

EXPORTERS DIGEST

November

2023

Issue-30



* Exporters Digest | 30th Edition *



Sri Lanka to enhance trade relations with South Asia, South East Asia and East Asia

Pg.23

UPCOMING EVENTS

Judges Dinner

November 10th
Pg:02

Seminar on Logistics & Shipping

November 21st
Pg: 02

PCQI Trainings

November 28th, 28th & 30th
Pg:03

NCE Exporter Awards

December 08th
Pg:03

UPCOMING EVENTS

Judges Dinner



10th November
2023



NCE Judges Dinner is an exclusive event is dedicated to recognizing and honouring the invaluable contributions made by our esteemed judges in selecting the award winners for the NCE Export Awards 2023.

During this event we will also be recognizing our esteemed event partners.

Seminar on Logistics & Shipping



21st November
2023



Hotel Galadari,
Main Ballroom



The National Chamber of Exporters (NCE) is organizing a highly significant seminar to raise awareness on matters about Shipping and Logistics for Exporters.

This seminar has been organized to empower with the knowledge, tools, and strategies necessary to navigate the complex world of Shipping and Logistics for Exporters successfully. Participating in this event, you will be better prepared to handle industry changes, minimize costs, and enhance your overall competitiveness in the global marketplace.

UPCOMING EVENTS

PCQI Training



**November 28th, 29th & 30th
2023**

The NCE is pleased to inform the upcoming training opportunity that is essential for all food and beverage exporters who wish to export to the United States as exporting food and beverages to the USA requires strict adherence to food safety regulations.

Ensure your products meet the highest standards of food safety required by the U.S. market. Join us for this PCQI Training and empower your team with the knowledge and skills necessary for success in food and beverage exports to the USA. We invite you to participate in our Preventive Controls Qualified Individual (PCQI) Training scheduled for November 28th, 29th, and 30th.

NCE Exporter Awards



31ST
NCE
EXPORT
AWARDS - 2023
ADAPTING TO GLOBAL SHIFTS
SRI LANKAN EXPORTERS EMBRACING CHANGE



**December 08th
2023**

We are excited to announce that the NCE Export Awards, a prestigious event that has been a significant fixture in Sri Lanka's business calendar, will return for the 31st consecutive year. Scheduled to take place on the **8th of December**, this event will be hosted at the renowned **Hotel Shangri-La Colombo**, and it promises to be a gathering of exceptional significance for the Sri Lankan export community.

The NCE Export Awards serve as a platform for recognizing and celebrating the outstanding contributions of our nation's exporters to the economy. The event will be graced by Special Invitees, Diplomats, and distinguished Award winners, making it an occasion of great prestige and honor.

This grand gathering is one of the most eagerly awaited events in the Sri Lanka Business Calendar, reflecting the importance of acknowledging and rewarding the tireless efforts of our exporters. Their dedication and commitment have significantly contributed to the growth and prosperity of our nation.

"The NCE Export Awards 2023 is not just a celebration of achievements; it is a testament to the relentless pursuit of excellence, innovation, and unwavering commitment to pushing the boundaries of Sri Lanka's export sector."

ACTIVITIES OF THE CHAMBER

NCE officials met with Dr. Siriwardena, Deputy Director General, Food Control Administration Unit, Ministry of Health



The focus of this meeting was to address the ongoing challenges faced by exporters when obtaining health certificates for their exports. The meeting, held on 02nd October 2023 provided an invaluable platform for NCE officials and Dr. Siriwardena to engage in a candid dialogue about the hurdles exporters face, and to explore potential solutions for a more streamlined and efficient process.

NCE officials met with the Conservator General of Forest and officials from the Department of Forest Conservation in Sri Lanka



In a recent meeting on October 6, 2023, officials from the National Chamber of Exporters (NCE) engaged in a crucial discussion with the Conservator General of Forest and representatives from the Department of Forest Conservation in Sri Lanka. The focus of this meeting was to address the challenges faced by horticulture sector exporters when obtaining forest permits for their exports. It was discussed to transform the forest permit issuing process into a digital platform with lesser paperwork which will be convenient for both parties. Also, the officials from the Department of Forest Conservation mentioned that they would help exporters solve the issues faced during the process of obtaining forest permits for exports.

ACTIVITIES OF THE CHAMBER

Digital Certificate of Origin Awareness Session to NCE Staff



The session was conducted by Mr. Susantha Rupathunga, a Senior Executive of NCE, on the October 2023 to create awareness about the digital system and how it will benefit both our staff and our valued members.

