

The Premier Build and Architectural Trade Show in Sri Lanka



# කැදෙල්ල Construction Expo 2022

**25 - 26 - 27 March 2022 at BMICH**  
Sirimavo Bandaranaike Memorial Exhibition Centre,  
Colombo - Sri Lanka

[www.kedellaconstructionexpo.lk](http://www.kedellaconstructionexpo.lk)



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We are pleased to introduce "Kedella Construction Expo 2022" organized by Asia Exhibitions & Conventions (Pvt) Ltd in association with Electronic Media Partners & Wijeya News papers Ltd, it will be held from 25th - 27th March 2022 scheduled from 10.00 a.m. to 9.00 p.m. at the Sirimavo Bandaranaike Memorial Exhibition Centre (BMICH - Colombo).

"Kedella Construction Expo 2022" exhibition will consist of approximately over 200 stalls to attract more visitors from every occupation. Product profile of Art of Living consists of Household appliances, Home decorations, Homes & real estates, Landscaping, Furniture, Tiles & Granite traders, Bathroom fittings, Kitchen ware & Electrical goods, Paints, Wall design traders, Ceiling decorators, Lighting, Home Drapers, Banks & Insurance Co. etc...

This is the event where you can promote your business at highly exclusive platform to absorb the potential segments in these sectors to uplift your professional business & services in Sri Lanka. Apart from that, this exhibition will be a good advantage & helpful for homemakers and other buying people to choose their requirements at a competitive rate.

## Ministers Messages



**HON. MAHINDA RAJAPAKSE**  
Prime Minister and Minister of Urban Development and Housing

I am happy to send this message to the Asia Exhibition and Conventions as the Minister of Urban Development and Housing, I take pleasure in welcoming you to participate at the "Kedella Construction Expo 2022" most prestigious and most awaited Build and Architectural trade show of the year organized by the Asia Exhibition and Conventions for the 15th successive year under this new normal situation. I have been to their past exhibitions and I know this will be a unique concept for promoting and creating links among industry stakeholders as in the previous years.

Kedella Construction which has been organized consecutively since 2007 by the Asia Exhibition and Conventions, is a unique concept for promotion and linkage among industry stakeholders and has grown from strength to strength continuously over the years, showcasing an impressive range of top quality exhibits as voted by innumerable number of visitors.

I believe that Kedella Construction Expo will be an excellent opportunity to shape up the future of the Construction Industry while portraying Sri Lanka as one of the emerging markets in the Asian Region for the state of the art products, services and technologies in the building and construction industry.

Whilst applauding The Asia Exhibition and Conventions as a Premier Exhibition Organizing Company in Sri Lanka for their tireless efforts in presenting Kedella Construction Expo 2022 in this pandemic situation in order to make benefited to the industry suppliers and stake holders to showcase their products and services. I also would like to recommend and encourage you as a Professional Exhibition Organizer to expand future Kedella Construction Exhibitions to Jaffna and Matara,

I wish all the success in its future events as well.





**HON. WIMAL WEERAWANSA**  
Minister of Industry and Commerce

*It is with justifiable pride and pleasure that I send this message to the Asia Exhibition and Convention for their forthcoming Kedella Construction Expo to be held on 25th 26th and 27th March 2022 at the Sirimavo Bandaranaike Exhibition & Convention Centre. I have been personally visit their recently concluded Kedella Exhibition in March 2021 and is an appropriate reflection of the renowned optimism of the nation and point towards the expansion, modernization and upgrading of the Industry in Sri Lanka*

*As the Minister of Industries I strongly recommended all the Industry suppliers and stake holders to showcase their products and services. This provide a good platform for the industry personnel to enhance their capabilities to be in par with global competitors. It also gives an opportunity to exchange knowledge and latest building trends among the participants who, I am sure are keen to expand their construction businesses. There is no doubt that many positive outcomes from past exhibitions of this series has contributed to the sector and this year's event too can enhance the economic development.*

