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Editorial

“The Economic Benefits of the Spices and allied Products Sector”

Over 80% of Exports of the range of spices produced by Sri Lanka consists of Cinnamon. The main challenge for Cinnamon is from a rival product ‘Cassia’, which is of lower quality, but presented as a species of Cinnamon, although not the indigenous true Ceylon Cinnamon, ‘*Cinnamomum Zeylanicum*’. Ceylon Cinnamon is known for very high quality, and used as a safe food additive, because the harmful chemical ‘Coumarin’ is present well below the permissible level. also true Ceylon Cinnamon which has a unique flavour, and aroma is rich in aromatic compounds such as ‘Cinnamaldehyde’. It also has several health giving properties. Ceylon Cinnamon is exported mainly to Latin American countries; Mexico, Peru, and Columbia, also to the USA, and EU Countries.

Under the National Export Strategy (NES) ‘Spices and Concentrates’ is one of the six priority sectors identified to diversify, and enhance Sri Lankan Exports, with a target of USD880 million to be achieved by 2022.

The Export Development Board (EDB) together with the Spice Council and relevant Stakeholders has developed a National Trade Mark, for Ceylon spices which enables growers, processors, and manufacturers to clearly differentiate their products of genuine Sri Lankan origin in International Markets. The single Trade Mark ‘Ceylon Spices’ could maximize brand awareness, and Brand image under a single Brand Strategy, lowering Brand marketing costs, and excluding the need for separate logos and imagery. As such all qualifying spices could use the same name, colours, and the ‘Born in Sri Lanka’ tagline. Conformity to GAP and GMP practices, and set Standards is mandatory to use the ‘Ceylon Spice’ logo on export products packaging.

The other commendable strategy adopted by Stakeholders in the Cinnamon Industry led by the EDB, is to obtain recognition under Geographical Indications (GI) for Ceylon Cinnamon in International Markets. The unique qualities of Ceylon Cinnamon due to local geographical conditions of climate and soil, and traditional processing techniques ideally fits this strategy. Application has been already made for GI Registration in EU Countries, which consist of several countries with a wide market that recognizes GI Characteristics, and their benefits.

The economic benefits of GI entails premium prices for the products from Buyers and consumers contributing to poverty alleviation, since Cinnamon cultivation and processing are carried out mostly by rural communities in the coastal belt of the South, consisting of small holder cultivators. However the Product Standards that have been developed needs to be implemented throughout the Supply Chain from growers, processors, traders, and Exporters. Also Registration with the Ceylon Cinnamon Geographical Indication Association (CCGIA), which holds the ownership of the GI is a necessity for Industry Stakeholders to establish conformity to standards, to obtain GI Certification.

Since there is no single Regulatory Authority for the Cinnamon Industry to monitor and regulate Processing Practices and Standards, it is vital for Stakeholders in the Industry along the Value Chain, to work together to obtain GI recognition, and also to ensure that benefits of price premiums, filters down to the producers.

Market diversification through Product Differentiation with strong consumer awareness campaigns for Ceylon Cinnamon, and other spices, in high-end markets such as the EU, and the American Region, are a vital strategy to be competitive. Further since the Global Market for Botanical Extracts is expected to grow from USD4 Billion to 6.5 Billion by 2023, the tremendous potential for spice extracts in the cosmetics and pharmaceutical Industries need to be exploited by encouraging investments in technology, along with ‘Venture Capital’ support by the State.

Mr. Geoffrey Tillekeratne-Chief Editor, Advisor Special Projects of the NCE,(Former Director General of the Export Development Board)



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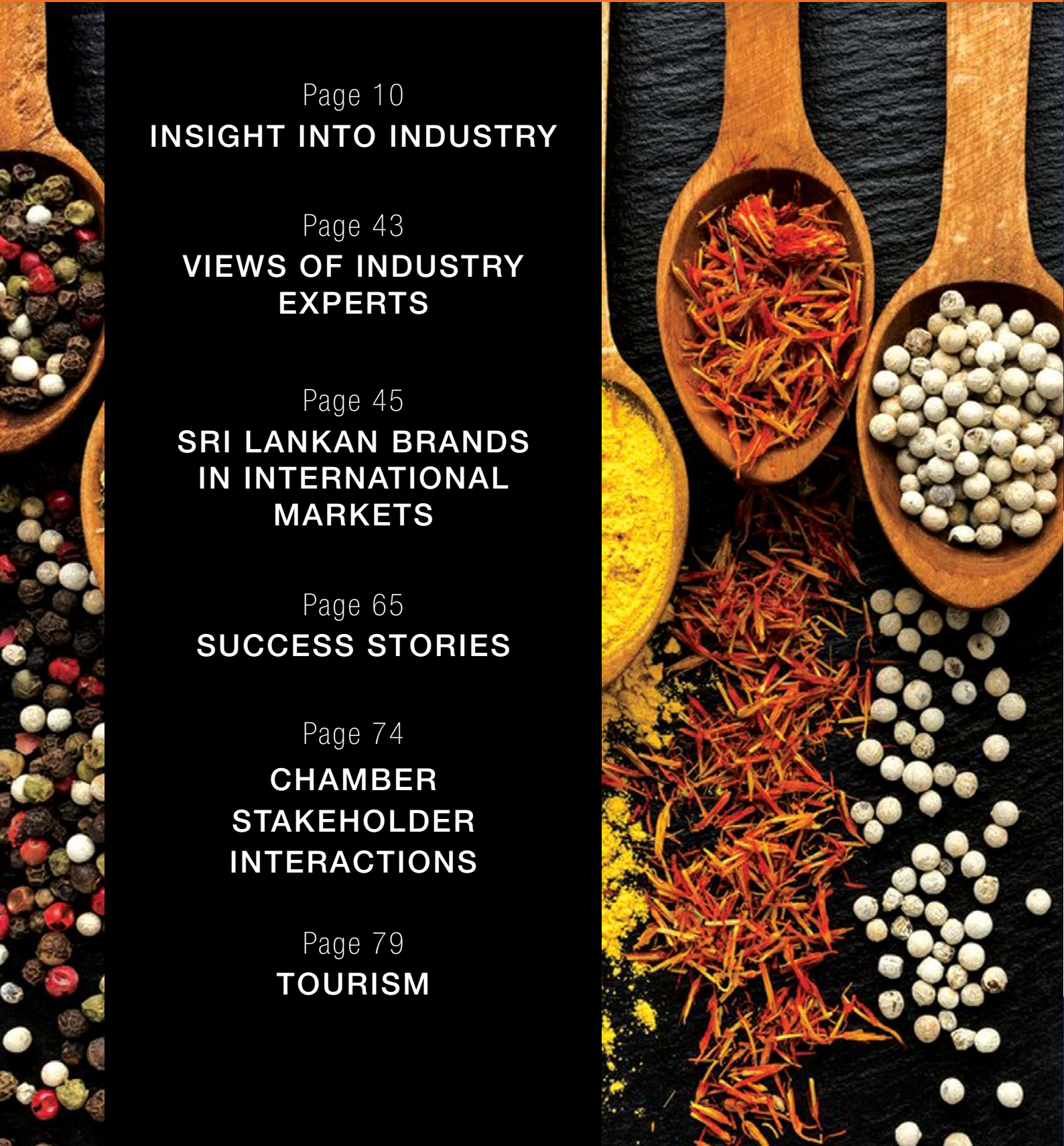
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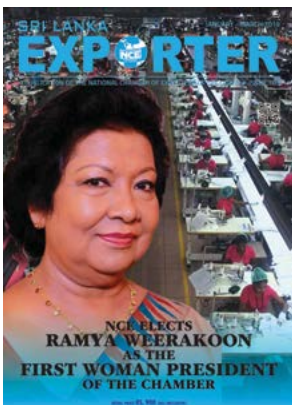
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Insight into Industry

About CEYLON CINNAMON

Historical Background of Ceylon Cinnamon

Source: Sri Lanka Export Development Board

Cinnamon was one of the first traded spices of the ancient world. Cinnamon was a popular spice in the ancient Arab world, and Arab traders have paved the way for Cinnamon to travel a long distance through the spice route to the European market. Cinnamon has motivated many historical voyages leading to the discovery of the New World by Christopher Columbus, and Vasco Da Gama to Sri Lanka & South India.

Ceylon Cinnamon (*Cinamomum Zylanicum*), a plant indigenous to Sri Lanka, is a moderately sized bushy ever green tree. Cinnamon which is grown, and produced in Sri Lanka, has acquired long standing reputation in the international market due to its unique quality, colour, flavour, and aroma. The name Ceylon Cinnamon derived from the former name of Sri Lanka is a well-established Geographical Indication for Cinnamon.

Cinnamon is the most important, and valuable spice produced in Sri Lanka. Before the advent of modern food preservation technology, Europeans had used Cinnamon with Pepper to preserve meat products. Cinnamon is used in bakery products, Asian foods, and in flavoured tea for its distinctive aroma & flavour. With the growing concern on health hazards associated with synthetic flavouring agents used in the food industry, there is an increasing preference for natural flavours worldwide.



Ceylon Cinnamon belongs to the family Lauraceae, and it contains about 250 species, and sub species. 'Ceylon Cinnamon' (*Cinamomum Zeylanicum* Blume), and Cassia are the more important ones that are traded in the international market. Cassia originates from different sources such as China, Vietnam region, Java region, Indonesia, and India. 'Ceylon Cinnamon' referred to as "Sweet Cinnamon" and "true cinnamon" is considered superior to the variety known as Cassia.

The unique method of processing, and curing of cinnamon, produces the characteristic Flavour over Cassia. The preparation of Cinnamon quills involves a combination of art and skill which is unique to Sri Lanka, and has been handed down from generation to generation over centuries. Value added Cinnamon products such as Cinnamon oil, Cinnamon powder, and Tablets, are also produced and exported to a large number of countries.

At present Cinnamon is widely used as a food ingredient, in pharmaceutical preparations & in the cosmetics industry worldwide. Being high in antioxidants it is good for overall



health. The Volatile oil of Cinnamon is widely used in perfumes, cosmetics, and in scented exotic gifts.

Main Markets

The USA & Mexico are the main markets for Ceylon Cinnamon. Colombia, Ecuador, Peru, Spain, Guatemala, Chile, and Bolivia, are the other countries which consume a considerable amount of Ceylon Cinnamon. Sri Lanka has an immense potential to penetrate into niche market segments in the International market. Sri Lanka's exports represents 41.13% of world exports for this product, and its ranking in world exports is 1(Trademap2013).

Branding of Ceylon Cinnamon

Branding of Pure Ceylon Cinnamon, and promoting it as a global brand in target markets is very important to highlight the main characteristics of Ceylon Cinnamon, and to differentiate Cinnamon from Cassia to gain comparative advantage. Accordingly Ceylon Cinnamon has been introduced to the international market as a branded product, namely "Pure Ceylon Cinnamon" which reflects a combination of several intrinsic characteristics discussed earlier. The Export Development Board (EDB) has completed the registration of the 'Pure

Ceylon Cinnamon' trademark in Europe, and in the USA, and has obtained the certificates of registration from both countries.

Importance of Complying with Quality Standards

Quality determines the value of Cinnamon exports, which enabled to reach the target of US \$500mn in 2015.

- Problems are encountered due to quality failures of exported cinnamon in international the market as such there is a risk of losing international market for Sri Lankan Cinnamon
- As a country we have to ensure that Sri Lanka exports good quality products to the international market.
- Quality products are more competitive in the international market and increase the confidence for use in food products. Quality ensures a high level protection of the health of consumers.



‘Ceylon Spices’ to be marketed under Single National Trade Mark

Source: Sri Lanka Export Development Board

Spices & Concentrates sector has been identified as a priority sector under the National Export Strategy (NES) for export promotion.

To “Become globally recognized as an innovative player in the value added spice market segment” is one of the strategic objectives. Therefore, Branding of Spices is identified as a priority action in the NES to achieve an export target of US\$ 880 million from the Spices and Concentrate Sector by 2022.

The EDB together with the members of the Spice Council, SAPTA and relevant government institutions has developed this National Trademark for Sri Lankan Spices. The Trademark supports growers, processors and manufacturers by helping them to clearly identify their products as Sri Lankan-made, and inform customers and consumers that all significant parts, produce, processing and products are of genuine Sri Lankan origin.

The Masterbrand brand architecture places all Ceylon Spices that meet the required standards under one trademark namely – ‘Ceylon Spices’ which maximizes brand awareness by focusing brand marketing on a single brand strategy and brand image.

It also lowers brand marketing costs by eliminating the need for separate and distinct logos and imagery.

The ‘Ceylon Spices’ Masterbrand has a distinct position, personality, promise and a visual and verbal system and all qualifying spices will use the same name, colours and ‘Born in Sri Lanka’ tagline.



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Turmeric & Sri Lanka

The history of Turmeric cultivation is a long one with a history over 8,000 years. It is a well-known crop in Sri Lankan agriculture. However, since of late Sri Lanka has been a net importer of this important crop.

Turmeric

Turmeric is known as the “golden spice” as well as the “spice of life” and has been used as well as held sacred from Time immemorial. Today the world is awakening to the benefits of turmeric mainly due to the component Curcumin.

Revenue from the global turmeric market stood at more than US\$ 2,700 Mn in 2012, and more than US\$ 3,160 Mn in 2016. The global turmeric market is expected to reach a market valuation of a little more than US\$ 5,650 Mn by the end of 2027, expanding at a CAGR (Compound Annual Growth Rate) of 5.5% over the forecast period. In terms of volume, the consumption of turmeric was estimated to be 1,049,490 MT by 2017 end, and is forecast to reach 1,696,519 MT by 2027 end, expanding at a CAGR of 4.9% during the forecast period.

India is the largest producer, consumer, and exporter of turmeric in the world. India accounts for about 80 per cent of world turmeric production, and 60 per cent of world exports. Although Sri Lanka is not considered to be a major producer, the country has the potential to develop our turmeric. The major issues that need to be addressed are:-

- a) Reduce cost of production (COP)
- b) Assured market for raw turmeric at farm gate level.
- c) Mechanizing cultivation
- d) Application of Good mulch

Although Sri Lankan turmeric is superior in quality, supply is limited due to the need of support to farmers to address the above-mentioned issues. Since the market for raw turmeric is limited, farmers need the assurance of a buyer before undertaking cultivation. Furthermore, developing farmers to improve productivity, and to reduce cost, needs constant assistance to maximize this opportunity. So, it is the duty of turmeric processors, and exporters, to have an outreach program with buy back agreements, without which turmeric production in the country would decline. With under-cultivation a possibility in most of the 440,000 Ha of Coconut lands, and in some non paddy cultivation lands in areas under irrigation systems, a huge extent can be brought under turmeric, with proper out grower systems.

Unfortunately, it is seen that some buyers are active only during the harvesting season undercutting all the work, and costs incurred by, ethical buyers. There is a sufficient farmer base for all buyers to develop an out grower network without undercutting ,and destroying this growing supply base.



Turmeric under coconut

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Health benefits of Cinnamon and Turmeric

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Throughout history, Cinnamon and Turmeric have been used for culinary purposes worldwide. These spices are calorie-free, locally grown and easy to find. Usage of Cinnamon and Turmeric for medicinal purposes dates back to ancient times, being used in native Ayurvedic medicine.

CEYLON CINNAMON

A research team led by Dr. Priyanga Ranasinghe (MBBS, MD, PhD) Lecturer, Department of Pharmacology, Faculty of Medicine, University of Colombo, Sri Lanka has proven that there are several scientifically proven health benefits of Ceylon cinnamon. Cinnamon powder is obtained from inner bark of trees from the genus *Cinnamomum*. The two most common commercial cinnamon species are: *Cinnamomum zeylanicum* (Ceylon cinnamon/True cinnamon) and *Cinnamomum cassia* (Chinese cinnamon). Ceylon cinnamon is probably the most important and valuable spice produced in Sri Lanka. Currently, Sri Lanka has a virtual monopoly in the world market (90-95%). An important chemical difference between Chinese and Ceylon cinnamon is the coumarin content. Coumarins are compounds that possess anticoagulant (blood thinning property), carcinogenic (having the potential to cause cancer), and hepato-toxic properties (liver damage). The levels of coumarins in Chinese cinnamon is very high, whereas Ceylon cinnamon does not contain harmful levels. Studies in animals and humans from different parts of the world have demonstrated numerous beneficial health effects of Ceylon cinnamon, some of which are summarized below;



Anti-microbial and anti-oxidant activity

Antimicrobials are substances that kill/inhibit the growth of microorganisms. Ceylon cinnamon has shown strong action against numerous bacteria (about 20 different types) and fungi (about 5 different types). Antioxidants are compounds that inhibit oxidation. Oxidation is a chemical reaction that can produce free radicals, which damages cells. Oxidation leads to the development of many human diseases, including diabetes, cardiovascular disease and cancer. Antioxidant properties of Ceylon cinnamon are due to the presence of several bioactive compounds.

Cinnamon, heart disease and diabetes

Cinnamon used in patients with type-2 diabetes mellitus also reduced blood glucose (fasting blood glucose and HbA1c), appetite and food intake. In addition, Ceylon cinnamon has demonstrated beneficial effects against diabetes neuropathy (a

complication affecting nerves) and nephropathy (kidney disease). Ceylon cinnamon has also been postulated to reduce the risk of heart disease. It reduces levels of total cholesterol, “bad” LDL cholesterol and triglycerides, while “good” HDL cholesterol is increased. In animal and human studies, Ceylon cinnamon has been shown to reduce blood pressure. When combined, all these factors may drastically cut your risk of heart disease.

Cinnamon and neurological diseases

Neurodegenerative diseases are characterized by progressive loss of the structure or function of brain cells (e.g. Alzheimer's and Parkinson's disease). Two compounds found in cinnamon appear to inhibit the build-up of a protein called ‘tau’ in the brain, which is one of the hallmarks of Alzheimer's disease. In animal studies, cinnamon helped protect neurons (nerve cells), normalized neurotransmitter levels (chemicals responsible for nerve communication) and improved motor function, suggesting a beneficial effect in Parkinson's disease.

TURMERIC

Similarly, Turmeric, is a spice that has long been recognized for its medicinal properties. It has received interest from both the medical/scientific world and from culinary enthusiasts, as it is the major source of the polyphenol curcumin. Curcumin (Turmeric) has a wide range of proven health benefits. Its widely consumed in Asia either as turmeric directly or as one of the culinary ingredients in food recipes. The benefits of curcumin in different organ systems have been reported extensively in several neurological diseases and cancer. Curcumin has got its global recognition because of its strong antioxidant, anti-inflammatory, anti-cancer, and antimicrobial activities. It aids in the management of oxidative and inflammatory conditions, metabolic syndrome, arthritis, anxiety, and hyperlipidemia. Additionally, it is also used in diabetes as well as in hepatic, renal, and cardiovascular diseases. Recently, there is growing attention on usage of curcumin to prevent or delay the onset of neurodegenerative diseases. It may also help in the management of exercise-induced inflammation and muscle soreness, thus enhancing recovery and performance in active people. In addition, a relatively low dose of the complex can provide health benefits for people that do not have diagnosed health conditions. Most of these benefits can be attributed to its antioxidant and anti-inflammatory effects.

However, ingesting curcumin by itself does not lead to the associated health benefits due to its poor bioavailability, which appears to be primarily due to poor absorption, rapid metabolism, and rapid elimination. There are several components that can increase its bioavailability. For example when combined with piperine an active component of black pepper it has been shown to tremendously increase its bioavailability.

Take home message

Available scientific literature suggests that Ceylon cinnamon and Turmeric are more than merely aromatic spices and provides a wide variety of health benefits. Not only do they demonstrate beneficial antimicrobial and antioxidant properties, they also helps to reduce blood glucose, cholesterol and blood pressure. They have also shown some promising effects on several neurodegenerative diseases affecting the human brain.





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Role of the Export Agriculture Department in the Spices, and Spice Products Sector



*Dr. A.P. Heenkende,
Director General,
Department of
Export Agriculture,
Peradeniya*

The spices and Allied Products sector makes a major contribution to the National Export sector.

In 2018, the total volume of Export Agriculture Crops (EAC) was 48,331 MT compared to 59,000 MT in 2017. The Export value was Rs.64, 000 Mn compared to Rs.71, 000 Mn in 2017. The decline in export was mainly due to the export decline of cloves (5,800 Mt in 2017 to

1,480 Mt in 2018) and arecanuts (10,000 Mt in 2017 to 4,947 Mt in 2018).

Although the production of cinnamon, cocoa, arecanuts, citronella, and turmeric recorded a growth, the production of pepper, cloves, cardamoms, coffee, nutmeg, betel, and ginger declined considerably during 2018, compared to 2017. Despite an increase in the extent under cultivation of minor export crops by 1.9 %, total production decreased by 14.3 % to 101,718 metric tons during 2018. This decline in production was mainly due to dry weather, and the unusual shift in the rainfall pattern in the growing areas. Accordingly, pepper production decreased by 31.9 % to 20,135 Mt mainly due to unfavorable weather conditions in major pepper growing areas during the flowering and fruiting period. Meanwhile, both farm gate, and auction prices of pepper dropped significantly by around 30 % due to the declining trend in world market prices, and the issues arising due to the importation of low quality pepper, which was then re-exported under Trade Agreements. However, cocoa production improved significantly by 38.9 % to 654 Mt, and cinnamon production grew by 3.0 % to 23,019 Mt during the year, supported by an increase in the cultivated extent in recent years. The total export volume of minor export crops dropped by 19.6 %, along with a 11.3 % reduction in earnings to US dollars 360.2 million during 2018, compared to the previous year.

Despite exports of many crops such as pepper, cloves, cardamoms, cocoa, betel, and arecanuts recording a decline in 2018, cinnamon exports showed a continuous growth, and reached 17,537 Mt with a 5.5 % increase over the previous year. Meanwhile, the importation of minor export crops including pepper, cocoa, turmeric, and ginger increased by 12.0 %, and import expenditure increased by around 8.9 % in 2018.

Legal Steps which have been taken to Control Exports, and Imports

The Government took a policy decision on 25.02.2019 based on a decision of the Cabinet of Ministers for the removal of spice imports (including Pepper and Allied Products) under the Temporary Import for Export Purposes (TIEP) Scheme, and the Entrepot Trade and Hub – Operations in Sri Lanka”.

At the same time, the Customs Ordinance was also imposed to completely ban black pepper, arecanuts, nutmeg/mace, and cinnamon imports. The Department of Export Agriculture (DEA) has also taken major steps to overcome these problems.

Development Programs

• Export Agriculture Crops (EAC) Development Program

The objective of this Programme is to increase the extent of EACs to gain a higher income for the country as well as for the EAC stake holders, while safe guarding the Environment.

• Plant Production Program

The objective of this program is to increase the accessibility to healthy and quality EAC plants. Further nurserymen were given skill development training, and nurseries were provided with investment assistance to strengthen infra-structure facilities.

• Productivity Improvement Programme

1. Productivity Improvement of Pepper, and Cinnamon Cultivations

In 2018, the productivity improvement programme was initiated with the objective of supporting EAC growers to increase the productivity of their pepper, and cinnamon plantations by increasing awareness, providing planting materials for gap-filling under a 50% investment assistance scheme, and providing assistance to establish micro irrigation systems to mitigate drought hazards, also under a 50% investment assistance scheme. Growers were imparted scientific knowledge on Good Agricultural Practices (GAP) and Good Manufacturing Practices (GMP) for productivity improvement of Pepper, and Cinnamon, through farmer training classes.

2. “Danasaviya” EAC Based Home Garden Program

This program was initiated to uplift the economic capability of women, by supporting them to establish export agriculture crop dominated home gardens. The program was aimed at the holistic development

of the small scale EAC sector, ensuring forward and backward linkages through a cluster approach, with the active participation of women.

- **Crop Value Addition Program**

The objective of this program is to increase foreign income, and explore new markets, through value addition to EAC products. This program has two sub programs.

1. **Quality Improvement Program**

Extension officers were given quality measuring equipment to help farmers to measure the quality of their processed EAC products.

2. **Establishment of Organic Villages**

Under this program, establishment of Organic Villages, and facilitation to acquire Organic Certification to meet the requirements of the growing international organic EAC market were carried out. For this purpose, some of the EAC cultivations were converted to organic farming. Growers were trained on aspects of organic farming, and their farmer organizations assisted to get Internationally Accredited Organic Certification, by providing 50% of the cost of Certification.

3. **Program to popularize Good Agricultural Practices (GAP), and Good Manufacturing Practices (GMP)**

Under this program, awareness of EAC stake holders on GAP and GMP were enhanced through training. With the aim of uplifting the standards of existing Post- Harvest Processing Centres, the processors of EACs were encouraged to develop their processing techniques to reach the required level.

4. **Optimization of Yields through Appropriate Technology by the use of Advanced Post-Harvest Machineries, and Processing Techniques.**

Farmers were supported to purchase machineries, along with the establishment of Processing Centres using high technology to improve quality of the final EAC products, and for enhancement of the efficiency of the systems by means of investment assistance. This investment assistance was provided only for stainless steel machineries, and processing units.

5. **Trade Promotion**

In order to increase the awareness of the people regarding EACs, two mass scale programs were conducted in 2018 viz:

- I. **The Cinnamon week**

- II. **The Annual and Fresh Cinnamon Pooja (Nevum Kurundu Mangallaya)**

- **Awareness and Communication Programs**

1. **Mass media programs – Print, Radio, TV, Exhibitions, and Mobile Apps.**

The main task of this program is to promote all Research and Development activities of the DEA, and dissemination of the latest scientific and technical

know- how to EAC stake holders through the print and electronic media, as well as through exhibitions.

2. **Spice Park Project**

In order to demonstrate scientific methods of EAC cultivation, and attract local and foreign tourists, a Spice Park was established in the Matale Research Centre premises.

- **Capacity Building Programs**

1. **Knowledge and skills development of farmers**

2. **Skills and Professional Competence development programs for departmental staff as well as for officers of other public and private sector organizations.**

- **Other Programs**

1. **Mushroom Cultivation Program**

This program was initiated to up lift the economy of the rural sector by facilitating to acquire the Technology of Mushroom Cultivation, and to provide Investment Assistance to establish Mushroom Sheds.

2. **Pineapple Cultivation Program**

This program was initiated and funded by the Ministry of Primary Industries, to enhance export volume and earnings from pineapple cultivation, and to create an income for the growers.

3. **Compensation for EAC Growers for Flood Damages in 2017**

Due to the severe floods in Galle, Matara, Kalutara, Hambantota, and Rathnapura Districts in 2017, the damaged pepper and cinnamon cultivations were provided with planting materials free of charge. All farmers, nurserymen, and processors whose EAC assets were damaged were provided compensation to a value of Rs.mn. 19.2. This was funded by the Ministry of Primary Industries.

4. **Introduction of Pepper Cultivation as a Substitute Crop for Tobacco**

The program for Pepper Cultivation replacing Tobacco was successfully implemented under the auspices of the “National Drug Prevention Program”, by the DEA.

Research Programs

Research Studies related to EAC are conducted by the Central Research Station in Matale, as well as six other Sub – Research Stations of the Department of Export Agriculture. Under these Research Stations, many research studies for crop improvement, introduction of new varieties of high quality, Pest and Disease Management Practices, New Cropping methods for better production, Innovation of Post-Harvest Technologies, New Harvesting Methods, Economic activities and Market Research activities for EAC etc. are carried out.

Australian foods, the planet and health challenge



Mr. Kapila De Silva, MCIM, Dip in Mgt (S.L.), FASMI (Aus.), NCESL Foreign Trade Representative of Australia

Food is the single strongest lever to optimise human health and environmental sustainability.

