

EXPORTERS DIGEST

January

2023

ISSUE-21



We wish our Members a Bright New Year filled with renewed Hope & Confidence. May this New Year bring you Prosperity, Best of Luck and Good Fortunes.

➤ **Highlights of the 30th NCE Export Awards**

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➤ **NCE Secretariat is at a New Location.**

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HIGHLIGHT OF THE MONTH

NCE CELEBRATED THE 30TH ANNIVERSARY OF THE ANNUAL EXPORT AWARDS

The National Chamber of Exporters of Sri Lanka celebrated the 30th anniversary of its Annual Export Awards at Hotel Shangri-Colombo, rejoicing the best performance of Sri Lankan Exporters. The ceremony was held on 02nd December 2022, amidst a gathering of eminent personal connected to exports together with award winners.

The Chamber in celebrating the Pearl Anniversary of the Exports Awards this year, has organized under the theme “Recognizing, Inspiring and Strengthening” - a 30 years of unbroken commitment to Sri Lankan Exporters.

Introduced during the 29th Export Awards, the “NCE Challenge Trophy” was a highlight this year too awarded to organizations who perform ethical trading practices under Small, Medium, Large and Extra-Large categories based on their turnovers. It was noted the conferring of Certificates on 25 organizations who conduct business, according to the 8 Principals of Ethical Trading fostered by the Chamber.



Ravi Jayawardena
President - NCE



Jayantha Karunaratne,
Chairman - Events Sub Committee /
Vice President - NCE

President of the NCE, Ravi Jayawardena in his address assured the Government of fullest Cooperation of the Chamber for its export led economic development plan for Sri Lanka. He noted the importance of resurrecting the Export Development Council of Ministers (EDCM) under President Hon. Ranil Wickramasinghe. Although the request has been echoed to Hon. Wickramasinghe many times the EDCM is yet to be resurrected, depriving the exporters of a platform to resolve their issues with Government.

He further added that the Chamber has requested a seat in the “Trade Development Board” to be set up, amalgamating Board of Investment, Export Development Board and Sri Lanka Export Credit Insurance Corporation to facilitate an export led economy.

Addressing the audience, Jayantha Karunaratne, Chairman Events Sub Committee/Vice President NCE stated that “we must salute all exporters who have done well despite the challenging times in the recent past and Sri Lanka has earned a recorded income from exports during the last two years.” He also highlighted that The judging process adopted by the NCE is of high standard with two layered processes, firstly by a technical committee with experts in respective fields and thereafter the final by the main panel of judges with vast experience in all aspects of trade practices.

HIGHLIGHT OF THE MONTH

Special Awards presented at the 30th Annual NCE Export Awards



LAUGFS Corporation (Rubber) Ltd - Most Outstanding Exporter – Overall 2022



**CBL Global Foods Limited
Best Value-Added Exporter – Products Sector**



**OREL IT (Pvt) Ltd
Best Value-Added Exporter – Services Sector**



**Ceylon Biscuits Limited
Best Sri Lankan Brand Exporter**



**Joint Agri Products Ceylon (Pvt) Ltd
Best Performing Exporter in Emerging Markets**

HIGHLIGHT OF THE MONTH

Special Awards presented at the 30th Annual NCE Export Awards



Samson International PLC
Most Innovative Exporter



Dipped Products PLC
Highest Foreign Exchange Earner



Samson International PLC
Best Performer in Research and Development Activities



Ceyline Maritime Services (Pvt) Ltd
Most Outstanding SME Exporter



Ms.R.A.V.R.Perera (Brilliant Cuts (Pvt) Ltd)
Best Woman Exporter



dkw-Aqua International (Private) Limited
Recognition of differently abled persons by Export Oriented Enterprises

HIGHLIGHT OF THE MONTH

CET Awarded at the 30th Annual NCE Export Awards



As a special segment, the NCE conferred Certificate of Ethical Trading during the 30th Annual Export Awards held on 02nd December 2022 at Hotel Shangri-La, Colombo. Altogether, 24 export oriented organizations who have aligned their business activities with ethical trading practices received certificates.

Good values are to be upheld on a continuous improvement basis for exporter organizations to obtain international recognition. As the Voice of the Exporters, the NCE supports its member exporters to be ethically certified business entities in international markets.