The primary objective of this session was to ensure that our entire staff is well-informed about the digital Certificate of Origin system. This knowledge will enable our team to offer a higher level of service to our members when it comes to the registration process for the CO system.

NCE President and SG/CEO Meet with Egyptian Ambassador to Boost Trade, Investment, and Tourism

The President and Secretary General/CEO of NCE met with the Egyptian Ambassador to Sri Lanka on 18th October 2023. This meeting marked a significant step towards strengthening trade, investment, and tourism relations between the two countries.

Key Points Discussed,

- Business Delegation to Egypt in early 2024
- Establishing an Egypt-Sri Lanka Business Council to Strengthen economic ties
- Possibility of Preferential Trade Agreement



ACTIVITIES OF THE CHAMBER

The 10th NCE Council and Management Committee meeting



10th NCE Council and Management Committee meeting held on 19th October 2023 at the NCE Conference Hall with the attendance of the Members of the Management Committee and the Council.

Key Discussion Points,

- Discussion on the recent Business Delegation's visit to the UK in September and preparations for the upcoming visit to Kandy on October 25th.
- Information about the exciting Chamber activities scheduled for November.
- Special discussions focused on sectoral issues, with a particular emphasis on concerns within the Boat Building Sector and challenges related to Security Clearance at the Airport for perishables and apparel products.

The meeting served as an excellent platform for members to exchange valuable insights and plan for upcoming events and initiatives.

Meeting with Suppliers/Producers in Kandy District organized by the NCE in coordination with REDA (Regional Economic Development Agency)



In collaboration with REDA (Regional Economic Development Agency), a Meeting with Suppliers/Producers in Kandy District was organised by NCE on the 25th of October at the Kandy City Center, bringing together 100 producers from various sectors in the Kandy District, along with the participation of 10 exporters who joined the delegation.

This gathering was an important step towards strengthening connections between local suppliers/producers and exporters, fostering economic growth, and promoting trade opportunities in our region.

Saylan Bank's support played a pivotal role in making this event a success, and we extend our sincere gratitude for their partnership.

ACTIVITIES OF THE CHAMBER

Sampath Bank PLC renewed its partnership with the National Chamber of Exporters (NCE).

Sampath Bank PLC has reaffirmed its commitment to fostering economic growth and expanding Sri Lankan exports on the global stage by renewing its strategic partnership with the National Chamber of Exporters (NCE).

The partnership is set to create a mutually beneficial relationship, offering numerous advantages to both parties on Empowering Exporters and Boosting Sri Lankan Exports. NCE members will gain increased access to Sampath Bank's export-friendly programs and services. This will equip exporters with essential tools and resources needed to break into global markets. With Sampath Bank's support, NCE members can explore new opportunities and markets, thereby contributing to the growth of Sri Lankan exports. This strategic alliance creates a virtuous cycle where Sri Lanka's economy flourishes, NCE members thrive in global markets, and Sampath Bank strengthens its position as a key financial partner for exporters.

This renewed partnership symbolizes a shared commitment to the prosperity and growth of Sri Lanka's export sector. Together, Sampath Bank and NCE aim to fuel innovation, provide financial solutions, and ultimately drive success in the global export arena.



Hatton National Bank (HNB) renewed its partnership with the National Chamber of Exporters (NCE).

We are thrilled to share exciting news with you today. Hatton National Bank (HNB) has officially renewed its partnership with the National Chamber of Exporters (NCE), solidifying its unwavering commitment to the growth of the Sri Lankan economy, with a particular emphasis on the vital export sector.

This renewed collaboration between HNB and NCE is a testament to their dedication to the betterment of the nation's economic landscape. By combining their strengths and resources, they aim to fortify the export sector and enhance Sri Lanka's position on the global trade stage.

The HNB-NCE partnership continues to serve as a model of public-private cooperation, with a focus on fostering innovation, driving competitiveness, and ensuring sustainable economic growth.





**Ethical Trading
Certification**

A unique Certificate Exclusively for NCE Members

Be an
**Ethically
Certified
Exporter**

The National Chamber of Exporters of Sri Lanka (NCE) issues the "Certificate of Ethical Trading (CET)" in collaboration with INDEXPO certification Limited to member exporters of NCE who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 principles which have been developed and followed by the chamber.