An immense challenge facing humanity is to provide a growing world population with healthy diets from sustainable food systems. While global food production of calories has generally kept pace with population growth, globally

more than 820 million people lack sufficient food, and many more consume either low quality diets or too much food.

Unhealthy diets now pose a greater risk to morbidity and mortality than unsafe sex, alcohol, drugs and tobacco use combined.

These statistics demonstrate the scale of the global challenge:

- 2 billion people lack key micronutrients like iron and vitamin A
- 155 million children have stunted growth as a result of lack of nutrients in early stages of life
- 52 million children are malnourished
- 2 billion adults are overweight or obese
- 41 million children are overweight
- 885 countries face the serious burden of either two or three forms of malnutrition
- The world is off track to meet all global nutrition targets.

(Source: Food Planet Health, 2019, EAT)

The EAT-Lancet Commission on Food, Planet, Health report, authored by more than 30 scientists, calls for transformation in the global food system to drive both improved human and planetary health. Consistent with global and national dietary

guidelines, it proposes a doubling in the consumption of fruits, vegetables, nuts and legumes, balanced with a reduction in the consumption of red meat, sugar and saturated fat.

Challenges and opportunities for Australian agriculture

Some key discussion topics are outlined below.

The changes required are immense, but are gaining momentum

A food Guide was launched, with guidelines not just on what to eat, but also on how to eat. The recommendations on healthy eating were to have plenty of vegetables and fruits (visually: half your plate); eat protein foods (visually: a quarter of your

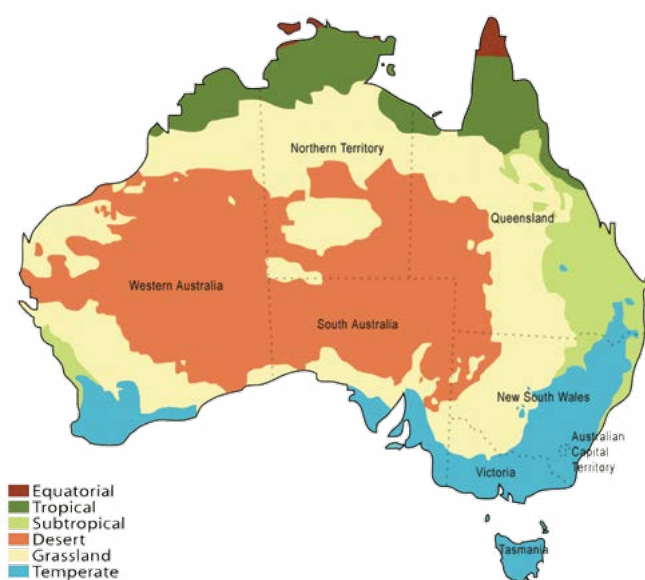


plate); choose whole grain foods (visually: a quarter of your plate); and make water your drink of choice.

The guide reminds Canadians to cook more often, eat meals with others, be mindful of eating habits, and enjoy food. It also advises them to read food labels, and limit foods that are high in sodium, sugars or saturated fat.

Innovation response: New food systems are rapidly emerging utilising high-tech, indoor farming systems. These allow growers to increase yields, reduce the use of pesticides, and significantly improve the efficient use of resources such as energy and water through circular economy principles.

Companies such as AeroFarms in Newark, USA, are choosing to locate food production close to major consumer populations, significantly reducing

the impact of transportation, and extending the shelf-life of food and reducing food waste through dramatically reducing the supply lead time from farm to consumer.

Innovative investors such as Mike Cannon Brookes (Founder of Atlassian) are exploring opportunities to farm seaweed on the Australian continental shelf to act as a carbon sink, and also to respond to the increasing consumer demand for plant-based protein alternatives.

Industry response: “CEOs must be activists” said Paul Polman on February 5, 2019. Polman is calling on business leaders to take the lead in the climate change battle, and to focus on sustainable transformation. According to the former Unilever CEO, business leaders also have to become activists because their customers expect it. This is supported by research that shows that despite low trust in executives, millennials believe CEOs have a responsibility to take a stand on sustainability issues. A majority would pay more for ethical brands. (Global Opportunity Explorer, 2019 Insights).

Australia is uniquely positioned to respond to unmet food requirements in South East Asia

Humans live in one global food system. It is becoming increasingly apparent that global trade in food will need to continue to increase. The key is producing food where it is most efficiently produced and selling it in locations where it is in most demand. Australia has the opportunity to meet the demand from across Asia for fresh fruit, vegetables, nuts, legumes, grains and animal proteins.

Australia’s native food industry is growing, with trail blazers such as Chef Jock Zonfrillo, who has created the Orana Foundation with a mission to turn the native food industry into a \$1 billion industry, with profits going to indigenous populations. The foundation has profiled 1,500 ingredients for their nutritional properties, studied their toxicity, and identified

potential uses. Jilungin was tested by RMIT and was found to have 100 times the amount of antioxidants of green tea. In May 2019, the foundation began the construction of a packing shed in Kimberley, WA, in collaboration with the local Indigenous land owners.

Farmers must be included in this conversation

Australian farmers are recognised as some of the most innovative, environmentally responsive and adaptive farmers in the world. With a history of responding to changing consumer demands and eating behaviours, it is crucial they are not only involved in the evolving food systems discussion, but rather are at the centre of transitioning to adequately respond to changing diets.

Food for health

The ASEAN region is emerging as an international growth hub for premium foods and the health and wellness industry.

Globally, health and wellness is positioned as one of the fastest growing food and beverage categories. This is largely due to a sharp rise in chronic disease and illness that is linked to lifestyle and diet. Action is being driven by consumers, governments and organisations to curb chronic disease and illness, leading to more interest in health and wellness and preventative food measures.

ASEAN food for health drivers

In 2017, Australia’s trade with ASEAN countries grew by 9 percent over 2016 to reach \$105 billion, which is greater than Australia’s two way trade with Japan and the United States.

An increase in calorific intake and changes to the composition of diets are having a significant impact on the health of ASEAN populations, with over 70 percent of deaths in South East Asia being attributable to non-communicable diseases by 2030.



Four key consumer-led market opportunities

Through market analyses, industry interviews and an in market workshop in Singapore in April 2018, we identified four key areas of opportunity for food producers and governments:

1. Health by stealth – With diet and lifestyle related diseases expected to reach epidemic proportions across ASEAN by 2030, government intervention and consumer demand is driving the growth for healthier food products. Exciting opportunities across ASEAN exist to capture this market through the introduction of functional food and the reformulation of staple food, reducing sugar, salt and saturated fat without compromising taste or texture. The healthy packaged food market is expected to increase by 5 percent year on year between 2018 and 2022.

2. Alternative proteins – The global population is forecast to increase to approximately 9 billion people by 2050. Consequently, the demand for protein will double. Significant investment is flowing into this sector as organisations innovate and commercialise alternative protein products which offer nutritional value and alleviate the environmental impacts associated with traditional protein production. The alternative protein market is expected to be worth US\$5.2 billion by 2020. The ASEAN market is predicted to be a high growth market for alternative protein due to both the rapid population increase and the long cultural history of consuming non-meat based protein.

3. Gut health – Increasing consumer awareness, rising chronic disease and affluence, has enabled products targeted at gut health and microbiome to grow significantly. As more consumers seek products to support their health, the product segment targeted at gut health will continue to propel forward. The market for probiotics is growing by 7.1 percent per year in the region, with the overall market value in 2020 expected to reach US\$96 billion. The overall gut health market is predicted to be much larger.

4. Precision nutrition – Consumers are increasingly looking for personalised advice to alter both their diet and lifestyle to prevent or manage chronic disease. Real time personalised nutritional advice is being enabled through advanced predictive analytics, affordable diagnostics kits and a rapid uptake of wearable technology and IoT across the region. The global market for precision medicine will be worth up to US\$2,452 billion by 2022, with personalised health and wellness contributing to 67 percent of this market at US\$1,640 billion. Over a third of ASEAN's

consumers now demand personalised nutrition solutions.

Three approaches to consider for entry into the ASEAN market

Australian health and wellness food businesses are well-placed for success in our nearest export region. However, there is work to be done to finesse market entry approaches and ensure alignment to the complex ASEAN region and its dynamic base of consumers. Three core approaches need to be considered:

1. Personalising to local consumption preferences in specific markets.
 2. Leveraging increasing consumer awareness of health and wellness and rising affluence.
 3. Partnering for successful entry and distribution.
- Finally, considering all of the above, entering into the Australian market is major milestone not because of 25million target market but its eventually opening for over a 600 million target market. I would like to state that Australia will be the hub of the ASEAN market in 2025.

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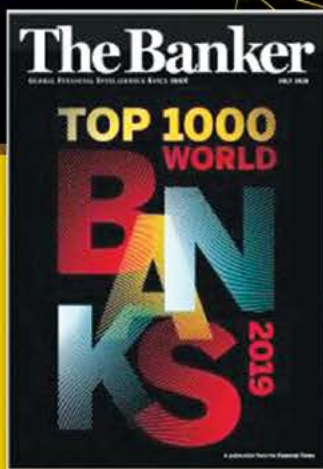


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The story of Spices

Mr. Sarada De Silva,
Founder Chairman Spice Council of Sri Lanka
and Past Chairman,
Spices and Allied and Producers Association



Spices have a long history of usage in the world. Archaeologists believe that man had noticed that certain leaves, flowers, and bark impart delicious flavours, and have curative powers. Spices over the years have been used to flavour, and preserve food for health benefits, and as medicine.



It is mentioned in the hieroglyphic records of queen Hatshepsut of Egypt in 1500 B.C. that cinnamon had been used in

the Egyptian Pharaoh kingdoms.

In 1992 B.C It is recorded that Queen Sheba had visited King Solomon with a “Camel that bear spices” as a principal.

In 1453 B.C Greeks began Olympic games at which the victors were awarded Laurel Wreaths of the leaves of a variety of Spices.

300 AD is the probable date of the oldest cook book by Apicius, “Recipes richly spice”.

In 1493 Columbus discovers allspice in the West Indies, which is also known as ‘Pimenta’ with the flavours of a number of known spices, and therefore called allspices.

In 1505 Lourenço de Almeida coming around the Cape of Good Hope going to Goa in India had got caught in a storm, blown off course, and had landed in Galle. It is said that the



vagaries of wind and weather brought the Portuguese, and the lure of cinnamon made them stay.

In 1704 Europe reads the first time “Arabian Nights”, and Sinbad’s spice Quest.

In 1821 the first U.S Spice grinding company commenced in Boston. In 1969 spices reached the moon, as seasonings for the Apollo astronauts.

The Portuguese in search of new lands, prosperity, and Christians, discover the source of spices in India, Sri Lanka (Ceylon), and the islands of Indonesia. When Vasco Da Gama arrived at Calicut with the help of an Expert Gujarati Pilot Ibn Masjid on 24th August, 1498 it opened a new era in the trade with the West. Vasco Da Gama did not find Christians as he expected, but plenty of spices in the Indian Ocean Area

Sri Lanka – has been exporting spices for over 2000 years, and the earliest trade commodities from Sri Lanka were Cinnamon, Gems and Ivory. The Main Export crop in the spice sector is Cinnamon. Pepper is the second largest export followed by cloves, nutmeg and mace. Sri Lanka (Ceylon) also exports ginger, turmeric cardamom, and some of the leafy varieties of spices.

Sri Lanka also produces essential oils, Oleoresins, tinctures, and aromatics from spices, leaves, and flowers. Sri Lanka also exports organic spices, essential oils, and Oleoresins.

Cinnamon -



“Ceylon Cinnamon” (Cinnamomum zeylanicum), or True Cinnamon is indigenous to Sri Lanka. Cinnamon, which has been known since antiquity, occupies an acclaimed position among our spices. Grown in the perfect tropical habitats in the southern region of the island, Cinnamon is processed by highly skilled processors into quills. Ceylon Cinnamon, which is the world’s finest, is offered in several grades, and is mainly used to enhance the taste and flavor of food, and is also consumed for its medicinal values. Sri Lanka commands a market –share of 90% of the global market for true cinnamon production and Exports.

Pepper –



Ceylon Pepper” (Piper nigrum), a widely traded & consumed spice in the world, is grown mainly in the wet zone of Sri Lanka. Tests have shown that Ceylon Pepper has a higher than average piperine content which

gives it a superior pungency. Black pepper is used primarily in foods to flavour and Anti- fungal them, and in processed foods in view of its anti fungal, antibacterial, and antioxidant properties. Ceylon pepper is offered in different grades for grinding, and extraction of Essential Oils ,and Oleoresins.

Cloves –



Sri Lanka offers the highest grades of cloves, such as “Handpicked”, which is catered to the specialty markets in the consuming countries. “Ceylon Cloves” (*Eugenia caryophyllata*) are used as a food additive in a variety of foods to enhance their flavor, as well as in native medicine as a painkiller, stimulant, and a curative for abdominal disorders. Ceylon Cloves have intrinsic qualities with a wide range of aroma giving agents, which enhances the flavor of foods.

Cardamom –



“Ceylon Cardamoms” (*Elettaria cardamomum*), have a unique characteristic flavor, aroma ,and the visual attribute (light green colour), which the consumers prefer. Cardamom is grown in the high altitudes in the central hills of Sri Lanka under the shade of the natural montane forest, which provides the ideal

Sri Lanka Export Statistics
Information Technology Division /Sri Lanka Export Development Board
Value in US\$ - US Dollars

Code	Description	2015		2016		2017		2018		2019 (January To October)	
		Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
S.0402	Cinnamon	13,548,813 Kg	131,176,049	14,692,765 Kg	159,072,238	16,617,089 Kg	202,204,565	17,536,573 Kg	213,249,128	13,926,509 Kg	144,158,340
S.0401	Pepper	16,656,653 Kg	144,066,143	7,875,576 Kg	72,176,997	13,309,191 Kg	83,497,328	13,118,114 Kg	74,282,580	6,903,165 Kg	41,285,804
S.0403	Cloves	5,518,752 Kg	47,886,809	1,842,675 Kg	13,462,371	7,805,600 Kg	47,139,637	3,279,577 Kg	16,031,063	4,774,090 Kg	28,647,085
S.0406	Essential Oils	517,084 Kg	18,924,212	563,772 Kg	25,293,747	619,060 Kg	28,046,010	619,078 Kg	24,520,239	531,412 Kg	19,567,516
S.0404	Nutmeg & Mace	1,889,041 Kg	14,963,437	1,705,036 Kg	13,477,171	2,042,871 Kg	14,388,639	1,938,368 Kg	13,858,498	2,697,778 Kg	19,113,079
S.0407	Oleoresins	301,182 Kg	15,016,840	559,605 Kg	22,302,719	382,347 Kg	17,992,194	360,125 Kg	12,838,569	306,999 Kg	11,464,289
S.0499	Other Spices and Spice Mixtures	797,163 Kg	3,480,975	871,941 Kg	3,874,148	880,737 Kg	3,759,023	813,571 Kg	3,135,241	669,514 Kg	2,703,151
S.0410	Turmeric (Curcuma)	67,871 Kg	401,505	70,016 Kg	495,850	114,896 Kg	674,986	76,376 Kg	628,367	98,698 Kg	495,087
S.0408	Ginger	66,347 Kg	535,656	115,562 Kg	886,214	81,606 Kg	615,454	97,179 Kg	756,178	28,956 Kg	235,070
S.0411	Vanilla	818 Kg	65,264	1,060 Kg	124,927	5,995 Kg	178,316	1,555 Kg	399,982	593 Kg	128,882
S.0409	Saffron	4,015 Kg	22,579	4,213 Kg	36,895	10,894 Kg	61,654	6,432 Kg	29,440	15,705 Kg	101,405
S.0412	Condiments	88,487 Kg	323,098	792,512 Kg	2,263,381	1,271,375 Kg	3,894,430	202,430 Kg	418,274	38,138 Kg	78,919
S.0405	Cardamoms	119,874 Kg	1,075,300	779,409 Kg	5,754,972	839,294 Kg	5,720,477	108,307 Kg	991,950	2,525 Kg	71,894
	Total:	39,576,100	377,937,867	29,874,142	319,221,631	43,980,955	408,172,712	38,157,685	361,099,509	29,994,082	268,050,522

conditions for producing the finest cardamoms.

Nutmeg/Mace –



– “Ceylon Nutmeg” (*Myristica fragrans*), is grown in the Central Province of Sri Lanka utilising the forest garden concept. Mace is the red coloured outer covering of the nutmeg, which is used as a food additive for its characteristic aroma. Like other aromatic spices, Ceylon Nutmeg is used in a wide range of foods and bakery products as a flavouring agent as well as for medicinal purposes.

Ceylon Organic Spices –

The Organic Spice sector in Sri Lanka is well established and offers the best organic whole spices ,and spice derivatives such as Essential Oils, and Oleoresins. These spices are grown in organically certified lands, adopting best practices, under the strict supervision of trained field officers. The Ceylon Organic spice sector has established a name in the organic specialty markets worldwide. These organic products are processed and packed according to strict hygienic and cleanliness standards with EU, NOP, Kosher, and JAS certifications as well.

Value Added Ceylon Spices

Sri Lanka offers the finest Essential Oils and Oleoresins,

extracted from quality raw materials using state-of-the-art technology and processing facilities which are ISO and GMP certified. Sri Lanka is the number one producer of cinnamon bark oil in the world. Among the other essential oils produced in Sri Lanka, and which are supplied to the top flavor and fragrance houses in the world, are black pepper oil, clove oil, ginger oil, nutmeg oil, mace oil, cardamom oil, cinnamon leaf oil, lemon grass oil, citronella oil etc.

Sri Lanka has the capability to package quality whole spices, as well as ground or blended spices in value added consumer packs. Sri Lanka also offers private labelling of spices, and spice blends.

The Spice Council of Sri Lanka (TSC) is the Private & Public apex body of the spice industry in Sri Lanka, which facilitates and implements a competitive strategy to achieve the industry vision. The Spice Council comprises of all the key industry, Private and Public sector stakeholders.

TSC works towards the common goal of increasing the competitiveness of the industry with the participation of all stakeholders, through a productive and constructive dialogue between the private and public sectors. The benefits reaped by the industry with the implementation of the strategies flows down to every partner in the value chain.

EXTENT BY CROPS - 2014 TO 2018 (ha)

Crop	2014	2015	2016	2017	2018 *
Cinnamon	31,666	31,927	32,282	32,964	33,589
Pepper	37,221	37,519	38,090	39,284	40,244
Clove	7,911	7,919	7,932	7,944	7,956
Cardamom	1,719	1,719	1,720	1,722	1,722
Coffee	4,458	4,469	4,507	4,528	4,542
Cocoa	1,573	1,706	1,765	1,797	1,805
Nutmeg	2,636	2,674	2,710	2,760	2,787
Betel	1,462	1,462	1,462	1,462	1,462
Arecanut	11,936	11,825	12,048	12,329	12,533
Citronella	1,177	1,194	1,352	1,413	1,425
Ginger	2,147	2,483	2,488	1,883	1,999
Turmeric	1,269	1,334	1,987	932	1,056
TOTAL	105,175	106,231	108,343	109,018	111,120

* Provisional

Source : Economic Census, 2014, Department of Census & Statistics.

** Nutmeg & Citronella, DEA Data.

Ginger & Turmeric , DCS Agricultural Statistics.

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මහින්ද අලුත්ගෙදර
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ක ව ර් ඡ
ග ණ න ක්

පුරා, පෙර අපරදිග ජනයා ආහාර රසවත් කිරීමට කුළු බඩු වර්ග භාවිතා කිරීමට පුරුදුව ඇත. වර්තමානයේ දී ආහාර පිසීමේ කාර්යය සඳහා කුළු බඩුවලින් ලැබෙනුයේ මනා දායකත්වයකි. මීට ශතවර්ෂ ගණනකට පෙර යුරෝපීයයන් විසින් පවත්වාගෙන යනු ලැබූ යටත් විජිත ක්‍රමයෙහි දී මුතු, මැණික්, දියමන්ති, ඇත් දළ මෙන්ම කුළු බඩු වෙළඳාම ද ප්‍රධාන ස්ථානයක් හිමිකර ගත්තේය. යටත් විජිත ක්‍රමය පැවති අවධියේ දී ශ්‍රී ලංකාවට කුළු බඩු සම්බන්ධයෙන් කීර්තිනාමයක් ගොඩනැගී තිබුණු අතර ඒ අනුව ශ්‍රී ලංකාව 'කුළු බඩු දිවයින්' ලෙස ද හඳුන්වනු ලැබිණි.

අතීතයේ ශ්‍රී ලංකාව බටහිර ජාතින් අතර ප්‍රචලිත වීමට එක් ප්‍රධාන හේතුවක් වූයේ කුළුබඩුය. වෙළඳාම ආරම්භ වූ මුල් සමයේ ග්‍රීසිය, රෝමය හා අරාබි රාජ්‍යයන් සමඟ ශ්‍රී ලංකාව කුළුබඩු වෙළඳාමේ නියැළී ඇත. වර්තමානයේ දී පවා ශ්‍රී ලංකාවේ කෘෂිකාර්මික අපනයනවලින් සියයට 56 ක පමණ ප්‍රමාණයක් කුළුබඩු හා ඒ ආශ්‍රිත තෙල් වර්ගවලට හිමිවේ.

කුළුබඩු මඟින් ආහාරවල රස, වර්ණය හා කල්තබා ගැනීමේ කාලය වැඩිකරයි. අතීතයේ සිට ශ්‍රී ලාංකිකයන් තම ආහාර රසවත් කිරීමේ උපක්‍රමයක් ලෙස කුළුබඩු යොදා ගෙන ඇත. ශ්‍රී ලංකාවේ විවිධ ප්‍රදේශවල පවතින දේශගුණ තත්ත්වයන්ට අනුව එම ප්‍රදේශවලට ආවේණික වූ කුළුබඩු වර්ග වගාවන් දැකිය හැක.

ශ්‍රී ලංකාවේ විවිධ ප්‍රදේශවල වැවෙන සියලුම කුළුබඩු එක් උද්‍යානයක් තුළ වගාකර ඒවා කුළුබඩු උද්‍යාන ලෙස නම්කර ඇති අවස්ථා දැකිය හැක. මෙම කුළුබඩු උද්‍යාන යන සංකල්පය වර්තමානයේ සංචාරකයින් ආකර්ෂණය කර ගැනීමේ උපක්‍රමයක් ලෙස ද යොදා ගැනේ.

කුළුබඩු ලෙස සැලකෙන බොහෝ පැළෑටි ආයුර්වේද වෛද්‍ය විද්‍යාවේ ඔසු නිපදවීමට යොදාග

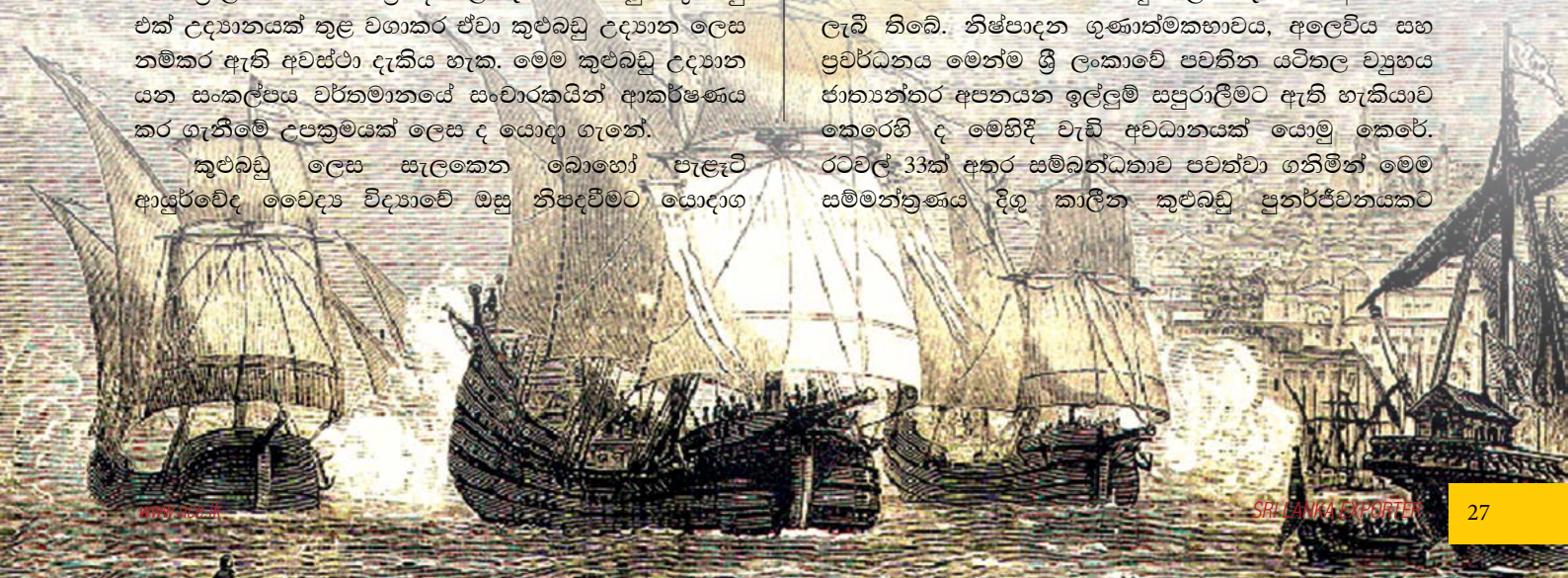
නී. උදාහරණයක් ලෙස ආහාර පිසීමේ දී නැතිවම බැරි කරපිංවා ආයුර්වේද වෛද්‍ය විද්‍යාවේ ඔසු නිපදවීමට නිරන්තරයෙන් යොදා ගනී. ආහාර රස කරන කුරුඳු හා කරාබු නැටි දත්තාලේප නිපදවීමට යොදාගනී. කුරුඳු, ගම්මිරිස්, එනසාල්, සාදික්කා, කරාබු නැටි, කරදමුංගු ආදිය මේ යටතේ ගැනේ.

කුළුබඩු කර්මාන්තය ජාත්‍යන්තර වශයෙන් ව්‍යාප්ත කිරීම සඳහා ශ්‍රී ලංකාව විසින් මේ වනවිට පියවර ෫ සක් ගෙන තිබෙන අතර කුළුබඩු නිෂ්පාදනයේ විප්ලවීය පෙරළියක් සිදුකිරීමේ අරමුණින් මේ වසරේ ජූලි මාසයේ දී ජාත්‍යන්තර සම්මන්ත්‍රණයක් ද ශ්‍රී ලංකාවේ පැවැත්විණි. කුළුබඩු සහ ඒ ආශ්‍රිත නිෂ්පාදන නිෂ්පාදකයන්ගේ සහ අලෙවි කරුවන්ගේ සංගමයේ සහයෝගය ද ඇතිව මෙය සංවිධාන කෙරිණි.

දූපතක් ලෙස මෙන්ම ඊටම විශේෂිත කාලගුණික දේශගුණික ලක්ෂණ ඇති රටක් වශයෙන් පැවතීම නිසා ලෝකයේ මිල ඉහළ කුළුබඩු රාශියක උපත හා පැවැත්ම ගුණාත්මක බව පවතින්නේ අපරට තුළය. කුරුඳු, ගම්මිරිස්, එනසාල්, සාදික්කා මේ සියල්ලෙහි ඉහළ ගුණාත්මක බව ලොවෙන්ම වාර්තා වන්නේ අපගේ කුළුබඩුවලයි. මේ නිසා මෙම කර්මාන්තය නිසි ආකාරයෙන් නඟාසිටුවිය හැකිනම් මෙරට ආර්ථිකයේ ප්‍රමුඛතාව ධන උපායන මාර්ගය බවට කුළුබඩු කර්මාන්තය පත්කළ හැකිය.

