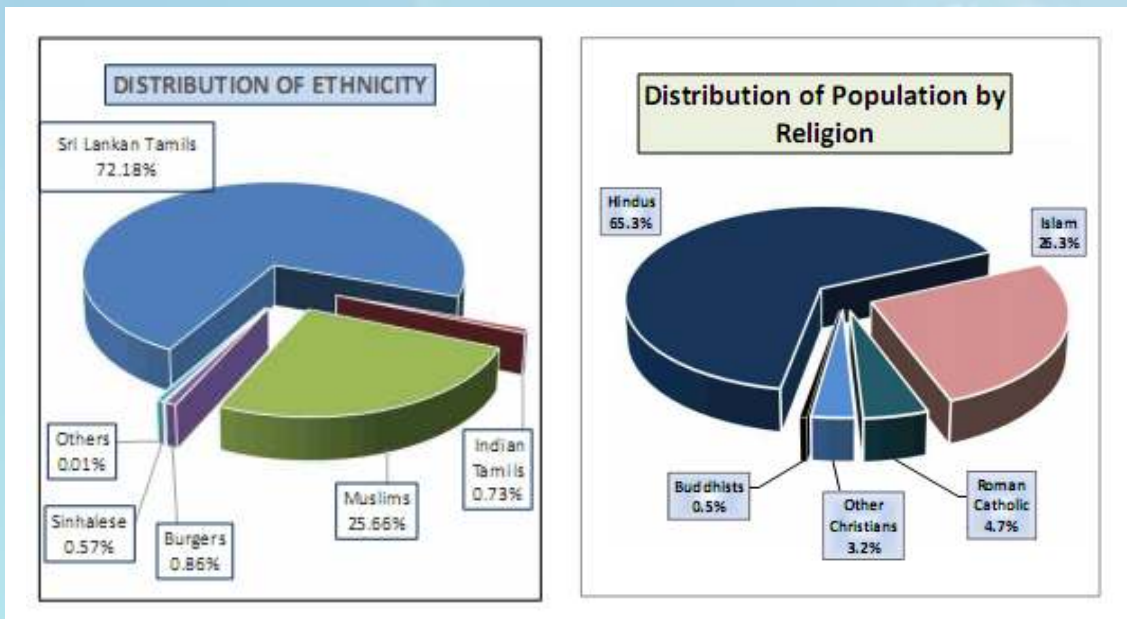


Benefits in Participating in “Gateway to East 2016”

- Meet potential clients & customers directly with 30,000 expected visitors
- Batticaloa has a population of 550,000 which makes it a highly potential market
- Face to face interactions, presentations to potential target segments
- Introduce your products & services to the eastern market
- Create strong brand awareness
- Meet with potential distributors, dealers, agents
- Meet entrepreneurs from different industries seeking services & suppliers
- Create competitive advantage through direct experiential Marketing
- The trade fair will be promoted in all major cities such as Kathankudy, Kallady, Eravur, Kalkudha, Valachenai, Chankaladi, Vakara, Vellavel, punanai, Kokkadicholai, Kathiraveli, Ottamavadi, Akkaraipattu, Sammanthurai, Thirukovil, Karaitheevu, Addalanachenai.

Basic Demographic statistics of Batticaloa District

- Batticaloa District has a population of 550,000 which is segmented as below



Source – Batticaloa District Secretariat

Collaborations with Government & other bodies

- We intend to organize this event with the blessings of the Eastern Provincial Council, Chief Minister of the Eastern Province & the Governor & Join hands with the Batticaloa Chamber of Commerce & Industry as well the Batticaloa Municipal Council.

Company Profile

Evolution Events & Corporate Services (Pvt) Ltd



Introduction

EECS was established by a team of young entrepreneurs thriving to make a mark in the event Management industry. The company Specializes in Organizing Exhibitions & Trade fairs, corporate event Management, & also provides a wide spectra of event related solutions as well as a range of media services to the corporate sector.

Our Vision

“To be the most innovative & Creative Event Management & Media Services Company in Sri Lanka”

Our Mission

“To provide our clients the best experience in event & media management with a professional & ethical service that will surpass far beyond client expectations. This will be executed through our team of dedicated professionals who will work in the best of environments to ensure that we contribute positively to our countries economy, society, environment and create ultimate stake holder value”

Our Expertise & Services

- Organize Trade fairs & trade exhibitions
- Organize business conferences & provide all related services
- Organize & manage small scale seminars, conferences, workshops & training programs
- Event planning & management of all business & corporate events
- Event planning & management of weddings, musical shows & parties
- Provide Above the line advertising services such as - Creative design, copy writing, media scheduling,
- Provide below the line advertising services such as - Hoardings, Indoor/outdoor promotions, Brand Activations
- Digital printing services
- Public relations services
- Media productions such as advertisements, music productions, music video productions
- Creations of company profiles & Marketing consultancy services
- Web design & development
- Digital Marketing Services