MAIN BENEFITS

- A Credible Certificate of value from the National Chamber of Exporters of Sri Lanka.
- Comply with international standards on ethical behavior, labour, environment etc.
- Confirms adherence to Good Trading Practices.
- Provides your enterprise a competitive advantage in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.
- Recognized by various Government and Private sector stake holders

ENDORSED BY



APPLY NOW!

Contact us on +94 114344661 or email to nce@nce.lk

For more information visit <https://nce.lk/certificate-of-ethical-trading/>



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More Info



CERTIFICATE OF ETHICAL TRADING

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior, Environment & Society.



99x



Advantis Projects and Engineering (Pvt) Ltd



Asiabike Industrial Limited



Bio food Exports (Pvt) Ltd



Brilliant Cuts (Pvt) Ltd



Ceyline Maritime Services (Pvt) Ltd



Ceylon Jewelry Manufacturers (Pvt) Ltd



Colombo Export and Import Agencies (Pvt) Ltd



D. Samson Industries (Pvt) Ltd



Diamond Cutters Limited



Diamond International Lanka (Pvt) Ltd



dkw-Aqua International (Pvt) Ltd



Dutch Lanka Trailer Manufacturers Limited



E-Silk Route Ventures (Pvt) Ltd



Farmchemie Manufacturers (Pvt) Ltd



Flex Film International (Pvt) Ltd



GreenKeepers (Pvt) Limited



Green Way Asia Lanka (PVT) Ltd

CERTIFICATE OF ETHICAL TRADING

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Halal Accreditation Council
(Guarantee) Limited



hSenid Business Solutions
(Pvt) Ltd



Imperial Tea Exports (Pvt) Ltd



Janet Lanka (Pvt) Ltd



Kandrick Tea Beverages Lanka



LAUGFS Corporation (Rubber)
Limited



Lumbini Aquaria International
(Pvt) Ltd



Mabroc Teas (Pvt) Ltd



Macksons Paints Industries
(Pvt) Ltd



Maliban Biscuit Manufactories
(Pvt) Ltd



Miami Clothing (Pvt) Ltd



Napronet (Pvt) Ltd



Nidro Supply (Pvt) Ltd



Oceaneeds (Pvt) Ltd



Pan Asia Coloured Yarns
(Pvt) Ltd



People's Organisation for
Development Import and Export



Regency Teas (Pvt) Ltd



Rhino Roofing Products Limited

CERTIFICATE OF ETHICAL TRADING

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Rileys (Pvt) Ltd



Riococo Lanka (Pvt) Ltd



Samson Bikes (Pvt) Ltd



Samson Manufacturers (Pvt) Ltd



Samson Rajarata Tiles (Pvt) Ltd



Samson Rubber Products (Pvt) Ltd



Scanwell Logistics Colombo (Pvt) Ltd



Sierra Cables PLC



Spectra Integrated Logistics (Pvt) Ltd



Spectra Logistics (Pvt) Ltd



Statesman Hats (Pvt) Ltd



Tantra (Pvt) Ltd



Taprobane Seafoods (Pvt) Ltd



Textrip (Pvt) Ltd



Tropikal Life International (Pvt) Ltd



Wichy Plantation Company (Pvt) Ltd

EDB to revisit National Export Strategy with technical aid from ITC

Sri Lanka has initiated the process of revisiting its existing Export Strategic Plan (National Export Strategy 2018-2022).

The endeavour, spearheaded by the Sri Lanka Export Development Board (EDB) in collaboration with the Ministry of Investment Promotion, has obtained technical support from the International Trade Centre (ITC) based in Geneva.

[Read More..](#)

Sri Lanka to sign FTA with Malaysia in February

Sri Lanka will sign a Free Trade Agreement (FTA) with Malaysia when President Ranil Wickremesinghe visits the country in February, said visiting Malaysian Minister of Foreign Affairs, Dr Zambry Abd Kadir at a special CEO Forum hosted by Malaysia Sri Lanka Business Council (SLMBC) on Monday.

[Read More..](#)

Sri Lanka-China FTA nears reality after decade of negotiations

Sri Lanka and China will finally ink the long-awaited Free Trade Agreement (FTA) that has been in the talks for nearly 10 years, paving the way for improved trade between the two nations.

[Read More..](#)

NCE Exporters' delegation visits UK for B2B meetings

The National Chamber of Exporters of Sri Lanka, the NCE, has announced that an overseas exporters' business delegation to the UK took place during September 10-17.

[Read More..](#)

Dollar to Sri Lankan Rupee Currency Exchange Rate Prediction

As November approaches, investors and traders continue to closely monitor the Dollar to Sri Lankan Rupee (USD/LKR) currency exchange rate, assessing potential trends and fluctuations. Several key factors are likely to influence the exchange rate in the upcoming month.

The Dollar to Sri Lankan Rupee exchange rate for November is subject to a multitude of factors, including economic data releases, geopolitical events, and global sentiment. Investors and traders are advised to remain vigilant and keep a watchful eye on these factors to gain a better understanding of potential exchange rate movements in the coming month. Being well-informed and adaptable in response to market developments will be crucial for anyone engaged in USD/LKR trading during this period.

Dollar to SL Rupee forecast for the upcoming days..

Date	Rate	Min Rate	Max Rate
2023-10-31	326.827	326.330	327.305
2023-11-01	327.491	327.004	327.998
2023-11-02	327.585	327.065	328.055
2023-11-03	327.899	327.362	328.452
2023-11-04	327.549	326.986	328.082
2023-11-05	327.613	326.958	328.192
2023-11-06	328.142	327.521	328.847
2023-11-07	328.432	327.751	329.158
2023-11-08	329.096	328.267	329.872
2023-11-09	329.190	328.342	329.984
2023-11-10	329.505	328.533	330.443
2023-11-11	329.154	328.160	330.260
2023-11-12	329.218	328.082	330.419
2023-11-13	329.747	328.507	331.106

[Source](#)

OUR STRATEGIC PARTNERS



NEW MEMBERS

Welcome to the NCE Family

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

General Members (Ordinary / Associate)

Company	Product/Service Sector
Avenrich Tea (Pvt) Ltd	Tea and Tea Products Sector
Desicolanka Exports	Coconut kernel products
HARDY EXPORT CO.PVT.LTD	Coconut Based Products
Hayleys Fabric PLC	Apparel
Overdime Exports (Pvt) Ltd	Packaging Products
Polycrome Holdings (Pvt) Ltd	Light/Heavy Engineering Products
Suganth International (Pvt) Ltd	Fisheries & Fishery Products Sector
Talawakelle Tea Estates PLC	Tea and Tea Products Sector
The Computer Center (Pvt) Ltd	ICT & BPO Sector
Toyo Cushion Lanka Pvt. Ltd	Coir Fiber and Coir Based Products

Aspiring Exporters

Company	Product / Service Sector
Tritech Green Energy (Pvt) Ltd	Spice Based Products
Elson (Private) Limited	Cocopeat Products.
Green Space Lanka (Pvt) Ltd	Coconut & Coconut Products Sector
Artisan Miris (Pvt) Ltd	Spice Based Products
Chenex International Pvt Ltd	Spice Based Products
Care Packs Colombo (Pvt) Ltd	Printing and Packaging Sector

SRI LANKAN BRANDS IN THE GLOBAL MARKET



SRI LANKAN BRANDS IN THE GLOBAL MARKET



Main Services by the Chamber

PUBLICATION OF THE “SRI LANKA EXPORTER” MAGAZINE

The Magazine is published quarterly and carries valuable articles of current interest to Exporters such as, trade information, export statistics, export market trends, export performance indicators etc. It is distributed among Member companies of the Chamber and to all trade points in Sri Lanka and overseas markets and also to leading corporate clients. The Magazine is also a powerful platform for Exporters and services providers to exporters to advertise and create awareness of their products and services.

EXPORTER DIGEST

Exporter Digest is a monthly publication released on the first of each month that highlights Chamber activities and provides brand recognition to our Exporters and Strategic Partners. This publication also includes an outline of the Chamber's upcoming events.

ISSUE OF CERTIFICATES OF ORIGIN AND RELATED EXPORT DOCUMENTS

The NCE is a designated Chamber by State authorities to issue Certificates of Origin (CO) and related documents to Sri Lankan Exporters. COs issued to both member and non-member exporters and all Members are entitled to concessionary rates that can be obtained manually or digitally.

RECOGNITION OF EXPORT PERFORMANCE

The Annual NCE Export Awards, the flagship event of the Chamber serves to recognize and reward export performance of Sri Lankan Exporters of Goods and Services, and Service Providers to Exporters. It is open for both member and non-member exporters in Sri Lanka. It is the most prestigious event in the Sri Lankan business calendar.

DISSEMINATION OF TRADE INQUIRIES AND TRADE LEADS

Trade inquiries and trade leads received from Sri Lankan missions overseas, foreign trade Chambers, and other trade organizations are disseminated to members on a timely basis. Specific trade inquiries are provided exclusively to members in the relevant sectors.

