

# EXPORTERS DIGEST



April

2023

ISSUE-24



## Mr. Jayantha Karunaratne

The New President of,  
The National Chamber of Exporters of Sri Lanka

## Highlight of the Month

28<sup>th</sup> Annual General Meeting &  
the Post Business Forum of NCE

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# HIGHLIGHT OF THE MONTH

## 28<sup>th</sup> Annual General Meeting & the Post Business Forum of NCE

The National Chamber of Exporters (NCE) conducted its 28<sup>th</sup> Annual General Meeting & the Post Business Forum on the 14th of March 2023 at the hotel Galadari main ballroom. The official AGM was followed by the Post AGM forum and networking session, attendant by over 200 Participants comprising of Members, Service providers, Chamber Partners and other special invitees.

The National Chamber of Exporters of Sri Lanka (NCE) becoming the only trade Chamber in Sri Lanka serving exclusively to the Export Sector. The Membership of the Chamber is open to all exporters of products & services and suppliers of products and services to the export industry.

The Membership of the Chamber represents leading exporters of all product and service sectors in Sri Lanka. They range from different scales, Large to Small export-oriented enterprises. The Chamber services are primarily focused on its Members to promote and sustain international markets share and be global brand leaders. Due to this commitment and working towards archiving goals of the Membership the Chamber is nationally identified as 'VOICE OF THE EXPORTER'.



MR. JAYANTHA KARUNARATNE  
PRESIDENT



MR. INDHRA KAUSHAL  
RAJAPAKSA  
VICE PRESIDENT



MR. DILSHAN RAJAPAKSA  
VICE PRESIDENT



MRS. THUSHARI WEERAKOON  
HONY. SECRETARY



MR. RAJEEV DE SILVA  
HONY. TREASURER



MR. SAMINDA BANDARA  
HONY. ASSISTANT  
SECRETARY



MR. LAKSHAN ALGAMA  
HONY. ASSISTANT  
TREASURER



MR. FARHATH AMITH  
REPRESENTATIVE FROM  
COUNCIL



MRS. NILRUKSHI DE SILVA  
REPRESENTATIVE FROM  
COUNCIL

*The newly elected Management Committee of the Chamber for year 2023 / 2024*



# HIGHLIGHT OF THE MONTH

## 28<sup>th</sup> Annual General Meeting & the Post Business Forum of NCE

Contd.



*Newly elected President Mr. Jayantha Karunaratne addressing the gathering.*



*Chief Guest / Key note speaker, Mr. Murtaza Jafferjee (Chair - Advocate Institute) addressing the audience.*



The official AGM commenced at 6 p.m. where the new council, Management committee was elected. The Chamber also nominated its Patrons who are past presidents of the Chamber. Mr. Murtaza Jafferjee (Chair – of Advocate Institute) who was the Guest of Honour and Keynote speaker highlighted important areas in Exports of Sri Lanka and also provided insight into Sri Lankan Exports in comparison to other countries in the region. As a special feature, the NCE exchanged the MOU with the INDEXPO partnership to jointly strengthen the process of the Certificate of Ethical Trading (CET).



# HIGHLIGHT OF THE MONTH

## 28<sup>th</sup> Annual General Meeting & the Post Business Forum of NCE

Contd.

### NCE honors Its Past Presidents with Life Membership Certificates



**Late Deshabandu  
Mr. Patrick  
Amarasinghe**  
1993 - 2000



**Late  
Mr. Felix Yahampath**  
2001 - 2002



**Dr. Kingsley Bernard**  
2003 - 2004



**Dr. Kulatunga  
Rajapakse**  
2005 - 2006



**Mr. Rohan Fernando**  
2007 - 2008



**Mr. Sarath De Silva**  
2009 - 2010



**Dr. Jagath Peiris**  
2011 - 2012



**Mr. Mangala Yapa**  
2013



**Mr. Sarada De Silva**  
2014 - 2016



**Mr. Ramal Jasinghe**  
2017 - 2018



**Mrs. Ramya  
Weerakon**  
2019 - 2020



**Mr. Ravi Jayawardena**  
2021-2022

At the Meeting, the NCE honored its past presidents by issuing them an Honorary Life Membership Certificate. Mr. Jayantha Karunaratne the newly elected President of the Chamber stated that “our Past Presidents have passionately provided their professional services to the NCE and year by year they have made sure that the Chamber reaches new heights” and as a thank you we are awarding them a “Honorary Life Membership Certificates.