- 1 — Asiabike Industrial Limited
- 2 — Ceyline Maritime Services (Pvt) Ltd
- 3 — Ceylon Jewelry Manufacturers (Pvt) Ltd
- 4 — Colombo Export and Import Agencies (Pvt) Ltd
- 5 — Diamond Cutters Limited
- 6 — Farmchemie Manufacturers (Pvt) Ltd
- 7 — Halal Accreditation Council (Guarantee) Limited
- 8 — Imperial Tea Exports (Pvt) Ltd
- 9 — Mabroc Teas (Pvt) Ltd
- 10 — Macksons Paint Industries (Private) Limited
- 11 — Maliban Biscuit Manufactories (Pvt) Ltd
- 12 — Miami Clothing (Pvt) Ltd
- 13 — Napronet (Private) Limited
- 14 — Oceaneeds (Pvt) Ltd
- 15 — People's Organisation for Development Import and Export
- 16 — Regency Teas Pvt Ltd
- 17 — Rileys Pvt Ltd
- 18 — Riococo Lanka (Pvt) Ltd
- 19 — Samson Rajarata Tiles (Pvt) Ltd
- 20 — Samson Rubber Products (Pvt) Ltd
- 21 — Scanwell Logistics Colombo (Pvt) Ltd
- 22 — Taprobane Seafoods (Private) Limited
- 23 — Tropical Life International (Pvt) Ltd
- 24 — Wichy Plantation Company (Pvt) Ltd

AWARDS WINNERS ICONS



National Chamber of Exporters of Sri Lanka (NCE) has introduced the Award Winners icon to highlight the success of the Award Winners at the prestigious Annual Export Awards.



All winners are also provided with this “Special Logo” by NCE. They have the opportunity to use the relevant winning icon in all their publicity and marketing materials, both locally and internationally.

For More information,

Call: +94 114651765 or
email: nce@nce.lk



UPCOMING EVENTS

OUTLOOK ON PROPOSED FREE TRADE AGREEMENTS SEMINAR

How Proposed FTA's will Impact the Exporters ?
Join us to voice your Concerns..

As an element of the government's economic reform program to revitalize the domestic economy, it has been proposed to re-engage with the global economy to enhance export and export-oriented foreign direct investments. In this regard, free trade agreements with strategically important countries such as India, China and Thailand will be revived/entered upon to improve export potential of local industries.

The seminar is conducted to discuss and highlight how these FTAs will impact Sri Lankan Exporters.

This is the ideal platform to voice your concerns on this matter.