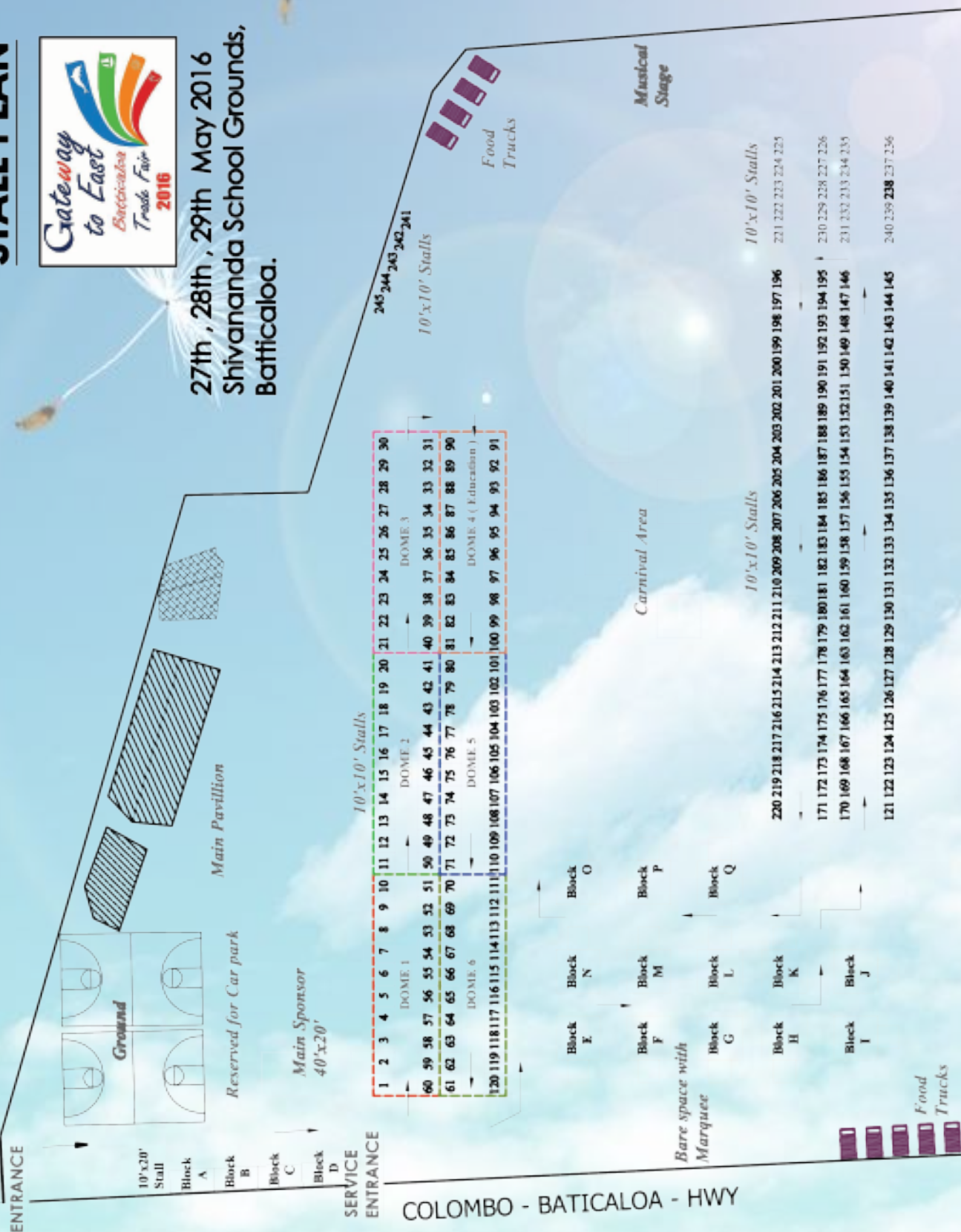
Previous Experience

- EECS under our previous corporation ‘Genesis’ has Conducted many corporate training programs in Colombo
- Conducted company promotional events in Jaffna, Trinco, Batticaloa
- Conducted special Ifthar events in the Eastern province
- Conducted many medium scale workshops & forums

STALL PLAN



27th, 28th, 29th May 2016
Shivananda School Grounds,
Batticaloa.



Evolution Events & Corporate Services (Pvt) ltd

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