

## EXPO 2012

Link Natural participated in the EXPO trade exhibition 2012 organized by the SL EDB after 14 years, with a primary objective to showcase its range of products offered at both domestic and export levels. As stated by the Director Export and Business Development, Mr Fazal Mushin, " It is a learning curve for our staff as we cannot afford to take them all abroad for such events. It is also a new experience for us to deliver on such a set up in the local market ".

This exhibition was a much awaited event for all the exporters in the country from all the sectors. There were totally 360 stalls at the exhibition representing various export sectors.

At the inception, the EDB indicated that 1,200 numbers of total foreign buyers were expected to visit the event consisting 400 visitors from China, 200 from India, 60 from United Kingdom and 75 from USA.

Samples of Herbal health care products including SAMAHAN and SUDANTHA were freely distributed among all the foreign visitors at the stall.

For this event the company set a target of getting a minimum 10 new customers, from all product categories displayed. Out of nearly 70 discussions had at the stall, 26 firm inquiries from the buyers was short listed from total 18 countries. The BDD intends to scrutinise these and all other inquiries, in order to expand its foreign customer base



When the war finally came to an end, I was at a loss as to what to do... I took stock of my qualifications. A not-very-good degree, redeemed somewhat by my achievements at the Admiralty. A knowledge of certain restricted parts of magnetism and hydrodynamics, neither of them subjects for which I felt the least bit of enthusiasm. No published papers at all... Only gradually did I realize that this lack of qualification could be an advantage. By the time most scientists have reached age thirty they are trapped by their own expertise. They have invested so much effort in one particular field that it is often extremely difficult, at that time in their careers, to make a radical change. I, on the other hand, knew nothing, except for a basic training in somewhat old-fashioned physics and mathematics and an ability to turn my hand to new things... Since I essentially knew nothing, I had an almost completely free choice...

*Francis Crick,  
Nobel Laureate*