The newly elected president with the past presidents who were present at the AGM,  
From left, Mr. Ramal Jasinghe, Mr. Sarada De Silva, Mr. Ravi Jayawardena, Mr. Jayantha Karunaratne (Newly elected President for 2023/2024),  
Mrs. Ramya Weerakon, Dr. Kulatunga Rajapakse, Dr. Kingsley Bernard, Mr. Sarath De Silva, Dr. Jagath Peiris.



# HIGHLIGHT OF THE MONTH

## Some Pictures of the AGM & Post Business Forum..





# HIGHLIGHT OF THE MONTH

## 28<sup>th</sup> Annual General Meeting & the Post Business Forum of NCE

Contd.

### NCE Partners with Ind-Expo to issue Certificate of Ethical Trading (CET) to Exporters.



MOU was exchanged by the President of NCE Mr. Jayantha Karunarathana and Chairman of INDEXPO Mr. Canisius Fernando during the 28<sup>th</sup> Annual General Meeting and Post Business forum of NCE, held on 14<sup>th</sup> March 2023 at the main ballroom, Hotel Galadari, Colombo 01.



**N**CE has partnered with Ind-Expo certification limited for its technical evaluation of Ethical trading in the process related to the Certificate of Ethical Trading (CET) Ind-expo Certification Limited is a non-profit organization that offers certifications & training. Ind-Expo was also supported by the United Nations Industrial Development Organization (UNIDO). Ind - Expo Certification Limited is accredited to award certificates for HACCP, ISO 22000, ISO 9001, ISO 14001, and ISO 45001 by the Sri Lanka Accreditation Board (SLAB) which is affiliated with the International Accreditation Forum (IAF) and is therefore internationally recognized. The Partnership will increase the credibility of the CET and also provide professional evaluation methods and Transparency.



# THE NCE SECRETARIAT

# WE ARE HERE TO SERVE YOU!



**MR. SHIHAM  
MARIKAR**  
SECRETARY  
GENERAL/CHIEF  
EXECUTIVE OFFICER



**MS. DILINI  
GAMLATHGE**  
SENIOR MANAGER  
MEMBER SERVICES  
/ OPERATIONS



**MR. SANDUN  
KOSWATTE**  
ACCOUNTANT



**MR. SUSANTHA  
RUPATUNGE**  
SENIOR EXECUTIVE



**MS. RUKMI  
HETTIARACHCHI**  
EXECUTIVE -MEMBER  
SERVICES



**MR. PRASHAN  
SERAM**  
EXECUTIVE - ICT



**MS. SATHYA  
SAMMANI**  
EXECUTIVE-  
CORPORATE  
COMMUNICATIONS



**MS. STEPHANIE JOHN**  
ADMINISTRATIVE  
EXECUTIVE



**MS. ANURADHA  
SEWWANDHI**  
ASSISTANT ACCOUNT  
EXECUTIVE



**MR. VIJIN SANDEEPA**  
OPERATIONS  
ASSISTANT

## National Chamber of Exporters of Sri Lanka

131/6, Elvitigala Mawatha, Colombo 08, Sri Lanka.

Hotline: +94 114651765, Email: [nce@nce.lk](mailto:nce@nce.lk)



# UPCOMING EVENTS

## NCE Exporter Delegation to OMAN & Qatar from 20<sup>th</sup> May to 26<sup>th</sup> of May 2023

For further Details Please Contact: +94 114344931 Email: [nce@nce.lk](mailto:nce@nce.lk)



## NCE Exporter Delegation to Chennai, India from 28<sup>th</sup> May to 02<sup>nd</sup> of June 2023.

For further Details Please Contact: +94 114344662 Email: [operations@nce.lk](mailto:operations@nce.lk)





