

## **“MADE IN SRI LANKA LOGO” - BENEFIT CRITERIA**

### **A. For the Awardees**

- **Participation at the exhibitions and marketing promotions at concessionary rates**  
Priority will be given when participating at the national level exhibitions such as “Made in Sri Lanka Trade Fair” and other similar exhibitions organized by collaborative organizations as an added benefit for the awardees.
- **Priority in obtaining certifications from government bodies**  
The priority will be offered to “Made in Sri Lanka” Logo holders when obtaining the certifications and approvals from government entities such as the Ministry of Industries and other institutions.
- **Credibility & recognition in national & international markets**  
"Made In Sri Lanka" a leading national branding awarded under the state authorization will create extended recognition among and access to national and international markets.
- **Training and awareness facilities**  
Priority may be given to obtain training facilities locally and internationally organized by various institutions.

### **B. For the Customers of the Awardees**

- **Customer Loyalty**  
“MADE IN SRI LANKA” brand will create customer trustworthiness, and will consistently build awareness among the society even without spending on costly active marketing campaigns.

### **C. For the Nation**

- **‘MADE IN SRI LANKA LOGO’ as a national brand**  
“MADE IN SRI LANKA LOGO” is a unique national brand that highlights the products/services among the competitors, which will enhance the credibility of locally made products, leading to an excellence of the businesses.
- **To develop and strengthen the business as an Industry.**  
Such an award will encourage participation in national production processes as an entrepreneur.
- **Encourage to ensure the quality of productions.**  
This will be a valuable opportunity to discourage inferior products in the market ensuring standardized and consistent production culture.