Mr. K J Weerasinghe

Chief Negotiator/International Trade Office

Key Note Address



Mr. M. Shiham Marikar

Secretary General /
Chief Executive Officer - NCE

Moderator



Prof. Rohan Samarajiva

Chair LIRNEasia



Ms. Subhashini Abeysinghe

Research Director - Verite Research



Mr. Lalith Kahatapitiya

Chairman - K.I.K. Group of
Companies



Dr. Arittha Wickramanayake

Precedent Partner / Heritage Partners

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director@nce.lk



www.nce.lk

Rate- LKR.3,750/- per Participant

**18 JANUARY
2023**



**03.30PM TO
06.00PM**



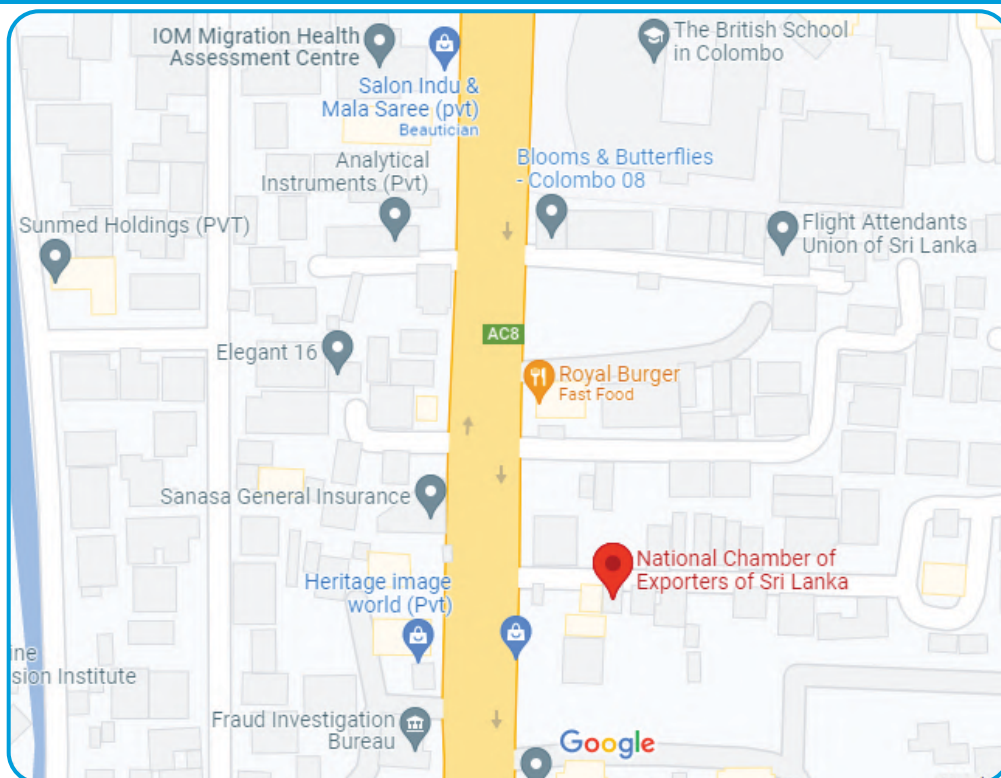
**Hotel
Galadari**

Strategic Partners,



ACTIVITIES OF THE CHAMBER

WE ARE AT A NEW LOCATION



**NATIONAL CHAMBER OF
EXPORTERS OF SRI LANKA**
Voice of the Exporter

Our New Address:

**NO. 131/6,
ELVITIGALA MAWATHA,
COLOMBO 8.**

**(Between The British School in Colombo and Trillium Residencies along
Elvitigala Mawatha)**



Google Location: [Click here](#)

**Our Contact Details, Including Email Addresses & Phone numbers
will remain the same.**

**For more details please contact us through:
011 432 8046 / email : nce@nce.lk**

ACTIVITIES OF THE CHAMBER

Delegation to U.A.E



The Consulate General of Sri Lanka in Dubai, in collaboration with the National Chamber of Exporters of Sri Lanka (NCESL) organized a visit of a 12-member Business delegation from Sri Lanka to the UAE from 05th to 09th December 2022. The business delegation consisted of Sri Lankan companies representing product and service sectors of Ceylon Tea, Spices, Packaging, Coconut based products, IT Solutions, Food products and Rubber based products.

During the visit, a comprehensive programme for the visiting delegation was organized by the Consulate General office in collaboration with Sri Lanka Business Council in Dubai, Sharjah Chamber of Commerce and Industry and Ras Al Khaimah Chamber of Commerce and Industry.

05th December 2022

A briefing session to enhance awareness of the visiting delegation on the UAE market was held at the Consulate General premises with the participation of the Consul General - Nalinda Wijerathna/Secretary General NCE - Shiham Marikar/Chairman SLBC in Dubai - Riza Mohammed and Board Members of the SLBC.

The Consulate General Office, in collaboration with the Sri Lanka Business Council, also organized a number of B2B meetings with targeted business ventures in the UAE to facilitate networking among the business communities of the two countries.

06th December 2022

The visiting delegation took part in a Business Forum and B2B meetings organized at the Sharjah Chamber of Commerce and Industry (SCCI). The Sri Lankan delegation was received by H.E. Mohammad Ahmed Amin Al Awadi, Director-General of SCCI, and Abdulaziz Shattaf, Assistant Director General for Business and Communication Sector of SCCI. **Contd.**

ACTIVITIES OF THE CHAMBER

Delegation to U.A.E Contd.



08th December 2022

The delegation participated in a business forum and B2B meetings in Emirates of Ras Al Khaimah. This programme was held at the Ras Al Khaimah Chamber of Commerce and Industry with the participation of H.E. Mohamed Ali Musabbeh Al Nuaimi, Chairman of the Ras Al Khaimah Chamber of Commerce and Industry, and 1st Vice Chairman of the RAK Chamber and the members of the Chamber Board of Directors.