# ACTIVITIES OF THE CHAMBER

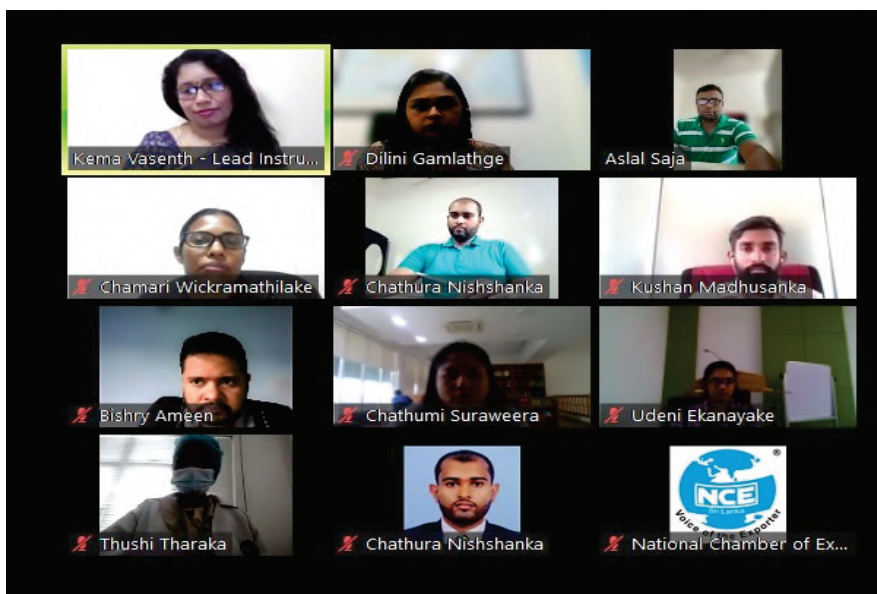
## Meeting with Suppliers & Producers in Kandy District



"Meet the Suppliers/Producers in Kandy District" program organized by the Industrial Development Board Kandy District Office was held on 22nd March 2023, with the participation of 60-65 producers from Multi-Sectors, and the Chamber was invited to join them in creating a platform between exporters and producers. NCE led a group of 15 people from 07 exporting and service-providing companies to Kandy for the event.

This event was organized with the objective of offering opportunities for these producers to become indirect exporters by supplying their products to the exporters, as well as providing Chamber assistance by industry exporters sharing their experience and identifying industrialist issues and development needs, and assisting these producers to solve those problems.

## NCE conducted the latest online course on Preventative Controls Qualified Individual (PCQI),

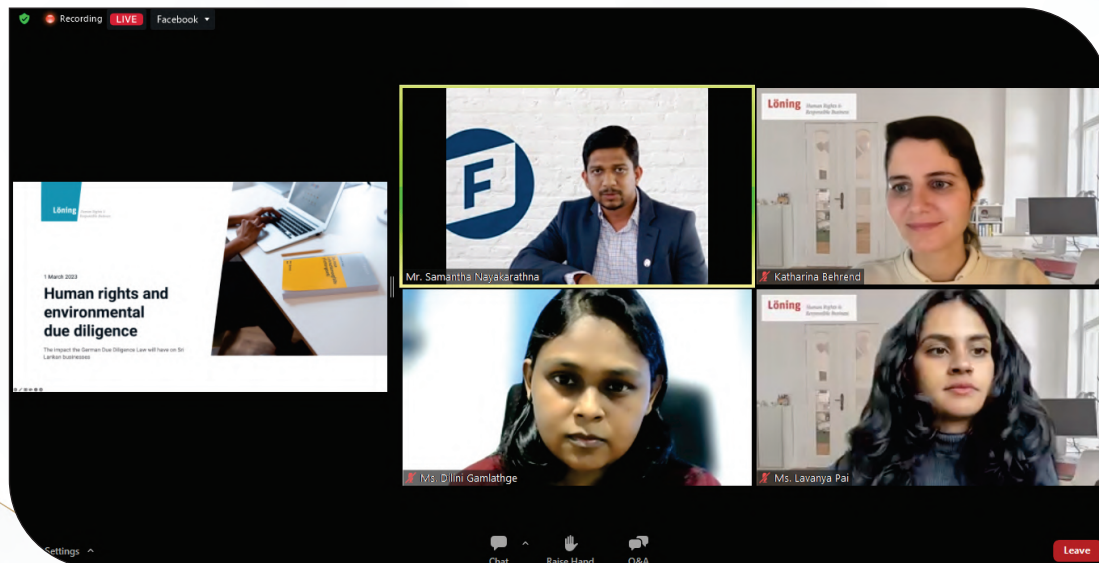


The NCE conducted the latest online course on Preventative Controls Qualified Individual (PCQI), from 27th, 28th and 30th March 2023, under partnership with Hatton National Bank PLC(HNB). The participants who completed the 03-day course will be certified as US Food and Drug Administration (FDA) qualified individuals. This will facilitate their respective organizations to export to the US food and beverage market effectively.