*The time and effort put in by the exhibitors should be recognized as such efforts make the continued series attractive and effective. Continuous participation by some well known construction brands in this series over the past 14 years reveal the fame and the efficacy of this ongoing series as well.*

*I congratulate the Asia Exhibition and Conventions for a well organized and implemented expo series that highlights latest global trends, and also commend the participating exhibitors for coming forward to display state of the art products and services thereby enhancing Kedella Construction Expo in a multitude of ways.*

*I also take this opportunity to thank Asia Exhibition and Convention Chief Executive Officer and their team for providing my ministry unstinted support at the recently concluded Kedella Exhibition held in March 2022 and organizing such an event during this pandemic situation by giving service to benefited the both parties in the industry. I wish all the success in future events.*



**HON. PRASANNA RANAWEERA**  
Minister of Rattan, Brass, Pottery, Furniture and Rural Industrial Promotion

*As the State Minister of Rattan, Brass, Pottery, Furniture and Rural Industrial Promotion, I take pleasure in welcoming you to participate at the most prestigious Build and Architectural Exhibition Kedella Construction Expo 2022 which is the exposition for the industry. It was my pleasure to announced that my ministry participated at the recently concluded Kedella Exhibition in March 2022 and I thank the Asia Exhibition and Convention for organizing this such a massive event during this pandemic situation making benefited to small and medium entrepreneurs as well as the service providers.*

*"Kedella Construction Expo 2022" showcases the best, the latest and the most appropriate offered by suppliers, service providers and other stakeholders which should serve as a great impetus for the construction community.*

*With the new opportunities available for development "Kedella Construction Expo 2022" will have a unique opportunity to promote strong links among industry stake holders both in Sri Lanka and abroad, by showcasing the new trends. Also I am sure this will be the launching pad for the latest technologies and products. It might benefit the service providers to meet with the current needs and demand to provide instant access to dynamic and expanding market. We have recognized Asia Exhibition and Conventions its commitments and support extended towards.*

*Whilst congratulating the Asia Exhibition and Conventions every success in their future endeavours, I strongly recommended as a Premier Exhibition Organizer to expand their exhibitions to Jaffna, Matara and to the other parts of the country.*

## Message from the Organizer



**TYRONNE CHANDRASEKARA**  
Managing Director / CEO  
Asia Exhibition and Conventions (Pvt) Ltd.

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## A Host of Opportunities under One Roof

Effective exhibiting does not rely on big expenditure but on being precise about what you want to achieve and how you achieve it. Some of the important reasons for exhibiting are:

- Tow Gather a rich and pertinent source of new sales leads - both from new & existing customers
- Establish a higher profile in the market using the only three-dimensional direct marketing medium
- Meet your audience face to face & know whether what you have to offer is what they want or need
- Build awareness & strengthen your presence in the market
- Get to know your target market better
- Promote or launch your new product or service
- Present your product or service alongside your competitors
- Conduct research into your industry, product or service
- Meet & network with influential buyers & end users
- Clientele from both Government & private sector organizations
- Promotion of innovative ideas presently not available in the Sri Lankan market
- Create networks with industry players
- Multi-level direct mail & e-mail marketing campaigns
- Aggressive advertising in leading trade publication & newspapers
- Ongoing media blitz of press releases, editorial coverage & publicity
- Highly comprehensive electronic media advertising
- Live TV updates & interviews
- Targeted electronic promotions (e-mail, internet & fax)
- Personalized telemarketing
- Comprehensive, interactive website

# Buyers at Kedella Construction Expo 2022

Kedella Construction Expo 2022 will embark on a massive personalized Campaign to attract quality buyers representing the construction industry to visit the exhibition.