The delegation also participated in a Business Forum organized by the RAK Chamber in collaboration with several government institutions and the business community. During the official level meetings in the Sharjah Chamber of Commerce and Ras A Khaimah Chamber of Commerce, both parties discussed ways to further strengthen bilateral trade and investment cooperation and to create linkages between the business communities of the Emirate of Ras Al Khaimah, the Emirate of Sharjah and Sri Lanka.

The Chairmen and the officials of RAK Chamber and Sharjah Chamber re-assured their fullest cooperation and collaboration with the Sri Lankan Consulate General Office and the Sri Lankan Government in future bilateral promotional activities which include proposed Sri Lankan Trade Exhibition in Ras Al Khaimah.

The visit of the Sri Lankan delegation and programmes in the two emirates provided the visiting delegation a platform to discuss potential collaboration in a range of industries while establishing the avenues to explore new trade and investment collaborations to further promote trade between business communities of the two countries.

NCE STRATEGIC PARTNERS



KONICA MINOLTA



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[READ MORE »](#)

Hayleys Group companies honored for export innovations and nation-mindedness

The Hayleys Group received top honors at the recently concluded National Chamber of Exports Awards, with its export manufacturing, agriculture, tea export, and transportation and logistics sectors honored for their resilience and significant

[READ MORE »](#)

Multilac bags Gold at 30th NCE Export Awards

Sri Lanka's largest paint and surface coatings exporter and heritage brand of Macksons Holdings, Multilac struck Gold once again at the 30th National Chamber of Exporters (NCE) Export Awards, winning the foremost award for Exports (Chemical Sector) at a grand ceremony held at the Shangri-La, Colombo, on December 2.

[READ MORE »](#)

NCE honours over 140 exporters at 30th annual awards ceremony

National Chamber of Exporters (NCE) President Ravi Jayawardene appreciated the excellent services rendered by Sri Lankan exporters to swell the country's economy and said conducting award presentation ceremonies will strengthen and encourage our exporters to perform well in the international market.

[READ MORE »](#)

Orit Apparels wins Gold at NCE Awards 2022

Sri Lanka's number one denim specialist, Orit Apparels Lanka Ltd., bagged the Gold award at the NCE Awards in the Textile and Garment Sector – Extra Large category recording a momentous win at the awards ceremony held on 2 December.

[READ MORE »](#)

Email Communications & Announcements

1. EXPORTERS DIGEST Monthly Newsletter - December 2022 ([Learn more..](#))
2. We are Moving – NCE New Office Premises ([Learn more..](#))
3. Briefs on International Trade (BIT) 2022/[15] Department of Commerce ([Learn more..](#))
4. Seminar - OUTLOOK ON PROPOSED FREE TRADE AGREEMENTS ([Learn more..](#))