On successful completion of this FDA-approved standardized curriculum, participants received a Food Safety Preventive Controls Alliance (FSPCA) PCQI certificate recognized by the FDA and issued by the Association of Food and Drug Officials (AFDO) and the International Food Protection Training Institute. Fulfilling the requirements to be a PCQI is a critical step in exporting food and beverages to the United States. This programme was conducted by Kemasorooby Vasenth, a certified instructor in Preventive Controls for Human Food. This course is aimed at exporters seeking to meet the training requirements for the PCQI.

# ACTIVITIES OF THE CHAMBER

## Webinar on German Act on Corporate Due Diligence on Supply Chains



NCE organized a very important webinar to create awareness of the new German act on Corporate Due Diligence on Supply Chains and to provide guidelines on how Sri Lankan Exporters should comply.

This webinar was held on the 01st of March 2023 on the zoom platform, Keynote address was delivered by Ms. Katharina Behrend –Consultant and Ms. Lavanya Pai –Consultant from Löning – Human Rights & Responsible Business GmbH.

NCE Organized this webinar in Partnership with **The Friedrich Nauman Foundation for Freedom.**

## Meeting with Suppliers & Producers in Kalutara District



"Meet the Suppliers/Producers in Kalutara District" programme which was organized by the Industrial Development Board Kalutara District Office was held on 29th March 2023, with the participation of 70 producers in Kalutara District from Multi-Sectors. The chamber created a platform between exporters and producers during this programme. NCE led a group of 25 people from 12 exporting and service-providing companies to Kalutara for the event.



## Export earnings top record USD 13 Bn in 2022

Although exporters went through hardships during the last few years, facing many challenges internally and in overseas markets they have demonstrated much resilience...

[Read More..](#)

## Jayantha Karunaratne new President of National Chamber of Exporters

Jayantha Karunaratne has been elected as the new President, while Kaushal Rajapakse and Dilshan Rajapakse have been elected as the Vice Presidents of the National Chamber...

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## Jayantha Karunaratne, 13th president of NCE

The National Chamber of Exporters of Sri Lanka (NCE), the only private sector Chamber that exclusively serves Sri Lankan exporters and is known as the "Voice of the Exporter," held its 28th Annual General Meeting..

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## NCE honours its Past Presidents

At the 28th Annual General Meeting (AGM) of the NCE held at the hotel Galadari on 14 March 2023, the NCE honoured its past presidents by presenting them with Honorary Life Membership Certificates. Jayantha Karunaratne the newly elected President

[Read More..](#)

## Sri Lanka and Maldives Marine Associations sign MOU at Maldives Marine Expo 2023

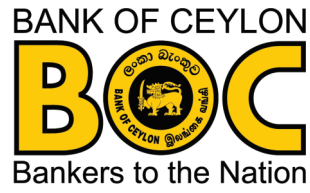
The longest running marine exhibition in the Maldives "Maldives Marine Expo 2023" was held 15 to 18 March 2023 at Hulhumalé in greater Male' Area with 100 stalls reinforcing its status as the South Asia's largest marine industry gathering..

[Read More..](#)

## Email Communications & Announcements

1. EXPORTERS DIGEST Monthly Newsletter- MARCH 2022 [\(Learn more..\)](#)
2. LIFTING OF BAN IMPOSED ON IMPORTING FROZEN SEAFOOD TO QATAR [\(Learn more..\)](#)
3. Preventive Controls Qualified Individual (PCQI) Course-Special offer through Partnership with HNB.- March [\(Learn more..\)](#)

# NCE STRATEGIC PARTNERS



KONICA MINOLTA





# NEW MEMBERS

## Welcome to the NCE Family

The following export-oriented organizations joined the Chamber during the month of March 2023.

