

# EXPORTERS DIGEST



April

2023

ISSUE-25

# CELEBRATING LABOUR DAY

Cover Story Pg: 17

LET'S US STAND UNITED AND WORK

**TOGETHER**

TO REBUILD SRI LANKA



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# HIGHLIGHTS OF THE MONTH

## NCE Congratulates Dr. Kingsley Bernard on his appointment as the EDB Chair.



The National Chamber of Exporters of Sri Lanka (NCE) congratulates Dr. Kingsley Bernard for his appointment as the Chairman of the Export Development Board (EDB), an important State Institution, bestowing in promoting and developing the export Sector of Sri Lanka, making an indispensable contribution to sustain the economy of the Country.

Dr. Bernard served as the President of NCE in the period from 2003 to 2004, as a Past President he was able to take forward the vision of President Emeritus Late Deshabandu Mr. Patrick Amarasinghe to highlight the SME sector in the

field of Exports, also he contributed with his expertise to assist the exporter community in his capacity as the NCE President and guided the Chamber to come to its success today. As an appreciation for his efforts and contribution made as a Past President, Dr. Bernard is offered with “life member of the Chamber” title

He obtained a Doctor of Philosophy (PhD in Business Management) from the Management and Science University (MSU) of Malaysia. He also holds an MBA from the University of Colombo, Post Graduate Diploma in International Marketing from Colorado State University - USA, and a Diploma in Computer Systems Design from CICC - Japan, among other qualifications. He is a fellow member of the Sri Lanka Institute of Marketing (SLIM) and has published many research articles in international journals and training courses in international forums.

Dr Bernard also has more than 25 years of academic experience as a visiting lecturer at several State universities and private higher education institutions in Sri Lanka. He was also the Chairman of the Sri Lanka Council for Agricultural Research Policy (SLCARP) and a Board Member of the National Institute for Social Development (NISD) from 2019 to 2020. He was a Senior Lecturer of the SLIIT Business School, where he was also the first coordinator of the inaugural MBA program of SLIIT Business School, He served as the Head of Business Management and Head of Information Management at SLIIT Business School from 2014 to 2016 and 2016 to 2018 respectively. He also specialized in management and marketing paving the way to become a veteran marketer and has been engaged in social service projects mainly as a member and District Governor of Lions International (2009/2010, District 306B2) and a Board Member of the Association for Social Development (ASD).

With the amply demonstrated leadership qualities and active involvement in the Exporter industry, Dr. Bernard will be an advantage to foster the development of SME exporters, who pursue the potential to make a vital contribution to the economy of Sri Lanka. While appreciating the services provided by the EDB for the private sector in promoting, developing, and expanding exports, NCE will collaborate closely with the EDB in future, under the leadership of Dr. Bernard.



# HIGHLIGHTS OF THE MONTH

## Mr. Indhra Kaushal Rajapaksa appointed as a Chairman of the Rubber, Plastic & Allied Industrial Sector Advisory Committee



We are pleased to inform you that Mr. Indhra Kaushal Rajapaksa, Managing Director of Kalhari Enterprises (Pvt) Ltd, and Vice President of the Chamber, has been appointed as a Chairman of the Rubber, Plastic & Allied Industrial Sector Advisory Committee, effective October 26th 2023.

With the aforementioned position, he will be contributing to and assisting the Ministry to Formulate the policies related to the sector, Prepare short, medium, and long-term plans for the relevant sector of the ministry, Plan out strategies for the implementation of such plans, Identify human, physical, capital resources and market linkages and other resources required for promotion of the sector, Advice on any other areas in order to foster and promote the sector, Identify the problems and issues affecting the proper functioning of the sector, inform them to the ministry and propose solutions and Work in collaboration with other advisory committees for the development of the manufacturing industry sector of the country.

His extensive knowledge, experience, and dedication to excellence make him the ideal person to lead this committee, and we are excited to see the positive changes that he will bring. The NCE congratulate Mr. Rajapaksa on his accomplishment and wish him continued success in his future activities.

# 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



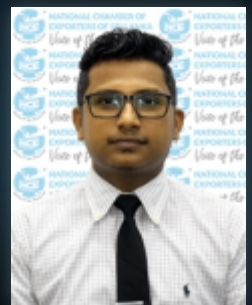
**MS.SATHYA  
SAMMANI**  
EXECUTIVE-  
CORPORATE  
COMMUNICATIONS



**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 11 465 1765, Email: [nce@nce.lk](mailto:nce@nce.lk)



# UPCOMING EVENTS

## NCE Exporter Delegation to Chennai, India ( Early June 2023 )

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



## NCE Exporter Delegation to Oman & Qatar (Postponed to October 2023)

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



# UPCOMING EVENTS

## Seminar on Export Facilitation Schemes and Export Procedures by Sri Lanka Customs



National Chamber of  
Exporters of Sri Lanka  
**Joint Seminar With**  
Sri Lanka Customs



### Why Export Facilitation schemes and Custom procedures are important in Exportation?

Are you looking for an opportunity to get updated with the latest procedures/trends in Sri Lanka Customs related to exports?  
Then, This is a good Opportunity!

