Annuary2024



Wishing Sri Lankan Exporters a Journey of Success and Prosperity, as Your Trade Excellence Continues to Shine on the Global Stage in 2024!

Highlights of the 31st NCE Export Awards Pg.05

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s the Joyous Season of Christmas Envelops us in Warmth and the Dawn of a Promising New Year beckons, We extend our Sincerest Greetings to each and every one of our valued Members at NCE, Partners, and Stakeholders. Embrace the opportunity to join the National Chamber of Exporters of Sri Lanka (NCE) in 2024, unlocking a treasure trove of services and benefits tailored to elevate your export journey.

Our meticulously planned events cater to the unique needs of exporters, providing invaluable insights and networking opportunities. Seize the chance to enhance your skills through specialized training programs, ensuring you stay at the forefront of industry trends.

As a member, enjoy the convenience of obtaining Certificates of Origin, simplifying the documentation process for your exports. Engage in dynamic online discussions and webinars that foster knowledge exchange and collaboration within our vibrant export community.



May the spirit of collaboration, innovation, and dedication continue to propel us towards new heights. Join us in 2024 for a journey filled with prosperity, growth, and the continued advancement of Sri Lanka's export landscape. Here's to a year of thriving and successful endeavors with the National Chamber of Exporters! Wishing you a prosperous and joyous New Year!

UPCOMING EVENTS

PCQI Training

(Exclusive Training Opportunity for Food and Beverage Exporters Eyeing the U.S. Market)



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January 26th, 30th, & 31st 2024.

Please contact us on operations@nce.lk"

We are pleased to share with you a valuable opportunity for food and beverage exporters eyeing the competitive United States market. The National Chamber of Exporters (NCE) proudly announces the next edition of our Preventive Controls Qualified Individual (PCQI) Training, scheduled for January 26th, 30th, and 31st, 2024.

Having successfully conducted this program since 2019, the NCE has been a frontrunner in providing valuable insights and skills to exporters aiming to meet the stringent food safety regulations mandated by the U.S. market. Our comprehensive training is tailored to equip participants with the necessary knowledge to navigate and comply with these rigorous regulations.

What the training includes:

- In-depth insights into U.S. food safety regulations
- Essential skills for ensuring compliance with the highest standards
- Strategies for navigating the ever-evolving landscape of food and beverage exports to the USA

By participating in this program, you empower your team to elevate your products to meet the highest standards, establishing a robust foundation for success in the dynamic U.S. market.

Since its inception in 2019, the PCQI Training by NCE has garnered acclaim for its effectiveness in preparing exporters for the challenges of the U.S. market. Don't miss this opportunity to enhance your capabilities and ensure your venture's success in the United States.

Secure your position now and join us on January 26th, 30th, and 31st, 2024, to take your food and beverage exports to the USA to new heights.

NCE Delegation Concludes Successful Online Dialogue with Sri Lankan High Commission in the UK



In a significant stride towards fostering international business ties, the National Chamber of Exporters (NCE) delegation recently engaged in a highly productive online dialogue with the Minister and Second Secretary (Commercial) of the Sri Lankan High Commission in the UK. The discussion, held on December 1st, marked a pivotal moment for strengthening bilateral relations and exploring avenues for collaborative economic growth.

The NCE delegation, with their successful visit to the UK, seized the opportunity to continue their discussions with key representatives of the Sri Lankan High Commission. The online meeting served as a platform for in-depth deliberations on various aspects of trade, investment, and economic cooperation between Sri Lanka and the United Kingdom.

During the dialogue, both parties exchanged valuable insights on the current business landscape, challenges faced by exporters, and potential areas for enhanced collaboration. The Minister and Second Secretary (Commercial) provided valuable perspectives on the regulatory environment and policies affecting trade relations, opening avenues for a constructive exchange of ideas.

The 31st NCE Export Awards

8[™] December Shangri-La Colombo - Grand Ballroom





NCE

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31st NCE Export Awards Recognize Sri Lanka's Outstanding Exporters



he 31st edition of the NCE Export Awards concluded successfully on December 8, 2023, commemorating three decades of recognizing excellent exporters on the Sri Lankan business community as a milestone event in the Sri Lankan Business Calendar.

Themed "Adapting to Global Shifts: Sri Lankan Exporters Embracing Change," this year's ceremony applauded businesses for their

outstanding global performance, showcasing the resilience and adaptability of Sri Lanka's export community. Against the backdrop of rapid technological advancements and dynamic market shifts, exporters were recognized for proactively adjusting their strategies to meet evolving global trends.

