

# EXPORTERS DIGEST

March

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Issue-34



## Empowerment Unveiled: NCE's Tribute to International Women's Day on March 8<sup>th</sup>

Pg:02

\* Exporters Digest | 34<sup>th</sup> Edition \*

# ***Empowerment Unveiled NCE's Tribute to International Women's Day***

**“The National Chamber of Exporters of Sri Lanka (NCE) celebrates International Women's Day by reaffirming its commitment to equality and inclusivity in international trade. “**

**N**CE values equal opportunities for all and actively encourages women to step into the realm of global entrepreneurship and trade to showcase their talents. Through targeted initiatives and proactive policies, NCE ensures that women have the resources and support to thrive in the competitive landscape of global commerce. By embracing diversity and empowering women, NCE strengthens its foundation and catalyzes positive change within the international trade landscape.

Together, let's champion the rights and aspirations of women worldwide in the field of commerce and trade.





# 29<sup>th</sup> Annual General Meeting of NCE



The 29<sup>th</sup> Annual General Meeting of the National Chamber of Exporters of Sri Lanka (NCE), along with a Post Business Forum, is scheduled for 06th March 2024, commencing at 6:00 pm. The event will be held in the Main Ballroom of Hotel Galadari, Colombo 01. The distinguished Chief Guest for the post-Business Forum will be the Ambassador of the United States. This event will be attended by Special Invitees, valued member Exporters of the Chamber, and NCE Strategic Partners, providing an excellent networking opportunity for all attendees.

## PCQI Training – March 2024

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

We are to present a valuable opportunity for food and beverage exporters aiming at the competitive U.S. market. The NCE is proud to announce the upcoming Preventive Controls Qualified Individual (PCQI) Training on 08<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> March 2024.

This comprehensive program equips participants with the knowledge needed to comply with stringent standards and effectively handle the evolving landscape of U.S. food and beverage exports.

### Training Highlights:

- In-depth understanding of U.S. food safety regulations
- Essential skills for maintaining compliance with the highest standards
- Strategies for navigating the dynamic U.S. export landscape
- By participating, you empower your team to elevate products to meet the highest standards, establishing a robust foundation for success in the U.S. market.

Having gained acclaim since 2019, NCE's PCQI Training is well-known for effectively preparing exporters for U.S. market challenges. Don't miss this chance to enhance your capabilities and ensure success in the United States.



# NCE Exporters Delegation to Melbourne, Australia

March 2024



The NCE is organizing a business delegation to Melbourne, Australia from 11th to 16th March 2024 in coordination with, the Consulate General of Sri Lanka in Melbourne and the Australia –Sri Lanka Business Council to strengthen the ties between the Australian and Sri Lankan businesses in trade and investment.

# NCE Exporters Delegation to South Korea

July 2024

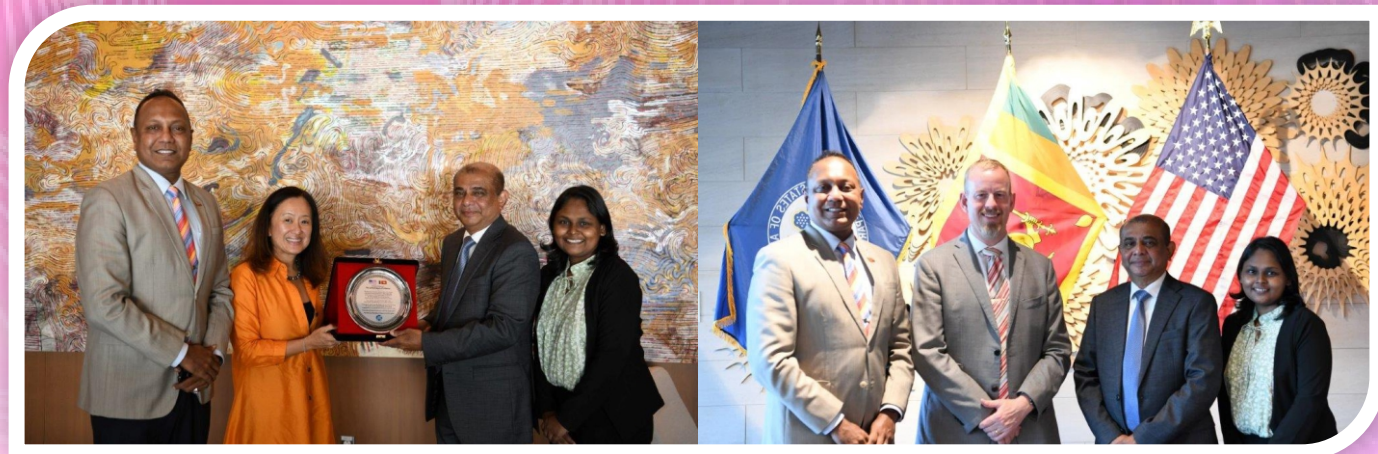


The NCE will be participating at the “The Korea Import Fair (KIF 2024)” scheduled to be held from 4th -6th July 2024 at the COAEX Exhibition Center, Seoul, in the Republic of Korea. It is an optimal B2B exhibition where promising foreign companies seek entry into the Korean market. As the world's only import-specialized economic institution, Korea Importers Association (KOIMA) in collaboration with the Ministry of Trade, Industry and Energy and Korea Trade Investment Promotion Agency (KOTRA) will be hosting the event by providing opportunities for matchmaking, business exchanges, and the conclusion of business and investment deals. Exhibiting items are Energy Products, Metals, Livestock and meat, Agricultural products, Food & Beverages, Cosmetics, Household goods, Kitchenware, IT products, Fashion, Textile, Accessories, Handicrafts, Children's items, Tourism information, Cyber Security etc. It is noted that 'Korea Import Fair' will enhance market access for foreign exporters including Sri Lankan exporters to enter into the Korean market.

Registrations are now open: Please contact [nce@nce.lk](mailto:nce@nce.lk) or 114 651 765



# Meeting with the US Ambassador



Officials of the NCE convened with H E Ambassador of the United States to extend gratitude to the USA, a vital trade partner whose substantial buying has significantly bolstered Sri Lanka's economy. This acknowledgement underscores the collaborative endeavours and mutually advantageous economic relations between Sri Lanka and the United States.

## NCE meeting with the World Bank Representatives



Representing the Council of the Chamber, a few Officials from the NCE met with the World Bank Representatives for a crucial discussion centered on customs clearance on imports and exports of goods in Sri Lanka on 14th February 2024 at the World Bank Country Office. The discussion was focused on various aspects, including but not limited to Understanding current customs clearance processes and regulations about the import and export of goods, specifically those related to food and agricultural products, identifying common challenges encountered during customs clearance procedures, exploring strategies to streamline customs clearance processes to facilitate trade, discussing emerging trends and regulatory changes affecting customs clearance.



# NCE highlighted the latest developments of VAT and TIEP scheme



**T**he NCE recently organized a seminar for exporters to disseminate information on important topics related to exports. The seminar was conducted on 15th February (Thursday) 2024 from 2 p.m. to 5 p.m. at the Hotel Galadari, Bougainvillea Hall with the participation of around 140 exporters. The event commenced with an enlightening presentation by: Mr. Suresh Perera, Principal, Head of Tax & Regulatory Division, KPMG; Mr.P.N.Kumara, followed by two presentations by Senior Deputy Commissioner, Sri Lanka Inland Revenue Department and Mr. R.H.R.W. Kamalsiri, Director of Customs, Industries and Services Division, Sri Lanka Customs.



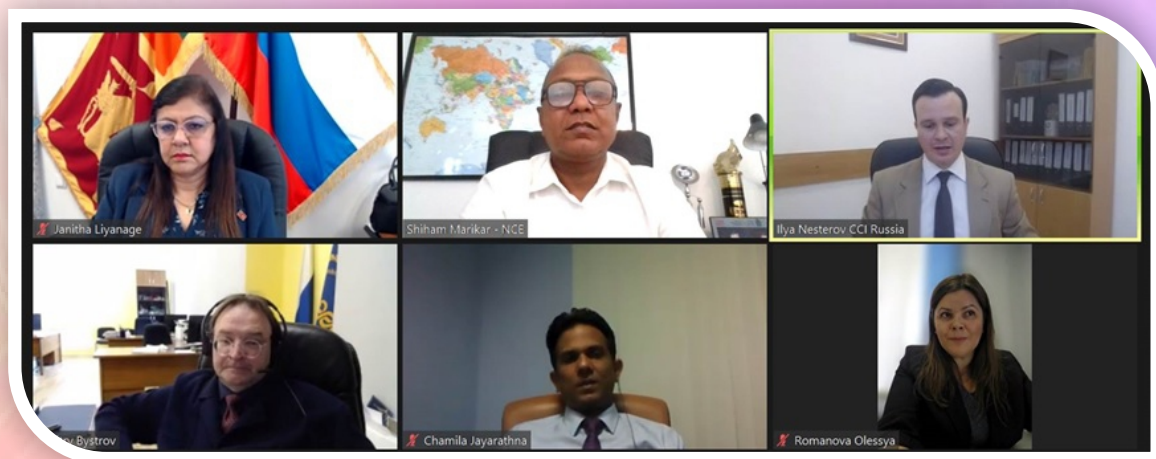
# Participation in Workshop on WTO-TFA Articles 7.8 Expedited Shipment & E-Commerce



A Workshop on WTO-TFA Articles 7.8 Expedited Shipment and E-Commerce was held on February 16th, 2024, at the Galle Face Hotel in Colombo, that was organized jointly by the Sri Lanka National Trade Facilitation Committee (NTFC), NTFC Secretariat, and the World aiming to provide essential technical assistance to both government agencies and the private sector in effectively implementing WTO-TFA Article 7.8, focusing on expedited shipments and discussions around E-Commerce.

Two NCE Officials participated in this workshop and were engaged in thoughtful discussions and received expert guidance, gaining valuable insights into addressing existing gaps and challenges in facilitating smooth trade operations. The workshop provided a platform for fruitful exchanges of ideas, experiences, and best practices, ultimately contributing to enhancing Sri Lanka's trade facilitation mechanisms.

## NCE Explores Trade Delegation to Russia



NCE is gearing up to organize a trade delegation to Russia, aiming to strengthen bilateral trade ties. In pursuit of this goal, a strategic meeting was convened with the Embassy of the Democratic Socialist Republic of Sri Lanka and the Chamber of Commerce and Industry of Russia. Discussions centered on facilitating direct engagements between businesses from both nations to foster trade and investment opportunities. The collaborative initiative seeks to leverage expertise and resources to pave the way for fruitful partnerships and economic growth.

# NCE & Australia Lanka Business Council Join Forces for Trade Delegation to Australia



In a strategic move aimed at strengthening trade ties between Sri Lanka and Australia, NCE recently met with Ms. Dilkie Perera, National President of the Australia Lanka Business Council. This meeting signifies the collaborative efforts gearing up for a significant trade delegation to Melbourne from 11th to 16th March 2024. In partnership with the Consulate General of Sri Lanka in Melbourne and the Australia-Sri Lanka Business Council, this initiative aims to strengthen bilateral trade and investment relations.

## The 02<sup>nd</sup> NCE Council and Management Committee meeting for the year 2024

The 02<sup>nd</sup> Management Committee & Council meetings of the National Chamber of Exporters of Sri Lanka (NCE) for the year 2024 convened on February 29<sup>th</sup>, 2024, at the NCE Secretariat. This marked the final gathering of the current Council and Office bearers for the fiscal year 2023-2024. The session included the nomination of the new Council and Office Bearers for the upcoming fiscal year 2024-2025 by the Outgoing Council. These nominations are subject to ratification at the forthcoming Annual General Meeting (AGM).







**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](mailto:nce@nce.lk)

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



### NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

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More Info



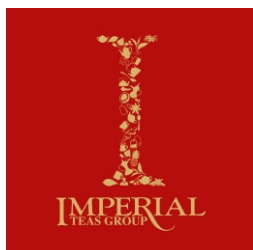
**The following NCE Members have been awarded the Certificate of Ethical Trading and conform to changing regulatory needs and consumer preferences through good practices related to Trade, Labour, Ethical Behavior, Environment & Society**





SILK ROUTE VENTURES









# OUR STRATEGIC PARTNERS





# OUR CO-PARTNERS



# NEW MEMBERS

**The following export-oriented organizations joined the Chamber during the month of February 2024.**

## General Members (Ordinary / Associate)

Name	Sector
Allion Technologies (Private) Limited	Creating innovative engineering solutions ( ICT)
Cable Solutions (Private) Limited.	Manufacture of cables, cable assemblies and related accessories for export
CBL Global Foods Limited	Coconut Based Products
Cotecna Lanka (Private) Limited ( Associate Member)	Providing Inspection, certification & testing services for Domestic & international
Dasa Solutions Private Limited	Global Information Technology Service
Finch Trading (Pvt) Ltd	Spices, Herbs, Seasonings, Grains &, coconut products
L&S Engineering Pvt Ltd	Indoor and outdoor shade solutions
Oceanpick Private Limited	Aquaculture Fish Farming
Sensa Solutions Lanka (Pvt) Ltd	Manufacturing printing and packaging items
Tropical Green Exports (Private) Limited	Coconut Based Products (Kenel /Non Kenel)
VEE Power Solutions (Pvt) Ltd	power distribution panel manufacturing company
Verde Lanka Private Limited	Fruits, Vegetables, Spices

## Aspiring Exporters

Company	Product/Service Sector
A.K.H.International Holding (Pvt) Ltd	Baby Products
Aromatic Global (Pvt) Ltd	Spice Base Products



# SRI LANKAN BRANDS IN THE GLOBAL MARKET



# SOME OF THE LEADING 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](http://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.YOHAN DILSHAN**  
EXECUTIVE - ICT



**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)

# Infotainment

## Sri Lanka tea production up 1.4-pct in Jan 2024, exports up 6.8-pct

### SRI LANKA TEA EXPORTS - JANUARY 2024

Description	January -- 2024			January -- 2023		
	Quantity (Kg)	Value (Rs)	FOB Price per Kg	Quantity (Kg)	Value (Rs)	FOB Price per Kg
Tea in Bulk	8,559,008	12,796,268,087	1,495.06	7,606,128	13,464,313,268	1,770.19
Tea in Packets	7,842,460	13,174,336,659	1,679.87	7,751,998	15,298,026,892	1,973.43
Tea in Bags	1,868,498	5,062,321,973	2,709.30	1,646,018	5,184,108,433	3,149.49
Instant Tea	150,480	475,863,062	3,162.29	238,409	855,819,664	3,589.71
Green Tea	343,549	1,307,965,079	3,807.22	313,506	1,281,358,926	4,087.19
<b>Grand Total</b>	<b>18,763,995</b>	<b>32,816,754,860</b>	<b>1,748.92</b>	<b>17,556,059</b>	<b>36,083,627,183</b>	<b>2,055.34</b>
<b>Approx. \$ Value</b>		<b>\$ 102,178,576.93</b>	<b>\$ 5.45</b>		<b>\$ 99,562,243.83</b>	<b>\$ 5.67</b>

YEAR - 2024				YEAR - 2023		
MONTH	FOB	FOB \$	CBSL \$ RATE	FOB	FOB \$	CBSL \$ RATE
January	1,748.92	5.45	321.17	2,055.34	5.67	362.42

### TEA PRODUCTION STATISTICS – JANUARY 2024

#### TOTAL TEA PRODUCTION

High Grown	3,561,132.00	3,630,805.00	-69,673.00
Medium Grown	2,600,913.00	2,501,990.00	98,923.00
Low Grown	12,567,415.00	12,324,526.00	242,889.00
<b>Total</b>	<b>18,729,460.00</b>	<b>18,457,321.00</b>	<b>272,139.00</b>

Sri Lanka's tea production was up 1.4 percent to 18.73 million kilograms in January 2024, with high grown tea falling and low and mid grown tea rising, industry data shows.

High grown tea in January 2024 was 3.56 million kilograms, down from 3.36 million, medium grown tea was 2.6, up from 2.5 million kilograms and low grown tea was 12.56 million, up from 12.32 million kilograms last year.

Exports, including re-exports were up 6.88 percent to 18.76 million kilograms, industry data published by Ceylon Tea Brokers show.

Export earnings were reported at 102 million US dollars, up from 99.5 million dollars last year. The average FOB price was 5.45 US dollars a kilo down from 5.67 dollars last year.

Tea in bulk was 8.5 million kilograms valued at 12.79 billion rupees, tea in packets was 7.8 million kilograms valued at 13.1 billion rupees and tea in bags was 1.8 million kilos, valued at 5.06 billion rupees.

The top buyer was Iraq with 2.5 million kilos, up from 2.1 million last year followed by the UAE with 1.99 million kilos, up from 1.86 million last year.

Russia bought 1.98 million kilos, down from 2.0 last year, Turkey bought 1.72 million kilos, from 2.3 million last year, while Iran bought 1.32 million, up from 614 million last year. (Colombo/Feb23/2024)