#### Resource Personnel



**Mr. Chandana Dharmapriya**  
Deputy Director of Customs  
Export Directorate  
Sri Lanka Customs



**Mr. Chandimal Weerasinghe**  
Deputy Director of Customs  
Cargo Examination Directorate  
Sri Lanka Customs



#### Who Should Attend:

Senior Level Managers, International trade compliance managers/Executives, Export Managers/Executives, Shipping managers/executives and who involve with exports..

**A Digital Certificate of Participation will be issued to all participants.**

**10** May 2023



01.00 PM to  
04.30 PM



Best Western Elyon Colombo  
102 A Baseline Road,  
Colombo 5, Kirulapone

**Registration Fee:**  
\*Member Rs.6000/=

\*Non-Member Rs.7500/=

**For Registrations :** Rukmi Hettiarachchi - Executive Member Services

National Chamber of Exporters of Sri Lanka

No. 131/6, Elvitigala Mawatha, Colombo -08, Sri Lanka

Hot Line : + 011-434 4661 | Email : imalka.h@nce.lk

**Strategic Partners:**





# UPCOMING EVENTS

## PCQI Training Sessions



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

### Preventive Controls Qualified Individual (PCQI) Course

Organized by National Chamber of Exporters of Sri Lanka in partnership with HNB

FSPCA  
**PCQI**



**OBTAIN PCQI CERTIFICATION**  
(FDA APPROVED CURRICULUM)

This is an important certificate for your staff working in food and beverage production and packing facilities. **Expand your food exports and secure the market share of USA by conforming to US-FDA regulations on Human Food.**

## Registrations for the next batch are now open!

**Training Dates:** 22<sup>nd</sup>, 23<sup>rd</sup> & 26<sup>th</sup> May 2023

**Course duration:** 03 days ( 20 hours ) 9.00 a.m. to 5.00 p.m.

**Training Method:** Online via **zoom**

#### **Your Investment under the Special Offer:**

- **Course / Training Fee : Rs. 22,000/-**  
(An amount of Rs. 10,000/- will be waved off under the partnership with Hatton National Bank PLC)
- **Certificate Fee : 60 USD**



**For More Details Please Contact on:**  
**Tel: 011 434 4662 E-mail: [operations@nce.lk](mailto:operations@nce.lk)**



# ACTIVITIES OF THE CHAMBER

National Chamber of Exporters of Sri Lanka's,  
スリランカ国立輸出商会議所が東京のスリランカ大使館と連携して主催

## DELEGATION TO JAPAN



The National Chamber of Exporters of Sri Lanka (NCE) in collaboration with the Sri Lankan Embassy in Japan organized a business visit of a 12-member Business delegation from Sri Lanka to Japan from 01st to 08th April 2023. The business delegation consisted of Sri Lankan companies representing product and service sectors of Ceylon spices, packaging, coconut based products, food products, rubber based products and freight forwarding.



# ACTIVITIES OF THE CHAMBER

## Avurudu Celebrations at the NCE!



Avurudu Breakfast at the National Chamber of Exporters of Sri Lanka, Mr. Jayantha Karynaratne, President of NCE, and Mr. Indhra Kaushal Rajapaksa, Vice President, both joined in wishing the NCE team a Happy and a Prosperous New Year.

## Meeting with The Chairman of the Industrial Development Board, Dr. Saranga Alahapperuma, and his Officials at NCE.



The Chairman of the Industrial Development Board, Dr. Saranga Alahapperuma, and his Officials met with the NCE team at the Chamber Secretariat to discuss the NCE-IDB collaboration in organizing the National Industrial Exhibition, which would benefit the Sri Lankan export sector.

# ACTIVITIES OF THE CHAMBER

## NCE held its monthly Management Committee & Council meeting & met with newly appointed EDB Chairman Dr. Kingsley Bernard



NCE's first Management Committee and the Council meeting headed by newly appointed NCE President Mr. Jayantha Karunaratne was held at the hotel Best Western on the 25th of April from 4.00 P.m. to 7.00 p.m. The newly appointed EDB chairman Dr. Kingsley Bernard joined for the latter part of the meeting for a discussion where he updated the members of the Council new initiative of the EDB to develop Sri Lankan Exports.

During the same event the Chamber awarded The Certificate of Ethical Trading (CET) to the members Companies who qualified by meeting all Conforming Criteria's.

## Presenting of the Honorary Life Membership Certificates



NCE honored another two past presidents by presenting them with honorary life membership certificates during the first council meeting held on April 25, 2023, at the Best Western Elyon Colombo 05.

Mr. Jayantha Karunaratne, the newly elected President of the Chamber, awarded the Honorary Life Membership Certificate to Mr. Rohan Fernando (2007-2008) and Mr. Mangala Yapa (2013) by thanking their professional service to the NCE and its members.



# ACTIVITIES OF THE CHAMBER

## CET Certificate Awarding



"NCE presented the "Certificate of Ethical Trading (CET)" to another two member companies that follow ethical trading, good environmental and social practices based on the 08 Principles.