The application process, launched in July 2023, witnessed a record-breaking number of applications, reflecting the highest-ever interest. The rigorous judging process, supported by Ernst & Young as the Strategic Knowledge Partner, ensured the credibility and transparency of the selection.

Beyond the accolades, the awards ceremony played a pivotal role in fostering economic growth by recognizing and rewarding exporters contributing significantly to the nation's prosperity. It provided a platform for forging international partnerships, fostering collaboration, and facilitating knowledge exchange among key players in the export sector.



Mr. Jayantha Karunaratne-President of the NCE addressing the gathering.

Addressing challenges faced by exporters, the NCE President highlighted the need for strategic planning to align with global economic and political shifts. Despite concerns about thin capitalization challenges, exchange rate fluctuations, interest costs, and taxation issues, confidence prevailed in the resilience of exporters to contribute to increased export revenue for Sri Lanka.

Dr. Nandalal Weerasinghe, Governor of the Central Bank, graced the event as the Guest of Honour and Keynote Speaker.

The awards spanned various categories, emphasizing environmental stewardship, social accountability, and economic well-being. Special awards recognized differentlyabled persons' contributions, the highest value-added exporters, the most innovative exporters, outstanding SME exporters, the best Sri Lankan brand exporter, the highest foreign exchange earner, and the most outstanding women exporter.



Dr. Nandalal Weerasinghe, Governor of the Central Bank addressing the gathering

Exporters Digest

31st NCE Export Awards Recognize Sri Lanka's Outstanding Exporters Contd.

In tribute to the late Deshabandu Patrick Amarasinghe, a Special Challenge Trophy was awarded to the Best SME Exporter of the year 2023. The most prestigious award, the "Most Outstanding Exporter," acknowledged excellence in the volume and value of exports, along with achievements in branding, innovation, diversification, sustainability, and overall enterprise management.

This year's awards extended appreciation to 14 selected countries, acknowledging their commitment to importing high-quality products and services from Sri Lanka, contributing to the growth and success of the export sector.

As the curtains closed on the 31st NCE Export Awards, the echoes of success and the call to embrace change resonated through the corridors of Sri Lanka's export community, setting the stage for future accomplishments and solidifying the legacy of the NCE Export Awards in inspiring generations of exporters.



MOST OUTSTANDING EXPORTER OF THE YEAR 2023 Ceylon Biscuits Limited



MOST OUTSTANDING EXPORTER RUNNER - UP OF THE YEAR 2023 LAUGFS Corporation (Rubber) Limited



Late Deshabandu Patrick Amarasinghe Challenge Trophy Halpe Tea (Pvt) Ltd

National Chamber of Exporters of Sri Lanka

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31st NCE Export Awards Recognize Sri Lanka's Outstanding Exporters Contd.



BEST WOMAN EXPORTER Ms. Sashika Hirandi De Silva -Joint Managing Director of Cinnatopia (Private) Limited



BEST SRI LANKAN BRAND EXPORTER FOR THE YEAR 2023 Ceylon Biscuit Limited



BEST PERFORMER IN RESEARCH & DEVELOPMENT ACTIVITIES Navik Mills (Pvt) Ltd



BEST VALUE ADDED EXPORTER -Products Sector Mike Biotech Asia (Pvt) Ltd



RECOGNITION OF DIFFERENTLY ABLED PERSONS BY EXPORT ORIENTED ENTERPRISES Samson Manufacturers (Pvt) Ltd



BEST VALUE ADDED EXPORTER-Services Sector OREL IT (Private) Ltd



MOST INNOVATIVE EXPORTER OF A PRODUCT OR SERVICE D. Samson Industries (Pvt) Ltd



MOST OUTSTANDING SME EXPORTER 2023 Halpe Tea (Pvt) Ltd



HIGHEST FOREIGN EXCHANGE EARNER New Lanka Cinnamon (Pvt) Ltd

National Chamber of Exporters of Sri Lanka

Exporters Digest

Certificate of Ethical Trading (CET) Awarded at the 31st Annual NCE Export Awards 2023



s a special segment, the NCE conferred Certificate of Ethical Trading (CET) to another batch of NCE Members during the 31st Annual Export Awards held on 08 December 2023 at Hotel Shangri-La, Colombo.

Altogether, 26 export-oriented organizations who have aligned their business activities with ethical trading practices received certificates. As the Voice of the Exporters, the NCE supports its member exporters to be ethically certified business entities and secure their business in the international markets.



Company Name

1	ACL Cables PLC	14	Jaindi Export (Pvt) Ltd		
2	Advantis Freight (Pvt) Ltd	15	Keells Food Products PLC		
3	Alumex PLC	16	LAUGFS Corporation (Rubber) Limited		
4	Anverally & Sons (Pvt) Ltd	17	Neil Fernando & Company (Pvt) Ltd		
5	Ceilan Coir Products Export (Pvt) Ltd	18	Nestle Lanka PLC		
6	Ceylon Cold Store PLC	19	NPS Packaging (Pvt) Ltd		
7	Dipped Products PLC	20	Overdime Exports (Pvt) Ltd		
8	Eco Transfer Prints (Pvt) Ltd	21	Premier Packaging International (Pvt) Ltd		
9	Ex Pack Corrugated Cartons PLC	22	Ramya Horticulture (Pvt) Ltd		
10	Gamma Interpharm (Pvt) Ltd	23	Richard Pieris Exports PLC		
11	Go Green Exports (Pvt) Ltd	24	Royal Fernwood Porcelain LTD		
12	Green Space International (Pvt) Ltd	25	SALOTA International (Pvt) Ltd		
13	Hayleys Fabric PLC	26	SOPP Industries Lanka (Pvt) Ltd		

National Chamber of Exporters of Sri Lanka

Exporters Digest

Discussion on planning a Trade Delegation to South Korea



In a recent development, a meeting transpired between representatives from the National Chamber of Exporters (NCE) and the Ceylon Chamber of Young Lankan Entrepreneurs (COYLE) at the behest of the Honorable Speaker of the Parliament and Honorable Dayasiri Jayasekara, Member of Parliament.

The focal point of this gathering was the potential organization of a trade delegation to South Korea, scheduled for mid-2024. The aim is to foster and strengthen trade relations between Sri Lanka and South Korea.

This initiative gained momentum after a 13-member delegation from the Busan Metropolitan City Council of Korea, led by Ambassador-designate Woonjin Jeong, engaged in discussions with Speaker Mahinda Yapa Abeywardana a few weeks ago. The discussions primarily revolved around Busan Metropolitan City's bid to host the 2030 World Expo.

In collaboration, NCE and COYLE are now working on organizing a business delegation that holds the promise of opening new avenues for trade and investment between the two nations.

Successful Meeting with Oman Ambassador Strengthens Ties for Boat Manufacturing Promotion

In a productive meeting, NCE Secretary General, Mr. Shiham Marikar, Mrs. Kumari Fernando (Chairperson of Neil Fernando & Co (Pvt) Ltd), and Mr. Ruwan M Dias Kirindage (Business Development Manager of Neil Fernando & Co (Pvt) Ltd) had the honour of engaging with the distinguished Oman Ambassador, H.E. Ahmed bin Ali bin Saeid Alrashid.

The primary agenda of the meeting was to bolster the promotion of boat manufacturing, emphasizing the strengths and capabilities of Neil Fernando & Co. as a leading Fiberglass Boat Builder in South Asia. With decades of expertise in crafting Boats, Ferries, Yachts & Cruisers, the



company stands proudly committed to international standards, showcasing an unwavering dedication to quality and a wealth of experience that caters to the modern age of boat manufacturing. This collaborative effort marks a significant step towards fostering international partnerships and promoting the excellence of boat manufacturing on a global scale.

SAGT and NCE Establish a Strategic Partnership to Advance Export Excellence



South Asia Gateway Terminals (Pvt) Ltd (SAGT) established a partnership of strategic importance with the National Chamber of Exporters of Sri Lanka (NCE) to provide vital assistance to the exporter community as a transformational cooperation in th e export industry. The partnership strategically incorporates the knowledge and resources of both organizations, with the ultimate objective of strengthening Sri Lanka's export sector's capabilities and efficiency.

This coordinated effort aims to establish a mutually favourable environment for exporters, allowing frictionless trade operations and significantly contributing to the export community's long-term growth. The expanded relationship demonstrates SAGT and NCE's shared commitment to generating synergies that will favourably influence the export environment, paving the way for increased innovation and greater trade facilitation.

NCE Officials Hold Productive Meeting with Honorary Consulate of Sri Lanka in Tunisia

In a significant stride towards fostering international relations, officials from the National Council of Entrepreneurs (NCE) recently engaged in a constructive meeting with Mr. Hichem Trabelsi, the Honorary Consul of Sri Lanka in the Republic of Tunisia.

The meeting, held at a pivotal diplomatic juncture, provided a platform for fruitful discussions on enhancing collaboration between Tunisia and Sri Lanka across various spheres, including trade, commerce, and cultural exchange.



The 12th NCE Council and Management Committee meeting for the year 2023



he 12th National Chamber of Exporters (NCE) Council and Management Committee meeting, held on December 14, 2023 at the NCE Secretariat. The meeting served as an excellent platform for members to engage in meaningful discussions, exchange valuable insights, and strategically plan for upcoming events and initiatives.

The distinguished guest speaker for the event was Mr. O.L Ameer Ajwad, former Sri Lankan Ambassador to the Sultanate of Oman. Drawing on his extensive experience, Mr. Ajwad delved into the intricate nuances of bilateral trade dynamics between Sri Lanka and Oman. He underscored the imperative for Sri Lankan exporters to enhance their proficiency in sustaining exports to Oman, citing real-life examples where reliability played a pivotal role in trade success.

In a compelling address, Mr. Ajwad passionately called for collaboration within the Chamber to craft a roadmap. This roadmap, he envisioned, would establish resilient connections with Sri Lankan overseas missions and fortify the bridge between aspirations and accomplishments.

As a tangible contribution to the Council, Mr. Ajwad graciously presented his authored book, "Sri Lanka – Oman Relations – Past, Present, and Future." This publication stands as a comprehensive chronicle of the historical relations between Sri Lanka and Oman.

The meeting provided a strategic platform for discussions on elevating Sri Lankan exports to Oman, emphasizing reliability in trade, and planning for a successful 2024.



A unique Certificate Exclusively for NCE Members



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.

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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/*



NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

More Info

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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.



National Chamber of Exporters of Sri Lanka

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OUR STRATEGIC PARTNERS



























National Chamber of Exporters of Sri Lanka

Exporters Digest

OUR CO-PARTNERS

















ILLUKKUMBURA









Mike Biotech Asia (Pvt) Ltd









NEW MEMBERS

Welcome to the NCE Family

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

General Members (Ordinary / Associate)

Company	Product/Service Sector
Saram Marine Solutions	Manufacturer and supplier of all kinds of marine products to the marine industry.
Premier Pearl (Pvt) Ltd	Exporting and Trading – Tea Products

Aspiring Exporters

Company	Product / Service Sector
Kangara Holdings (Pvt) Ltd	Manufacturing and Exporting Organic Fertilizers



BRAND PROFILES

SRILANKAN BRANDS In the global market



SOME OF THE LEADING SRI LANKAN BRANDS IN THE GLOBAL MARKET













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

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





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.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

National Chamber of Exporters of Sri Lanka

INFOTAINMENT

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Sri Lanka Achieves Export Earnings of Rs. 3,480 Billion by the End of November 30th

ri Lanka has managed to earn an export income of Rs.3,480 billion (10,878 million US dollars) from January 1 to November 30 this year.

Sri Lanka earned the highest export income, 2,504.82 million US dollars from the United States. In addition, Sri Lanka's merchandise has been exported to the European Union, South Asia, the Association of Southeast Asian Nations, the Commonwealth of Nations, African countries and Middle Eastern countries, according to the Sri Lanka Export Development Board.

Meanwhile, Sri Lanka has managed to achieve a merchandise export revenue of US\$ 968.8 million in November and according to the provisional data released by Sri Lanka Customs, Sri Lanka's merchandise exports in November compared to October this year has grown by 4.4 per cent. But it is a decrease of 2.67 per cent compared to the value reported in November 2022.

The board claims that Sri Lanka has been able to earn income from the export of products including garments and textiles, tea, rubber products, coconut products, diamond gems and jewellery, electric and electronic components, spices and concentrated products, processed food and beverages, seafood, ornamental fish, vegetables, fruits, flowers and foliage, other export crops, boat products and petroleum products.

Sri Lankan products are exported to many countries of the world and the United States, United Kingdom, India, Germany, Italy, Netherlands, Canada, United Arab Emirates, Belgium, France, Australia, China, Japan, Bangladesh and Mexico are the main countries among them.The estimated value of service exports for the period from last January to November was 2,908.1 million US dollars, which has grown by 68.72 per cent compared to the corresponding period of 2022. Services assessed by the Export Development Board comprise of information technology/

> business process management (ICT/BPM), construction, financial services, transport and business services. Source: <u>DailyNews</u>

National Chamber of Exporters of Sri Lanka

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