## This is for

- Agents, Distributors & Traders
- Architects & Interior Designer
- Building & Construction Industry Entrepreneurs
- Contractors (Private & Government)
- Construction Equipment Handlers
- Designers
- Developers
- Engineers
- Government & Statutory Board Officers
- Infrastructurers Planners
- Manufacturers
- Material and Equipment Specifiers
- Project Managers & Consultants
- Procurement Officers
- Speciality Retailers
- Property Managers
- Quantity Surveyors
- Trade Distributors

## Exhibitor Profile - Products

- Air Conditioning
- Carpets
- Construction Equipment & Technologies
- Floor Tiles & Wall Tiles
- Interior Decor
- Doors, Windows & Locks
- Pipes & Fittings
- Roofing Systems
- Safety & Security Systems
- Steel Based Products
- Ventilation Systems
- Earthmoving Attachments
- Compressors
- Road construction & Maintenance Equipment
- Adhesive, Water Proofing and Sealants
- Construction Chemicals & Repair Material
- Doors & Windows
- Furniture & Fittings
- Jacuzzi & Bath Tubs
- Material Handling Equipment
- Power Generators
- Roof & Wall Cladding
- Scaffolding Equipment
- Solar & Thermal Products
- Water Tanks & Draining Systems
- Concrete Products
- Construction Chemicals
- Landscaping Equipment
- Building Material
- Cement & Cement Based Products
- Cleaning Equipment
- Electrical Switch Gear & Equipment
- Insulation
- Lighting & Fittings
- Paints & Wall Finishes
- Plywood & Fibre Boards
- Sanitary Ware & Bathroom Fittings
- Shower Cubicles
- Timber, Timber Panels & Veneers
- Earthmoving & Construction Equipment
- Water Reticulation & Pumps

## Services

- Architectural & Engineering Consultancy
- Construction
- Landscaping
- Telecommunication
- Banking
- Finance
- Janitorial Services
- Property Development
- EPC Projects
- Equipment
- Interior Decor & Material Handling
- IT Solutions
- Construction Eng. Projects & Services

## CONSTRUCTION MACHINERY SHOW...



Construction Machinery Show will take place at Kedella Construction Expo 2022 with a new look. Construction Machinery Show will give prominence to all Construction Machinery & Equipment Suppliers.

### Exhibitor Profile

- Earth Moving and Material handling
- Pit and quarry plant machines
- Drilling ,peeling,tunneling
- Aggregate treatment providers and galleries construction
- Digging , crushing , screening , machine ,washing, conveying, concrete
- Road and railway bathing and mixing equipment,construction equipment
- Pavement and compaction
- Road maintenance machines & equipment
- Lifting equipment
- Conveyors
- Tower cranes
- Mobile cranes
- Compressed air equipment
- Dumpers, engines, special components, equipment and spare applications, building parts, materials & machinery
- Control systems,testing and production measuring equipment

## TIMBER WORLD...



TIMBER WORLD will cover a wide array of suppliers from the timber and woodwork industry. This event will display the latest trends in the industry to a wider cross section of buyers.

### Exhibitor Profile

- Laminates
- Plywood
- MDF
- Moulded plywood
- Wood composites
- Edge banding materials
- Lacquers
- Finishes
- Sanding materials
- Coatings
- Veneers
- Particle board
- Panel products
- Sawn timber
- Adhesives
- Polishes
- Sanding paper
- Abrasives
- Handling equipment

## SECURITY ASIA...

An innovative incorporating event has been added to Kedella Construction Expo 2022 in order to bring together both local and international suppliers of advanced security products, seeking to make contacts with buyers etc. Security Asia will provide a great platform for the exhibitors to access new markets and to keep abreast of technological advancements.

### Exhibitor Profile

- Access Control Systems
- Biometrics
- CCTV & Remote Monitoring Control Systems
- Communication & Information Technologies
- Control Panels of Security & Fire Detection & Alarm System
- Explosive /Metal Detectors
- Guard Control & Monitoring
- Integrated Security Management Systems
- Metal Detectors & X-ray / Screening Equipment
- Protection Equipment Materials
- Rescue and Emergency Equipment & Clothing
- Security Glass & Sceens
- Surveillance System & Intruder Detectors
- Alarms & Alarm Systems
- Building Management Systems
- Card , Smart card Technologies
- Fire & Gas Detection Equipment
- Identification Systems
- Locks/Locking Equipment / Safes
- Monitoring Technology and systems
- Videophones
- Security Doors , Shutters & Fencings
- Security Guard Services

## AIR CONDITIONING SHOW...

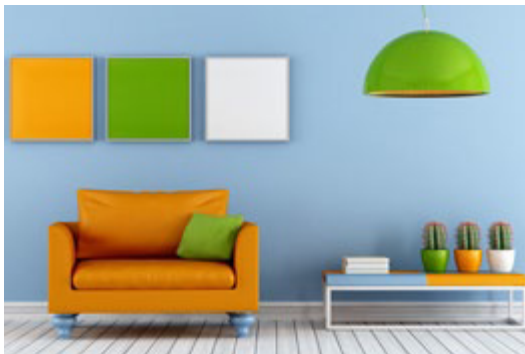


Aircon Show, as in the past creates an opportunity for suppliers in the Air Conditioning Industry to display their latest technology and products to a wide array of visitors.

### Exhibitor Profile

- Heat Supply
- Ventilation and Air Conditioning
- Tools and Workshop Technology
- Pipelines, Connection Technology
- Sanitary Engineering
- Pumps
- Refrigeration Technology
- Measuring , Control and Process Technology

## FURNITURE & INTERIOR DÉCOR...



The 15th in its series invites supplier of furniture, fittings & interior décor to display their latest range of products to a wider cross section of corporate and consumer buyers under one roof. In its series invites supplier of furniture, fitting, & interior décor to display their latest range of products to to a wider cross section of corporate and consumer buyers under one roof.

Exhibitor Profile

### Household Furniture

- Living room furniture
- Bedroom furniture
- Dining room furniture
- Antique furniture

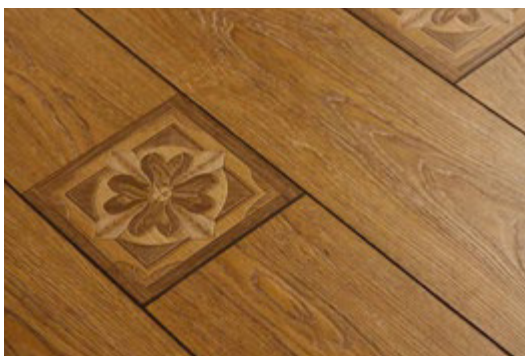
### Office furniture

- Office desk & chairs
- Computer furniture
- Filing cabinets
- Storage units & Partitions

### Garden/Outdoor Furniture (Decorative Items)

- Carpets
- Decorative Art
- Pottery
- Wall hangers
- Artifacts
- Glassware
- Blinds
- Wall drapers

## FLOOR & WALL...



The 14th Floor & Wall mart will give an opportunity for the manufacturers and suppliers of floor and wall materials to showcase their products to the industry and to the public under one roof.

Exhibitor Profile

### Floors

- Granite, Marble & Stone Flooring
- Concrete Decorative Tiles
- Wood & Parquet
- Tile Adhesives
- Ceramic & Glazed Tiles
- Carpets

### Walls

- Paint & Wall Finishes
- Wall Tiles
- Wall Papers
- Skirtings
- Decorative Wall Finish
- Water Proofing
- Composite Bricks
- Putty
- Wall Treatments
- Wall Mouldings

## GLASS...

'Glass' is yet another unique feature at Kedella Construction Expo 2022 and will offer a platform for professionals involved in the glass industry to exchange ideas and new technologies, as well as to establish new partnerships and networks.

### Exhibitor Profile

- Curtain wall & storefront System suppliers
- Glass Manufacturers & Fabricators
- Bath Enclosure & Mirror Manufacturers
- Suppliers of all types of Flat Glass Processing equipment
- Insulating Glass Machinery Manufacturers
- Developers of Computer Software and systems
- Suppliers of Machinery for Fabricating Aluminum, Vinyl and other types of Framing
- Material Architectural Product
- Glass Production / Production Technologies
- Machine-tools/Equipment for production and finishing
- Auxiliary Equipment and Tools
- Window & Door System Suppliers
- Production and treatment of sheet glass
- Research and developments in the glass industry
- Contract work, service, consulting and engineering
- Glass & Ceramic Manufacturing Plant Associations, Magazines, Institutes, Commercial Organizations

## HOUSE & PROPERTY SHOW...



The 14th in the series, the House & Property Show will create an opportunity for those who wish to set up their own dream home to meet and obtain professional advice under one roof.

### Exhibitor Profile

- Interior Designers
- Construction Companies
- Government Institutions
- Bank & Financial Institutions
- Architects & Design Consortiums
- Property Developers
- Condominium Builders
- Landscape Developers

## ROOF TECH...



Roof Tech, the most exclusive event in Sri Lanka for the suppliers of roofing materials in its 12th edition will showcase the emerging trends in roofing and facade engineering. The Roof Tech at Kedella Construction Expo 2022 will be an excellent opportunity to shape up with the latest in roofing.

### Exhibitor Profile

- Steel Roofing
- Aluminium Roofing
- Asphalt Roofing
- PVC Roofing Sheets
- Polycarbonate Roofing Sheets
- Asbestos Roofing
- Roof & Wall Cladding
- Facade Engineering
- Glazed Clay Roofing Solutions
- Sealants
- Polyurethane Expanded Foam
- Turbine Ventilators
- Energy Saving Installations
- Fasteners & Fixtures
- Safety Equipment & Services
- Monolithic Domes
- Metal/Steel Building Systems
- Architectural Glass
- Waterproofing Membranes
- Rain Guards
- Solar Roofing Technology
- Structural Steel
- Building/Roofing Software
- Space Frame Structures & Trusses
- Pre-Engineered Buildings
- Skylights
- Thermal Insulation
- Gutters
- Rainwater Drainage & Piping
- Lightning Protection
- Anchoring Systems
- Cladding
- Scaffolding Equipment & Fixtures

## LIGHTING ASIA...



The Lighting Asia Exhibition invites leading suppliers covering all products and services in the lighting industry to display their latest innovations & trends.

### Exhibitor Profile

- Resident Lighting
- Outdoor Lighting
- Lighting control devices & systems, and many more...
- Office Lighting
- Materials & Components
- Merchandise Lighting
- Measuring Instruments

# TOWARDS SMART CONSTRUCTION...

Kedella Construction Expo Exhibition invites all the leading suppliers in the industry covering all products and services to showcase their latest smart solutions for the spectators.

## Exhibitor Profile

- Electronic Security Solutions ( CCTV & Alarms)
- 3D computer modeling in construction
- MATV/SMATV systems
- Gate Automation Solutions ( Ex- Gate Barriers)
- Car Parking techniques
- Access Control Systems ( Fingerprint Machines, Bar-code)
- Nano Technology (carbon nanotubes, Silicon Dioxide nanoparticles etc)
- Elevators and Escalators
- LED Lighting Solutions
- Sensor Bathware
- Projection systems and accessories
- Data centre raised flooring
- Video door phone systems
- Evaporative Cooling Machines
- Automatic Glass doors
- Non lethal Electric fencing systems
- Intercom Systems
- Solar power systems
- Public Addressing systems ( PA solutions)



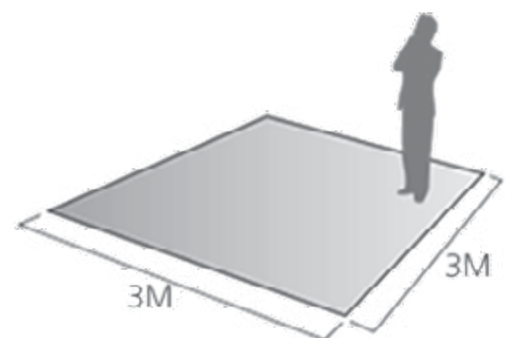
## YOUR PARTICIPATION OPTIONS

Space is Limited, to secure a prime position or to discuss your options please contact the Kedella Construction Expo team. All Applications will be considered on a First Come First Serve Basis.

## INDOOR / OUTDOOR SHELL SCHEMES

Includes the following:

- Basic stall structure
  - One Fascia board
  - One Counter
  - Two Chairs
  - Two spotlights
  - One 5 AMP plug point
  - Electricity and cleaning free of charge
- Bare space Includes the following:
  - One 5 AMP plug point
  - Electricity and cleaning free of charge



CME SHOW - space only hired for Construction Machinery & Equipment Show  
Please refer to the applicaton from for participation fee

# Award Categories for Kedella Construction Expo 2022

Awards will be given at a awards ceremony soon after the exhibition and the selection process will be done through a judge panel or by a voting system.

- Best Stall
- Best Stall in medium category
- Best Stall in small category
- Most Creative Stall
- Most Conceptualized stall
- Most Elegant Stall
- Most Popular Stall
- Best Display on Construction Heavy Machinery

## Marketing Promotion

### Email



This is the prime medium used to give an exposure to the Kedella Construction Expo among the general public. The database of 20,000 construction industry professionals in the industry to notify the e flyers of the Construct. The base is regularly updated, verified and cleaned by a dedicated team in house and also outsourced email campaigns are conducted.

### Direct Mail



The Kedella Construction Expo mailed a visitor invitation to 15,000 Sri Lankan construction professionals including Architects, Contractors, Consultants, Quantity Surveyors, Government officials, Procurement and project managers, Engineers and other VIP's. Reminders were sent to pre registered visitors.

### PR



PR link with all the press media and electronic media sri lanka and internationally. All the we are linked with all the TV and raio, newspapers, magazines channels. The value of PR last year totalled Rs. 5million.

### Partnerships



A key component of the marketing and promotional campaign is the relationships the Kedella Construction Expo has developed with the government bodies. The event is been supported and endorsed by the Ministry of of Industry & Commerce and the Ministry of Rattan, Brass, Pottery, Furniture and Rural Industrial Promotion.

## Online Advertising



- 90 web banners were posted on 30 websites
- Newspaper Advertising
- Leading sri Lankan newspapers, published 3000 Columns.

## Social Media



The Kedella Construction Expo regularly engages with its 30,000+ Face book followers providing advance notice on special events, exhibitor product showcases, exhibitor news and industry reports.

## Web



The website was an essential tool in providing information about the exhibitors and their products, visitor registrations, Application forms etc and attracted 300,000+ unique visits and reaches.

## SMS



Pre registered visitors and new data received text messages prior to and during the show.

## Telemarketing



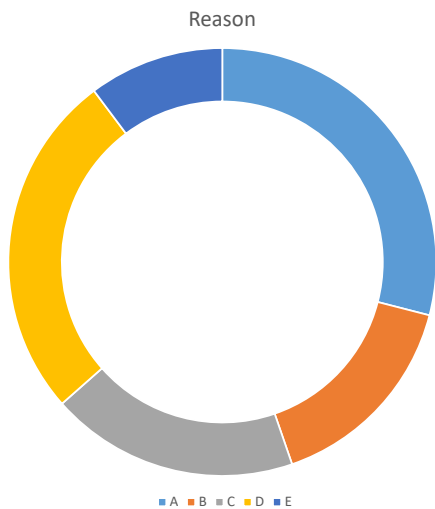
A team of trained telemarketers were involved in the promotion of the event, targeting construction professionals in Sri Lanka and registering them to attend the exhibition.

## Trade Press Advertising



The Kedella Construction Expo partnered with more than 10 trade publications

## Main Reasons for visiting



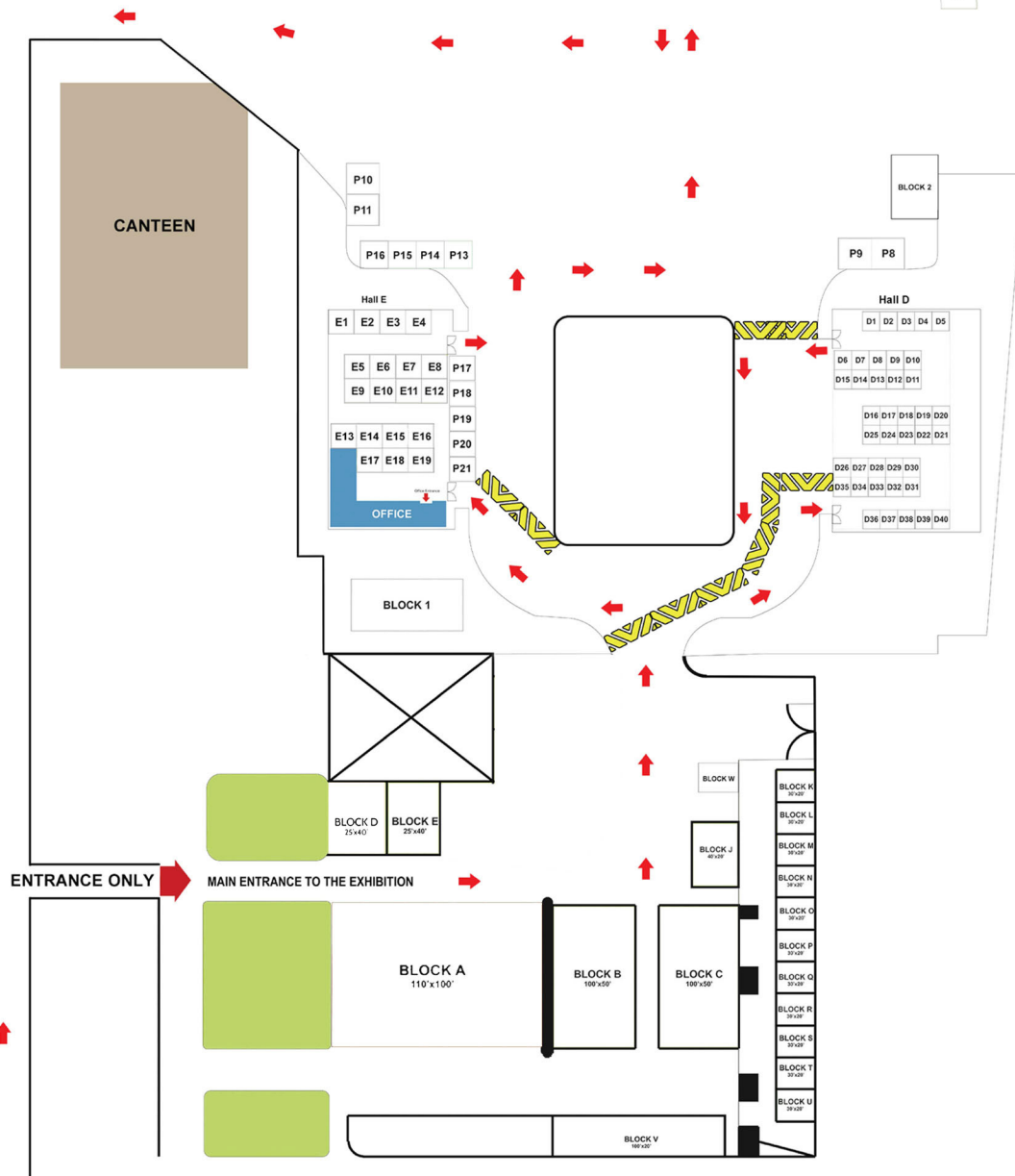
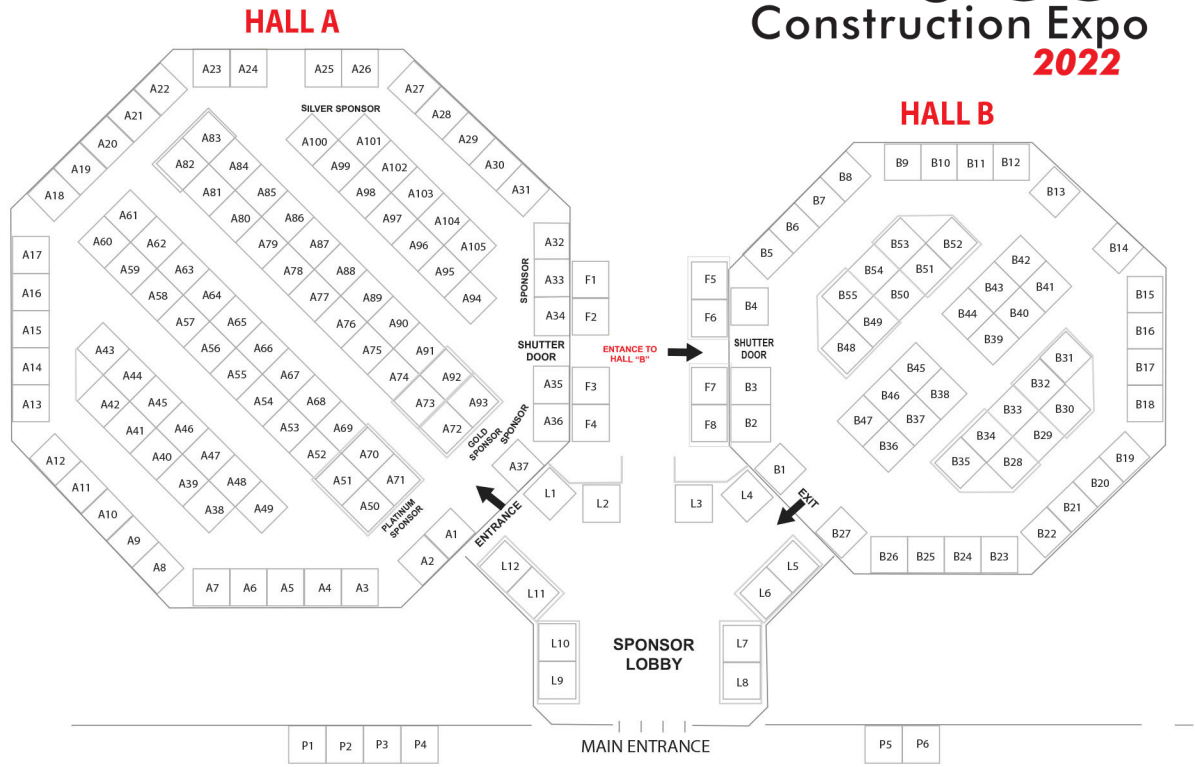
- To discover the latest product innovations/trends in the industry 85%
- To attend the Seminars and educational features 46%
- To source New Products- International Suppliers 55%
- To meet local suppliers 77%
- To network with the industry 30%

## Testimonials

"It was a great opportunity to be a part of the major event of the industry: especially as it was more competitive and well organized. It was great meeting so many people and learning new technologies from the exhibition"

Nalin Karunaratne  
Manager Marketing- Head of Brands  
Seylan Bank





**SUPPORTED & ENDORSED BY**



Minister's Office  
Ministry of Industry and Commerce



State Ministry of  
Rattan, Brass, Pottery, Furniture  
and Rural Industrial Promotion



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