### Aspiring Exporters



#### AUTOAUM COMPANY (PVT) LTD



No.129/1, Rathnam Road,  
Colombo 13



[autoaumexports@gmail.com](mailto:autoaumexports@gmail.com)



+94 11 243 3321  
+94 71 644 4567



[www.autoaum.com](http://www.autoaum.com)

### General Members (Ordinary / Associate)



#### ASIAN AGRO PRODUCTS (PVT)LTD



Henamulla, Kochchikade, 11540



[Info@asianagropr.com](mailto:Info@asianagropr.com)



+94777766368



[www.nutrikokos.com](http://www.nutrikokos.com)



#### AGACIA CEYLON PVT LTD



No. 478, Kandy Road, Kelaniya



[dillon@agacia.lk](mailto:dillon@agacia.lk)



+94740608253



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



#### GLOBAL TRANSPORTATION AND LOGISTICS (PVT)Ltd.



No. 40, N.D.H Abudul Cafoor



[info@gtllanka.com](mailto:info@gtllanka.com)



+94776381623



[www.gtllanka.com](http://www.gtllanka.com)

# SRI LANKAN BRANDS IN THE GLOBAL MARKET







Estd. 1956



## CEYLON COFFEE

Coffee trees are pruned short to conserve their energy and aid in harvesting but can grow to more than 30 feet (9 meters) high. Each tree is covered with green, waxy leaves growing opposite each other in pairs. Coffee cherries grow along the branches. Because it grows in a continuous cycle, it's not unusual to see flowers, green fruit, and ripe fruit simultaneously on a single tree. It takes nearly a year for a cherry to mature after first flowering, and about 5 years of growth to reach full fruit production. While coffee plants can live up to 100 years, they are generally the most productive between the ages of 7 and 20. Proper care can maintain and even increase their output over the years, depending on the variety. The average coffee tree produces 10 pounds of coffee cherry per year or 2 pounds of green beans. All commercially grown coffee is from a region of the world called the Coffee Belt. The trees grow best in rich soil, with mild temperatures, frequent rain, and shaded sun

In the year 1503 Arabians introduced coffee to Sri Lanka. In old days Sri Lanka exported nearly 50 000 tons of coffee per year. But due to a severe disease called coffee rust that occurred in 1870 coffee cultivation was destroyed. Coffee cultivations were replaced by rubber and tea lately. Therefore nearly 600 tons of coffee per year have been imported. After introducing rust-tolerant Arabica varieties and hybrid coffee cultivations become popular again.

Arabica-type coffee prefers wet and intermediate zones which have an elevation above 800m. mostly grown areas are Nuwara Eliya, Kandy, Matale, and Badulla. Robusta-type coffee prefers elevation lower than 800m. robusta is mainly grown in Kegalle, Kurunegala, Kandy, and Matale. The total extent of coffee cultivation is about 60580 ha.

Coffee belongs to the family Rubiaceae. It has about 60 varieties. Among them, Arabica and Robusta are economically important. Liberica coffee is not commercially grown in Sri Lanka.

- **Arabica coffee (Coffea Arabica)**

Arabica coffee has Ethiopian origins. Cool climates with higher (more than 800m) elevations are suitable for cultivation. Easy to manage as trees are smaller. 1kg of processed coffee can be produced with 5 kg of raw coffee. Arabica is self-pollinated. Therefore seed propagation can be done. Due to the high-quality flavor and aroma, Arabica coffee has a higher price in the market. HTD, S09, Catimur, Lakparakum, Lak Saviru, and Lak Komali are high-yielding coffee varieties. While some are resistant to coffee rust.

- **Robusta coffee (Coffea canephora)**

Has an African origin. Can be cultivated up to 800m in elevation in wet and intermediate zones. 1kg of processed coffee can be produced with 4.5 to 5 kg of row coffee. Newly released varieties are IMY, S274, GCR, CCI, Lanka Chandra, Lanka Bimsara, and Lanka Isuru.

- **Liberica coffee**

Has large trees. Not grown at commercial level. Coffee has a bitter taste. However, there is a demand in Malaysia and Middle East countries.



Source:

