

Boosting Eastern Province Exports: ITI's Technical Expertise Takes Center Stage at Batticaloa Mini Exhibition

TechnoPark- Eastern University, Batticaloa - On February 18th 2025, the Export Development Board (EDB) successfully hosted a dynamic mini exhibition and business clinic, providing a vital platform for local entrepreneurs to explore and expand their export potential. A key highlight of the event was the focused effort to raise awareness about the crucial role of the industrial Technology institute (ITI) and its multidisciplinary services driving export success.



The event, held in Eastern University, Batticaloa, aimed to empower businesses in the Eastern Province by providing them with the necessary guidance to compete in the global market and to get the competitive advantage over competitors through quality. Recognizing the importance of technical expertise in modern trade, the EDB emphasized the diverse range of ITI services available to support export-oriented business.



ITI Services: A Catalyst to Export Growth Through Technical Excellence

The ITI, a premier R&D institute, plays a pivotal role in providing technical expertise and support that can significantly enhance a business's export capabilities. At the mini exhibition, attendees were educated on the following key ITI services:

Testing and Calibration

With over 1000 accredited parameters, ITI laboratories offer comprehensive testing and calibration services, ensuring products meet international quality standards. This includes food and nutrient testing, microbiology testing and many more.

Research and Development

ITI Conducts multidisciplinary R&D, supporting industries in areas such as food, herbal / natural products, material, biotechnology and environmental management. This helps innovate and develop competitive products through adding value to local raw materials.

Consultancy and Technical Services

ITI provides consultancy services for establishing new industries, upgrading existing facilities and troubleshooting industry-related issues and production process issues. Shelf-life testing, nutrient labelling, consultancy on packaging and labelling, analytical services are some of the key services offered by the technical services division at the ITI.

Environment Mitigation

ITI offers expertise services in environmental pollution control and mitigation, helping business to comply with environmental regulations and meet global sustainability standards. ITI is well equipped with required instruments and professional with decades experience in the field.

Business Clinic: A platform for personalized Guidance

In parallel to the mini exhibition, the business clinic provided a valuable opportunity for entrepreneurs and SMEs to receive personalized guidance from ITI experts and EDB regarding the export opportunities available and the export protocols. This interactive session allowed businesses to address specific challenges and explore custom-made technical solutions to enhance their export performance.

We wish to acknowledge the opportunity provided by the Export Development Board (EDB) and greatly appreciated the support extended by the government officials in Batticaloa for visiting ITI stall during the mini exhibition and the encouragement given.



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