CONDUCT OF TRAINING PROGRAMMES AND WORKSHOPS

Conduct Training Programmes on export related subjects for the benefit of members and non members

PARTICIPATION IN TRADE FAIRS, EXHIBITIONS, TRADE DELEGATIONS ETC.

Participates in overseas and local Trade fairs & Trade Exhibitions and Organizes Trade Promotion Programmes and Trade Delegations, as well as Inward Buying Missions.

ETHICAL TRADING CERTIFICATION (CET) - A unique certificate Exclusively for NCE Members

The Chamber issues the 'Certificate of Ethical Trading' to Member Exporters who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 Principles which have been developed and followed by the Chamber. The certification confirms that the Member Complies with international standards on ethical behavior, labour, environment etc. The CET Provides a competitive advantage in international markets.

Main Services by the Chamber

Continued..

WEBSITE FACILITIES (www.nce.lk)

The website provides free listing for member companies and frequent updates on chamber activities and Trade related information.

SECTORAL MEETINGS

The Chamber organizes monthly Sectoral meetings for members under the leadership of the Sectoral Heads in the Council of the Chamber, in order to prepare strategic plans for the sectors, and to highlight policy and operational issues which need resolution.

REPRESENTATION OF MACRO AND INDIVIDUAL ISSUES

Represents and supports individual as well as macro issues faced by members, at the relevant State Institutions and Forums, with a view to resolving them.

DISSEMINATION OF MARKET INFORMATION, TRADE STATISTICS AND BUYER INFORMATION

Trade related information sent by partnering Chambers , Sri Lankan Missions and other sources such as retailers , whole sellers and import houses are disseminated to members.

AUDITORIUM FACILITIES

Provides Auditorium Facilities to members as well as non-members to conduct meetings, workshops and training programs.

LINKING OF PRODUCERS WITH MEMBER EXPORTERS

The Chamber has a programme to link producers of agricultural fisheries and many other products especially from the Northern Province with member exporters of the Chamber, to facilitate marketing of their products in International Markets.

SUPPORTS SME'S UNDER THE 'ASPIRING EXPORTERS' PROGRAMME

The Chamber has a special 'ASPIRING Exporters' Programme to support SME's with Export Potential, providing free advisory services and specific assistance for a period of one year, to develop them to be future exporters.

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**
MANAGER FINANCE



**MR.SUSANTHA
RUPATUNGE**
SENIOR EXECUTIVE



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



MS.STEPHANIE JOHN
ADMINISTRATIVE
EXECUTIVE



**MS.ANURADHA
SEWWANDHI**
ACCOUNT
EXECUTIVE



**MR. AVANTHA
JAYATHUNGA**
EXECUTIVE - ICT



MR.VIJIN SANDEEPA
OPERATIONS
ASSISTANT

National Chamber of Exporters of Sri Lanka

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Sri Lanka to enhance trade relations with South Asia, South East Asia and East Asia



The government of Sri Lanka is pursuing an ambitious economic strategy aimed at expanding its supply capacity and market access. This involves deepening integration with South Asia, South East Asia, and East Asia, in addition to strengthening ties with traditional export destinations such as the USA and the EU/UK. Key aspects of this strategy include:

- **Bilateral Trade Agreements:** Sri Lanka already has bilateral trade agreements with India and Pakistan, focusing on trade in goods. It also benefits from regional trading agreements in South Asia, such as SAFTA and SAPTA. Negotiations are ongoing with Bangladesh to enhance trade relations.
- **Economic and Technology Cooperation Agreement (ETCA) with India:** Sri Lanka is in the 12th round of negotiations for a comprehensive agreement with India, broadening economic ties.
- **Engagement with ASEAN:** Sri Lanka has a Free Trade Agreement with Singapore (SLSFTA) and is in negotiations with other ASEAN countries like Thailand and Indonesia to expand trade cooperation.
- **Negotiations with China:** Sri Lanka is in talks with China to establish a Free Trade Agreement to gain market access for Sri Lankan products.
- **RCEP Agreement:** Sri Lanka has expressed its intention to join the Regional Comprehensive Economic Partnership (RCEP) Agreement, the world's largest Free Trade Agreement, to foster global economic integration.
- **All these trade negotiations are overseen by the National Trade Negotiation Committee (NTNC),** which is supported by various ministries and departments, aligning with Sri Lanka's goal of becoming a developed economy by 2048.

[Source](#) (Summarized)