මේ සඳහා බාධාවන් ෫සක් පවතිනවා. ලංකාවේ කුළු බඩුවල ඇති ඉහළ තත්ත්වය පිළිබඳව ලෝකයේ ඇති පිළිගැනීම නිසා ඇතැම් කුට වංචනික ව්‍යාපාරිකයන් ශ්‍රී ලංකාවේ කුළු බඩු නමින් වෙනත් රටවලින් ගෙන්වන ලද කුළුබඩු වැඩි මිලකට තවත් රටවලට යවනවා. එවැනි කුට ව්‍යාපාර පසුගිය වකවානුවේ කරගෙන ගොස් තිබේ.

අද වනවිට දේශීය හා ජාත්‍යන්තර වශයෙන් කුළුබඩු නිෂ්පාදන ක්ෂේත්‍රයේ උන්නතියට අවශ්‍ය ප්‍රායෝගික භාවිතයන් සහ නිශ්චිත විසඳුම් ලබාගැනීමට අවස්ථාව ලැබී තිබේ. නිෂ්පාදන ගුණාත්මකභාවය, අලෙවිය සහ ප්‍රවර්ධනය මෙන්ම ශ්‍රී ලංකාවේ පවතින යටිතල ව්‍යුහය ජාත්‍යන්තර අපනයන ඉල්ලුම් සපුරාලීමට ඇති හැකියාව කෙරෙහි ද මෙහිදී වැඩි අවධානයක් යොමු කෙරේ. රටවල් 33ක් අතර සම්බන්ධතාව පවත්වා ගනිමින් මෙම සම්මන්ත්‍රණය දිගු කාලීන කුළුබඩු පුනර්ජීවනයකට





නිශ්චිත මග පෙන්වනු ඇතැයි අපේක්ෂා කෙරේ. මෙම සම්මන්ත්‍රණය සැමට කණ්ඩායමක් ලෙස එක්ව කුළුබඩු වෙළෙඳපොළ නැවත යථා තත්ත්වයට පත්කරලීමේ අධිෂ්ඨානශීලී ගමන් මාර්ගයක් බව විචාරකයෝ පෙන්වාදෙයි.

කෙසේ වුවද ශ්‍රී ලංකාවේ නිෂ්පාදිත කුළු බඩු සඳහා ජාත්‍යන්තර වෙළෙඳපල අත්පත් කරගනිමින් ඒ සඳහා ඉහළ මිලක් ලබාගැනීම වෙනුවෙන් වැඩසටහන් රැසක් ආරම්භ කිරීමට ජනාධිපති ගෝඨාභය රාජපක්ෂ මහතාගේ නායකත්වයෙන් යුතු නව රජය සැලසුම්කර තිබේ. ඒ මහතා ලබාදුන් මැතිවරණ පොරොන්දුවකට අනුව අනවශ්‍ය භාණ්ඩ සහ අපේ රටේ නිෂ්පාදනය කළහැකි භාණ්ඩ ආනයනය කිරීම නතර කිරීමට පියවර ගෙන තිබෙන අතර ඒ අනුව ශ්‍රී ලංකාවේ නිෂ්පාදනය කළහැකි කුළුබඩු සඳහා ඉහළ ඉල්ලුමක් ඇතිවනු නිසැකය.

අද වනවිට විවිධ හෝග ශ්‍රී ලංකාවට ආනයනය කරනවා පමණක් නොව ප්‍රති අපනයනය සම්බන්ධයෙන් ද විවිධ විවේචන එල්ල වෙමින් තිබේ. කෙසේ වුවද නව වෙළෙඳපොළ වෙත ප්‍රවේශ වීම පිළිබඳ අවශ්‍යතාව රුපියල අවප්‍රමාණය වීම හේතුවෙන් තහවුරු වී තිබෙන අතර ඒ සඳහා මේ වනවිටත් කටයුතු සම්පාදනය කරමින් පවතී. මීට අමතරව, ගම්මිරිස්, කරාබු නැටි සහ සාදික්කා, විශේෂඥයන් හා අපනයනකරුවන් වැඩි කිරීම සඳහා වැඩපිළිවෙලක් දියත් කිරීමට සැලසුම්කර තිබේ.

එළඹෙන 2020 ආදායම් ඉලක්කය ජයගැනීම සඳහා කුළුබඩු කර්මාන්තය සුවිශේෂී වෙනසකට ලක්කිරීමට රජයේ අපේක්ෂාව වී තිබෙන අතර කුරුඳු, ගම්මිරිස්, සාදික්කා සහ කරාබුනැටි වැනි නිෂ්පාදන අපනයනය කිරීමේ නව වෙළෙඳපොළවල් ලෙස රුසියාව, උස්බෙකිස්තානය සහ කසකස්තානය, හඳුනාගෙන ඇත.

ශ්‍රී ලංකාවේ නිෂ්පාදන ජාත්‍යන්තර වෙළෙඳපොළ වෙත රැගෙන යමින් ඉහළම ආදායමක් රටට අත්කර ගැනීම සහ දේශීය ගොවියා රැකගැනීම වෙනුවෙන් පෙනී සිටින ජනාධිපති ගෝඨාභය රාජපක්ෂ මහතා ඒ වෙනුවෙන් ක්‍රියාමාර්ග රැසක් ගන්නා බවට ප්‍රකාශකර තිබේ.

ශ්‍රී ලංකා මහ බැංකුව පෙන්වාදෙන පරිදි 2018 වසරේ මුල් මාස 11 තුළ කුළු බඩු ඩොලර් මිලියන 330.3 ක් උපයා ඇති නමුත් එය පෙර වර්ෂයට සාපේක්ෂව

සියයට 11.6 කින් අඩු විය. නොවැම්බර් මාසයේ දී කුළු බඩු ඉපැයීම් ඩොලර් මිලියන 33.7 දක්වා ඩොලර් මිලියන 27.7 සිට 17.7 දක්වා අඩු වී ඇති බව වාර්තාවේ දැක්වේ. අපගේ කුරුඳු බොහෝමයක් මෙක්සිකෝවේ හා දකුණු ඇමරිකානු රටවල් වෙත අපනයනය කරනු ලබන අතර සාධාරණ ප්‍රතිශතයක් යුරෝපීය සංගමය වෙත යොමුවේ. රුසියාව, උස්බෙකිස්තානය හා කසකස්තානය වැනි නව වෙළෙඳපොළවල් මේ වනවිට ශ්‍රී ලංකාවෙන් කුළුබඩු ඉල්ලා ඇති අතර කුරුඳු පමණක් නොව ගම්මිරිස්, කරාබු නැටි සහ සාදික්කා සඳහා ද හොඳ අවස්ථාවක් නිර්මාණය වී තිබේ.

ලෝක වෙළෙඳපොලේ ගම්මිරිස් මිල පහත වැටී ඇති බැවින් බොහෝ දේශීය ගොවීන් තම ගම්මිරිස් බෝග නොසලකා හැර ඇති නමුත් ඒ තත්ත්වය 2018 ආදායම සඳහා විශාල ලෙස බලපෑ බවද සඳහන් වෙයි. මෙරට නිෂ්පාදනය කුරුඳු මෙට්ටික් ටොන් 17,000 ක් සහ ගම්මිරිස් ටොන් 35,000 ක් පමණ වන අතර ඒවායේ අස්වැන්න මෙට්ටික් ටොන් 35,000 ක් පමණ වේ. කුළුබඩු කර්මාන්තය මේ වසරේ වඩා හොඳ කාලගුණ තත්ත්වයන් මත නිෂ්පාදන නැවත යථා තත්ත්වයට පත්විය.

මෙරට කුළුබඩු කර්මාන්තය කම්කරු , මහ ඉඩම් කට්ටි වීම, කාලගුණික ගැටලුවලට මුහුණ දී ඇති අතර, වියට්නාමයේ වගාකොට ඇති අසීමිත භූමි ප්‍රමාණය හේතුවෙන් දේශීය ගම්මිරිස් අපනයනයන්ට තර්ජනයට ලක්ව ඇතැයි සඳහන් කරයි. කෙසේ වුවද ශ්‍රී ලංකාවේ නිෂ්පාදනය කරන ගම්මිරිස් ආදිය වෙනුවට වියට්නාමය වැනි රටවලින් ආනයනය කොට ශ්‍රී ලංකාවේ ගම්මිරිස් සමඟ කලවම් කොට ප්‍රති අපනයනය කිරීම හේතුවෙන් ශ්‍රී ලංකාවේ නිෂ්පාදන සඳහා පවතින කිර්තිනාමයට තර්ජනයක් වී ඇත. මේ තත්ත්වය අවබෝධ කරගත් රජය එවැනි ක්‍රියාමාර්ග සම්පූර්ණයෙන්ම නවතාලීමට අවශ්‍ය විධිවිධාන සලස්වා තිබේ.

ශ්‍රී ලංකාවේ ප්‍රධාන කුළුබඩු සතරක සිතුවම් නිරූපිත මුද්දර සහ සිහිවටන පත්‍රිකාවක් නිකුත් කිරීමට ද පියවර ගෙන තිබෙන අතර කුරුඳු, ගම්මිරිස්, කරාබු නැටි සහ සාදික්කා යන කුළුබඩුවල සිතුවම් ඇතුළත් කරමින් රුපියල් 15.00 බැගින් වූ මුද්දර සතරක් නිකුත් කර තිබේ.

Ceylon Cinnamon



Mr. Sarada De Silva
Chairman

Ceylon Cinnamon Association
Ceylon Cinnamon Geographical Indication Association



Cinnamon is the main spice produced in Sri Lanka. Ceylon Cinnamon occupies a dominant place in the world market, and accounts for almost 90% of the world's Ceylon Cinnamon trade. Sri Lanka has been trading in Cinnamon for over 2000 years. It is mentioned that the earliest exports took place from Manthota (Mannar) and from Uruthota (North of Trinco).

Cinnamon is mentioned in the hieroglyphic record of Queen Hatshepsut of Egypt in 1500 BC

Cinnamon was also used as a currency which was much more valuable than Gold and Silver in Ancient Rome.

In the first century AD, Pliny the Elder wrote that 350 grams of Cinnamon as being equal in value to over five kilograms of Silver.

In 65 AD, Emperor Nero of Rome had burned a year's supply of Cinnamon from Ceylon as anointing incense at the funeral of his second wife Poppaea Sabina in order to show the depth of his grief and opulence.

Genghis Khan of Mogal dynasties traded Cinnamon through the land based silk route while the Chinese dynasties traded Cinnamon through the sea silk route.

Arab traders travelling along the coast of the Middle East and India, to Ceylon, traded Cinnamon to Europeans.

Buwanekabahu the First of the Yapahuwa Kingdom had sent a letter to the court of Egypt in 1283 AD stating thus, "I have vessels full of Cinnamon, Pearls, Precious Stones, all objects of commerce, which are brought to you by the Banian Merchants".

Ibn Batuta, the Moor traveler had recorded in 1344 AD that "The whole shore of the North-West coast was abound with Cinnamon."

In 1505 Lourenço de Almeida coming around the Cape of Good Hope travelling to Goa in India had encountered a storm and landed in Galle. It is said that the vagaries of wind and weather had brought the Portuguese to Ceylon, and the lure of Cinnamon had made them stay.

In 1505 AD when the Do Hernando Cortes, and the Spanish conquistadors entered Mexico, they found the ruler Motecuhzoma using Cocoa and Cinnamon. It is also very clear that the Aztecs, and Incas used Cinnamon, long before the new world was discovered by the Europeans.

"The shores of the Island are full of Cinnamon and it is the best in all the orient. When one is downwind of the Island, one can still smell Cinnamon eight leagues out to sea," a Dutch Captain had reported (Braudel 1984)

'Ceylon Cinnamon' stands out from the rest of the spices produced in Sri Lanka with its distinctive taste, and aroma. True Cinnamon is genuinely cultivated in Sri Lanka, and is offered to the market in the form known as quills, which have characteristic organoleptic properties, as well as a smooth, tender pale brown appearance, a highly fragrant odour, and a sweet, warm, and pleasing aromatic taste. The preparation of the Cinnamon Quill needs expertise, which has been handed down from generation to generation as an art unique to Sri Lanka. Ceylon Cinnamon contains an array of chemical constituents called "Terpenoids" (absent is Cassia) the presence of

which gives its typical flavor profile, and the greater odour characteristics in particular. By sensory means as well as by chemical tests it is easy to identify Ceylon Cinnamon as a distinct commodity.

Main Markets

The main markets for Ceylon Cinnamon have been North Central & South America & Europe. Mexico buys virtually over 50% of Ceylon Cinnamon followed by Peru, Colombia, United States of America, Spain, and Germany.

Ceylon Cinnamon commands a premium price, and is the third highest spice traded in the world.

In 1994, as Chairman of the Ceylon Cinnamon Association the writer proposed to the then Minister of Trade and Commerce, the late Kingesly Wicramaratne the branding of Ceylon Cinnamon. He saw the potential to do so, and informed Dr. D. M. Karunaratne, the then Director General of the Intellectual Property Office to act to protect Ceylon Cinnamon, and also directed the Department of Commerce to promote Ceylon Cinnamon.

The separation of Ceylon Cinnamon and Cassia in the Harmonised Code System (H.S. Code) in 2007 resulted in a major boost for Ceylon Cinnamon between 2007 and 2011, wherein the prices of Cinnamon virtually doubled. Unfortunately, by 2013 there was a slight decline in the prices due to poor quality Cinnamon being shipped. In 2014 the Government regulated that Sri Lanka Standard SLS 81 be made compulsory for pre shipment inspections. Unfortunately, this requirement was not implemented properly.

Launching of the Ceylon Cinnamon Lion Logo took place in 2013/2014, as the only second National Logo to be launched.

The process of obtaining Geographical Indications (GI) for Ceylon Cinnamon in the European Union (EU) has been initiated. In order to obtain GI in the EU, the Ceylon Cinnamon Geographical Indications have been formed, since GIs are given to a Specific Area or Region, and to a group of Producers or a Representative Association.

Sri Lanka Export Statistics

Information Technology Division /Sri Lanka Export Development Board

Value in US\$ - US Dollars

Code	Description	2014		2015	
		Quantity	Value	Quantity	Value
S.0402	Cinnamon	13,691,635 Kg	132,280,541	13,548,813 Kg	131,176,049

2016		2017		2018		2019 (January To October)	
Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
14,692,765 Kg	159,072,238	16,617,089 Kg	202,204,565	17,536,573 Kg	213,249,128	13,926,509 Kg	144,158,340

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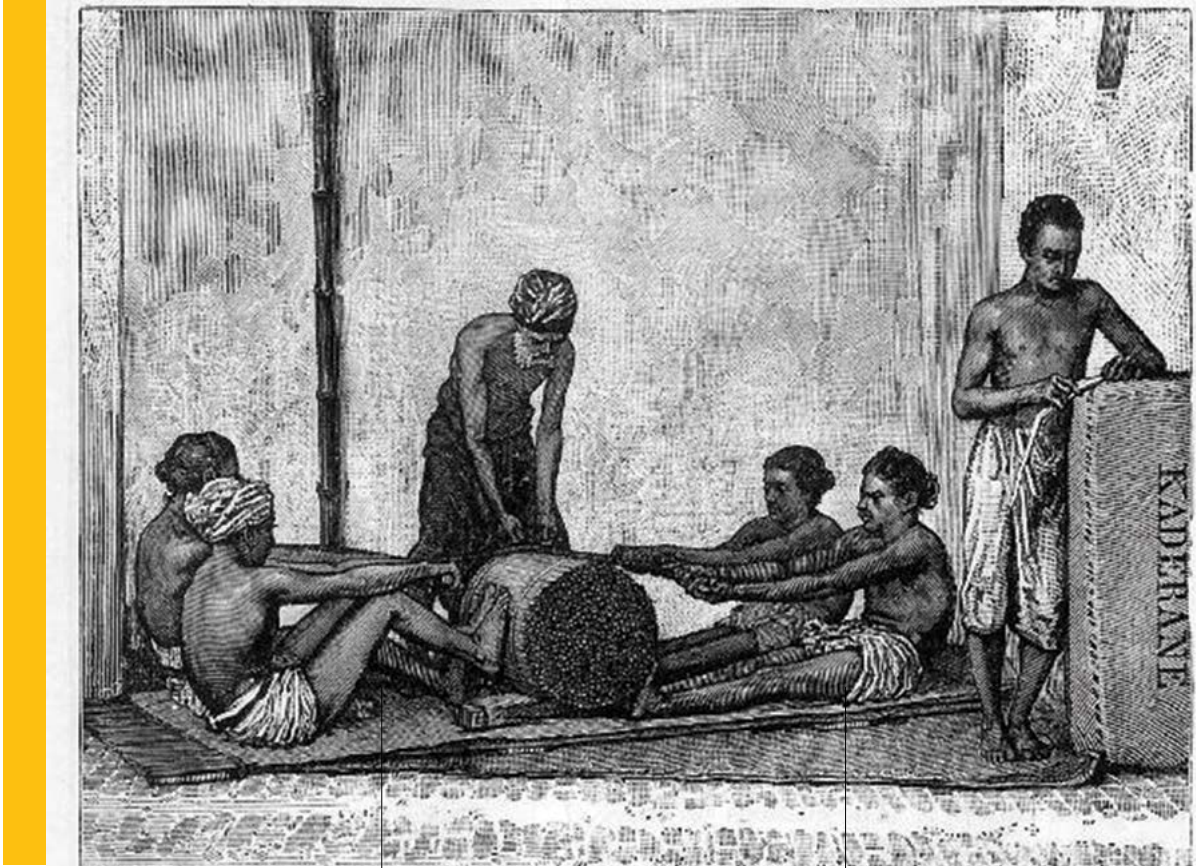


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இலங்கை பண்டைய வரலாற்றுடன் பின்னிப் பிணைந்த வாசனைப் பொருள் ஏற்றுமதி

How Spice Exports blend with the history of Sri Lanka

Arul Sathiyathan, Senior Journalist,
Dy. Editor, Thinakaran



குளிர் சாதனப் பெட்டிகள் வழக்கில் இல்லாத காலத்தில் உணவுப் பொருட்களை எவ்வாறு கெட்டுப் போகாமல் நீண்ட காலத்துக்கு பாதுகாப்பாக வைத்திருப்பது என்பது ஐரோப்பியருக்கு குறிப்பாக அரச குடும்பத்தினருக்கும் பிரபுக்களுக்கும் பிரச்சினையாக இருந்தது. எனினும் கறுப்பு கீழ்திசை நாடுகள் என அவர்களால் அழைக்கப்பட்ட ஆசிய நாடுகள் இந்த சூத்திரத்தை அறிந்து வைத்திருந்தன. சூரிய ஒளி அதிகம் கொண்ட இந்தியா, இலங்கை நாட்டு மக்கள் பண்டங்களை வெயிலில் காய வைப்பது, களி மண்ணில் புதைத்து வைப்பது, தேனில் ஊற வைப்பது போன்ற இயற்கையான

பதப்படுத்தும் நுணுக்கங்களை பன்னெடுங்காலமாக பயன்படுத்தி வந்தனர். தமது பூமியில் விளைந்த வாசனைப் பொருட்களான மிளகு, கறுவா, ஏலம், கிராம்பு, லவங்கம், சாதிபத்திரி, கறிவேப்பிலை, சாதிக்காய் என்பனவற்றையும் அவர்கள் வாசனையூட்டிகளாகவும், உணவு பொருட்களை கெடாமல் பாதுகாக்கவும் பயன்படுத்தி வந்தார்கள். உப்பும இவ்வாறே பயன்படுத்தப்பட்டது. உப்பில் ஊறிய காய்கள் நீண்ட காலத்துக்கு கெட்டுப் போகாது என்பதற்கு ஊறுகாய் ஒரு நல்ல உதாரணம். களி மண்ணில் புதைத்து வைக்கப்பட்ட பாக்கு கெட்டுப் போகாது என்பது பண்டைய இலங்கையரின் கண்டு பிடிப்புதான்.

அன்னாசித் துண்டின் மீது உப்புப் பொடியையும் மிளகு தூளையும் தூவி ருசிக்கும் போது நீங்கள் அற்புதமான ஒரு சுவையை அனுபவிப்பீர்கள். அது போலவே கேக்கிலும், பிரியாணி மற்றும் இறைச்சிக் கறியிலும் கறுவா செய்யும் அற்புதம் அலாதியானது என்பதும் உங்களுக்குத் தெரியும். இந்த மிளகும், கறுவாவும் எமது சுவை நரம்புகளில் மட்டுமன்றி வரலாற்றிலும் தலைகீழ் மாற்றங்களை ஏற்படுத்தி இருக்கின்றன.

மாமிசம் மற்றும் சமைத்த மாமிசத்தை கெடாமல் பாதுகாக்கும் இரகசியத்தை அராயியர்கள் அறிந்து வைத்திருந்தார்கள். அதுமட்டுமல்ல, அதற்கான மூலப் பொருட்களும்

அவர்களிடமிருந்தது. மிளகையும் கறுவாவையும் எங்கிருந்தோ அவர்கள் கப்பல்களில் மூட்டை மூட்டையாக எடுத்து வந்து மத்தியத்தரைக் கடல் வழியாக ஐரோப்பாவுக்கு விற்பனை செய்தார்கள். ஐரோப்பிய பிரபுக்களின் உணவுகளில் அரபு வர்த்தகர்கள் எங்கிருந்தோ எடுத்து வந்த வாசனைப் பொருட்கள் மாயாஜாலம் புரிந்தன. இப் பொருட்களை எடுத்து வருவது அரபு வர்த்தகர்களுக்கு இலாபகரமான வர்த்தகமாக மட்டுமல்லாது சவாலான வி் யமாகவும் இருந்தது. அவர்கள் எப்படியோ இந்தியாவுக்கும் இலங்கைக்கும் வந்தார்கள். மலபார் கடற்கரையோரமாகவும், நீர்கொழும்பு, மன்னார், சிலாபம், காலி பகுதிகளிலும் அவர்கள் பண்டகசாலைகளை நி று வி யி ரு ந் தா ர் க ள் . கரையோரச் சிங்களவர்களிடம் மட்டுமின்றி அவர்களுக்குத் தேவையான பொருட்கள் விளைந்த இலங்கையின் உட்பகுதியில் வாழ்ந்த சிங்கள கிராமவாசிகளிடமும் அவர்கள் நல்லுறவைப் பேணி வந்தார்கள்.

இரத்தினபுரிக்கு அருகே ஆதாம் மலை இருப்பதாகக் கூறி அதை வழிபட அரபு வர்த்தகர்கள் இரத்தினபுரி வந்தது வழிபடுவதற்காக மட்டும் அல்லாது திரும்பிச் செல்லும் போது இரத்தினக் கற்கள், யானைத் தந்தம், மிளகு, கறுவா, வாசனைப் பொருட்கள் என்பனவற்றை தம்முடன் எடுத்துச் செல்வதற்காகவம்தான். காலியில் தமது கப்பல்களை நங்கூரமிடச் செய்து படகுகள் வழியாக களுத்துறை வந்த அவர்கள் களுக்கையூடாக இரத்தினபுரியை சென்றடைந்தார்கள். மிளகும் கறுவாவும் மட்டுமின்றி அராபியர்களின் வர்த்தக பொருட்களில் யானைகளும் அடக்கம்.

ஐரோப்பாவில் மிகுந்த வரவேற்பைப் பெற்றிருந்த கீழைத்தேய வாசனைப் பொருட்கள் விளையும் நாடுகளைக் கண்டறிந்தால் அராபியர்களை

வீழ்த்தி புதிய ஐரோப்பிய வர்த்தக சாம்ராஜ்யத்தை உருவாக்கலாம் என்ற போர்த்துக்கேய, டச்சு, ஸ்பானிய கனவுகளே இவர்களை அமெரிக்கக் கண்டத்தைச் சென்றடையச் செய்தன. ஆபிரிக்காவின் நன்னம்பிக்கை முனையைத் தாண்டிச் சென்று இந்தியாவை கண்டு பிடிக்கவும் செய்தது மிளகு, கறுவாவை நோக்கிய ஐரோப்பியரின் வேட்டை உணர்வுதான்.

1505ம் ஆண்டு போர்த்துக்கேயர் தற்செயலாக இலங்கையை வந்தடைந்தனர். பின்னர் கோட்டை மன்னனை தரிசித்துப் பண்டகசாலை அமைக்கும் அனுமதியைப் பெற்றனர். 1656ம் ஆண்டு வரை இலங்கையின் கரையோரப் பகுதிகளை ஆண்டுவந்த போர்த்துக்கேயர் தமது 151 வருட ஆட்சியில் கத்தோலிக்க பரம்பரையை உருவாக்குவதில் காட்டிய சிரத்தையை வர்த்தக அபிவிருத்தியில் காட்டவில்லை என்று வரலாற்றாசிரியர்கள் கருதுகிறார்கள்.

போர்த்துக்கேயரை வீழ்த்திவிட்டு இலங்கையின் கரையோரப் பகுதிகளைக் கைப்பற்றிய ஒல்லாந்தர் இந்நாட்டை 1656 முதல் 1796 வரையிலான 140 ஆண்டுகள் ஆட்சி செய்தனர். இலங்கையின் ஏற்றுமதி வர்த்தகத்தில்இ குறிப்பாகச் சொல்வதானால் வாசனைப் பொருட்களின் ஏற்றுமதியில் இதை ஒரு பொற்காலமாகக் கொள்ளலாம். டச்சு கிழக்கிந்திய கம்பனி திட்டமிட்ட ரீதியாக வாசனைப் பொருள் வர்த்தகத்தை கட்டமைத்து விஸ்தரித்தது.

இலங்கையில் பிரிட்டி் ஆட்சி 1796ம் ஆண்டு டச்சு அரசை சரணடையச் செய்ததன் மூலம் இலங்கையில் கால்பதித்து 152 ஆண்டுகளாக ஆட்சி செய்து 1948ம் ஆண்டு இலங்கைக்கு சுதந்திரம் வழங்கி வெளியேறிச் சென்றது. 1815ம் ஆண்டு கண்டி இராச்சியத்தைக் கைப்பற்றியதன் மூலம் முழு இலங்கையையும் தன் ஆட்சி அதிகாரத்துக்குள் கொண்டு வந்த ஆங்கிலேயர் இலங்கையின்

தனித்துவமான வாசனைப் பொருட்கள் ஏற்றுமதியில் மாத்திரம் தன் வர்த்தகத்தை தங்கியிருக்கச் செய்யாமல் இலங்கைக்கு அந்நியமான கோப்பியையும் பின்னர் தேயிலை மற்றும் இறப்பரையும் இந்நாட்டுக்கு அறிமுகம் செய்தனர். இன்றளவும் இலங்கையின் பிரதான விவசாய ஏற்றுமதிப் பொருட்களாக தேயிலையும் இறப்பருமே விளங்குகின்றன.

இலங்கை வாசனைப் பொருட்களின் விளைநிலமாக மிக நீண்ட காலமாக இருந்து வந்திருக்கிறது. ஐரோப்பிய நாடுகள் கைப்பற்றும் அளவுக்கு அதன் வாசனைத் திரவியங்கள் இந்நாடுகளை ஈர்த்திருந்தது. டச்சுக்காரர்களின் ஆட்சிக் காலத்தில் கறுவா உற்பத்தியில் இலங்கை முன்னணி வகித்தது. கொழும்பில் அதிக அளவில் கறுவாத் தோட்டங்களைக் கொண்டிருந்ததால் தான் கொழும்பின் பெரும் செல்வந்தர்கள் வாழும் பகுதி இன்றைக்கும் கறுவாக்காடு □ சினமன் கார்டன் - என அழைக்கப்படுகிறது.

ஒல்லாந்தர் நாட்டின் பல பகுதிகளில் கறுவாச் செய்கையில் ஈடுபட்டிருந்ததோடு கண்டி இராச்சியத்தில் இருந்து நான்கு லட்சம் இறாத்தல்களை வருடா வருடம் பெற்றுக் கொள்ளவும் செய்தனர். உலக கறுவா சந்தையில் டச்சு கிழக்கிந்திய கம்பனி ஏகபோக உரிமை கொண்டிருந்தது. ஐரோப்பாவுக்கான மொத்த கறுவாத் தேவையை இலங்கை பூர்த்தி செய்தது.

இலங்கையின் வாசனைத் திரவிய ஏற்றுமதியில் இன்றைக்கும் கறுவாவே முன்னணி வகிக்கிறது. மொத்தமாக எடுத்துக் கொண்டால் இந்நாட்டின் விவசாய பொருட்களின் ஏற்றுமதியில் 56 சதவீதத்தை வாசனை பொருட்களின் மற்றும் அதனுடன் தொடர்புபட்ட பொருட்களின் ஏற்றுமதி கொண்டுள்ளது. 2011 ஆண்டில் இலங்கை வாசனைப் பொருள் ஏற்றுமதி 214 மில்லியன் அமெரிக்க டொலர்களாக

இருந்தது. இது 11.73 சதவீத வளர்ச்சியைப் பதிவு செய்தது.

சமீபகாலமாக இலங்கையின் கறுவா ஏற்றுமதி 132 மில்லியன் அமெரிக்க டொலர்களாக இருந்து வருகிறது. இலங்கையின் கறுவா உற்பத்தியில் 70 சதவீதம் சிறு உற்பத்தியாளர்களிடமிருந்தே வருகிறது. கறுவா உற்பத்தியுடன் தொடர்புபட்டவர்கள் தொகை சுமார் இரண்டு லட்சமாக உள்ளது. வருடத்துக்கு 18 ஆயிரம் மெட்ரிக்தொன் கறுவா உற்பத்தி செய்யப்படுகிறது. இதில் 15 ஆயிரம் மெட்ரிக்தொன் ஏற்றுமதி செய்யப்படுகிறது. இலங்கை கறுவாவின் பிரதான இறக்குமதி நாடுகளாக அமெரிக்காவும் மெக்ஸிகோவும் விளங்குகின்றன. இலங்கையின் மொத்த கறுவா ஏற்றுமதியில் 44 சதவீதத்தை மெக்ஸிகோ இறக்குமதி செய்யும் அதேசமயம் 13 சதவீதத்தை அமெரிக்கா இறக்குமதி செய்கிறது.

இலங்கை தன் பாரம்பரிய விவசாய ஏற்றுமதிகளாக தேயிலை, இறப்பர், தென்னை என்பனவற்றில் மட்டும் நாட்டம் செலுத்தாது இலங்கையை உலகுக்கு ஒரு சமயத்தில் அறிமுகம் செய்த அதன் வாசனைப் பொருட்களின் உற்பத்தியிலும் அதிக கரிசனை கொண்டு உற்பத்தியாளர்களை ஊக்குவிக்கும் திட்டங்களை நடைமுறைப்படுத்த வேண்டிய அவசியம் உள்ளது. ஏனெனில் முன்னேறிச் செல்லும், நாளும் மாறிச் செல்லும் இவ்வுலகில் இயற்கை வாசனைப் பொருட்களுக்கான சந்தை அதிகரித்துச் செல்வதற்கான வாய்ப்புகளே அதிகம். எனவே இலங்கை தன் பாரம்பரிய அடையாளத்தைத் தொடர்ந்து பேண வேண்டிய அவசியம் உள்ளது.

கடந்த சில வருடங்களாக தேயிலை, மிளகு, கறுவா என்பனவற்றை வெளிநாடுகளில் இருந்து இறக்குமதி செய்து அவற்றை மீள் ஏற்றுமதி செய்யும் ஒரு வர்த்தகம் தொடர்ச்சியாக நடைபெற்று வந்துள்ளது. இலங்கைத் தேயிலைக்கென ஒரு

தனி மரியாதை உலக சந்தையில் உண்டு. தரக் குறைவான தேயிலையை இறக்குமதி செய்து அதை இலங்கைத் தேயிலையுடன் கலப்படம் செய்து இலங்கைத் தேயிலையாக ஏற்றுமதி செய்யப்பட்டு வந்ததால் இலங்கைத் தேயிலைக்கான கௌரவத்தில் இழுக்கு ஏற்பட்டுள்ளது.

அதேபோல இலங்கை மிளகும் உலகப் புகழ் பெற்றது. இலங்கை மிளகின் காரம் விசேடமானது. மிகச் சிறந்த கறுவா இலங்கையிலேயே விளைகிறது. இலங்கைக் கறுவா சந்தையை ஸ்திரத்தன்மையுடன் பேண வேண்டும் என்பதற்காக ஒல்லாந்தர் தம்மிடமிருந்த மேலதிக கறுவாகை எரியூட்டுவார்களாம். 1760ம் ஆண்டு ஜூன் 10ம் திகதி பெருந்தொகையான இலங்கைக் கறுவாக் கட்டுகளை ஆர்ம்ஸ்ட்ரடாமில் ஒல்லாந்து கிழக்கிந்திய கம்பனி கொளுத்தியதாக ஒரு தகவல் உண்டு. ஆனால் சமீபகாலமாக வெளிநாடுகளில் இருந்து மட்டமான, தரமற்ற கறுவாவை இறக்குமதி செய்து அதை இலங்கை கறுவாவுடன் கலப்படம் செய்து இலங்கை கறுவாவாக ஏற்றுமதி செய்வது, மட்டமான மிளகை இறக்குமதி செய்து இலங்கை மிளகு என்ற பெயரில் மீள் ஏற்றுமதி செய்வது என்ற ஒரு வர்த்தக நடவடிக்கை எதிர்ப்புகளுக்கு மத்தியிலும் தொடர்ச்சியாக நடைபெற்று வந்துள்ளது.

எனினும் கடந்த ஜனாதிபதித் தேர்தலின் பின்னர் ஏற்பட்ட சூழ்நிலைகளின் கீழ், மீள் ஏற்றுமதியின் பொருட்டு வாசனைப் பொருட்களை இறக்குமதி செய்வது தடை செய்யப்பட்டுள்ளதாக செய்திகள் வெளிவந்துள்ளன. எப்போதோ செய்யப்பட்டிருக்க வேண்டிய ஒரு காரியம் தற்போது மேற் கொள்ளப் பட்டிருப்பது வரவேற்புக்குரியது.

பெரும்பாலான வாசனைத் திரவிய உற்பத்தி பாரம்பரிய உற்பத்தியாளர்களினால் சிறு தோட்ட அமைப்பின் கீழ் உற்பத்தி

செய்யப்படுகிறது. இத் தொழில் சில வரைமுறைகளின் கீழ் நடைபெற்று வருகிறது. இத்தொழிலில் ஈடுபடும் விவசாயிகள் வறட்சி, அதிக மழைவீழ்ச்சி போன்ற இயற்கை உட்பாதகங்களினால் பாதிக்கப்படும் போது அவர்களுக்கு நட்ட ஈடு கிடைப்பதில்லை.

வ ந க க ட ன் வசதிகளும் பெரும்பாலும் கிட்டுவதில்லை. தற்போது உற்பத்திச் செலவும் குறிப்பாக தொழிலாளருக்கான கூலியும் அதிகம் என்பதால் வாசனைத் திரவிய உற்பத்தியாளர்களின் பிரச்சினைகளுக்கு அரசு தீர்வுகளை வழங்க வேண்டிய அவசியம் உள்ளது. இப்பொருட்களின் ஏற்றுமதி மூலம் கிடைக்கும் இலாபத்தின் சிறுபகுதியே உற்பத்தியாளர்களைச் சென்றடைகிறது என்பதும் குறிப்பிடத்தக்கது. ஏனெனில் இது இலங்கைக்கு பெருமளவு வருமானத்தைப் பெற்றுத் தரக்கூடிய விவசாயப் பிரிவாகும். இலங்கையில் பாரம்பரியத்தையும் பெருமையும் இன்றைக்கும் காத்துவரும் விவசாய பிரிவாகவும் விளங்குகிறது.



Cinnamon Training Academy



Mr. Sarada De Silva,
Chairman, Cinnamon Trading Academy,
Ceylon Cinnamon Association,
Ceylon Cinnamon Geographical Indication Association

In early 2010, it was identified that the entire crop of Cinnamon is not harvested due to the severe shortage of Cinnamon harvesters and processors. It was found out in a base survey that Cinnamon can be harvested twice a year. Only 25% of the well managed plantations are harvested twice a year. 65% of the plantations are harvested only once a year. The balance 10% is harvested far too late, or not at all. The Cinnamon Training Academy (CTA) was developed as an initiative of the Ceylon Cinnamon Association, and the Spice Council of Sri Lanka to fulfil the acute shortage of Cinnamon Harvesters, and Processors by training actors in the Cinnamon Industry to have qualified personnel with TVEC recognition.

It was commenced as a public private initiative with 20 private sector companies, and individuals, investing to setup the CTA. It was supported by the World Trade Organization (WTO) – Standards and Trade Development Facility (STDF), The United Nations Industrial Development Organization (UNIDO), and the Government of Sri Lanka through the National Budget, and the Export Development Board.

Under the CTA, the Tertiary Vocational Education Commission (TVEC) National Vocational Qualification (NVQ) Levels 3 and 4 were established and implemented. All of the curriculum, training material including lessons learnt and equipment, were provided by the WTO/STDF/UNIDO.

It is now a fully-fledged Training Organization accredited by the TVEC to train actors in the Cinnamon Industry with NVQ levels 3 and 4, as well as through Recognizing of Prior Learning (RPL), and a Foundation Training Programme (FTP).



Cinnamon Training Academy (CTA)

The Cinnamon Training Academy (CTA) was developed as an initiative of the Ceylon Cinnamon Association (CCA), and The Spice Council (TSC) of Sri Lanka to provide the appropriate skills requirements for Cinnamon cultivation, and manufacturing. It was legally incorporated in June 2006 as a Public Limited Liability Company under the Companies Act No. 17 of 1982. The Purpose of the CTA is to “Provide services to train industry, and firm level Value Chain actors in the Cinnamon Industry to increase production capacity, and to enhance the quality and standards compliance capacity, to elevate the Industry to a national symbol of quality and excellence”. The CTA is institutionally structured to be more than a training provider, and endeavours to carry out the tasks of providing a Vision to the Cinnamon Industry, providing Industry leadership, Soliciting trade related quality standards, providing R & D and advisory services, and also acts as an information focal point, and advocator of issues related to the industry. The CTA is focused to be the future Centre of Excellence for the Cinnamon Industry, and proposes to achieve the following objectives.



- Train operators, and enterprises at all stages of the Cinnamon Value Chain
- Improve the social outlook, and maintain the status of the Cinnamon Industry
- Promote, and Certify Quality and Standards Conformity in the Cinnamon Trade
- Transfer R & D, and Technology/Know How
- Engage in Information Dissemination and Advocacy

The CTA has executed an infrastructure facilities development program under two construction stages. Under Stage One of the program, building of a cinnamon processing area, lunch room, and kitchen was initiated in August 2014, and completed in April 2015. Funding for construction of stage one was provided under the GOSL budget allocated through the Sri Lanka Export Development Board, covering an amount of LKR 28.5 million. Stage Two of the construction plan proposes to build a lecture hall, and hostel facilities to facilitate residential training programs, under the National Vocational Qualification (NVQ) Education System. The CTA in coordination with The Spice Council (TSC), and the UNIDO/WTO, is enhancing the Compliance Capacities and Competitiveness of the Cinnamon Value Chain under the Sri Lanka program, and financially supports to establish the required training framework, accredited under the National Vocational Education Authorities, through the Tertiary and Vocational Education Commission (TVEC). The UNIDO as the implementing agency initiated action to implement the program, together with the counterpart organization TSC, with an allocation of USD 830,000 jointly granted by the Standards and Trade Development Facility (STDF), and the UNIDO.

The Project has successfully developed the training framework, with the blessings of the Government of Sri Lanka (GOSL), especially linking

the Department of Export Agriculture, the TVEC, the National Apprenticeship and Industrial Training Authority, University of Vocational Technology (UNIVOTEC), creating a Nationally Accredited Skills Training Qualification Scheme for the Ceylon Cinnamon Industry. This training is a pioneering, and unique effort of the Stakeholders in the Spice Industry, focused to establish a unified Cinnamon growing

and processing system. It includes a nationally recognized, certified, and qualified work force for the Industry. The CTA is now equipped to implement the NVQ training programs for the following occupations namely; Harvesters, Processors, and for Factory Officers and Supervisors under the Cinnamon Factory Operations, and Field Operations.

The CTA is the only Tertiary Vocation Education Commission approved Institution to conduct National Vocational Qualification Levels 3 & 4, two for Factory operations, and two for field operations with an approved curriculums.

By the end of 2020 CTA will have a fully equipped Bought tree factory. This Factory will benefit the smallholders in the Galle district, in Balapitiya, Karadeniya and Ambalangoda areas to obtain a better price for their cinnamon trees and or process them to international standards. It is fully funded by European Union, and implemented by UNIDO.

At your service,
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‘Ceylon Spice’ unveiled at Anuga Food Fair in Cologne, Germany

Ceylon Spice’ was ceremonially unveiled at Anuga 2019, the world’s largest food & beverage exhibition held in Cologne Germany on October 6.

The event was attended by Nalin Bandara, Deputy Minister of Development Strategies & International Trade, Madurika Weninger, Consul General of the Sri Lanka Consulate Frankfurt, Indira Malwatte, Chairperson & Chief Executive of the Sri Lanka Export Development Board, international buyers, Sri Lankan exporters, media representatives and journalists.

The Spices & Concentrates sector has been identified as a priority sector under the National Export Strategy (NES) for export promotion.

To “Become globally recognized as an innovative player in the value added spice market segment” is one of the strategic objectives of Sri Lanka. Therefore, Branding of Spices is identified as a priority action in the NES to achieve an export target of US\$ 880 million from the Spices and Concentrates Sector by 2022.

EDB together with the members of the Spice Council, The Spices and Allied Products Traders Association SAPTA and relevant government institutions have developed this National Trademark for Sri Lankan Spices. The Trademark supports growers, processors, and manufacturers by helping them to clearly identify their products as Sri Lankan-made, and inform customers and consumers that all significant parts, produce, processes, and products are of genuine Sri Lankan origin.

The Masterbrand brand architecture places all Ceylon Spices that meet the required standards under one trademark namely – ‘Ceylon Spices’ which maximizes brand awareness by focusing brand marketing on a single brand strategy and brand image.

It also lowers brand marketing costs by eliminating the need for separate and distinct logos and imagery.

The ‘Ceylon Spices’ Masterbrand has a distinct position, personality, promise, visual and verbal system and all qualifying spices will use the same name, colours and ‘Born in Sri Lanka’ tagline.



Nalin Bandara, Deputy Minister of Development Strategies & International Trade, Madurika Weninger, Consul General of the Sri Lanka Consulate Frankfurt, Indira Malwatte, Chairperson & Chief Executive of the Sri Lanka Export Development Board, along with other officials.



Source: <https://www.dailynews.lk/2019/10/23/finance/200634/'ceylon-spice'-unveiled-anuga-food-fair-cologne-germany>



True cinnamon (*cinnamomum zeylanicum*) is indigenous to our island Sri Lanka.

We supplies the super natural products out from worlds best Sri Lankan cinnamon. We guarantee super quality for economical prizes without any intermediate manufactures or sellers.

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உலக வாசனைத் திரவிய வர்த்தகத்தில் இலங்கையின் முக்கியத்துவம்

Importance of Sri Lanka in global Spice trade

Mr. Niroshan Shanthan



இலங்கைக்கு இயற்கை அளித்த ஒரு கொடையே இந்த வாசனைத் திரவியங்கள். வரலாற்றுக் காலம் முதல் வாசனைத் திரவியங்களுக்கு பெயர் பெற்ற ஒரு நாடாக இலங்கை இருந்து வருகின்றது. பண்டைக் காலத்தில் கிரேக்கர், ரோமர் மற்றும் அராபியர்களுடன் வாசனைத் திரவியங்கள் சார்ந்த வணிக உறவைக் கொண்டிருந்த இலங்கை, இன்றும் உலக வாசனைத் திரவிய சந்தையில் ஆதிக்கம் செலுத்துகின்றது. எமது வரலாறு, கலாசாரம், உணவுப் பழக்க வழக்கங்களோடு வாசனைத் திரவியங்களுக்கு ஒரு உறுதியான பிணைப்பு உள்ளது. பொதுவாக எமது உணவு வேளைகள் பல வாசனைப் பொருட்கள் சேர்க்கப்பட்டு காரசாரமானவையாக, நறுமணம் கமழ்வையாக அமைந்துள்ளன.

உலகளாவிய ரீதியில் இலங்கை வாசனைத் திரவியங்கள் பிரபல்யம் பெறுவதற்கு சர்வதேச ரீதியில் ஏற்றுமதி செய்யப்படுதல், பல்வேறு உணவுகள் மற்றும் குடிபானங்களின் உற்பத்திக்கு பெறப்படுதல், பாரம்பரிய மருத்துவப் பயன்பாடு, அழகு சாதன உற்பத்திகளுக்கான மூலப்பொருள் என பல காரணங்களை சொல்ல முடியும். உலகளாவிய ரீதியில் பல விசேட உணவு வகைகளின் தயாரிப்புக்கு இவை பெற்றுக் கொள்ளப்படுகின்றன. இலங்கை வாசனைத் திரவியங்கள் அவற்றின் தனித்துவமான நறுமணத்திற்கும், செறிவான சுவைக்கும் பிரபல்யம் பெற்றவை. இலங்கையின் வெவ்வேறு மண் வகைகள் மற்றும் காலநிலை மாறுபாடுகளே அதற்கு காரணம். அத்துடன் மிகக் கவனமாகவும், அவதானத்தோடும் விளைவிக்கப்பட்டு, பராமரிக்கப்பட்டு, ஏற்றுமதி செய்யப்படுவதும் இவை உலகளாவிய ரீதியில் சிறந்த வரவேற்பை பெற்றிட உதவுகின்றது.

இலங்கை முழுவதும் விளையும் இவ் வாசனைத் திரவியங்கள் சுற்றுலாப் பயணிகளை பெரிதும் வசீகரிக்கும் ஒரு அம்சம் எனலாம். இலங்கை வரும் சுற்றுலாப் பயணிகளை நறுமணம் நிறைந்து காணப்படும் இத் தோட்டங்கள் வரவேற்று மனது மறக்காத சுற்றுலா அனுபவத்தைப் பரிசளிக்கின்றன. வாசனைத் திரவியங்களை வளர்த்து, பராமரிக்கும் தோட்டங்களுக்கு விஜயம் செய்யும் சுற்றுலாப் பயணிகள் அங்கு வாசனைத் திரவியங்களையும், அவற்றினால் தயாரிக்கப்பட்ட உற்பத்திகளையும் கொள்வனவு செய்கின்றனர். அநேகமான இலங்கை சுற்றுலா விஜயங்களில் வாசனைத் திரவிய தோட்டங்களும் உள்ளடங்குவதனால், சுற்றுலாப் பயணிகளிடமிருந்து அந்நிய செலாவணியை நம் நாட்டுக்கு ஈட்டித் தருவதில் இவை முக்கியத்துவம் பெறுகின்றன. இலங்கையின் அநேகமான பாகங்களில் இத் தோட்டங்களைக் காண முடிந்தாலும் மாத்தளை, கேகாலை போன்ற மாவட்டங்கள் வாசனைத் திரவியத் தோட்டங்களுக்கும், அவை சார்ந்த சுற்றுலாத் துறைக்கும் பிரபல்யமானவை.

இலங்கை வாசனைத் திரவியங்களில் கரம்பு, கறுவா, மிளகு, ஏலம், இஞ்சி, சாதிக்காய், வெந்தயம், கொத்தமல்லி, கறிவேப்பிலை, மஞ்சள், எலுமிச்சைப் புல், சிற்றெல்லா என்பன பிரதானமாக அறியப்பட்டாலும் மேலும் பல அரிய வகை வாசனைத் திரவியங்கள் இலங்கையில் விளைகின்றன. இவற்றில் கரம்பு, பல்வலி மற்றும் தொண்டை கரகரப்புக்கு பரிந்துரைக்கப்படுவதோடு இன்று பல பற்பசைகளின் உற்பத்திக்கு பெறப்படுகின்றது. கரம்பு சேர்க்கப்படும் பற்பசை, வாய் கிருமிகளை அழிப்பதற்கும், நாள் முழுவதும் சுவாசத்தை புத்துணர்ச்சியோடு வைத்திருப்பதற்கும் உதவுகின்றது. மிளகு, உணவு சமிபாட்டுக்கும் இஞ்சி, வயிற்றின் நலனுக்கும் உதவுகின்றன. பொதுவாக அனைத்து வாசனைத் திரவியங்களும் உணவு, மற்றும் கறிகளின் சுவை, மணத்தை அதிகரித்து உணவின் தரத்தை மேம்படுத்துவதற்காக சேர்க்கப்படுகின்றன.

இலங்கையின் ஏற்றுமதி வர்த்தகத்தில் வாசனைத் திரவியங்களின் பங்களிப்பு பிரதானமானது. இவை அசல் வடிவிலோ அல்லது செயன்முறைகளுக்கு உட்படுத்தப்பட்டோ வெளிநாடுகளுக்கு ஏற்றுமதி செய்யப்படுகின்றன. பல தொழிலாளர்கள், தொழில் முயற்சியாளர்கள், முதலீட்டாளர்களின் வாழ்வாதாரமாக இத்துறை விளங்குகின்றது. இலங்கையில் காணப்படும் வாசனைத் திரவியத் தோட்டங்களை ஊக்குவிப்பதற்கும், அவற்றை மேம்படுத்துவதற்கும் துறை சார்ந்த அனைத்து அரசு மற்றும் தனியார் பங்களாளர்களையும் உள்ளடக்கியதாக இலங்கை வாசனைத் திரவிய சபை உருவாக்கப்பட்டு, வாசனைத் திரவியங்களின் உற்பத்தி, ஏற்றுமதி போன்ற விடயங்களில் இவர்களுக்கு ஆலோசனைகளும் தேவையான ஒத்துழைப்பும் வழங்கப்பட்டு வருகின்றது. ஏற்றுமதி கம்பனிகள் புஷ்டி ர்யுனஹீ மற்றும் ஐரூமு தரச்சான்றிதழ்களைக் கொண்டிருக்கும்போது சர்வதேச சந்தையில் அதிக வரவேற்பை பெற்றுக்கொள்ள முடிகின்றது.

ஏற்றுமதி செய்யப்படும் இலங்கை வாசனைத் திரவியங்களில் கறுவா பிரதானமானது. உலகின் பாரிய கறுவா உற்பத்தியாளர் மற்றும் ஏற்றுமதியாளர் இலங்கையே. அதியுயர் தரம் மிக்க இலங்கை கறுவா பீரசந ஊநலடழெ ஊனெயெஅழெ என உலக சந்தையில் அழைக்கப்படுகின்றது. மருந்துகள், குடிபானங்கள், பெர்.பியூம்கள் மற்றும் அழகுசாதன உற்பத்திகளின் தயாரிப்பிற்காக உலகளாவிய ரீதியில் இவை பயன்படுத்தப்படுகின்றன. வாசனைத் திரவியங்கள் புதியவையாக அல்லது உலர் வைக்கப்பட்டவையாக இருக்கலாம். உலர்த்துவதன் மூலமாக நீண்ட காலம் களஞ்சியப்படுத்த முடிகின்றமை ஏற்றுமதி வர்த்தகங்களின்போது கிடைக்கும் ஒரு மேலதிக அனுகூலமாகும்.

இலங்கையின் விவசாய உற்பத்தி ஏற்றுமதியில் 50மூ க்கு அதிகமான இடத்தை வாசனைத் திரவியங்கள், அவை சார்ந்த உற்பத்திகள் மற்றும் அத்தியாவசிய எண்ணெய் வகைகள் கொண்டிருப்பதனால் இத்துறையை விருத்தி செய்வதற்கு இலங்கை அரசு பல நடவடிக்கைகளை தொடர்ந்தும் மேற்கொண்டு வருகின்றது. ர்யுனஹீ போன்ற சர்வதேச தராதரங்களைப் பெற்றுக்கொள்ளும் வகையில் செயன்முறை நிலையங்கள் தரமுயர்த்தப்பட்டுள்ளன. சிறந்த விவசாய செயன்முறைகள் பற்றி பயிர்ச் செய்கையாளர்களுக்கு அறிவூட்டுவதன் ஊடாக அவர்களது பொருளாதார அபிவிருத்தி பற்றியும் கவனம் செலுத்தப்படுகின்றது. அதனால் புதிய பயிர்ச்செய்கையாளர்கள் நம்பிக்கையுடன் இத்துறையில் இணைந்துகொள்ளும் வாய்ப்பு உருவாகியுள்ளது.

வாசனைத் திரவியங்களுக்கு புதிய உலக சந்தை வாய்ப்புகளை இலங்கை எதிர்பார்த்துள்ளதோடு, அதனை முன்னிட்டு ர்யா, உஸ்பெகிஸ்தான், கசகஸ்தான் போன்ற நாடுகளின் சந்தைகள் இலக்கு வைக்கப்பட்டுள்ளன. மிளகு, கரம்பு மற்றும் ஏலம் போன்றவற்றின் ஏற்றுமதியும் இனி வரும் காலங்களில் அதிகரிக்கப்படவுள்ளது. சிறுதோட்டப் பயிர்ச் செய்கையாளர்களது உற்பத்திகளையும் இணைத்துக் கொள்வதன் மூலமாக ஏற்றுமதியின் அளவை அதிகரிப்பதில் அரசாங்கம் கவனம் செலுத்தி வருகின்றது. உலகளாவிய ரீதியில் இயற்கை உற்பத்திகளுக்கு அதிகரித்து வரும் கேள்வி, நாளாந்தம் பெருகும் சந்தை வாய்ப்புகள் மற்றும் வாசனைத் திரவியங்களின் பெறுமதிசேர் உற்பத்திகள் தொடர்பான இலங்கையின் கூடிய அவதானம் என்பவற்றால் இலங்கையின் ஏற்றுமதி வர்த்தகத்தில் வாசனைத் திரவியங்கள் தொடர்ந்தும் முக்கிய இடத்தை வகிக்கும் என்று உறுதியாக சொல்ல முடியும்.

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Views of Industry Experts



Mr. Jeevan De Silva, Director,
HDEES EXTRACTS (PVT) LTD

Geographical Indications (GI)

♦ **How do you think GI Registration in the North American and European Union market could help to promote true ‘Ceylon Cinnamon’ (Cinnamomum Zeylanicum) to overcome the threats and competition posed by another Cinnamon species, viz: Cassia which is of lower quality.**

It is a timely initiative, that has been taken to promote true cinnamon from Sri Lanka. From this initiative people (buyers) will know where the true cinnamon comes from. Furthermore, it will create a unique market where other varieties of cinnamon producers cannot enter into.

♦ **To what extent could Sri Lankan Exporters obtain premium Prices for Ceylon Cinnamon through GI Registration.**

As an exporter we can claim the true value of cinnamon to end users over Cassia which has cancerous properties. The stories that have driven the history of cinnamon in Sri Lanka, and the concepts can be easily marketed to relevant parties through GI registration.

Madrid Protocol

♦ **In your view what will be the potential positive and negative outcomes of the Madrid protocol on Spice Exporters, once Sri Lanka becomes a Signatory to the protocol.**

Spain is one of the countries that imports Cinnamon in the European union. Once Sri Lanka become a signatory to the protocol, the majority of export orders for Cinnamon will come our way as it will certainly reduce import tax, encouraging them to buy.

The only negative that I feel is the market dominance by Spain in the specific region, as she will have the upper hand related to EU tax concessions.

♦ **Entrepreneurs and Exporters in the Spice sector are stated to encounter inordinate delays when registering Patents at the National Intellectual Property Office. How could the Madrid Protocol resolve this issue?**

In order to support marketing activities, exporters could request the speeding up of the process of registering intellectual properties, related to the Madrid Protocol.

♦ **The cost of Registering inclusive of Legal fees of intellectual property in foreign markets is relatively very high and Sri Lankan Exporters are unable to bear the costs. How could the Madrid Protocol help, and how could the State extend support?**

My suggestion is to adopt a 50/50 policy as it is certainly of value to exporters to create their own markets through intellectual properties.

Shortage of Skilled Labour in the Spice Sector

♦ **The Spice sector encounters a shortage of skilled labour. What are the skills which are in short supply and how could this problem be overcome.**

The shortage of peelers is the major problem that the industry faces. To overcome this as a country we need to give attention to set up an institute to educate workers as well as to teach the required skills.

♦ **The Cinnamon Processing Industry is known to encounter a shortage of cinnamon peelers, due to among other things to the social stigma attached to this occupation. What are your suggestions to overcome this drawback?**

One way is to provide an attractive wage structure to the workers who are involved in the industry so that no one will leave the industry, as well as their recognition through educational program to enable build their careers.

Automation of the Spice Industry

♦ **How could automation help to overcome labour issues experienced by the spices sector?**

Automation cannot replace labor involvement in the industry, because it requires special skills to manufacture cinnamon from the stick.

♦ **To what extent could automation help to overcome the shortage of skilled Cinnamon peelers?**

There are no possibilities to replace them in a productive way.

Sanken Overseas



High-rise Buildings

Commercial & Residential Buildings

Resorts & Hotels



Civil Works

Civil Works

OUR EXPERTISE

- Civil Construction
 - Hotels & Resorts
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 - Water & Sewerage Projects
 - Roads
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- Structural Engineering Designs
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- Project Management & Property Development
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Sanken Overseas (Pvt) Ltd (A Member of **Sanken Group**)

No.10, Albert Crescent, Colombo 07, Sri Lanka.

Tel: +94 11 2166300 | Fax: +94 11 4615554 | Email: info@sankenoverseas.com | Web: www.sankenoverseas.com

Sri Lankan Brands in International Markets



Headquartered in Sri Lanka with offices in Norway and Australia, 99X Technology has been adjudged one of Asia's Best Workplaces for 2019 and is a regional leader in software product engineering and technology innovation. Its expertise has been proven through a 175+ portfolio of successful global software products developed since the year 2000, by partnering with leading Independent Software Vendors (ISVs) across Europe, Australasia and USA. 99X Technology has ranked among Sri Lanka's 100 Most Respected Entities by LMD Magazine and has been ranked as a Great Place To Work for in the country for seven consecutive years.

Website : 99x.io

Associated Speciality Rubbers was started in May 1986 with the object of producing for export, specialized grades of Natural Rubber. The Parent Company - Associated Traders founded in 1955 was well established in the export of conventional grades. Since then we developed many new types of NR which are needed in the industrialized world, put up a well equipped laboratory to check quality of raw materials and rubber produced for export and at present more than 20 grades are manufactured employing over 250 persons.

We trained farmers (Rubber Small Holders) to produce high quality field latex, cup lumps and unsmoked sheet rubber in order to meet the stringent specifications and earn a better price. The Yatideriya Rubber Factory is situated in a remote village of Undugoda, 100 km north east of Colombo in the Kegalle district which has the highest concentration of rubber farmers. Over 600 of Rubber Smallholders supply their produce to the factory on daily basis.

Today, natural rubber is a very important industrial raw material with clearly defined parameters. In the past quality was determined by visual inspection. Now the consumers insist on technical standards. Therefore, we market all our products under the Trade Name "MERRYRUB" with technical data sheets guaranteed with a Test Certificate.

Main rubber Grades Produced

- Technically Specified Rubber (SLR/ TSR)
- Superior Processing (SP/ PA rubber)
- Granulated Rubber
- Grafted Rubber
- Pharmaceutical grades of Natural rubber
- Deproteinized Rubber
- Depolymerized Rubber



Website : specialityrubbers.com



Bopitiya Auto

Bopitiya Auto is one of the leading and fastest growing manufacturer of Automotive Fastening & Suspension Components for the Sri Lanka and International Utility Vehicle, Commercial Vehicles, Multi Axle Vehicles, Trailers and Special Purpose Vehicles.

An ISO 9001:2008 Quality Management Systems, ISO 14001:2004 Environment Management Systems & International Responsible Care Certified Company.

Website : www.bopitiyaauto.com



Buddhi International Engineering (Pvt) Ltd

Buddhi International Engineering (Pvt) Ltd is specialized in designing Machines for the Cashew industry a broadening its horizons to the agro food processing Industry. The company has a reputation in manufacturing cashew shelling Machines since 1999, and is accredited as a ISO 9001:2008, and HACCP certified company. Presently it exports 95% of its products among 25 countries. "Buddhi" Brand is well known for its quality output. Industry experts call them "The Originals" of Presidential Awards for the Best Inventor in the years 1999 & 2008, and The Best Exporter for 2010, 2011, 2012 and 2013, consecutively.

Website : www.buddhiindustry.lk



Ceylon Biscuits Limited

CBL (Ceylon Biscuits Limited) is one of the fastest growing local food conglomerates in Sri Lanka that manufactures and markets many leading brands of biscuits, chocolates, cakes, cereals, organic fruits, soy products, coconut value added products and many other product categories.

A Crowning Success

Recognized as a technology and innovation led producer, CBL, caters to a wide overseas market exporting to over 56 countries across all continents, through their production facilities in Sri Lanka, Bangladesh, & Myanmar. The group production facilities are accredited with process & quality certifications with world-wide acceptance. The backward integration program with over 10,000 Sri Lankan farmers provides strength and stability to CBL's local sustainable supply chain.

CBL has been recognized and awarded many accolades at multiple forums comprising Quality, Global Certifications, Exports, Business, Industrial, CSR, Agriculture and Brands for the high level of standards and successes achieved. For further information, visit CBL Corporate.

www.muncheelk.com



Sri Lanka's Delicious Legacy

Since it was first brewed in Sri Lanka in 1896, Elephant House Ginger Beer today has been consistent in its taste and quality. This drink has been made according to the original, authentic recipe with 100% fresh ginger root, which is harvested by local farmers.

Integration with our growers of Ginger under the sustainable Agricultural Sourcing Initiative, Ceylon Cold Stores is working in partnership with the local Ginger Farmers in most parts of the country, to develop the Ginger farming industry together with

the Regional Development Bank supported by the Central Bank of Sri Lanka.

Ginger beer is available in 400ml & 200ml glass bottles, 500ml, 1ltr&2ltr PET bottles also 250ml and 330ml cans

Quality & Certifications:

EGB has maintained the highest levels of quality and standards throughout and has earned ISO 22000, SLS (Sri Lanka Standards)

Contact:

Buddhika Abayakoon

Head of International Marketing – Consumer Foods Sector | Assistant Vice President –JKH

Address: Ceylon Cold Stores PLC

148, Vauxhall Street, Colombo 02, Sri Lanka

Direct +94112318713 | Mobile +94769977688 | Email: Buddhika.ccs@keells.com

Website: www.elephanthouse.lk

DANKOTUWA

World-class tableware

With a proud heritage of over 35 years in Sri Lanka, Dankotuwa is synonymous for its luxurious and elegant porcelain tableware and giftware. The elegance, sophistication and superiority of Dankotuwa Porcelain, especially in its gold, platinum and Ivory ranges along with its subsidiary company 'Royal Fernwood Porcelain' have earned the company a reputation of being the best around the world. With remarkable craftsmanship that radiates a sense of pristine beauty, the company has the unparalleled distinction of being the first tableware manufacturer in Sri Lanka to obtain the relevant ISO certifications,

Being the recipient of the bronze award in the catering products/table top specialties category at the prestigious 'European Product Design Awards' (ePDA) 2017, Dankotuwa Porcelain continues to be a trend setter and take world by storm by manufacturing superior quality porcelain tableware for reputed international brands such as Ralph Lauren, Macy's, Country Road and Lenox. As a result, the company has been instrumental in significantly expanding the profile of Sri Lankan porcelain tableware and giftware, to over 50 countries worldwide. Do visit our showroom and take a glimpse of the finest world class table ware.

Website : www.dankotuwa.com



Samson Rubber Industries (Pvt) Ltd is a member company of one of the leading conglomerates in Sri Lanka engaged in the manufacture of Pneumatic Tyres and Tubes over last 03 decades. Our product range consists of Bicycle and Motorcycle Tyres, Tubes, and Agricultural Light Truck, Wheel Barrow and Turf Tyres, Trolley Tyres, Scooter and Golf Cart Tyres etc.

We are an ISO 9001:2015 certified company by DNV Netherlands for the design, development, manufacture, and sale of pneumatic Tyres and Tubes. We use cutting-edge technology accordance with international standards and complying with social and ethical norms, and have been able to expand our global presence in 70 countries across all six continents.

Our Key values continuous Innovation, On Time Delivery and Quality Consistency delight our customers.

DSI TYRES, was awarded the Best Sri Lankan Brand Exporter - Gold Award for 2016 and 2017 at the annual Export Awards of the NCE.

For further details – www.dsitire.com



Foreconns Canneries, established in 1989 is the first fish canning factory in Sri Lanka approved by the European Union. There are over 150 employees currently employed in both the Beruwala and Kalutara plants. The nature of business at Foreconns Canneries includes the processing of canned and bottled cashews, vegetables, chutneys and pickles and vacuum packed fish and dried fish. Foreconns produces a variety of ethnic food items including Fish Ambulthiyal, Jackfruit, Tender Jack etc. which are mainly distributed in foreign countries.

The maintenance of European Union and Food and Drug Administration (USA) standards together with HACCP, ISO 22000 and SLS certification has enabled Foreconns to provide great satisfaction to end users in taste in every piece and drop.

Hotline: + 94 71 0980980/ + 94 71 8466000

T: + 94 34 22 76112 / **F:** + 94 34 22 78112

E: foreconns@yahoo.com

W: www.foreconnscanneries.com





Thank you for picking up this bag of ROYAL CASHEWS King-Size Premium Quality Cashew Nuts. What you find inside is the result of twenty years spent by my team and I in the quest to create the perfect cashew experience.

Our award-winning nuts are hand-picked, hand sorted, and delicately flavored with premium ingredients to preserve the purity of the cashew, each of which is sustainably sourced from over 10,000 local farmers and harvested exclusively from Sri Lankan soil, a land world-renowned for the largest, milkiest cashew. And all products are certified with ISO 14001 EMS, ISO 22000 FSMS, HACCP & GMP internationally recognized certifications.

This product "ROYAL CASHEW" in dehydrated form and in 19 flavors with 642 different packing and as 101 gift items are packed to cater for both local & export market.

We invite you to share with us our national treasure.

ROYAL CASHEWS truly are the world's finest, and this, is my personal promise to you.

Website : www.royalcashew.lk ; www.royalcashew.com



IMPERIAL SPICES (PVT) LTD
www.imperialspices.lk

Imperial Spices (Pvt) Ltd.

Imperial Spices (Pvt) Ltd., is a subsidiary of Imperial Teas Group of companies established in 1994. At Imperial Spices we source the finest local Spices, offering superior quality, fragrance, potency and most importantly freshness. From Cinnamon and Cloves to natural Nutmeg and strong flavoured Black Pepper, we simply offer the best Spices available. You could get more information about the Imperial Group from the website www.impratea.com

John Sea Foods



John Seafoods (Pvt) Ltd founded by Mr. Supun Chalinda Rodrigo in 2011, exports fish and fish related products to overseas markets specially to the USA and European markets under the brand name of "John Sea foods". The company assures their customers consistent quality with a reasonable market price with safety packaging, timely deliveries and after sales service until goods are delivered at customers door.

John Sea Foods (Pvt) Ltd, in the sea foods export sector became the proud winner of a couple of coveted Best Exporter Awards in fish and fisheries products sector from two prestigious awards ceremonies recently. The awards ceremonies were the Presidential Export Awards conducted by the Exports Development Board where the company was awarded for three consecutive years under same category and the Gold Award for Exports Excellence at the 2019 Annual Export Awards conducted the National Chamber of Exporters under the extra-large category respectively.

Website : www.johnseafoods.lk

Lanka Canneries (Pvt) Ltd is the successor to the Marketing Department which was established by a British Civil Servant Mr. R.H. Basset in the 1930's.



The Company uses state of the art fruit processing machinery to produce Jams, Fruit Cordials, Sauces, Fruit Juices, Fruit Nectars, Fruit Creams, Pickles, Chutneys, Sambols, Canned Fruits and Vegetables, Pure Kithul and Coconut Treacle, Vinegar, Coconut Milk, Coconut cream, Spices, Tomato Puree etc...

All products manufactured by the company are produced under stringent quality control standards which are complaint to ISO22000 and HACCP awarded by SGS and endorsed by UKAS Management Systems.

Lanka Canneries is the market leader in Sri Lanka for its product range and also exports to over 35 countries around the globe with its presence in Tesco PLC and ASDA Walmart UK.

Website : www.lankacanneries.com

Nestlé Lanka PLC



In keeping with our commitment to take Sri Lankan products global, Nestlé Lanka PLC has become one of the largest exporters of Coconut Milk Powder in the world with a global presence in over 50 countries, and is also the market leader in Sri Lanka. MAGGI® Coconut Milk Powder is perfect for household as well as out of Home usage.

Website : www.nestle.lk



NIDRO SUPPLY (PVT) LTD has grown from modest beginnings in 1974, to become a well-respected Organization, recognized at home and abroad for its integrity, fair trade practices and ethical values. For four decades, its brand (NIDRO LOGO) has been synonymous with quality and service. The fastidious attention to detail in all aspects of its operation, has ensured that the brand has maintained its position as a market leader in the field of Exports of a wide and varied range of fresh produce and value-added food products from Sri Lanka.

Towards continuous improvement, and empowerment of Growers to migrate from subsistence farming to sustainable employment, the company has introduced technology driven solutions to ensure increased yields of quality produce. The Company guarantees prices and buy back arrangements. NIDRO also engages with organizations focused on Agriculture, to conduct training events for its Growers.

Website : www.nidro-lanka.com



Premier Packaging International (Pvt) Ltd.

We produce Tea tags and envelopes for leading brands being exported to several destinations from Sri Lanka. We use only food grade inks approved by machine manufacturers. Our main focus is on quality consistency. Our in-house designers work closely with our customers in order to cater to their precise requirements. We specialize in the manufacture of the highest quality tea tags and envelopes in order to meet customer requirements.

Website : www.premierpackagingint.com



Spices and Savoured for Epicurean Sensations

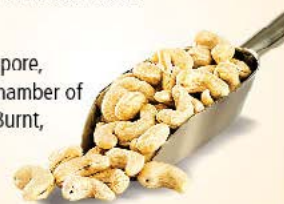
Whether it's the hot spice of a chill or the exotic aroma of cinnamon, the esoteric flavor of nutmeg or tropical fragrance of curry leaves, RABEENA infuses nature's bounty of spices into the diverse platter of Sri Lankan gastronomic delights. Whether within this paradise isle or beyond her shores, the delectable taste of RABEENA traverses the globe to prompt an unimaginable explosion of the tastebuds.

Website : www.rabeena.com



We are the best and the largest pure 'Sri Lankan Cashew' producer. Our infrastructure boasts of a sophisticated factory that uses modern techniques and the highest quality certification ISO 22000, HACCP, GMP and SLBA. Our staff of over 300 are well trained, qualified and experienced.

We currently export our products to Japan, Australia, United Kingdom, Canada, U.A.E., Singapore, Malaysia and the Maldives. We are proud to have won the Silver Award from the National Chamber of Export for Value Added Agricultural Products. Our own unique products include Oven Fresh, Burnt, Devilled, Masala, Smoked BBQ, Salted, Wood Oven Baked and Honey Cashew variants, processed to meet the requirements of our ever expanding global clientele.



Website : www.rancrisp.lk



Richard Pieris Natural Foams Limited

Richard Pieris Natural Foams Limited, known as Arpico is the pioneer manufacturer of 100% pure natural latex foam products over 40 years in Sri Lanka.

Sourcing latex sap from our own Kegalle Plantations Plc, and processing them in own facilities help us to manufacture and supply the best quality latex foam rubber products to the satisfaction of customers around the world.

Arpico manufactures 100% Natural Latex Blocks, Sheets, Pillows and Continuous Sheets from the factory located in the Export Processing Zone, Biyagama Sri Lanka.

Our products have been tested and certified by reputed laboratories such as ECO, Oeko-Tex, LGA, SATRA, ABC and STROKE for their outstanding quality, consistency and durability.

We also manufacture Organic Latex products certified for GOLS (Global Organic Latex Standards)

Arpico Latex Foam has become a partner for many organic and 100% natural latex mattress brands around the world.

Website : www.arpicolatexfoam.com



Samson Rubber Products Pvt Ltd is a Pioneer Manufacturer of Industrial Tyres, Moulded Rubber Products, EVA, Nylon and Plastic Products from Sri Lanka. We have promoted our brand DSI Industrial Tyres and DSI Plastic over North America, Europe, Asia and Australia regions gaining much Consumer Appreciation. We operate three manufacturing facilities in Galle - Southern Province, Dompe - Western Province, Dalugama - Western Province.

We engage Rapid Automation to achieve TPM. SRP employs a workforce of Skilled Operators, Engineering, Managerial Marketing, HR, Procurement and Administrative staff. Team Work is the Hallmark of our Company's Success. We are an ISO 9001:2015 certified company with 25 years of Experience in Industrial Tyres and Allied Rubber Products Manufacture.

The success Story behind our achievements center round Knowledge Management, Innovation, Continual Training & Development, Committed Quality Assurance.

Website : www.samsonrubbers.com



Samson International PLC is one of the leading manufacturers and exporters of rubber products in Sri Lanka with over 30 years of experience in the industry. As a subsidiary company of the renowned DSI Samson Group, we pride ourselves on high standards and a professional service. We've received numerous recognitions and awards including the

5th consecutive gold award at recently completed NCE export awards. Our products are in accordance with British, European & other relevant international Standards, controlled by ISO 9001:2015 Quality Management System. In addition to that we also holds the ISO 14001, ISO 50001, FSC and BSCI certifications.

Our product range includes:

- Rubber Hot Water Bottles
- Food Grade Sealing Ring
- Rubber Beadings and Profiles
- Rubber Mats (Household and Industrial)
- Rubber Flooring
- Industrial Gaskets and sealing
- Garden, Irrigation
- Truck Mud Flaps, Road Humps and D-Bumpers
- Conveyer Belts
- We are also able to develop customized rubber products

Website : www.samsonint.com



Wichy Plantation Company which was incorporated 1984, pioneered in manufacture and export of Coconut Kernel based products over 34 years. Production facilities are complied with BRC, ISO 22000, HACCP, GMP, Fair Trade and manufacture Organic, Kosher and Halal certified products. Presently Wichy serves retail, catering and industrial markets in Canada, USA, Europe, UK, Middle East, Japan and Australia.

www.wichy.com

LMD Coffee-tables



MEDIA SERVICES

Media Services (Private) Limited

LMD House, 4 Greenlands Avenue, Colombo 5, Sri Lanka.

Telephone: (94-11) 2599600, 2599442-3 | Facsimile: (94-11) 2599444 | Email (Corporate): corporate@lmd.lk

Sri Lanka is a paradise on Earth

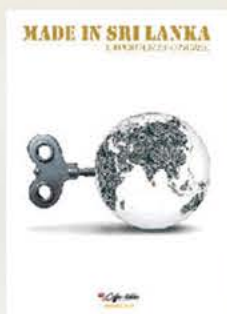
It's only fair that we share it with the world

Constantly taking its publications to the next level, the National Chamber of Exporters (NCE) of Sri Lanka is proud to work with Media Services, in publishing the second edition of its coffee-table book encompassing international trade, current issues, exporter benefits and key players in the export arena.

This coffee-table book published by a private sector chamber exclusively covers exports and will be released at the chamber's Annual General Meeting in January 2020.

Be a part of yet another chapter in Sri Lanka's export journey.

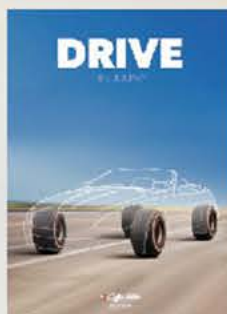
Tell your story in our pages...



Showcasing Sri Lanka's premier exports and captains of the trade (in collaboration with NCE – cover is of the first edition)



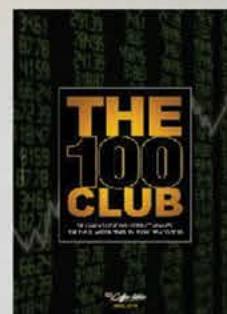
Second edition of the groundbreaking guide for investors (cover is of the first edition)



A tome that evokes the excitement that only wheels can bring for those who love speed on the tarmac (cover is of the first edition)



Another glittering volume on design excellence showcasing the best of architectural splendour (cover is of the second edition)



Sri Lanka's leading listed companies in the quarter-century from 1994 to 2018



The best of the best from Sri Lanka's pioneering business magazine over 25 years

**For more information contact
Brian (0714 774696) or Anil (0718 688198)**

Pure Enchantment in a Cup

The air is fresh, the skies resplendent and a gentle breeze caresses verdant valleys. This is our tea country – a pristine world steeped in history and tradition. Here, nurtured by monsoons and sunshine, fertile slopes and morning mist, Ceylon Tea comes to life.



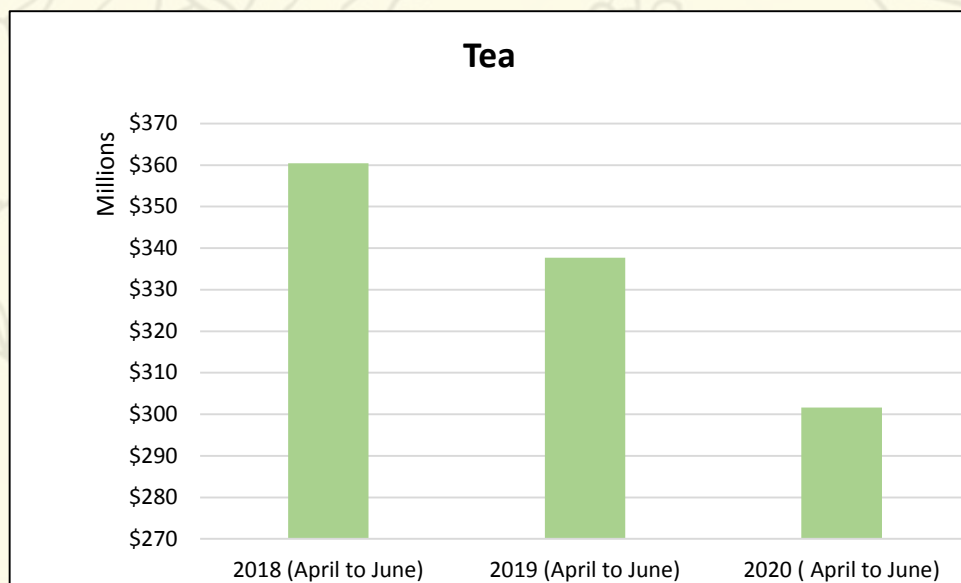
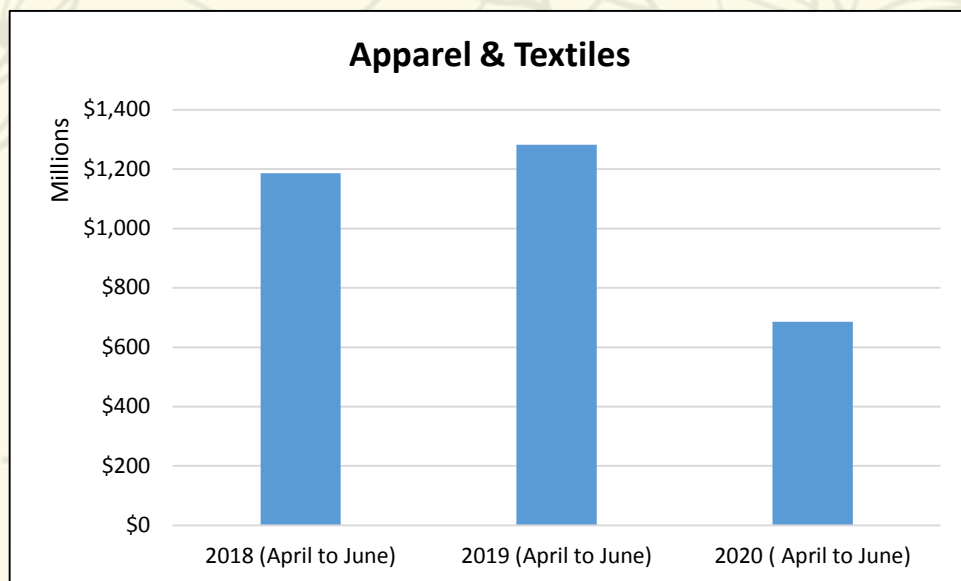
Only genuine Ceylon Tea
from Sri Lanka
carries this quality mark.

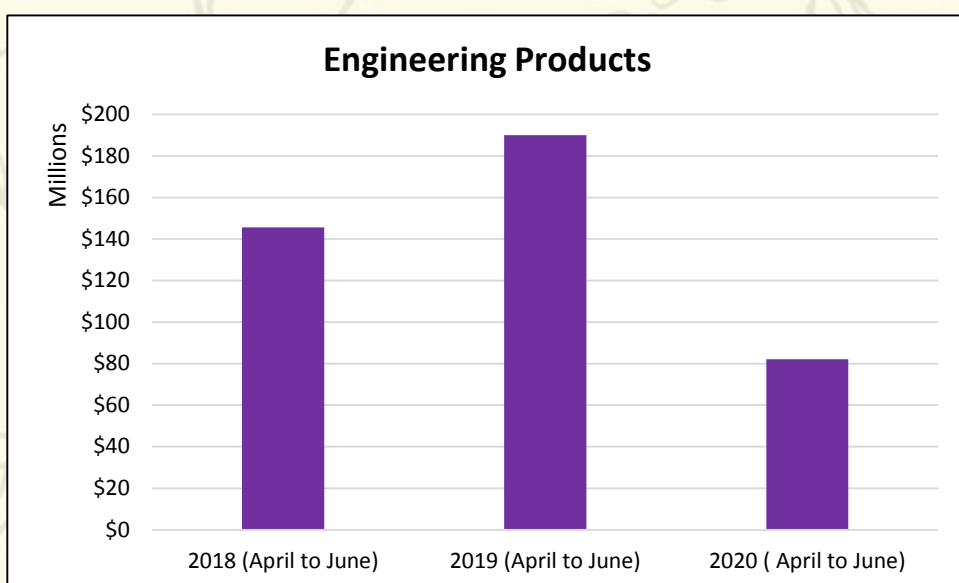
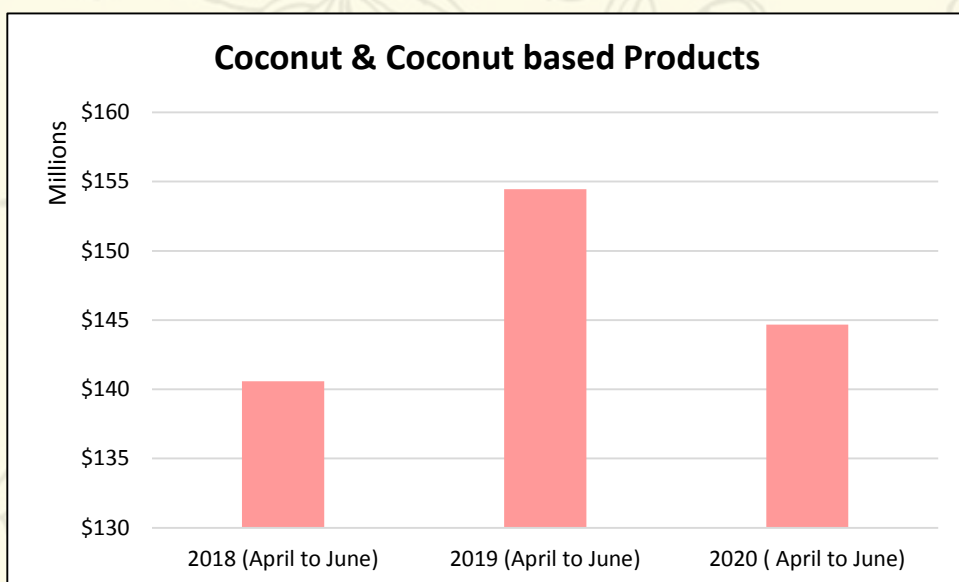
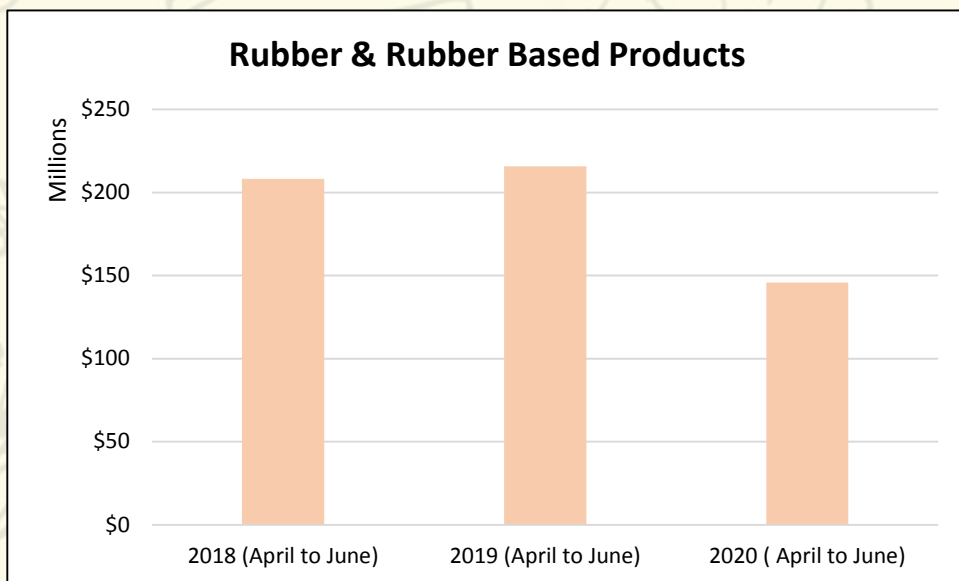


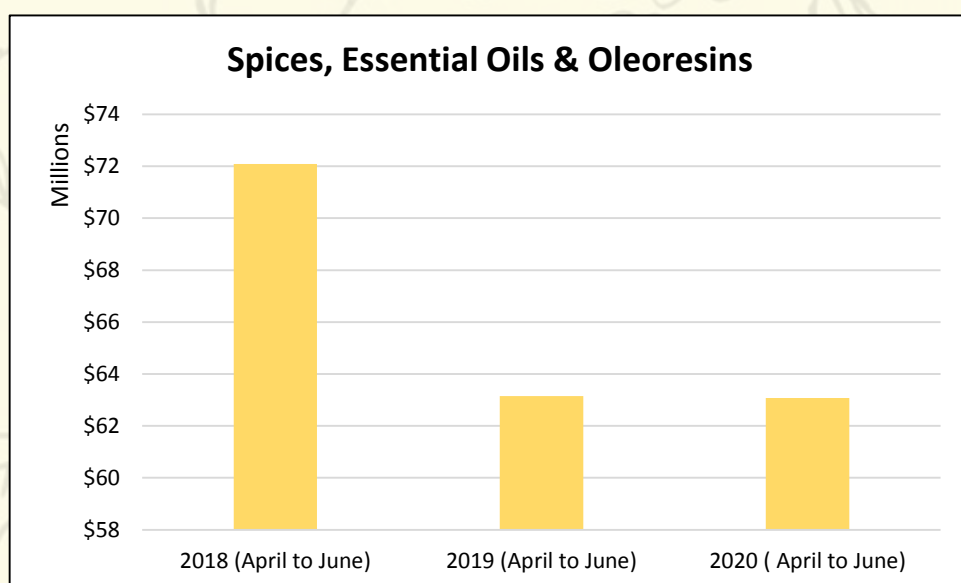
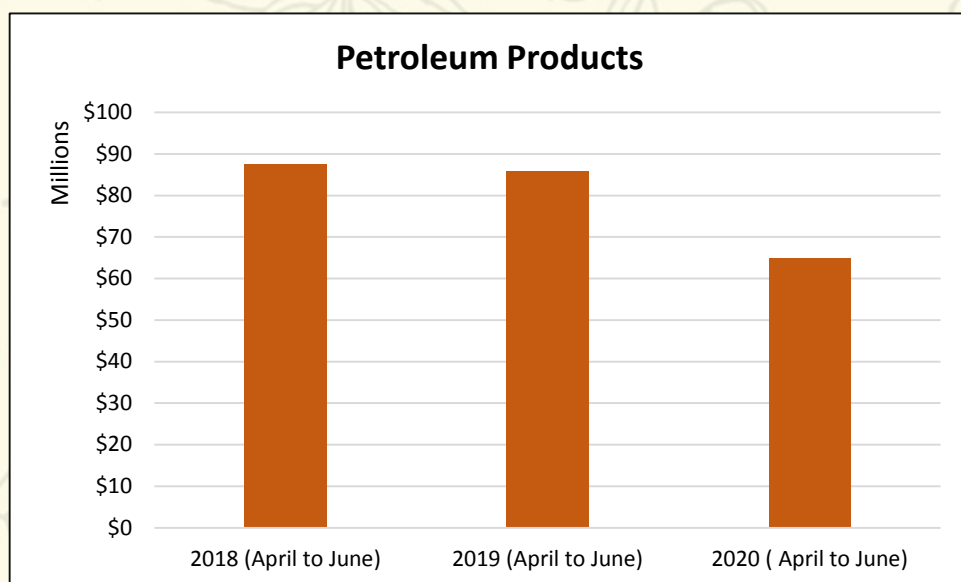
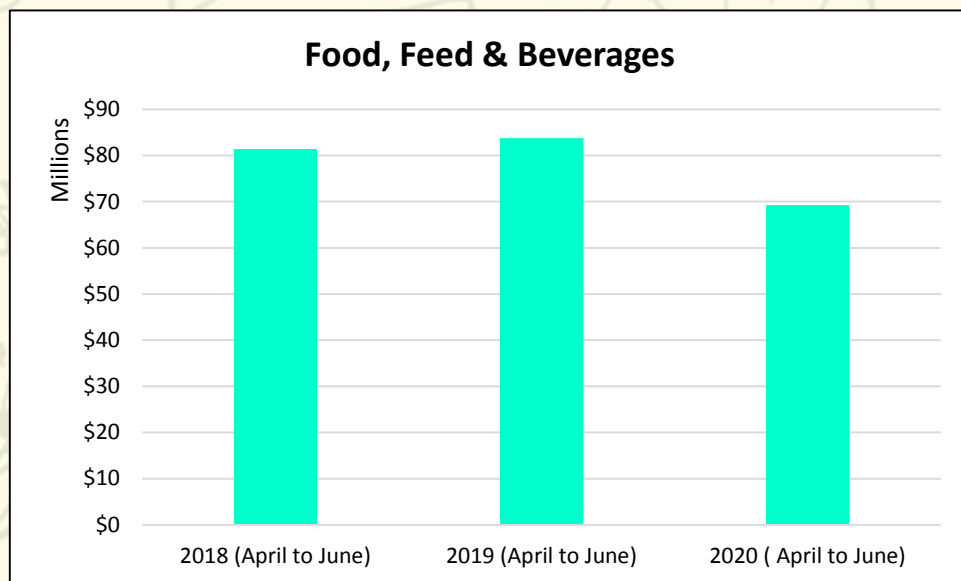
Sri Lanka Tea Board
574, Galle Road, Colombo 03, Sri Lanka.
Tel: +94 112587814 | Fax: +94 112587341
E-mail: promotion@pureceylontea.com
Website: www.pureceylontea.com

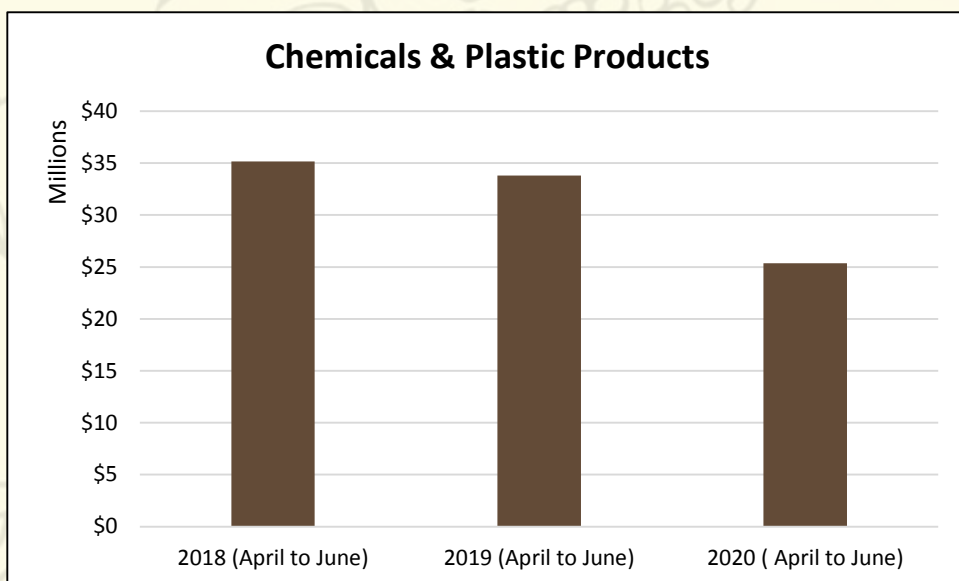
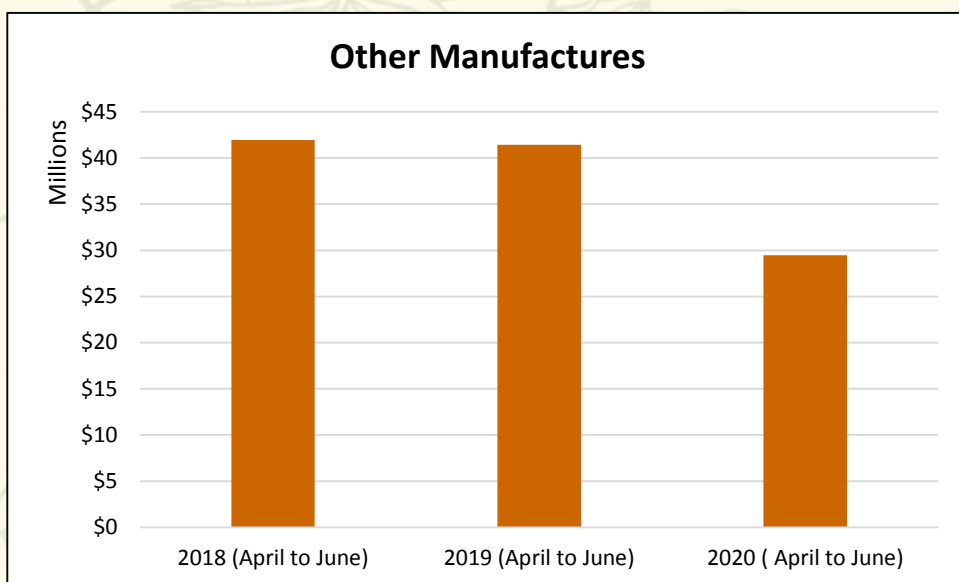
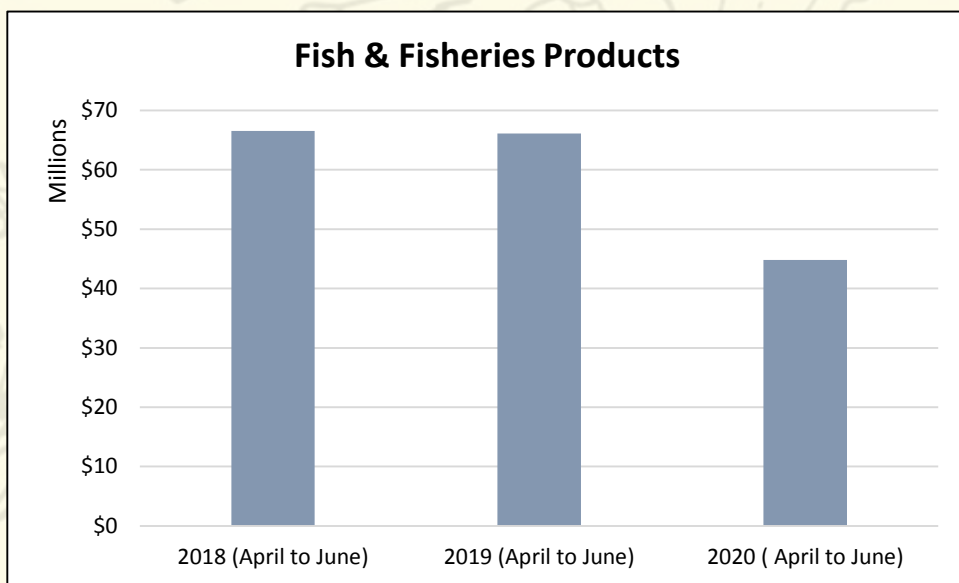


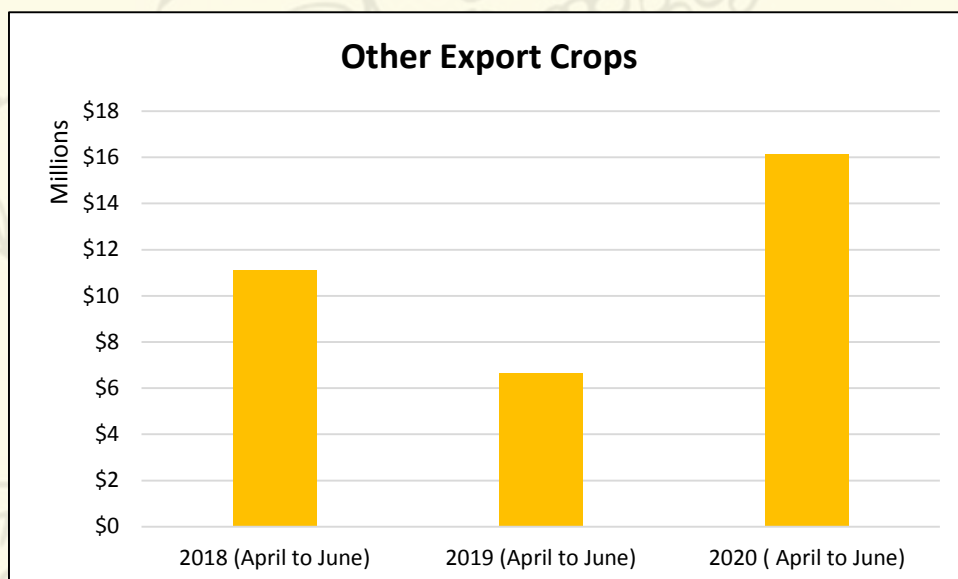
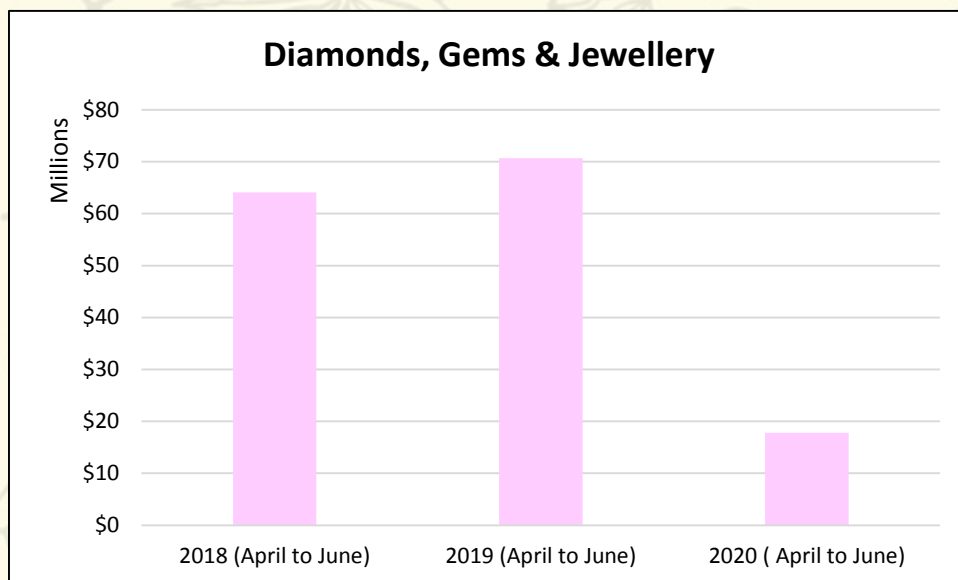
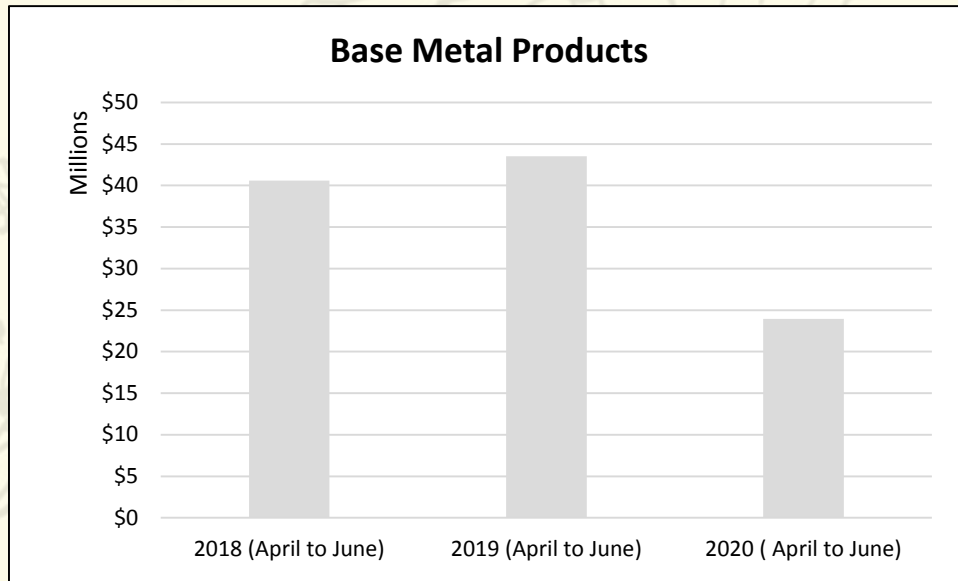
“Export Performance”

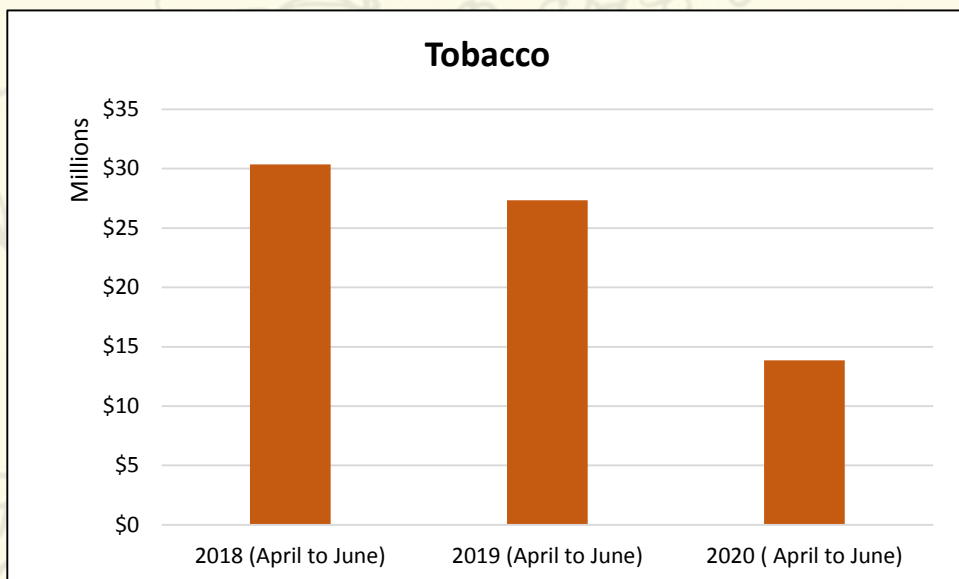
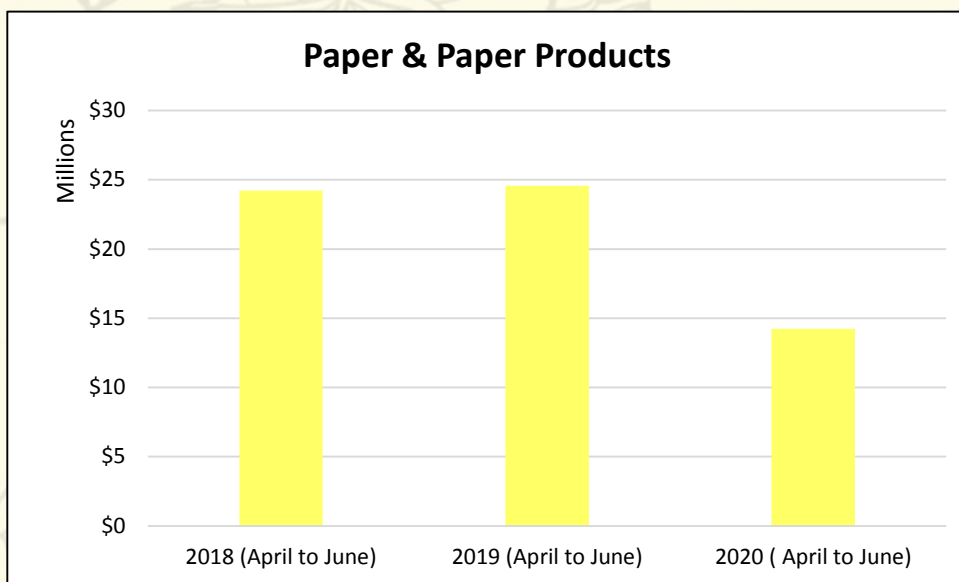
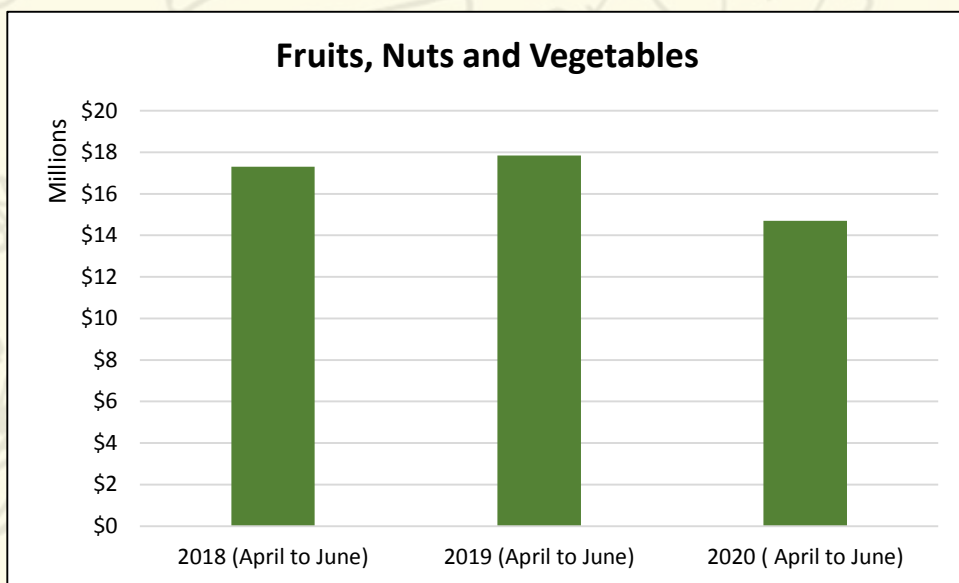


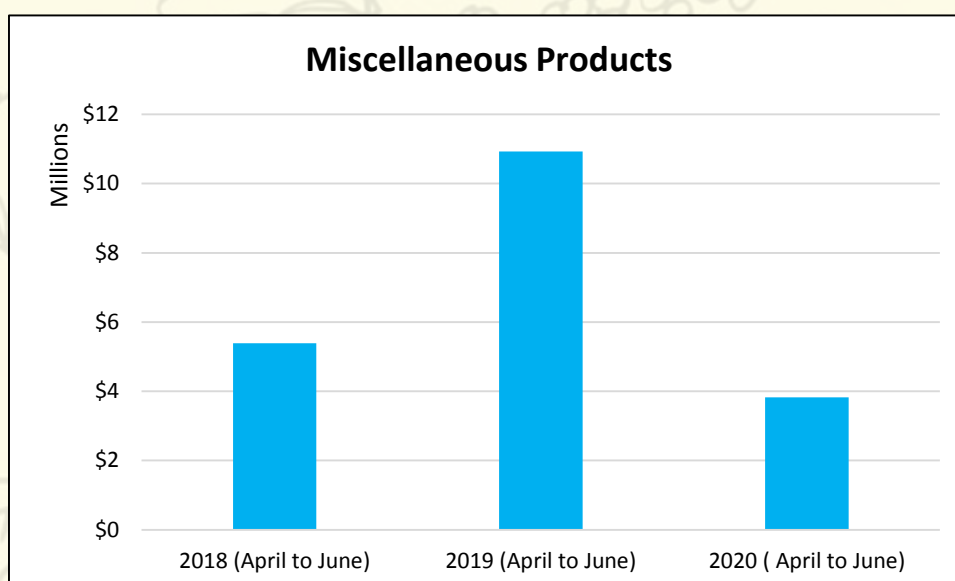
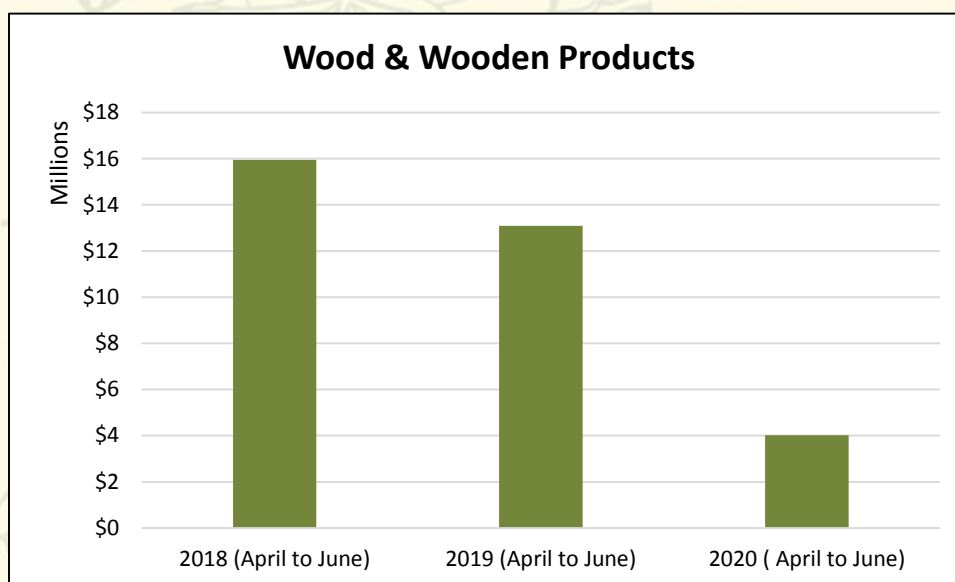
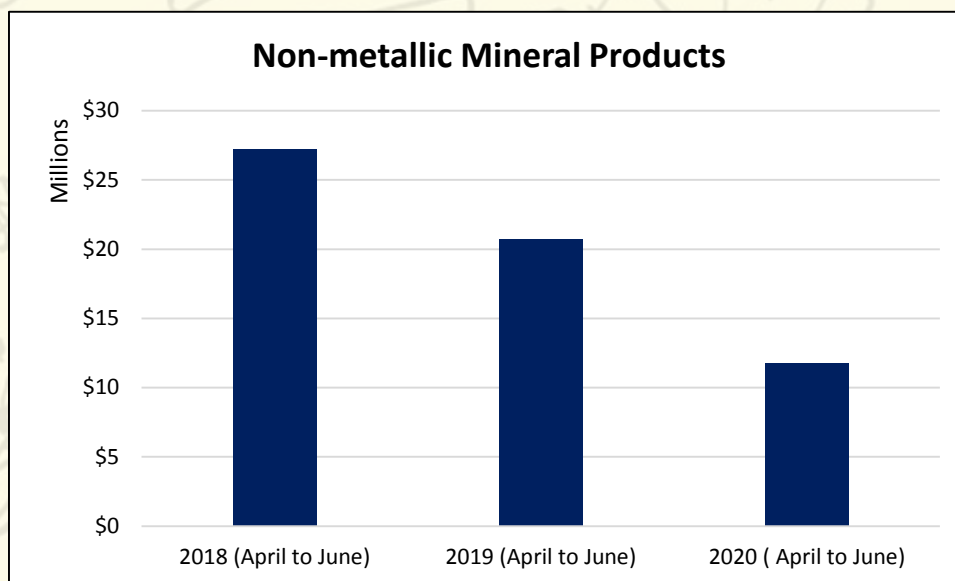


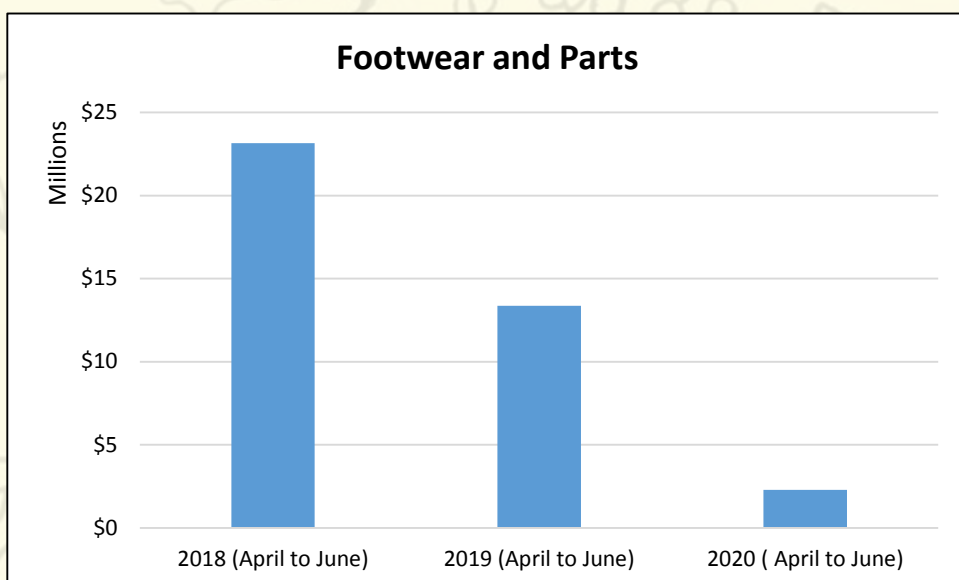
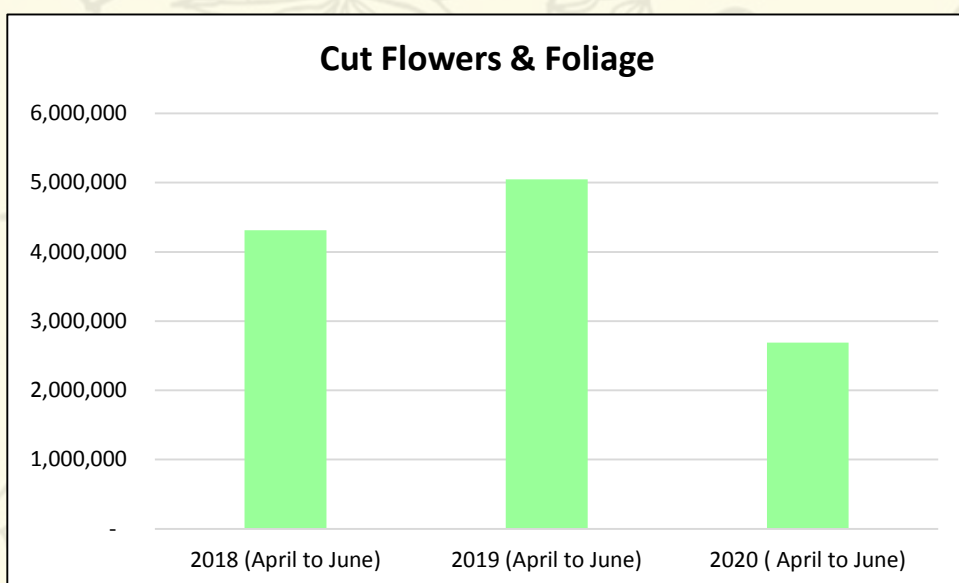
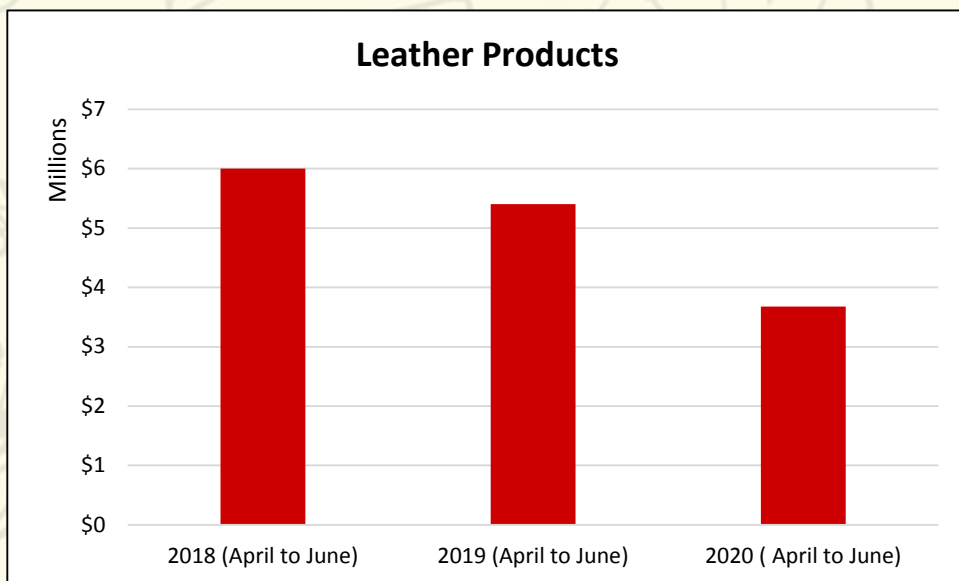












Reaching the Pinnacle



John Seafoods (Pvt) Ltd.

Managing Director

Mr. Senapathige Supun Chalinda Rodrigo

Supun Rodrigo, a household name in the Fisheries Export trade, and an old boy of St. Mary's College Negombo, left the Island in 1994 for greener pastures in Italy.

In mid-2010 he decided to return with his family, to settle down, and commence his own business in the fish industry.

In Sep 2010 Supun embarked on his dream with one lorry, and two staff (Driver and helper) providing fish to local companies and hotels. This business grew rapidly within a short period. This prompted Supun to expand, and originate his own Fish exporting company with 3 staff members.

Incorporated in the year 2011, John Seafoods (Pvt) (JSF) Ltd has developed into a leading exporter of seafood in Sri Lanka, having its own in-house production facility, and 03 long line fishing vessels.

The Company which Initially specialized in Fresh Tuna exports to a few countries now offers a wide range of fisheries products (fresh and frozen) of the highest quality, produced by experienced staff, and supplied to over 50 customers all over the globe.

The quality certifications of the Company complies with European Union (EU) regulations, while maintaining a food safety management system based on HACCP, GMP, ISO 22000, and global food safety initiatives, such as FSSC22000, and BRC.

The Company focuses not only on quality but also, strictly on the sustainability of products. The company has also been certified as "Friend of the Sea & Dolphin Safe".

JSF has been one of the leading exporters of sea food over the last 5 years, winning numerous awards in the export industry, such as the:

*Presidential Export Awards 2016 – Highest Foreign Exchange Earner (Fish & Fisheries)

*Presidential Export Awards 2017/18 - Highest Foreign Exchange Earner (Fish & Fisheries)

*Presidential Export Awards 2018/19 - Best Exporter (Fish & Fisheries)



*South Asian Business Awards 2019 - Exporter of the year (Sea Foods)

*NCE Export Awards 2019 - Fishery Exports Sector – Extra Large Category – GOLD.

JSF has now decided to expand its wings in the export sector, by way of Spices, Fruits, Vegetables and Virgin Coconut Oil, which will be exported under the sister company JSF Organics (Pvt) Ltd.

In terms of the expansion, the company has also decided to construct,

- 07 new multi-day fishing vessels
- An ice plant
- A frozen plant
- CO treated frozen plant
- New office building and drivers quarters.
- Cool room for raw material storage.

Additionally, Supun a Music lover has his own band (Wifi Music Entertainment) and Sound System, as a hobby.

Supun is now the proud owner of a number of companies in Sri Lanka, providing employment opportunities to over 150 people.

He now lives in his home town Negombo with his family.



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Headquartered in Sri Lanka with offices in Norway and Australia, 99X Technology has been adjudged one of Asia's Best Workplaces for 2019 and is a regional leader in software product engineering and technology innovation. Its expertise has been proven through a 175+ portfolio of successful global software products developed since the year 2000, by partnering with leading Independent Software Vendors (ISVs) across Europe, Australasia and the USA. 99X Technology has been ranked among Sri Lanka's 100 Most Respected Entities by LMD Magazine and has also been ranked as a Great Place To Work for in the country for seven consecutive years.

Nearly two decades of first-hand experience in the industry, trial and error, and fine-tuning of operational processes, all enabled by a vibrant workforce of nearly 300 employees innovating daily, has given 99X Technology the ability to offer its clients an all-encompassing range of services, from software product development, mobile enablement and product reengineering, to testing and automation, product conceptualization and due diligence audits.

The company's processes conform to ISO 9001 (quality management systems) and ISO 27001 (information security). The company also has been endorsed by the Microsoft

Corporation as a Gold Certified Partner and is also an Amazon Web Services Certified Partner.

The people of our company are the key in building world class software products. We look not only for technological expertise in our employees, but a high degree of personal integrity and passion as well. 99X Technology is people-owned in every sense of the word, with 80% of the stake held by its own management, spearheaded by our CEO Mano Sekaram.

At 99X Technology, we build software products because it's our passion. We provide product engineering services to independent software vendors (ISVs) globally to enhance their product quality and time-to-market. We are focused and hyper-specialized, because we understand product engineering is vastly different to custom software application development.

We are neutral when it comes to technology, but believe in using the right tools, open standards and smart integrations. We have vast experience in Microsoft, Java, Mobile, JavaScript, Cloud (AWS) and Serverless technologies among many others, and our research teams could assist you in using niche technologies to suit your needs.

Quality assurance is not a different phase, but is at the heart of our engineering practices. Our vast and diverse experience in product development and

reengineering, has helped us adopt strategies that provide maximum flexibility and higher quality. Our test engineers possess experience across various industries and technical platforms, such as SaaS, Mobile, RIA, etc. We are dynamic when it comes to delivering quality and follow the best practices of agile quality assurance techniques. We use tools at multiple levels of the engineering process, for example, in build integration, code analysis, test automation, etc.

In this open culture, our employees constantly challenge the norms, to bring about trailblazing results. Global recognition such as being named one of Asia's Top 100 Technology Companies by Red Herring, validate our work in the areas of technology, process and innovation. Our R&D team plays a vital role in this journey.

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Dr Ruwan Wathugala (MBBS Colombo)
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The company has much experience in the Cashew Nut Processing and Packaging Industry as it is led by a professional with the special advice and close a relationship with the Sri Lanka Cashew Corporation, Export Development Board, National Chamber of Commerce, National Chamber of Exporters, Industrial Development Board, Ministry of Primary Industries and by being a member of the Food Processors Association, Packaging Institute, Packaging Development Center and also as a founder member of the Institute of Food Science and Technology Sri Lanka.

The product “ROYAL CASHEW” in dehydrated form, in 19 flavours with 642 different packaging and as 101 gift items are

packed to cater exclusively to 21 outlets all over Sri Lanka at affordable prices to our prestigious clientele. The product consists of many flavours including the most popular Salted, Hot & Spicy, Garlic, Chilli Garlic, Chilli Seasoning, Cheese, Cheese and Onion, Hot Pepper, Salt Extra Fine, Oven Baked, Sour Cream & Onion, Shrimp & Red Onion, Spanish Tomato, BBQ, Sugar Coated cashews, Masala, EVCO Fried Cashews and also Oil Free Dry Roasted Cashew.

Our award-winning nuts are hand-picked, hand sorted, and delicately flavored with premium ingredients to preserve the purity of the cashew, each of which is sustainably sourced from over 10,000 local farmers and harvested exclusively from Sri Lankan soil, a land world-renowned for the largest, milkiest cashews. And all products are certified with ISO 14001 EMS, ISO 22000 FSMS, HACCP & GMP, internationally recognized certifications.

At present we have our own 21 sales outlets at the One Galle Face Mall at the Shangri-La Colombo, Orian City Colombo, Marino Mall Colombo 03, Kandy City Centre, Crescat Colombo 03, World Trade Center Colombo, Arcade Independence Square Colombo 07, Moratuwa K-Zone, Ja-Ela K-Zone, Welipenna – Southern Express Way, Floating Market–Pettah, Nugegoda, Borella, Kiribathgoda, Negombo, Gampaha and Galle.



These cashew products are also available at selected domestic leading supermarkets and most of leading Sports Clubs, Restaurants & Pubs, Cinemas and Catering Services. Bulk products are supplied to manufacturers of Chocolates, Ice-cream, Cakes and other types of sweets. Further special products are exclusively packed for Star Grade Tourist Hotels and Air Lines all over Sri Lanka, enabling nut lovers in many parts of the world to enjoy the Taste of World renowned Sri Lankan Cashew Nuts, from ROYAL CASHEWS.

Our work force is a team of committed individuals. Our reputation was achieved over the years by the dedication of our team of workers. Most of our staff has been with us since the inception. We focus on business processes for improvements in quality and to ensure the safety of the products. With the advancements in technology and our commitment to quality, we have been able to meet the requirement of our customers.

Our Products have conquered the Sri Lankan market and have expanded to overseas markets with our finest range of cashew products. Current exported countries includes Malaysia, the Maldives, Australia, New Zealand, the USA, the UK, Saudi Arabia, Norway, Italy, India, Japan, and Germany.



Success Story of **Samson Rubber Products Pvt Ltd.**



Samson Rubber Products (Pvt) Ltd was established in 1994 as an associate company of DSI Samson Group. The company is a pioneer manufacturer of Industrial Solid Tyres, Moulded Rubber Products, EVA, Nylon and Plastic Products in Sri Lanka. We look on our business outward, both domestically and globally. We are a reputed exporter to the world generating valued foreign exchange to the country. We currently export our products to USA, Canada, Sweden, Germany, Australia, New Zealand etc.

We engage in Rapid Automation to achieve TPM. SRP employs a workforce of Skilled Operators, Engineering, Managerial Marketing, HR, Procurement and Administrative staff. Team Work is the Hallmark of our Company's success. We are an ISO 9001:2015 certified company with 25 years of experience in Moulded Rubber Products Manufacturing Industry.

We are an established manufacturer and exporter of DSI Industrial Tyres to major continents in the world gaining recognition and fame for the brand "DSI". The company's specialty is the capability to manufacture OEM standard products maintaining strict quality standards. In addition, we manufacture products for Cargo Control Industry, Animal Husbandry Industry together with Household and Sport related products.

Samson Rubber Products is an export oriented company which works on a well-defined strategic plan in order to expand its exports markets/products each year. The company's export revenue reflects a developing trend where 92% of total sales revenue depicts export revenue. The new markets entered and brand new products introduced have been instrumental to attain this success. We are capable to manufacture products complying to world recognized standards such as REACH, EN, ETRTO etc.

The company strives to excel in success in Corporate Governance, Capacity Building, Performance Management, Local & Global Market Reach and Corporate Social Responsibility & Environmental Sustainability. Further, Innovations, Training & Development, Quality Assurance, Rapid Automation Utilizing Advanced Technology, Adhering to Financial Disciplines, Ethical Marketing Practices too are commitments we undertake in conducting future business.

We strive to move forward securing good practices and to be the world's number one moulded rubber products manufacturer gaining the limelight to our motherland and paving the way to garner international recognition.





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SEMINAR ON SERVICES offered by FEASC



Seminar in progress

Research and Development is the pathway leading to innovation, and Innovation is one of the keys to export success. The Finite Element analysis and Simulation Center (FEASC) has been established at the Rubber Research Institute of Sri Lanka (RRISL), under a Public Private Partnership program between the Ministry of Plantation Industries, and the Society of Rubber industry, which is the apex body of the local rubber industry. It is a key partner in providing research related services to the rubber industry in Sri Lanka. The National Chamber of Exporters of Sri Lanka, with a view to provide assistance and support to its members to facilitate Research and Development, entered into a Memorandum of Understanding with the FEASC.

A Forum to create awareness regarding the Services offered by the Finite Elements Analysis Simulation Center (FEASC) was held on 03rd October 2019 at the NCE conference Hall. Senior officials of the FEASC shared information on the services available for Research and Development purposes through the Finite Elements Analysis Simulation Center (FEASC). Members from the Rubber Sector, as well as the Textile and Plastic Products Sectors participated, and gained a sound understanding regarding the services available from the FEASC. The NCE proposes to organize a series of similar seminars.

POTENTIAL EXPORTERS TO REACH THE CANADIAN MARKET

Market access is the most required need of any Exporter. Reaching better markets, making a significant presence, and implementation of the business plan in particular markets can be the dream of any aspiring exporter. As a support service to members in the Potential Exporter category, the NCE initiated introduction of the “Lanka Online shop” to Potential Exporters. It is an initiative of Dr. Sulochana Seger, the Chairperson of the Women in Management (WIM) organization to assist Small and Medium Enterprises to enter the Canadian Market to reach the large Sri Lankan community living in Canada.

The NCE organized a programme to link the Potential exporters to the “Lanka Online shop” as an attempt to support them enter the Canadian market. Their sample products were inspected and members were provided with a feedback as to how they could improve their products, as well as the labeling, branding and packaging requirements to conform to the needs of the Canadian market. 12 Companies were benefitted through the programme.



Programme carried out to introduce Potential Exporters to the Canadian market, through the Lanka Online platform

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Seminar on Custom Procedures



Participants at the seminar, with the facilitator from the Export Facilitation Center of Sri Lanka Customs

Sri Lanka Customs play a pivotal role in International Trade related activities, acting as a regulator and a Border Manager. As exporters, and as aspirers to export, an understanding of the various customs procedures is mandatory. In order to assist members and potential exporter members of the chamber, the NCE conducted a Technical Seminar on Custom Procedures.

The Seminar was held on 04th September 2019 to discuss the Customs Procedures related to Exports. It was facilitated by the Export Facilitation Center of the Sri Lanka Customs. 08 participants from member companies benefitted from the training.

The training consisted of the following areas.

- Basic procedure to become an exporter
- ASYCUDA system operations
- Cargo types and how each type should be handled and declared.
- Preferential Trade Access
- Understanding the Cargo Village Operations.
- Role of Customs organizations in Trade Facilitation

The session was highly interactive, and the members were actively engaged in clearing their doubts, as the study areas were being discussed.

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Is Hiriketiya The Next Best Place To Travel To In Sri Lanka?



Hiriketiya is one of those sleepy southern beaches that was 'discovered' by backpackers. It is a little tricky to find the place because the road there hasn't been plastered with signboards yet. About an hour's drive from Matara, take a turn to your right just after Dickwella, find 'Hiriketiya Road' and trundle down a bumpy lane; and hey presto you're on the beach, a 500m beautiful horseshoe-shaped cove with left reef and beach surf break.

It is a perfect place for both the individual traveller or for surf families to stay and caters beginner to intermediate level surfers. The bay is surrounded by some of the nicest villas, hotels

and guesthouses on the southern coast. Hiriketiya or 'Hiri' as it is called by the locals, is an idyllic, quiet location, a welcome haven far away from the noise of the main road.

Fringed by tropical forest and lapped by surging surf, this hidden gem is fast becoming one of Sri Lanka's coolest beaches. For now, it's still somewhat off the radar but is certainly no longer 'sleepy' and draws an in-the-know crowd of independent travellers including both locals and foreigners. Hiriketiya's appeal is easy to understand: it's tucked well away from the highway traffic that curses many southern Sri Lankan beaches and there are no looming concrete

Mr. Gavin Sahabandu.

"A creative writer, photographer, avid traveler and insurance professional, Gavin has a passion to share his unique experiences through stories and pictures of the wonders of Sri Lanka."

hotels - only a handful of low-key guesthouses, which helps it to still retain an authentic beach village atmosphere.

Hiriketiya has an array of activities to indulge oneself in, including,

Surfing

This beach is great for surfing. If you're a beginner, this is the place to graduate to after you've tried the baby waves at Weligama. This little bay is only half reef and rock, but that half tends to



get most of the good waves during selected months, so watch out for that. Hiri's waves reach up to 6ft and can give up to a 350m ride around the bay. 'The Point' has a small take-off

area, great for six people but can quickly become overcrowded as the waves work with the swell and it can take some time between each set. You can rent boards for Rs 200-300 by the bay itself.

Snorkelling

You can snorkel in the shallow waters, which are towards the left side of the beach, and are rich with coral and aquatic life.

Swimming

At the centre of the beach, there you find coral to a lesser degree, so it is very safe to swim and play in the waves.

Chilling

If you'd rather just chill without exerting yourself on your holiday, thank you very much, Hiri still has a lot of beachfront claimed by gaudy businesses. Find yourself a cool spot under some trees, and bring your blanket and book. And also add to the list a king coconut, which will contrast beautifully with the sand and your sunglasses to bring you that stunning Instagram pic that will make you the envy of your friends. You can also read in the shade of the palm trees as the ocean crashes nearby, as you relax in one of the hammocks tied up at the Sea Breeze beachfront restaurant. Whatever you do, don't miss dusk, where you will witness an extraordinary display of pastel colours turn the waves into a watercolour painting each night.

Yoga

There's no better way to kickstart the day than on the mat, and Hiriketiya Bay has plenty of great yoga classes and teachers. The popular Dots Bay House runs yoga twice daily: 8 am in the morning and late afternoon at 4 pm. Salt, a few minutes' walk from the beach, also runs yoga twice daily in a beautiful yoga shala, where you can watch monkeys messing around in the greenery around you.

Getting Lost

Hiri is mercifully devoid of organized infrastructure, still clinging to a jungly, village charm (yes I know that sounds elitist, and no, I didn't ask the people there if they wanted organized infrastructure). But that also means that you can easily get lost along the little pathways that lead through the bogs, marshes and mangroves to the beach. It's fun because you know you'll eventually run into someone. I mean, this isn't the Empty Quarter, relax.

Places To Visit

Wewurkannala Vihara.

Located nearby the Wewurkannala Vihara is famed for its massive golden Buddha nestled at the top of a hill. The statute is 160 feet tall and is actually the largest Buddha image in the entire country! It has been a sacred place for Buddhist pilgrims since it was erected in the late 1700s.

Hummanaya

Hummanaya Blowhole is the only known blowhole in Sri Lanka and it is considered to be the second-largest blowhole in the world. "Hummanaya" refers to the noise, "hoo", that can be heard from a distance when the blowhole is active. The Blowhole is located 1.1 kilometres from the small fishing village of Kudawella, which is 28 km from Matara, 5 km from Dikwella and 12 km from Tangalle, in the Southern Province of Srilanka.

The blowhole is caused when seawater rushes through a

submerged cavern and is pushed upwards. The seawater flows underneath the shore and then comes out of this hole due to pressure. The water fountain created by the geological feature shoots up every couple of minutes, depending on the nature of the sea, with the spray often reaching as high as 25 m to 30 m.

Swing Life Away

A lesser-known swing than the 'Dalawella' swing is the one outside the Mahi Mahi Seafood Restaurant in Dikwella which is the bay passing Hiriketiya.

Set on a narrow stretch of beach, the swing is placed in an amazing setting, surrounded by palm trees and looking out to a wild stretch of ocean (well, it's wild in the monsoon season anyway!). We visited in the late afternoon when a crowd of locals were playing on the swings, but no foreign tourists. There are actually two swings side by side if there is more than one of you.

The swing is free, although we did buy drinks as we didn't want to abuse their hospitality.

When to go - You could go at any time of day, as the sun sets behind the beach, so you won't be able to get it in your photo. Late afternoon or early morning always make for the nicest light.

Getting there - This swing is the easiest to get to. Simply head to the Mahi Mahi Seafood Restaurant and walk through to the beach. We'd recommend buying a drink as a kind of entry fee.

How to get to Hiriketiya

Hiriketiya is located on the southern coast of the island, just next door to Dikwella Beach. I jumped on the local bus from Matara to Dikwella as it's super, super cheap and took around an hour.

Places to Stay

Your best bet is probably AirBnB. Though AirBnBs elsewhere along the coast are known to annoyingly deny locals, places in Hiri still seem chill. Again this could be because of the relatively low traffic. Hostels also exist in places like Verse Collective and Dots Bay House. If you want to splash out, check out Jasper House. The cheapest you can get for one person is probably going to be beyond 2.5k though. Also hey, why not take a tent and camp out?

Eating And Drinking

The surge of tourists means that there are plenty of places to eat and drink. And unlike some other spots they aren't all homogeneous, boring-looking places that often try to ban locals. Places along the beach in Hiri aren't cheap, but since the clientele is largely low-budget tourists, they're not exactly exorbitant either. And so far they don't seem to be racist.

Dots Bay House is a great spot that has occasional gigs featuring local artists and even a market or two, sometimes with local artisans. A little way up the

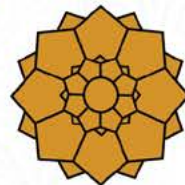
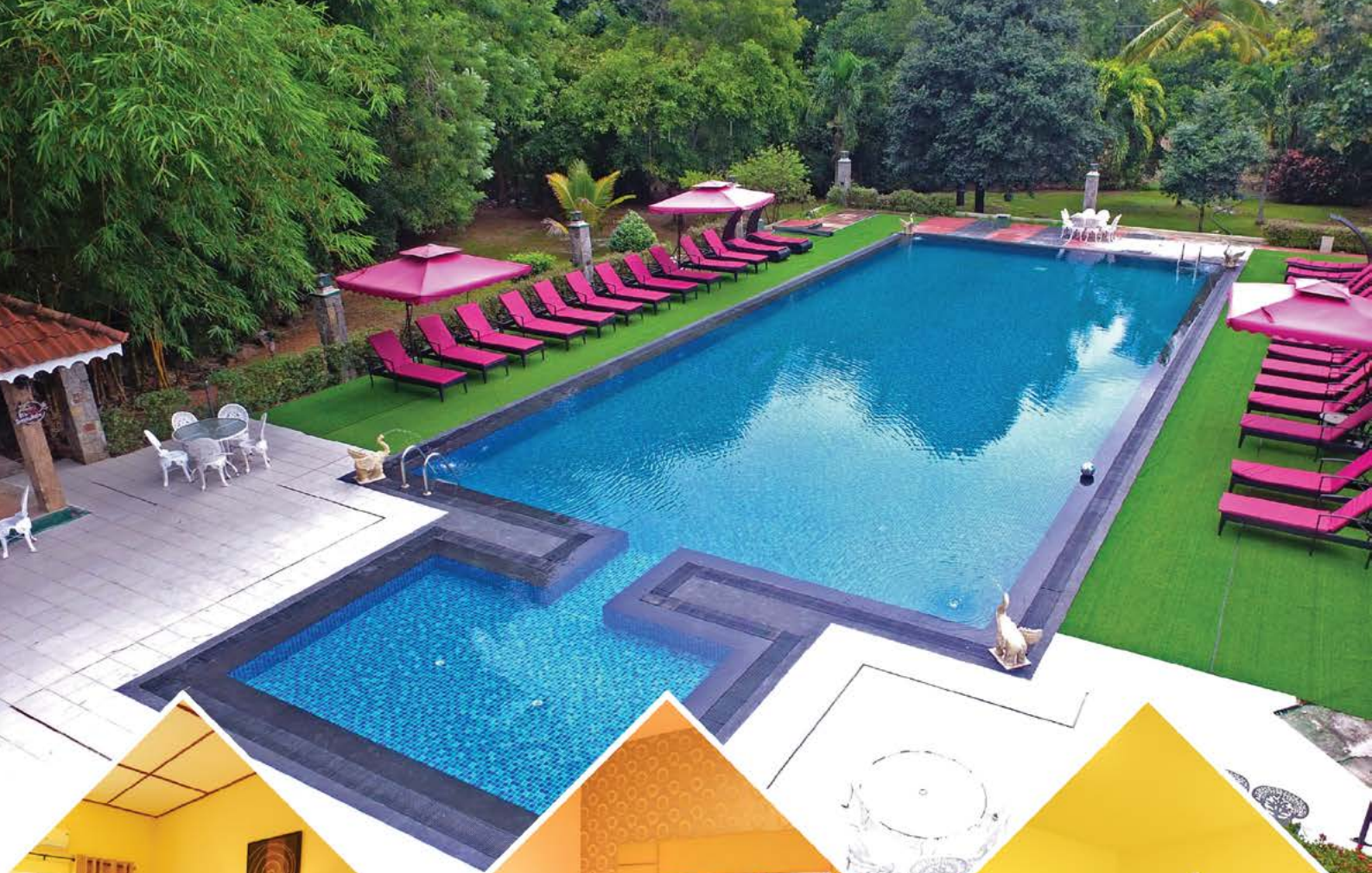
street, Salt serves up some great grub, just like The Grove close by. Some spiffy pizza can be found at Beach House, which is also a fantastic place from which to sit and enjoy the sea. The roti hut around the corner from The Grove is probably the most popular spot in town. You can feasibly have roti for breakfast, lunch and dinner and not get sick of it (believe me, I managed it!). It's also the most budget-friendly option, as the restaurants can be quite pricey.

Something that caught my eyes during my trip to Hiri was 'The Verse Collective', and it is the first actually hip and Western looking hostel and co-working space I've seen in Sri Lanka. It was run by a young South African couple with cool art around the building, and what looked like a beautiful hotel and dorm rooms.

Certainly when you're hungry, you're spoilt for choice when sourcing a bite to eat at Hiriketiya.

Hiriketiya is certainly a nice spot in the South with a little bit of everything, go there before it becomes insane.





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Raanagala

Ancient Buddhist Temple

Ms. Shenali Apsara
Lecturer / Blogger / Entrepreneur
Negombo, Sri Lanka

Sri Lanka is the best country to visit according to the “Lonely Planet” rankings, and one could not agree more. The diversified landscapes, people, and places hold a special place in everyone’s heart. With more than 2500 years of history, the rich cultural heritage of Sri Lanka makes it even more attractive for travelers. Speaking of Sri Lankan religious culture, Buddhism is the main religion which boasts a great history. That is why anyone could spot lots of Buddhist temples all over the island.

Among so many popular Buddhist temples, the “Raanagala Ancient Buddhist Temple” can be found on top of a small rock, waiting for its story to be uncovered. This temple is located in the Kurunegala district, just 9.4km into the Nungamuwa area, on the Kurunegala-Trincomalee Highway.



As one climbs up the steps it can be noticed that the rock is shaped in the form of a lying elephant, and the rock itself has so many mysteries attached to it. It is believed that a secret cave is underneath this rock, and in some places one can even notice signs carved on the rock as if trying to show the way into it. Some believe that there is another temple inside

this rock while some others believe that this rock connects different underground paths together. One of the most popular mysteries of this place is the ‘rock-well’ located right in front of the temple which is around 19 feet deep. Even though it is considered as a well today, if someone were to look closer, some carved letters can be seen inside the well, leading to the belief that it might be a clue to a treasure hidden inside the mystery cave.

As you climb up and get to the top, the first thing you can see is the huge white Avukana Buddha statue which is more than 15 feet tall facing the entrance. And inside the temple you can see different types of sculptures which represent Buddha stories, where most of them is believed to have been built during the Kandyan period. But some parts had been added during the renovation that took place in 1936. According to archaeologists the very first temple had been a rock temple which is believed to be around 300 years old, even though it looks different today due to the renovations.

Among the three different Buddha statues which can be seen inside the temple, the Reclining Buddha statue is around 19 feet long. The waves carved on the statute is a style from the Kandyan period which adds more value to its appearance. All painting which can be seen on the ceilings today are the same old paintings, and it is such a wonder how they have remained in a good condition even after all these years. Old paintings can also be discovered on the wall inside the temple, which has been damaged over the years.

This temple holds a very special place in the hearts of villagers due to ancient beliefs. The archaeological, and architectural value of this place, is so underrated among the travelers today. All the architectural characteristics, the beautiful sculptures, and paintings which can be observed in the temple, can take the visitor to ancient times.

One of the most amazing things about this destination is its view. Someone who loves to connect with nature, will easily fall in love with Raanagala, because of its spectacular view from the top. Some even visit this place to meditate, due to its calm, and quiet atmosphere. The green paddy fields, and mountain tops form a picture perfect view that no one would ever want to miss.

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‘Enabling exporters to make strategic decisions that can promote Sri Lanka’s Trade’ – was an industry vision collectively agreed upon by concurring public and private stakeholders crafting the Sri Lanka Trade Information and Promotion (TIP) Strategy; which is an essential cross-cutting trade support function of the ambitious National Export Strategy (NES) 2018-2022. An essential pillar for export growth is the availability, and ease of access to trade intelligence and information. Consequently, the NES TIP Strategy seeks to address this domestic challenge through the active availability of market analytics, regulatory details, and procedural facets of local and international trade. The lead institution disseminating trade information and promoting international trade is the Sri Lanka Export Development Board (EDB). Facilitating the EDB with this mandate is the Central Bank of Sri Lanka (CBSL), and Sri Lanka Customs (SLC). Backing this mandate from the private sector are industry bodies; such as the Ceylon Chamber of

Commerce (CCC), National Chamber of Exporters of Sri Lanka (NCE), and the Federation of Chambers of Commerce and Industry of Sri Lanka (FCCISL).

The TIP Strategy is framed around three key objectives. This article will focus on the second objective; V12 to build capacity of Small and Medium Enterprises (SMEs) and emerging exporters through the implementation of targeted capacity building programs. To operationalize this objective the NES has devised a Plan of Action (PoA). Leading the implementation of this PoA is the EDB. Themed around ‘Training of Trainers (ToT),’ a series of capacity building workshops were conducted regionally in-partnership with Chambers, Sector Associations, and a variety of other private sector stakeholders. Complementing the ToT series, was also a set of capacity building programmes that were rolled out aimed at SMEs. The SME sector, and even larger enterprises have the potential to benefit from concerted, coordinated, and well-designed promotional campaigns - capable of propelling Sri

Lankan products to regional and global markets. Summarized below are the workshops that were conducted by the EDB in 2019.

- Training of Trainer (TOT) program on Export and Import Procedures and Export Packaging; targeted at 60 regional Development Officers. Themes discussed included: customs import procedures, transshipment, bonds procedures, inward processing & entrepot trade, customs refunds & drawbacks, customs export procedures, Good Manufacturing Practices (GMP), system certification processes, product certification processes (SLS Standards), Good Agriculture Practices (GAP), and Introduction of the Trade Information Portal (TIP). The Sessions were led by representatives from the Sri Lanka Customs, Department of Commerce and the Sri Lanka Standards Institute.

- ToT program on export pricing, packaging & labeling, standards, and technology enabled entrepreneurship for 45 Development Officers based in Kandy. Thematic areas covered included: product pricing for the export market, Incoterms and UCP for exports, technology enabled entrepreneurship, digital marketing, and Google Business Tools. The sessions were conducted by technical representatives from the Hatton National Bank and SGS Lanka.

- TOT program on export procedures, export pricing, packaging & labeling and standards for exports. Over 6 regional chambers and 37 regional Development Officers from Kurunegala participated in this programme. Topics covered included: product pricing for export markets, Incoterms and UCP for exports, technology enabled entrepreneurship, digital marketing, and Google Business Tools. The sessions were conducted by technical representatives from the Hatton National Bank, SGS Lanka and the Information Communication and Technology Agency (ICTA).

- An awareness seminar on ‘Technology enabled Entrepreneurship’ for non-tech SMEs in Kandy. With an attendance of 120 regional SMEs, the following topics were discussed: how ‘Digital’ is redesigning the future workplace, technology enabled entrepreneurship (a case study discussion), and a session on digital marketing, and Google Business Tools. The sessions were led by private sector partners from Senzimate IOT, Neo@Ogilvy, and a Consultant from the International Trade Centre (ITC) in Geneva.

- Awareness workshop on agribusiness for export markets, aimed at potential SMEs under the 2000 Exporters Programme, in Matara. With 75 export ready SMEs participating, the objective of this session was to enhance SME awareness on international market opportunities in agribusiness. The workshop was led by senior EDB officials.

A widely known fact is the immense contribution made by SMEs to the domestic economy. With approximately 75% of enterprises classified as SMEs, they provide 40% of the country wide employment and contributes to over 50% of the GDP. However, SMEs only contribute to less than 5% of Sri Lanka’s exports; poor access to information being a key hindrance. Through its multi-faceted interventions, the NES, throughout its implementation period will strengthen the nationwide SME exporters market entry capacities by empowering them with better access to Trade Intelligence and Information.

Source - The Export Development Board, Trade Information and Promotion – Advisory Committee



The Vital need to promote FDIs in Export Manufactures, to rapidly grow Exports



By Geoffrey Tillekeratne
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(former Director General of the Export Development Board)

Sri Lanka needs to engage in a ‘Two Pronged Strategy’ to achieve the rapid economic growth envisaged by HE the President Gotabaya Rajapakse in his policy document ‘National Policy Framework – Vistas of Prosperity & Splendour’, in which the Macro-Economic Targets for 2020-2025 envisages an economic growth of 6.5% or higher.

They are:

- Attract Foreign Investments, because of the inability of the Country to generate adequate savings to promote the required investments domestically. In any event the benefits that accrue through Foreign Direct Investments (FDIs), are Technology Transfers that are needed especially to produce Hi-Tech Products and Services, Development of Human Resources encompassing Management and Production Skills, Access to Global Markets, Employment Creation particularly through well paid jobs, increase in Export Production Capacity, and Diversification of Export Products and Services.

- Achieve enhanced Export growth, because expansion of the economy is restricted due to the small size of the domestic market. The other benefits that accrue through export growth are global exposure of Sri Lankan Products and Services, development of products of high quality conforming to International Standards to overcome the competition, and achieve stable exchange rates.

Most leading Economists agree on the above two aspects

The rate of Export growth over the last 10 to 15 years in Sri Lanka has virtually remained stagnant at around 10% per annum (which is the rate that prevailed in the 1980s), even declining in some years. (The Central Bank reported that at the end

of the Third Quarter of 2019, the rate of growth of Merchandise Exports had dropped to 1%) This phenomenon is due to the fact that the Country has failed over the years to increase Export capacity sufficiently and also diversify the Export basket. As a result the efforts to seek new Export Destinations, new Buyers, and to diversify Export Markets resulted more in the diversion of Export Trade, rather than expand Export Trade.

On the other hand Sri Lanka has failed to attract sufficient FDIs to compensate the low National Savings averaging, not more than 23% of the Gross Domestic Product (GDP). Further even with the quantum of investments local Entrepreneurs are capable of relative to the level of savings, they do not possess the technologies to produce Hi-Tech Products particularly by adding value to local Resources, to diversify Exports.

According to UNCTAD Data for 2017, Sri Lanka had received a stock of FDIs amounting to USD9.7 Billion by 2016 (and that too mostly for infrastructure projects), while both Singapore and Hong Kong had received massive extents of FDIs exceeding USD1 Trillion. Even most of the small East Asian economies had received FDIs exceeding USD100 Billion, while competitor countries in the South Asian Region had also received FDIs many times that of Sri Lanka.

There is a clear co-relation between the accelerated rate of economic growth achieved by all above countries, and the quantum of FDI received by them.

In this background in order to achieve the economic growth of 6.5% envisaged in the ‘National Economic Policy Framework – Vistas of Prosperity and Splendour’ policy announcement

of the Government, the Country has to achieve an investment level of over 35% of GDP, which is the ground reality. This can be done only through FDIs (Mainly in Manufactured Exports), since the Country does not have the Capacity, nor the Technologies to achieve this goal.

The above statistics, and ground realities have been validated, in an address that was made by the former Governor of the Central Bank, Dr. Indrajit Coomaraswamy at the AGM of the Exporters Association of Sri Lanka, the salient assertions of which were as follows:

Quote

- If you look around Asia which has been the most successful Continent in terms of growth and export performance, whether it is a Country as large as China or small as Singapore, FDIs have played a key role in the Export Transformation that has driven such economies.

- Despite the turn-around in the immediate aftermath of the adoption of liberal policies, Sri Lanka's International Trade Performance has been lack luster since then, regressing to levels in the Pre-Liberalization Era. In this respect, Exports relative to GDP had declined to 12.7% by 2015, having increased to 29.2% in 1979, and as high as 32% in 2000.

- Sri Lanka has increased her Exports only by 1.9 times in the period 2000 – 2015, while Vietnam and Bangladesh have increased by 11.2 times and 5.1 times respectively. Even South Korea and Thailand with a much higher base, increased their Exports 3.1 times.

- Exports of Sri Lanka continue to be concentrated on two traditional products, viz: Garments and Tea which account for more than half of total Exports, while no major export item has been developed since the 1990s. The Export Sector shows a lack of diversification in terms of markets as well, since Europe and the USA continue to account for half of total Exports of the Country.

- The absence of effective Trade Finance has also contributed to the subdued Exports. At present although Industrial Exports account for around 77% of total exports, it is known that Hi-Tech Exports account for less than 1% of Sri Lanka's total Manufactured Exports.

- Improving the above ratio entails investments in machinery, technology, and skilled labour. Since the Country is no longer a wage economy, there is a need to invest-in and become competitive in fairly complex technologically advanced export products. As such Sri Lanka will not be able to compete by exporting labour intensive, low value products, since Exporters with low wage structures in Countries such as Bangladesh, Cambodia, and Vietnam will become more competitive. Therefore Sri Lanka will have to focus on increasing productivity, and competitiveness, to support the export drive.

- Since Sri Lanka has excellent relations with Capital surplus Countries in East Asia, such as Japan, China, and Korea, and also with some of the ASEAN countries, whatever happens in the global economy, Sri Lanka should take advantage of her strategic Location, and International Relations, by attracting beneficial FDIs.

Unquote

According to the 'Sri Lanka Investment Guide 2019' of the Board of Investments (BOI), FDI inflows to Sri Lanka from 2005 to 2017 were as follows:

FDIs Received by Sri Lanka from 2005 - 2017

Year	Value in USD Mn
2005	287
2006	604
2007	734
2008	889
2009	602
2010	516
2011	1,066
2012	1,338
2013	1,391
2014	1,616
2015	970
2016	801
2017	1,710

Further according to the same document, the Sector-wise breakdown of cumulative FDIs received from 2005 to 2017 shows that FDIs received for Manufacturing has been as low as 26%, which had further declined to 24% as at the end of 2018. Although it was stated by State Authorities of the previous Government that the quantum of FDIs received for 2018 exceeded USD2000 Million, the reality was that USD1.1 Million out of this figure was in respect of the Equity Investment by China for the Lease of the Hambantota Port, while the balance of approximately USD900 Million would have

comprised FDI not only for Manufactured Exports but also for other Sectors including for Infrastructure Projects. Similarly although FDIs exceeding USD2500 Million was envisaged for 2019, this figure was expected to include a large Investment in respect of the proposed Petroleum Refinery to be set up in Hambantota, which of course is a beneficial investment for the economy of the Country.

Another salient feature of the available information, is that the specific nature of FDIs that have come into the Country (albeit minimal) is not readily available, including in the website of the BOI, in order to discern the Investments particularly related to Hi Tech Products. However, the Sectoral breakdown of FDI from 2005 up to the end of the Third Quarter of 2019, provided by the BOI on request is given in the Table below.

Sector Cumulative (2005 – 2019 3rd Quarter) USD Mn.

Manufacturing	3,735.854
Food, Beverages & Tobacco	565.571
Textile, Wearing Apparel & Leather	1,018.930
Wood & Wooden Products	36.058
Paper, Paper Products & Printing	108.665
Chemicals, Petroleum, Coal,	
Rubber & Plastic	920.943
Non-Metallic Mineral Products	260.374
Fabricated Metal, Machinery	
& Transport Equipment	298.199
Other Manufactured Products	
(Not elsewhere specified)	450.050
IT & BPO Services	301.317

FDIs in Manufactured Exports that have come in to the Country are located in the Export Processing Zones (EPZs) that are operated by the BOI, including those in respect of electronic products, and other Value Added Technical products. Nevertheless adequate publicity is lacking in respect of significant FDIs that have either come-in to the Country or are proposed, to create awareness among the Business Community, and the general public, as well as to encourage prospective Entrepreneurs both locally, and especially overseas, regarding the potential of the Country, as a location for FDIs.

For instance during the final year of office of the previous Government, a certain amount of media publicity (mostly negative), was given to a proposed FDI for solid Tyre Manufacture to be located in the Wagawatta Industrial Zone in Horana. Further it was

stated that implementation of the Project had been suspended for six months by the then President, due to an alleged irregularity in the allocation of land for the Project. Nothing was heard thereafter until the new Government stated through the Media that this substantial FDI by an entity known as ‘Rigid Tyre Corporation’ was scheduled to go into commercial production early this year producing a range of Radial Tyres, and other special Off-the-Road (OTR) Tyres both for the Local, and Export markets. However, positive publicity regarding the implementation of this beneficial FDI, was not forthcoming until the latest announcement.

Similarly sometime during the middle of last year, media publicity was given through the Business Section of a prominent English Weekend Newspaper, under a Banner headline in the first page, that a prominent Japanese Investor had proposed a FDI involving a substantial quantum of foreign investment to process the Mineral Sands of Pulmoddai (Ilmenite, Zircon, and Rutile) to produce Value Added Products such as Titanium Dioxide etc. for Export. Over the years this Mineral deposit of over an estimated 50 million Tons has been exported in the raw form through Lanka Mineral Sands Ltd (LMSL), which is a State Owned Company, while Value Added Products such as Titanium Dioxide are imported into the Country for paint manufacture etc., expending substantial Foreign Exchange. The same news item stated at the time, that employees of LMSL were up in arms against this FDI, citing reasons of exploitation of a valuable national resource by foreigners. This was allegedly, in spite of the fact according to the news report that LMSL was running at a loss, with the Treasury subsidizing even payment of the salaries of the employees of LMSL. However nothing has been heard either way, regarding this Investment, since then. If true, the above media highlight is a sad reflection of the negative sentiments regarding such FDIs on nationalistic grounds. Such investments would naturally bring in advanced Technology that is not available in the Country, as well as access to Export markets with Value Added Products, with the attendant employment generation, and also development of skills of local employees. However, it must be stated that the pros and cons related to this FDI has not been revealed to enable one to arrive at a fact based conclusion.

It is desirable to reveal the outcome of the above proposed FDI, since the Policy of the new Government is quite correctly the prevention of export of the raw mineral resources of the Country without Value Addition.

Measures and Policy Perspectives to promote FDIs (preferably through Joint Ventures)

The updated Investment Guide 2019 of the BOI is a comprehensive document. However, from a Foreign Investors point of view it would be beneficial to present the information in a more simplified manner, avoiding unwanted details, which could discourage Investors, due to complexity. For instance it is best to avoid details related to the amendments to the various ACTS from time to time in respect of Land Alienation, Foreign Exchange Transactions, Taxation etc., which have been effected, in order to avoid confusion, and provide more clarity, by simply providing the applicable current Legislation in respect of each area. Such an approach will not create a negative impression among Investors that Legislation in the Country undergoes frequent changes, since it is a deterrent vis-a-vis the Macro-Economic Policies of the Country. In this regard it is also desirable to simplify the diagrammatic representation of the approval process of an FDI provided in the Investor's Guide, since at first glance the diagram could create a negative impression on an Investor. The approval process should also strongly reflect the 'One-Stop-Shop' concept. Further in regard to the Sectors for which Investments are welcome it would be more beneficial to be more specific in regard to the investments that are desired particularly related to the availability of local Raw Material, and other resources, including skills. For Eg. in the Mineral Sector, the Appatite deposits of Eppawala which could be processed into Triple Super Phosphate Fertilizers, imported at present, expending substantial Foreign Exchange, the world renowned high quality Graphite deposits which could be processed into a range of Graphene based Value Added products, Silica Sands for the production of semi-conductors etc., certain gem bearing mineral deposits which could be processed in to Value Added products, as well as processing of the Ilmenite deposits in Pulmoddai mentioned earlier.

A similar approach may be adopted in respect of the other Product Sectors that have been identified by the BOI to promote FDIs.

It is pertinent to mention that the recent clarification of the President that he will not re-negotiate the Commercial Agreement of the Hambantota Port Development Project, is a sensible and welcome approach. Sweeping negative statements made by some to express their political perspectives in regard to Agreements of the State

that have been finalized for implementation, be they Commercial or Free Trade Agreements, does not augur well for the Country, since such statements give the wrong signals to prospective Foreign Investors. In this context the Joint Venture of the Hambantota International Ports Group (HIPG), who is the Operator of the Hambantota Port has the unique opportunity to go to the market to attract Investors to set up Export Oriented Manufacturing Enterprises, taking advantage of the 'Free Port Policy related to the Port', as well as its strategic access to International Shipping Lanes in the Indian Ocean located just 10 nautical miles to the South of the Port.

Reasons for the poor performance of FDIs

From the foregoing it is necessary to clearly determine as to why FDIs have been avoiding Sri Lanka. It is known that there is enough private capital, and investment funds around the world if Sri Lanka wishes to tap such financial resources. However, the signals that are given to the International Community needs justification, and predictability, if they are to be convinced that Sri Lanka is a destination with opportunities to invest, considering the strategic location of the Country to access the key markets of the world, because of the proximity to the Main Maritime Routes from East to West.

It is generally accepted that among other things, two key areas of importance from an Investor's point of view are the Security of their Investments related to Peace and Harmony, as well as Policy certainty and predictability, 'which in turn depends on political stability.

A World Bank Report of 11th June 2018 outlines the following six ways in which Sri Lanka can attract more Foreign Investments.

- Reworking Trade Policy – With necessary liberalization measures etc.
- Improving Logistics and Trade Facilitation – Leveraging on the unique location, and Trade Agreements etc.
- Promoting Investments and enabling regulations avoiding Policy uncertainty;
 - Addressing critical challenges in Land Ownership and Land Administration, Policy Uncertainty, High Fragmentation in Policy making, Frequent Policy Changes, slow Policy implementation,

improved efficiency and Transparency of Incentives applicable to Foreign Investments etc.

- Boosting Innovation by way of competitive Product and Financial Markets;
 - By not being out of step with Regional and Global Production Networks etc.
- Addressing labour related issues and getting women to work
 - By relaxing constraints in Labour Laws, Ease of Access to Foreign Expertise etc.
- Providing enabling Logistics and the right infrastructure environment
 - Addressing gaps in transportation infrastructure including Marine and Air Transportation etc.

Although security has been one of the key concerns of the Country, the strength of the new Government related to this area with proven past experience, and the restructured security and intelligence apparatus that has already been put in place, is expected to allay this concern among investors.

In this regard from an Investor's point of view the regular work disruptions, street protests, and demonstrations which were a hallmark during the last few years, disrupting not only normal civilian life, but business and economic activities as well, and which has now hopefully come to an end, should convince Investors as to the secure Law and Order atmosphere in the Country.

In regard to Policy uncertainty and predictability, which in turn depends on political stability, the outcome of the forthcoming Parliamentary General Election could to provide a strong stable platform for the new President to implement successfully a sound and stable Macro-economic Policy Package, hopefully devoid of narrow political considerations.

However, the 'National Policy Framework - Vistas of Prosperity and Splendour', Policy Document of the President does not explicitly refer to the area of FDI, although recognition of its value is implied. In Chapter 5, titled 'People Centric Economy' Export crops in the Agriculture Sector, Plantation crops viz: Tea, Rubber and Coconut, Cinnamon, Pepper, Fisheries products livestock products, Apparel products, and Technology based IT Products have been listed for Export promotion.

The approach although commendable, lacks a Policy perspective to promote FDIs in the identified Sectors. Further even the National Export Strategy document of the Previous Regime while elaborating on the approaches to promote Exports in six focus priority Product Sectors that had been identified, lacks the Policy perspectives in regard to FDIs to expand Exports related to these Sectors.

Nevertheless, in his Policy Statement to the Parliament of the new Government, the President clearly stated that most developing Nations are spending substantially to attract Technology Centric Investments. He adds that the Country needs to understand the type of Investments that spur Economic Development and pay attention to this aspect in the formulation of Investment Policies, as well as provide special incentives and concessions to encourage Investors who are capable of introducing new Technologies to the Country.

Considering the above it is most desirable that the Policy makers of the new Government gives utmost attention to the area of Foreign Direct Investments by formulating and implementing Core National Policies and an Incentives Package (with preferably the consensus of the other main political parties) to attract as well as incentivize FDIs. Such a Policy package will be able to convince Foreign Investors as to the predictability, and long term stability of their investments, based on the security of their investments.

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