Multilac – Sri Lanka’s Only Trade Booth At The Canton Fair In China Draws Huge Attention

Multilac made our colourful Sri Lankan flag fly high at the recently concluded 117th China Canton Fair and it is proud to be the only Sri Lankan company to have taken the initiative to promote our Sri Lankan products, at a trade fair of such magnitude. Multilac received tremendous response for their products at the fair.

Being the largest paint exporter in the country, the expansive product portfolio of the company was exhibited at the International Pavilion of the exhibition. With an emphasis on the emulsion and weather guard paints, Multilac showcased its wide range of paint solutions which include innovative, high quality and eco friendly products that are manufactured for the household, decorative, industrial, wood care, marine, and automotive segments.

The exhibition provided an opportunity for potential buyers to interact with the experts at Multilac Paints and gain comprehensive information about how they can be used. The Company showcased their strengths and capabilities to the international markets and their capacities as an international player in the global arena. The high quality standards of Multilac’s eco- friendly paints were greatly admired by global importers who visited the fair from the American, European, Middle Eastern and African regions.

Milfer Makeen, Chairman -Multilac along with Shimmer Milfer, CEO – Multilac, who participated at the event ensured that potential customers received know-how about Multilac’s products.

Commenting on the endeavor, Makeen stated, “it is in fact sad to see that most of our Sri Lankan export oriented companies, although they produce quality products that are on par with international standards, are not participating in trade fairs of this nature. I would like to personally invite them to seize this opportunity. The Export Development Board and Government of Sri Lanka must support entrepreneurs to participate in these trade fairs, which are attended by a large number of potential customers from all parts of the world.”

The Canton Fair is a biannual event held in Guangzhou every spring and autumn. Being one of the oldest trade fairs in China, the Canton Fair traces its history back to 1957. Organised at a large scale with a variety of exhibits and encompassing the broadest distribution of overseas buyers, the Canton Fair attracts more than 24,000 of China’s foreign trade companies and 500 overseas companies. It also serves as an effective platform to encourage exports and imports while facilitating bilateral and business linkages among companies.