1. Lumbini Aquaria International (Pvt) Ltd.
2. Spectra Logistics (Pvt) Ltd.

## NCE Internal Staff Training Session



The NCE organized an internal training session for its staff members on 27th April 2023 at the NCE conference Hall. "Sharing Best Practices" is the main focus of this session covering the areas of time management, Communication ethics and smart working. There were interesting group activities followed by presentations and opportunities given to share experiences on subject matters.

The session was conducted by Ms. Dilini Gamlathge, Senior Manager, Member Services and Operations, with the support of Ms. Tharushi Karunaratna and Ms. Tharuka Dissanayake, interns from the University of Kalaniya.

## **Sri Lanka welcomes over 26,000 tourists in first week of April**

The tourist arrivals to Sri Lanka in the first week of April crossed over 26,000, showing signs of the end of the winter season. Sri Lanka welcomed 26,912 tourists from 1 to 7 April, propelling the cumulative figure to 362,591 continuing the growth momentum.

[Read More..](#)

## **Dipped Products launches ambitious new venture into high-tech sports gloves for EU, US.**

Global pioneers in sustainable integrated glove manufacturing, Dipped Products PLC (DPL), a subsidiary of the Hayleys Group, commenced commercial operations at its state-of-the-art manufacturing plant in Biyagama..

[Read More..](#)

## **Ceylon Tea confident of retaining market share with recovery in output**

Sri Lanka, the world's largest orthodox black tea producer remains confident in retaining the market share and its brand value reflected in premium prices in key traditional markets this year with anticipated rebound in production despite potential competition emerging from India, Vietnam and East Africa, following..

[Read More..](#)

## **Promoting Products and Services Among NCE Members**

A special promotion campaign for NCE members was conducted through the NCE Official Facebook page. In this promotional campaign the NCE promoted the products and services of the NCE members that they market in Sri Lanka among the NCE members where special discounts and other special offers that could be highlighted. This was conducted as a FREE MEMBER SERVICE on NCE social media platforms. The Digital campaign commenced from 5th April onwards for TWO WEEKS .

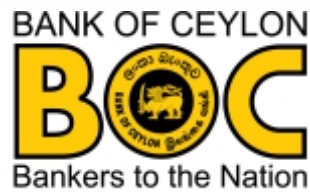
[Read More..](#)

## **Email Communications & Announcements**

1. EXPORTERS DIGEST Monthly Newsletter- APRIL 2023 ([Learn more..](#))
2. TRADE INQUIRY: Finding a charcoal briquette supplier to Japan ([Learn more..](#))
3. Delegation to meet the Producers/ Suppliers in the Eastern and Northern Provinces ([Learn more..](#))
4. NCE Exporters Delegation to Oman & Qatar May 2023 ([Learn more..](#))
5. The Trade and Investment Framework Agreement (TIFA) between the USA and Sri Lanka- The 14th Council Meeting ([Learn more..](#))



# NCE STRATEGIC PARTNERS



KONICA MINOLTA



සමපත් බැංකුව  
சம்பத் வங்கி  
Sampath Bank



SCANWELL LOGISTICS



# NEW MEMBERS

## Welcome to the NCE Family

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

### Aspiring Exporters



**U.D.S. & S Global (Pvt.) Ltd**



No. 253/12, Lower Cemetery Road,  
Boralugoda, Athurugiriya.



[udsandglobal@yahoo.com](mailto:udsandglobal@yahoo.com)



+94112742050  
+ 94764943211



<https://udsandsglobal.wixsite.com/udsnsptltd>





# SRI LANKAN BRANDS IN THE GLOBAL MARKET









## Labour Day & the Future of Work

Labour Day, also known as International Workers' Day, is a time when workers around the world come together to demand better wages, working conditions, and social justice. As we look to the future of work, May Day continues to be a rallying cry for a more just and equitable future for workers everywhere.

The world of work is changing rapidly, and the future of work is uncertain. The rise of automation and artificial intelligence is transforming industries and reshaping the labor market. As a result, workers are facing new challenges and opportunities, and the need for worker protection and social safety nets has never been greater.

One of the key issues facing workers in the future of work is job security. With the rise of automation and the gig economy, many workers are facing unstable or precarious employment. This can lead to financial insecurity and stress, as well as a lack of benefits such as healthcare and retirement savings.

Another important issue is the need for workers to develop new skills and stay up-to-date with changing technology. As industries transform and new jobs emerge, workers need access to training and education programs that can help them stay competitive in the job market.

At the same time, there is a growing recognition of the need for worker protection and social safety nets. This includes policies such as minimum wage laws, paid family leave, and affordable healthcare. These protections are essential to ensure that workers are able to support themselves and their families, even as the nature of work continues to evolve.

May Day is a reminder of the power of workers to come together and demand change. As we look to the future of work, it is essential that workers continue to organize and advocate for their rights. This includes the right to fair wages, safe working conditions, and a voice in the workplace.

It also means that policymakers and employers must take responsibility for creating a more just and equitable future of work. This includes investing in education and training programs that can help workers develop the skills they need to succeed in a changing job market. It also means creating policies that support workers' economic security and social well-being.