SRI LANKAN BRANDS IN THE GLOBAL MARKET



BRAND PROFILES



BRAND PROFILES



POLYDIME



Regency Leas

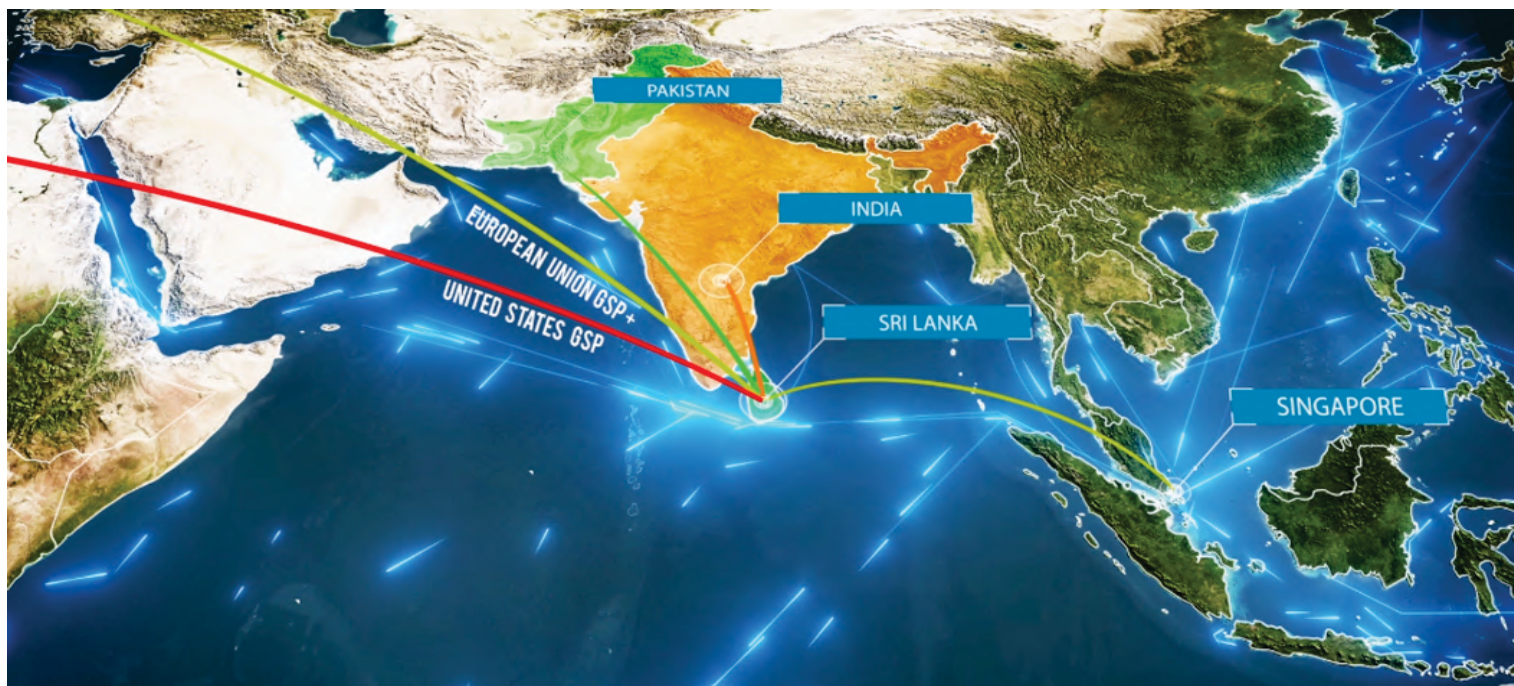
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Trade Agreements



Sri Lanka has signed free trade agreements (FTAs) with India, Pakistan, and Singapore, and is currently negotiating an FTA with the PRC & Thailand.

The FTAs with India and Pakistan cover only trade in goods. The agreements provide for duty-free entry as well as duty preferences for manufactured and agricultural goods. Domestic value addition of 35 percent is required to qualify for concessions granted under the agreements.

The Singapore-Sri Lanka FTA came into force on May 1, 2018. The FTA covers: investment, goods, services, trade facilitation, government procurement, telecommunications, e-commerce, and dispute settlement. Sri Lanka has eliminated customs duties on 50 percent of tariff lines (including tariff lines already with zero duty), which will progressively increase to 80 percent over 14 years. Sri Lanka will not reduce or eliminate duties on the remaining 20 percent of tariff lines.

Sri Lanka is a member of the South Asian Free Trade Area (SAFTA) and the Asia-Pacific Trade Agreement (APTA).

Some Sri Lankan exports to the United States qualify for duty free privileges under the U.S. Generalized System of Preferences (GSP) program, which offers preferential duty-free treatment for up to 5,000 products (apparel products are excluded) from designated beneficiary countries. The United States-Sri Lanka bilateral Trade and Investment Framework Agreement (TIFA) provides a framework for the two governments to discuss and resolve trade and investment issues at an early stage. The most recent TIFA discussions occurred in June 2019.

In May 2017, Sri Lanka regained the European Union's (EU) Generalized Scheme of Preferences (GSP+) privileges for Sri Lankan exports. The trade preferences under GSP+ consists of the full removal of duties on 66 percent of tariff lines, covering a wide array of products including textiles and fisheries. The GSP+ scheme is conditional on Sri Lanka advancing human and labor rights and working towards sustainable development.

Source:

