**SRI LANKA** 

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MAGAZINE | A PUBLICATION OF THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

120th Edition

October to December 2023 Retail Price Rs.1950 (All Inclusive)



THE MOST OUTSTANDING **EXPORTER OF THE YEAR** 





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DSI Samson Group has recognized the increasing significance of the logistics sector in the global economy. It has identified a unique opportunity to offer a holistic, end-to-end logistics solution. Leveraging the wealth of experience and expertise cultivated in various other industries, the Group is well positioned to bring a competitive edge to the logistics domain.

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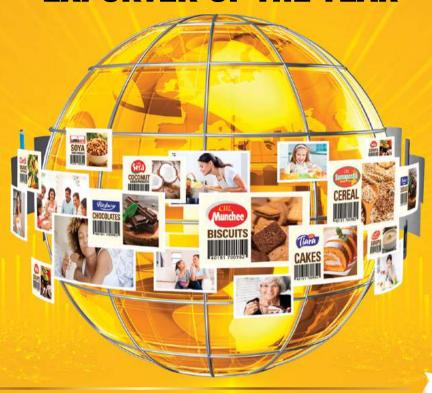
DSI Samson Group is committed to continuous innovation and service improvement. Samson Lines, having previously provided logistics services to the group's companies, is now expanding its offerings to cater to importers and exporters worldwide.







## CROWNED AS THE MOST OUTSTANDING EXPORTER OF THE YEAR



CBL Munchee, the confectionery powerhouse in Sri Lanka, proudly clinched multiple prestigious awards, including the 'Best Exporter of the Year in the Cereal & Confectionery Category' for two consecutive years at the Presidential Export Awards. The company was also awarded Gold in the 'Confectionery Products Sector under the Extra Large Category', recognized as the 'Best Sri Lankan Brand Exporter as well as the 'Most Outstanding Exporter (Overall) at the NCE Export Awards 2023. These accolades paint a vibrant tapestry, more than just a triumph; they're a testament to CBL Munchee's global mission – delivering top-tier quality to the world in every delectable bite.



Presidential Export Awards 2021/22 Sectoral Awards - Best Exporter Cereal & Confectionery Ceylon Biscuits Limited



Presidential Export Awards 2022/23 Sectoral Awards - Best Exporter Cereal & Confectionery Ceylon Biscuits Limited



Confectionery Products Sector Extra Large Category - Gold Ceylon Biscuits Limited



Best Sri Lankan Brand Exporter 2023 Ceylon Biscuits Limited



Most Outstanding Exporter -Overall - 2023 Ceylon Biscuits Limited



Sri Lanka Exporter 120<sup>th</sup> Edition

## HIGHLIGHTS

STORY FROM THE

**COVER PAGE** 

ACTIVITIES OF THE CHAMBER EXPORT PERFORMANCE

SUCCESS STORIES WIDESPREAD





## Ship Agents - Liner- Casual

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#### The National Chamber of Exporters of Sri Lanka (NCE)

The only trade chamber in Sri Lanka that exclusively provid services to the Exporters.

The Membership of the Chamber is open to all Exporters of products & services and suppliers of products and services to the export industry.

#### SERVICES OF THE CHAMBER

- 1. Publication of the "Sri Lanka Exporter" Magazine
- 2. Issue of Certificates of Origin and related Export Documentation
- 3. Dissemination of Trade Inquiries and Trade Leads
- 4. Conduct of Training Programmes and Workshops
- 5. Conduct of Professional Courses through the National Institute of Exports (NIOE)
- 6. Participation in Trade Fairs, Exhibitions, Trade Delegations etc.
- 7. Issue of Specialized certificates
- 8. Assistance for Innovation & Techno Entrepreneurship
- 9. Assistance for Resource Efficient Cleaner Production
- 10. Website Facilities
- 11. Sectoral Meetings
- 12. Representation of Macro and Individual Issues
- 13. Support services for Trade Associations
- 14. Distribution of Members Directory
- 15. Dissemination of Market Information, Trade Statistics and Buyer Information
- 16. Linking of Producers with Member Exporters
- 17. Support SME's under the 'Aspiring Exporters' Programme
- 18. Support services for women Entrepreneurs and Exporters
- 19. Issue of Certificates of Ethical Trading (CET)
- 20. Submission of Proposals for the Annual Budget of the Government
- 21. Recognition of Export Performance
- 22. Auditorium Facilities

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## Obtain your Certificate of Origin and other Export related documents from the NCE

Dedicated staff to provide this service speedily and efficiently and at competitive prices.

The service is provided to both members and non-members.

The Chamber provides this service both manually and online.

Digital Certificates could be obtained saving time and traveling costs.

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## Harnessing Organizational Recognition to Propel International Success

As we usher in the new year, businesses worldwide are grappling with unprecedented challenges. The ongoing global landscape demands resilience, adaptability, and innovative strategies for sustainable growth. In this era of uncertainty, recognizing and celebrating organizational achievements can serve as a powerful tool to not only boost morale but also propel your business onto the international stage.

Organizational recognition is not merely a feel-good practice; it's a strategic imperative that can fortify your business in the face of adversity. Acknowledging and celebrating achievements, whether they be in operational efficiency, employee performance, or market expansion, fosters a culture of excellence. This culture, in turn, becomes a driving force behind overcoming challenges and positioning your business as a global player.

International success is often built on a foundation of local triumphs. Recognition of your organizational achievements provides a valuable narrative to present to the global arena. Share success stories through press releases, social media, and industry publications to not only enhance your brand image but also to position your business as a beacon of excellence in your sector.

Recognition draws attention, and attention opens doors. Leverage your organizational accolades to forge meaningful partnerships and collaborations on the international front. Whether it be participation in global conferences, industry events, or strategic alliances, being recognized as a high-performing organization increases your appeal to potential partners, investors, and clients.

Recognition should not be a standalone effort but an integral part of your strategic planning. Use the insights gained from acknowledged successes to fine-tune your international expansion strategy. Understand what works well and replicate those practices in new markets. Continuous recognition creates a cycle of improvement, positioning your organization as a dynamic and forward-thinking global player.

As we confront the challenges of the present and uncertainties of the future, harnessing the power of organizational recognition is not just a morale booster; it's a strategic imperative. By cultivating a culture of excellence, showcasing success, and strategically leveraging accolades, businesses can pave the way for international triumphs in these challenging times.



## FOR VALUE ADDED PRODUCTS



Tea, Herbs, Spices, Chocolates, Premium Wines & Spirits, Ayurveda Body oils, Herbal Shampoos, Perfumes, Cutlery & Crockery, Glass ware, Jewelry, Tobacco humidors, Cigars Etc.





Wrist Watch Collectors B with glass lid (8 - 16 Watch





Wooden Boxes

- Kiln dried solid wood from managed plantations
- Engineered wood
- MDF (medium density wood fiber board)
- A range of interior liners food grade, satin & velvet
- Gloss or matt exterior paint
- Brass/Copper/Silver name plates
- Metal stay hinges and clasps

Cigar Humidor



Rigid Board Decorative Boxes

- 1-3 mm rigid paper board
- Food grade paper and adhesives





















3

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99x

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Advantis Freight (Pvt) Ltd









Advantis Projects and Engineerting
(Pvt) Ltd

Agacia Ceylon (Pvt) Ltd

Alumex PLC

Anverally & Sons (Pvt) Ltd











Asiabike Industrial Limited

Belden Industries (Pvt) Ltd

Bio food Exports (Pvt) Ltd

Bogala Graphite Lanka PLC









Brilliant Cuts (Pvt) Ltd

Ceilan Coir Products Export (Pvt) Ltd Ceyline Maritime Services (Pvt) Ltd

Ceylon Cold Store PLC









Ceylon Jewelry Manufacturers (Pvt) Ltd Colombo Export & Import Agencies (Pvt) Ltd

D Samson Industries (Pvt) Ltd

Diamond Cutters Limited









Diamond International Lanka (Pvt) Ltd Dipped Products PLC

dkw-Aqua International (Pvt) Ltd

Dutch Lanka Trailer Manufacturers Limited











E silk Route Ventures (Pvt) Ltd

Eco Transfer Prints (Pvt) Ltd

Ex Pack Corrugated Cartons PLC

Farmchemie Manufacturers (Pvt) Ltd









Flex Film International (Pvt) Ltd

Gamma Interpharm (Pvt) Ltd

Go Green Exports (Pvt) Ltd

Green Space International (Pvt) Ltd









Green Way Asia Lanka (Pvt) Ltd

Greenkeepers (Pvt) Ltd

Halal Accreditation Council (Guarantee) Limited Hayleys Fabric PLC









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Jaindi Export (Pvt) Ltd

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Kandygs Handlooms Exports (Pvt) Ltd Keells Food Products PLC

Laugfs Corporation (Rubber) Limited









Lumbini Aquaria International (Pvt) Ltd Mabroc Teas (Pvt) Ltd

Macksons Paint Lanka (Pvt) Ltd

Maliban Biscuit Manufactories
(Pvt) Ltd











McLarens Containers (Pvt) Ltd

Miami Clothing (Pvt) Ltd

Napronet (Pvt) Ltd

Neil Fernando & Company (Pvt) Ltd









Nestle Lanka PLC

Nidro Supply (Pvt) Ltd

NPS Packaging (Pvt) Ltd

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Overdime Exports (Pvt) Ltd

Pan Asia Coloured Yarns

People's Organisation for Development Import and Export Premier Packaging International (Pvt) Ltd









Ramya Horticulture (Pvt) Ltd

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Rhino Roofing Products Limited

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Riococo Lanka (Pvt) Ltd

Royal Fernwood Porcelain LTD

SALOTA International (Pvt) Ltd









Samson Bikes (Pvt) Ltd

Samson Manufactures (Pvt) Ltd

Samson Rajarata Tiles (Pvt) Ltd

Samson Rubber Products (Pvt) Ltd











Scanwell Customs Brokers (Pvt) Ltd Scanwell Logistics Colombo (Pvt) Ltd

Sierra Cables PLC

SOPP Industries Lanka (Pvt) Ltd









Spectra Integrated Logistics (Pvt) Ltd

Spectra Logistics (Pvt) Ltd

Statesman Hats (Pvt) Ltd

Tantra (Pvt) Ltd









Taprobane Seafoods (Pvt) Ltd

Textrip (Pvt) Ltd

Toyo Cushion Lanka (Pvt) Ltd

Tropikal Life International (Pvt) Ltd



Wichy Plantation Company (Pvt) Ltd















## 31st NCE Export Awards Celebrates a Legacy of Excellence

The 31st edition of the National Chamber of Exporters of Sri Lanka (NCE) Export Awards, a prestigious fixture on the Sri Lankan business calendar, concluded on December 8, 2023, marking three decades of uninterrupted recognition for outstanding exporters. The annual event has evolved into a Legacy of Excellence, applauding businesses for their exceptional global performance and underscoring Sri Lanka's commitment to international market capabilities.

This year's theme, "Adapting to Global Shifts: Sri Lankan Exporters Embracing Change," resonated as a testament to the resilience and ingenuity of the nation's export community. Against the backdrop of rapid technological advancements and dynamic market shifts, the event celebrated exporters who not only weathered change but proactively adapted their strategies to meet evolving global trends.

The awards application process, launched in July 2023, saw a record-breaking number of applications, reflecting the highest-ever interest. The rigorous judging process, led

by a team of experienced professionals and supported by Ernst & Young as the Strategic Knowledge Partner, ensured the credibility and transparency of the selection.

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



Mr. Indhra Kaushal Rajapaksa, Chairman of the Events Subcommittee, NCE addressing the gathering

In extending a warm welcome to the respected gathering, Mr. Indhra Kaushal Rajapaksa, Chairman of the Events Subcommittee, delivered a gracious opening address at the event. He expressed heartfelt gratitude to all dignitaries, special invitees, and accomplished award winners in attendance. Mr. Rajapaksa took a moment to acknowledge the invaluable support of the Chamber Strategic Partners and event collaborators, recognizing their enduring partnership that

significantly contributed to the success of the of this event. Underlining the significance and distinctiveness of the NCE Export Awards, he provided a brief overview of the rigorous standards and transparency upheld by the Chamber in the meticulous selection process of award recipients. This address not only set the tone for the evening but also underscored the Chamber's commitment to excellence in honouring outstanding contributions to the field of exports.



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

Addressing the challenges faced by exporters, the President of the NCE highlighted the need for strategic planning to align with global economic and political shifts. Concerns were raised about thin capitalization challenges, exchange rate fluctuations, interest costs, and taxation issues, demanding urgent attention. Despite these challenges, an optimistic

tone prevailed, with confidence expressed in the resilience of exporters to contribute to increased export revenue for Sri Lanka. Looking ahead, the NCE outlined plans for collaborative efforts to enhance the business landscape and support small and medium enterprises (SMEs).



Dr. Nandalal Weerasinghe, Governor of the Central Bank delivering the keynote address

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

"NCE Challenge Trophy for the Best Ethically Trading Exporter", which was introduced two years back recognizing organizations exhibiting exemplary ethical practices in export-oriented activities. The awards spanned various categories, emphasizing environmental stewardship, social accountability, and economic well-being.

The ceremony also honoured special awards recognizing differently-abled 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.

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.

The event was proudly partnered with leading Sri Lankan brands, recognizing their crucial role in encouraging and uplifting the exporter community. A notable addition to this year's awards was that NCE 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.





## Special Awards 2023

During the event, special awards have been conferred in addition to the overall sectorial awards.

#### **Most Outstanding Exporter-Overall**





#### Most Outstanding Exporter Runner Up



#### 3 NCE EXPENSES - SED AGENCES - SED

#### **Best Value Added Exporter-Products Sector**



Recognizing the highest Value Addition achieved by Exporters with respect to Products since it is an aspect which demonstrates higher Foreign Exchange Earnings for the Country.



#### 3ª NCE EXPORT ANAPOS - 2027 ASAPTRIO DO BLOBAL SHIPTS

#### Best Value Added Exporter-Services Sector



Recognizing the highest Value Addition achieved by Exporters with respect to Services since it is an aspect which demonstrates higher Foreign Exchange Earnings for the Country.

3 NCE EXPORT AMAROS - 2837

#### Best Sri Lankan Brand Exporter



This Award is conferred in respect of the Best Sri Lankan Owned Export Brand, since Brands which are recognized in overseas markets will have a distinct advantage over competitors.

3 NCE

#### Recognition of Differently Abled Persons by Export-Oriented Enterprises



This Award recognizes
Enterprises which facilitate
contributions made by
'Differently abled Persons'
through the utilization of
their Special skills, either by
employing them directly or by
utilizing the services of such
persons in society. The Award
also recognize infrastructure
facilities as well as other
services provided to such
persons by Export Oriented
Enterprises.

## 3 NCE

#### Best Performer in Research and Development Activities



This special award is conferred to achievers related to Research and Development Activities that have yielded beneficial results enabling the Innovation and Differentiation of Products, as well as the introduction of new High-Tech products to International Markets.

3 NCE

#### **Best Woman Exporter**



This Award recognizes the achievements of a Woman in the field of Exports, who is the owner of an Export Enterprise, and who is instrumental in the success of the Enterprise. This special award serves to encourage increased participation of women in leadership positions of Export Enterprises.

3 NCE EXPORT AMARCS - 1937

#### **Most Outstanding SME-Exporter**



This Award gives special recognition to achievers related to Small and Medium Export Oriented Enterprises, in order to encourage them, since they are a worthy category who make an enormous contribution to the Economic Development of Sri Lanka.



#### Highest Foreign Exchange Earner



The Chamber confers special awards to the highest net foreign exchange earners in respect of all Products and Services sectors. These Awards are conferred to export enterprises in the extra-large category with the highest next foreign exchange earnings over and above a benchmark that will be determined by the Panel of Judges.

3ª NCE EXPORT MARAPHROTERIONAL SHIPTS

#### **Most Innovative Exporter**



This award recognizes a very critical aspect related to Exports which is Innovation and Differentiation of Sri Lankan Products and Services related to competing Products and Services from other Suppliers to enable expansion of exports.

3 NCE EXPOSIT MARPING TO ELORAL SHIPP

#### Late Deshabandu Patrick Amarasinghe Challenge Trophy



This award is conferred in memory of the Late Deshabandu Patrick Amarasinghe, Founder President of the NCE who had pioneered the NCE Export Awards to recognize and reward Sri Lankan Exporters on their achievements and excellent performance in the International Market. The Late Deshabandu Patrick Amarasinghe was a person who passionately fought for, and also represented the interests of SME Export Oriented Enterprises given their valuable contribution to the Export Development effort of the Country. The Chamber confers this Special Challenge Trophy to the Best Performer among SMEs, who have effectively contributed to 'Export Value Chains' in keeping with modern trends in International Trade.



NCE Annual Export Awards is the flagship event organized by the Chamber to recognize and reward the achievements of Sri Lankan Exporters of Products and Services and Service Providers in the International Marketplace. The event has been most looked forward to in the Business Calendar of Sri Lanka and has achieved national significance over the years due to its professionalism, and high standard of conduct.



## The Story Behind the Trophy

The trophy awarded at the NCE Export Awards has its own story. The Trophy is cylindrical in shape with a globe carrying the world map at its apex. The Globe depicts the International nature of export markets covering the entire world. The Trophy also has the nature of a Light House depicting a beacon showing the path ahead for Sri Lankan exports which are so vital for the economy. The three metal plated arrows round the globe originating from its bottom, and increasing in thickness and pointing upwards depicts growth in exports related to international markets. They also represent the triple bottom line in respect of an enterprise comprising of Profit, People, and the Planet, which is a modern concept for the overall sustainability of an organization. The black color of the trophy conveys 'Authority and Power' in terms of color psychology which is reminiscent of the real nature of exports.

#### **Award Winners Icon**







National Chamber of Exporters of Sri Lanka (NCE) has introduced the Award Winners Icon to highlight the success of the Award Winners at the prestigious Annual Export Awards.

All winners are provided with this "Special Logo" by NCE. They have the opportunity to use the relevant winning icon in all their publicity and marketing materials, both locally and internationally.

For More Information www.nce.lk



# Honouring NCE Challenge Trophy Winners at the 31st NCE Export Awards 2023

The illustrious "NCE Challenge Trophy," introduced in 2021, once again took center stage at the 31st NCE Export Awards in 2023, recognizing organizations dedicated to ethical trading practices. This distinguished award, bestowed upon deserving recipients, signifies a commitment to ethical integrity in the business landscape.

Beyond its integral role in the expansive award scheme, the NCE Challenge Trophy was presented to outstanding ethically operated organizations across various size categories—small, medium, large, and extra-large. The meticulous selection criteria considered three fundamental dimensions: Environment, Social

Accountability, and Economic well-being. Aligned with the eight principles outlined in the Certificate of Ethical Trading issued by the Chamber, these criteria aimed to identify organizations making notable contributions to ethical excellence.

The NCE Challenge Trophy stands as a symbol of distinction, underscoring the importance of upholding ethical standards. It celebrates organizations that not only excel in ethical practices but also contribute significantly to environmental sustainability, social responsibility, and economic welfare, reinforcing the ethos of responsible and sustainable business practices.











## 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**





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Contact us on +94 114344661 or email to nce@nce.lk For more information visit <a href="https://nce.lk/certificate-of-ethical-trading/">https://nce.lk/certificate-of-ethical-trading/</a>



#### **NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA**

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

The Certificate of Ethical Trading (CET) was conferred upon a group of NCE Members in a special segment of the 31st Annual NCE Export Awards, held on 08th December 2023, at the Hotel Shangri-La in Colombo. This commendable recognition was extended to 26 export-oriented organizations that demonstrated a steadfast commitment to aligning their business activities with the highest ethical trading standards.

At the forefront of championing ethical practices in international trade, the National Chamber of Exporters of Sri Lanka (NCE) takes pride in its role as the Voice of the Exporters. The organization stands firmly behind its member exporters, providing support to attain ethical certifications and fortify their positions in the competitive international markets.

This ceremony not only celebrated the outstanding achievements of these 26 businesses but also highlighted the growing importance of ethical trading in the global business landscape. By conferring the Certificate of Ethical Trading, the NCE reaffirms its dedication to promoting responsible and sustainable business practices, ensuring that its members thrive in an environment of integrity and trust. The event at Hotel Shangri-La served as a testament to the NCE's ongoing commitment to fostering a culture of ethical excellence within the export community.



- 1. ACL Cables PLC
- 2. Advantis Freight (Pvt) Ltd
- 3. Alumex PLC
- 4. Anverally & Sons (Pvt) Ltd
- 5. Ceilan Coir Products Export (Pvt) Ltd
- 6. Ceylon Cold Store PLC
- 7. Dipped Products PLC
- 8. Eco Transfer Prints (Pvt) Ltd
- 9. Ex Pack Corrugated Cartons PLC
- 10. Gamma Interpharm (Pvt) Ltd
- 11. Go Green Exports (Pvt) Ltd
- 12. Green Space International (Pvt) Ltd
- 13. Hayleys Fabric PLC

- 4. Jaindi Export (Pvt) Ltd
- 15. Keells Food Products PLC
- 16. LAUGFS Corporation (Rubber) Limited
- 17. Neil Fernando & Company (Pvt) Ltd
- 18. Nestle Lanka PLC
- 19. NPS Packaging (Pvt) Ltd
- 20. Overdime Exports (Pvt) Ltd
- 21. Premier Packaging International (Pvt) Ltd
- 22. Ramya Horticulture (Pvt) Ltd
- 23. Richard Pieris Exports PLC
- 24. Royal Fernwood Porcelain LTD
- 25. SALOTA International (Pvt) Ltd
- 26. SOPP Industries Lanka (Pvt) Ltd





# NCE Export Awards 2023 Recognizing Best Buyers (Countries) who assist the Sri Lankan Exporters

In a historic milestone for the National Chamber of Exporters of Sri Lanka (NCE) Export Awards, a Special Recognition was bestowed upon 14 countries for their outstanding contribution to Sri Lanka's export sector. The accolade, based on statistics provided by the Information Technology Division of the Sri Lanka Export Development Board, focused on countries with total export values surpassing 200,000 US Dollars in the year 2022.

The respected list of countries recognized comprises the best-buying nations from Sri Lanka, each playing a pivotal role in fostering international trade relations. At the awards ceremony, a token of appreciation was presented to the respective Country Ambassadors in acknowledgement of their nations' commitment to importing premium products and services from Sri Lanka.

The 14 honored countries, selected for their remarkable import volumes, include:

- Dominion of Canada 1.
- 2. Federal Republic of Germany
- French Republic 3.
- 4. Japan
- 5. People's Republic of Bangladesh
- People's Republic of China
- 7. The Commonwealth of Australia
- The Italian Republic
- The Kingdom of Belgium
- The Kingdom of the Netherlands
- 11. The Republic of India
- The United Arab Emirates 12.
- The United Kingdom of Great Britain and Northern Ireland
- 14. The United States of America



Emphasizing the significance of these selections, the NCE extends its sincere appreciation to the exporters for their unwavering commitment to quality, integrity, and ethical business practices. The trust and loyalty garnered from nations worldwide underscore the paramount role these countries play as key trade partners, actively contributing to the growth and success of Sri Lanka's export sector.

The order of recognition, presented in alphabetical order, underscores the equal importance attributed to each of these valued partners. As the NCE celebrates the achievements of its member exporters, this recognition marks a significant moment in acknowledging the crucial role these nations play in advancing Sri Lanka's global presence in international trade.

















































































































## d Winners 2023



Small Category Pharmaceutical Products including

Medicinal related Ayurvedic & Herbal Products Sector





Go Green Exports (Pvt) Ltd Large Category Coconut & Coconut Products Sector





Fresh & Processed Agricultural Export Crops Sector







-----











































































## Winners 2023

































































Rubber & Rubber Products Sector















































UHE Export (Pvt) Ltd (Halpe Tea (Pvt) Ltd)

Medium Category

Tea & Tea Products Sector

, 022222222222222222



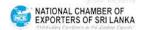
## d Winners 2023





	Name of the Organization	Award Category	Award	Sector
1	99X Technology Limited	Extra Large	Gold Award	ICT.BPO & Related Services Sector
2	ACL Cables PLC	Extra Large	Gold Award	Electronic & Electrical Products Sector
3	Advantis Freight (Pvt) Ltd	Extra Large	Bronze Award	Logistic Services Sector
4	Agromet Asia (Pvt) Ltd	Extra Large	Silver Award	Suppliers to Exporters Sector
5	Allion Technologies (Pvt) Ltd	Large	Gold Award	ICT,BPO & Related Services Sector
6	Alumex PLC	Extra Large	Silver Award	Machinery & Light Engineering Products Sector
7	Anverally & Sons (Pvt) Ltd	Extra Large	Silver Award	Tea & Tea Products Sector
8	ARAVA (Pvt) Ltd	Extra Large	Bronze Award	Coconut & Coconut Products Sector
9	Astron Limited	Small	Silver Award	Pharmaceutical Products including Medicinal related
10	Beauty Gems	Medium	Gold Award	Ayurvedic & Herbal Products Sector  Gems & Jewellery Sector
11	Black Tea Exports (Pvt) Ltd	Large	Bronze Award	Tea & Tea Products Sector
12	Bogawantalawa Tea Ceylon (Pvt) Ltd	Extra Large	Silver Award	Tea & Tea Products Sector
13	BonTerra Limited	Large	Silver Award	Coconut & Coconut Products Sector
14	Bughary Bio Spices (Pvt) Ltd	Medium	Bronze Award	Organic Products Sector
15	CBL Global Foods Limited			•
16	Ceilan Coir Products Export (Pvt) Ltd.	Extra Large	Bronze Award	Coconut & Coconut Products Sector
17	Ceyline Maritime Services (Pvt) Ltd.	Medium	Gold Award	Coconut & Coconut Products Sector
	,	Medium	Bronze Award	Business & Professional Services Exports Sector
18	Ceylon Biscuits Limited	Extra Large	Gold Award	Confectionary Products Sector
19	Ceylon Cold Stores PLC	Large	Gold Award	Confectionary Products Sector
20	Ceylon Eco Spices (Pvt) Ltd	Extra Large	Bronze Award	Spices and Spice based Products Sector
21	Ceylon Jewelry Manufacturers (Pvt) Ltd	Large	Gold Award	Gems & Jewellery Sector
22	Ceylon Tenny Tea (Private) Limited	Large	Gold Award	Tea & Tea Products Sector
23	Chas P Hayley Co.(Pvt) Ltd	Extra Large	Silver Award	Coconut & Coconut Products Sector
24	Cinnatopia (Pvt) Ltd	Large	Gold Award	Spices and Spice based Products Sector
25	Cocotech Exports Lanka (Pvt) Ltd	Medium	Silver Award	Coconut & Coconut Products Sector
26	Colombo Export & Import Agencies (Pvt) Ltd	Extra Large	Silver Award	Spices and Spice based Products Sector
27	D&R Exports (Pvt) Ltd	Medium	Bronze Award	Processed Food Products Sector
28	D. Samson Industries (Pvt) Ltd	Large	Gold Award	Leather & Leather-based Products Sector
29	Damsila Resources (Pvt) Ltd	Medium	Bronze Award	Other Mineral-based Products Sector
30	Dankotuwa Porcelain PLC	Extra Large	Silver Award	Ceramic, Porcelain, and other Clay Products Sector
31	Dasa Solutions (Pvt) Ltd	Small	Silver Award	Business & Professional Services Exports Sector
32	DBS Logistics Limited	Extra Large	Bronze Award	Logistic Services Sector
33	Dhanusha Marine Lanka Exports (Pvt) Ltd	Medium	Gold Award	Boat & Ship Building, and Repair Services Sector
34	Diamond Cutters Limited	Extra Large	Bronze Award	Gems & Jewellery Sector
35	Diamond Dreams (Pvt) Ltd	Small	Bronze Award	Gems & Jewellery Sector
36	Dipped Products PLC	Extra Large	Silver Award	Rubber & Rubber Products Sector
37	dkw-Aqua International (Pvt) Ltd	Extra Large	Bronze Award	Plastics and Plastic Products Sector
38	Dutch Lanka Trailer Manufacturers Limited	Extra Large	Gold Award	Machinery & Light Engineering Products Sector
39	Eco Transfer Prints (Pvt) Ltd	Medium	Gold Award	Suppliers to Exporters Sector
40	Edinborough Products (Pvt) Ltd	Medium	Bronze Award	Processed Food Products Sector
41	Enrich Tea & Food Exports (Pvt) Ltd	Extra Large	Bronze Award	Coconut & Coconut Products Sector
42	Enrich Tea & Food Exports (Pvt) Ltd	Extra Large	Silver Award	Fresh & Processed Agricultural Export Crops Sector
43	Enrich Tea & Food Exports (Pvt) Ltd	Extra Large	Silver Award	Spices and Spice based Products Sector
44	E-Screen Systems (Pvt) Ltd	Medium	Silver Award	Suppliers to Exporters Sector
45	Expo Commodities (Pvt) Ltd	Extra Large	Bronze Award	Coconut & Coconut Products Sector
46	Expo Commodities (Pvt) Ltd	Extra Large	Gold Award	Spices and Spice based Products Sector
47	Expo Commodities (Pvt) Ltd	Medium	Gold Award	Organic Products Sector
48	Farmchemie Manufacturers (Pvt) Ltd.	Extra Large	Gold Award	Poultry & Livestock Products Sector
49	Foreconns Canneries	Medium	Silver Award	Processed Food Products Sector
50	GAC Shipping Limited	Large	Silver Award	Business & Professional Services Exports Sector
51	Gamma Interpharm (Pvt) Ltd	Small	Silver Award	Pharmaceutical Products including Medicinal related Ayurvedic & Herbal Products Sector
52	Global Rubber Industries (Pvt) Ltd	Extra Large	Silver Award	Rubber Tyres and Accessories Sector
53	Go Green Exports (Pvt) Ltd	Large	Gold Award	Coconut & Coconut Products Sector
54	Green Space International (Pvt) Ltd	Medium	Silver Award	Coconut & Coconut Products Sector
55	Green Way Asia Lanka (Pvt) Ltd	Medium	Gold Award	Fresh & Processed Agricultural Export Crops Sector
56	Halal Accreditation Council (Guarantee) Limited	Small	Gold Award	Service Providers to Exporters Sector

57	Haycarb PLC	Extra Large	Bronze Award	Coconut & Coconut Products Sector
58	Haycolour (Pvt) Ltd	Medium	Silver Award	Chemical Products Sector
59	Hayleys Agro Biotech (Pvt) Ltd	Medium	Silver Award	Floriculture & Horticulture Products Sector
60	Hayleys Fabric PLC	Extra Large	Silver Award	Textiles and Garments Sector
61	Hayleys Fibre PLC	Large	Silver Award	Coconut & Coconut Products Sector
62	Hayleys Free Zone Ltd	Large	Gold Award	Logistic Services Sector
63	HJS Condiments Limited	Extra Large	Gold Award	Processed Food Products Sector
64	hSenid Business Solutions PLC	Medium	Gold Award	ICT,BPO & Related Services Sector
65	Illukkumbura Industrial Automation (Pvt) Ltd	Large	Gold Award	Business & Professional Services Exports Sector
66	Imperial Tea Exports (Pvt) Ltd.	Extra Large	Gold Award	Tea & Tea Products Sector
67	Jaindi Export (Pvt) Ltd	Extra Large	Gold Award	Coconut & Coconut Products Sector
68	Jaindi Export (Pvt) Ltd	Extra Large	Gold Award	Organic Products Sector
69	JF&I Packaging (Pvt) Ltd.	Extra Large	Silver Award	
				Packaging Products Sector
70	JFS Holdings Limited	Medium	Silver Award	Business & Professional Services Exports Sector
71	Kandetiya Agro Products (Pvt) Ltd	Extra Large	Bronze Award	Coconut & Coconut Products Sector
72	Keells Food Products PLC	Medium	Silver Award	Processed Food Products Sector
73	Lanka Hydraulic Institute Ltd	Medium	Silver Award	Business & Professional Services Exports Sector
74	LAUGFS Corporation (Rubber) Limited	Extra Large	Gold Award	Rubber Tyres and Accessories Sector
75	Lihini Sea Foods (Pvt) Ltd	Extra Large	Gold Award	Fisheries & Fishery Products Sector
		•		· · · · · · · · · · · · · · · · · · ·
76	Link Natural Products (Pvt) Ltd	Large	Gold Award	Pharmaceutical Products including Medicinal related Ayurvedic & Herbal Products Sector
77	Lumbini Aquaria International (Dut) Ltd	Largo	Cold Award	
77	Lumbini Aquaria International (Pvt) Ltd	Large	Gold Award	Ornamental Fish Sector
78	Mabroc Teas (Pvt) Ltd	Extra Large	Silver Award	Tea & Tea Products Sector
79	Macksons Paint Industries (Pvt) Ltd	Extra Large	Gold Award	Chemical Products Sector
80	Manisha Exports (Pvt) Ltd	Large	Bronze Award	Coconut & Coconut Products Sector
81	Miami Clothing (Pvt) Ltd	Extra Large	Silver Award	Textiles and Garments Sector
82	Microcells (Pvt) Ltd	Large	Bronze Award	Rubber & Rubber Products Sector
83	Midas Safety Lanka (Pvt) Ltd	Extra Large	Silver Award	Rubber & Rubber Products Sector
84	Mike Biotech Asia (Pvt) Ltd	Medium	Gold Award	Floriculture & Horticulture Products Sector
85	Millennium Teas (Pvt) Ltd.	Large	Silver Award	Tea & Tea Products Sector
86	Napronet (Pvt) Ltd	Small	Silver Award	Coconut & Coconut Products Sector
87	Navik Mills (Pvt) Ltd	Extra Large	Bronze Award	Coconut & Coconut Products Sector
88	Navik Mills (Pvt) Ltd	Extra Large	Silver Award	Organic Products Sector
		•		•
89	Neil Fernando & Company (Pvt) Ltd	Medium	Silver Award	Boat & Ship Building, and Repair Services Sector
90	Nestlé Lanka PLC	Extra Large	Bronze Award	Coconut & Coconut Products Sector
91	New Dehara Trading Company (Pvt) Ltd	Large	Bronze Award	Spices and Spice based Products Sector
92	New Lanka Cinnamon (Pvt) Ltd	Extra Large	Silver Award	Spices and Spice based Products Sector
93	Nidro Supply (Pvt) Ltd	Extra Large	Silver Award	Fresh & Processed Agricultural Export Crops Sector
94	Noritake Lanka Porcelain (Pvt) Ltd	•	Gold Award	
	, , ,	Extra Large		Ceramic, Porcelain, and other Clay Products Sector
95	NPS Packaging (Pvt) Ltd	Medium	Bronze Award	Packaging Products Sector
96	Ocean Lanka (Pvt) Ltd	Extra Large	Gold Award	Suppliers to Exporters Sector
97	Oceaneeds (Pvt) Ltd	Medium	Gold Award	Business & Professional Services Exports Sector
98	OREL IT (Pvt) Ltd	Extra Large	Bronze Award	ICT,BPO & Related Services Sector
99	Orit Apparels Lanka (Pvt) Ltd.	Extra Large	Gold Award	Textiles and Garments Sector
		•		
100	' ' ' '	Extra Large	Silver Award	Packaging Products Sector
101	Overdime Export (Pvt) Ltd	Extra Large	Bronze Award	Recycled Products Sector
102	Overdime Export (Pvt) Ltd	Extra Large	Bronze Award	Suppliers to Exporters Sector
103	P N B Link BPO Solutions (Pvt) Ltd	Small	Gold Award	Business & Professional Services Exports Sector
	PGP Glass Ceylon PLC	Extra Large	Gold Award	Glass and Glass Products Sector
105		Extra Large	Gold Award	Packaging Products Sector
	' ; ;	•		Plastics and Plastic Products Sector
	Plastipak Lanka (Pvt) Ltd	Extra Large	Gold Award	
107	Plastipak Lanka (Pvt) Ltd	Extra Large	Silver Award	Recycled Products Sector
108	Premier Packaging International (Pvt) Ltd	Medium	Silver Award	Suppliers to Exporters Sector
109	Pura Vida International (Pvt) Ltd	Extra Large	Bronze Award	Spices and Spice based Products Sector
110	Quality Seed Company (Pvt) Ltd	Medium	Silver Award	Floriculture & Horticulture Products Sector
111	Ravi Industries Limited	Extra Large	Bronze Award	Coconut & Coconut Products Sector
112	Richard Pieris Exports PLC	Extra Large	Bronze Award	Rubber & Rubber Products Sector
113	Riococo Lanka (Pvt) Ltd Royal Fernwood Porcelain Ltd	Extra Large	Bronze Award Silver Award	Coconut & Coconut Products Sector
114		Extra Large		Ceramic, Porcelain, and Other Clay Products Sector
115	Ruhunu Spice Exports (Pvt) Ltd	Extra Large	Bronze Award	Spices and Spice based Products Sector
116	Samagi Organics (Pvt) Ltd	Large	Bronze Award	Spices and Spice based Products Sector
117	Samson Compounds (Pvt) Ltd	Medium	Silver Award	Rubber & Rubber Products Sector
118	Samson International PLC	Extra Large	Gold Award	Rubber & Rubber Products Sector
119	Samson Manufacturers (Pvt) Ltd	Small	Gold Award	Rubber & Rubber Products Sector
120	Samson Rajarata Tiles (Pvt) Ltd	Medium	Gold Award	Ceramic, Porcelain, and Other Clay Products Sector
121	Samson Reclaim Rubbers Limited	Small	Bronze Award	Rubber & Rubber Products Sector
122		Extra Large	Silver Award	Rubber Tyres and Accessories Sector
123		Extra Large	Silver Award	Rubber & Rubber Products Sector
		1	Gold Award	Wood & Wood-based Products Sector
124	Samtessi Brush Manufacturers (Pvt) Ltd	Large		
124 125		Large Extra Large	Silver Award	Business & Professional Services Exports Sector
125	Sanken Overseas (Pvt) Ltd	Extra Large		·
125 126	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd	Extra Large Medium	Gold Award	Handicrafts & Handloom Products Sector
125 126 127	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd	Extra Large Medium Extra Large	Gold Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector
125 126 127 128	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd	Extra Large Medium Extra Large Large	Gold Award Silver Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector
125 126 127 128 129	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd.	Extra Large Medium Extra Large Large Large	Gold Award Silver Award Silver Award Gold Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector
125 126 127 128	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd.	Extra Large Medium Extra Large Large	Gold Award Silver Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector
125 126 127 128 129	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd Sierra Cables PLC	Extra Large Medium Extra Large Large Large Large	Gold Award Silver Award Silver Award Gold Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector
125 126 127 128 129 130	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector
125 126 127 128 129 130 131	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd	Extra Large Medium Extra Large Large Large Medium Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector
125 126 127 128 129 130 131 132	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC	Extra Large Medium Extra Large Large Large Medium Extra Large Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector
125 126 127 128 129 130 131 132 133	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Bronze Award Bronze Award Silver Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector
125 126 127 128 129 130 131 132	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector
125 126 127 128 129 130 131 132 133	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Bronze Award Bronze Award Silver Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector
125 126 127 128 129 130 131 132 133 134	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Extra Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Silver Award Silver Award Silver Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector
125 126 127 128 129 130 131 132 133 134 135 136	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Large Medium Medium	Gold Award Silver Award Silver Award Gold Award Bronze Award Silver Award Bronze Award Silver Award Silver Award Silver Award Silver Award Gold Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd	Extra Large Medium Extra Large Large Large Medium Extra Large Extra Large Extra Large Extra Large Extra Large Medium Medium Medium	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Silver Award Silver Award Silver Award Silver Award Silver Award Gold Award Gold Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137 138	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tropikal Life International (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Large Medium Medium Medium Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Bronze Award Bronze Award Silver Award Silver Award Silver Award Gold Award Gold Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector Fresh Food Products Sector Fresh Food Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137 138	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tropikal Life International (Pvt) Ltd Tropikal Life International (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Extra Large Medium Medium Medium Medium Large Large	Gold Award Silver Award Silver Award Gold Award Bronze Award Silver Award Bronze Award Silver Award Silver Award Silver Award Silver Award Gold Award Gold Award Gold Award Bronze Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector Processed Food Products Sector Fresh Food Products Sector Organic Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tropikal Life International (Pvt) Ltd Tropikal Life International (Pvt) Ltd UHE Export (Pvt) Ltd (Halpe Tea (Pvt) Ltd)	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Large Medium Medium Medium Large	Gold Award Silver Award Silver Award Gold Award Gold Award Bronze Award Bronze Award Bronze Award Silver Award Silver Award Silver Award Gold Award Gold Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector Processed Food Products Sector Fresh Food Products Sector Tea & Tea Products Sector Tea & Tea Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137 138	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tropikal Life International (Pvt) Ltd UHE Export (Pvt) Ltd (Halpe Tea (Pvt) Ltd) Unitrades (Pvt) Ltd	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Extra Large Medium Medium Medium Medium Large Large	Gold Award Silver Award Silver Award Gold Award Bronze Award Silver Award Bronze Award Silver Award Silver Award Silver Award Silver Award Gold Award Gold Award Gold Award Bronze Award Bronze Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector Processed Food Products Sector Fresh Food Products Sector Organic Products Sector
125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140	Sanken Overseas (Pvt) Ltd Selyn Exporters (Pvt) Ltd Sena Mills Refineries Exports (Pvt) Ltd Senikma Holdings (Pvt) Ltd SGS Lanka (Pvt) Ltd. Sierra Cables PLC SOPP Industries Lanka (Pvt) Ltd Sysco LABS Technologies (Pvt) Ltd Talawakelle Tea Estates PLC Teejay Lanka PLC Textrip (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tradlanka Agricultural Enterprises (Pvt) Ltd Tropikal Life International (Pvt) Ltd Tropikal Life International (Pvt) Ltd UHE Export (Pvt) Ltd (Halpe Tea (Pvt) Ltd)	Extra Large Medium Extra Large Large Large Large Medium Extra Large Extra Large Extra Large Large Medium Medium Medium Large Large Large	Gold Award Silver Award Silver Award Gold Award Bronze Award Bronze Award Bronze Award Silver Award Silver Award Silver Award Silver Award Gold Award Gold Award Bronze Award Gold Award Gold Award Gold Award Gold Award Gold Award Gold Award	Handicrafts & Handloom Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Coconut & Coconut Products Sector Service Providers to Exporters Sector Electronic & Electrical Products Sector Handicrafts & Handloom Products Sector ICT,BPO & Related Services Sector Tea & Tea Products Sector Textiles and Garments Sector Rubber & Rubber Products Sector Fresh & Processed Agricultural Export Crops Sector Fresh Food Products Sector Processed Food Products Sector Fresh Food Products Sector Tea & Tea Products Sector Tea & Tea Products Sector







### Preventive Controls Qualified Individual (PCQI) Course

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



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 Method: Online via ZOOM

### Your Investment under the Special Offer:

· Course / Training Fee: LKR 25,000/-

(An amount of Rs. 10,000/- has been waved off under the partnership with Hatton National Bank PLC as general Course Fee is LKR 35,000/-)

Certificate Fee: 60 USD



For More Details Please Contact on: Tel: 011 434 4662 E-mail: operations@nce.lk

### **General Activities**

### Recognition of the Panel of Judges and Event Partners of the NCE Export Awards 2023.

In commemorating the 31 NCE Export Awards, an exclusive event was organized by the National Chamber of Exporters of Sri Lanka (NCE) on November 10, 2023, at the Granbell Hotel, Colombo 3. This gathering served as a platform to acknowledge and express gratitude towards the event partners and the commendable efforts of the distinguished Panel of Judges. The Judges, present at the event, were duly honored with tokens of appreciation for their exceptional contributions throughout the rigorous judging process. Mr. Jayantha Karunaratne, the President of NCE, extended a warm welcome to the attendees, while Mr. Shiham Marikar, the Secretary General/CEO, provided valuable insights into the forthcoming NCE Export Awards. During the event, the President and the Secretary General/CEO graciously accepted sponsorship placards from the Event/ Strategic partners, Print Media Partner, Strategic Knowledge Partner, and the main sponsor. Notably, the 31st Annual Export Awards, organized by the NCE, are slated to take place on December 8, 2023, at the prestigious Hotel Shangri-La in Colombo. It is noteworthy that the main sponsor for this prestigious occasion is Expack Corrugated Cartons PLC, underscoring their pivotal role in supporting and contributing to the success of the event.



**Mr. Jayantha Karunaratne,**President of NCE
addressing the gathering



**Mr.Shiham Marikar**, Secretary General/CEO of NCE addressing the gathering



**Dr. Jagath Peiris**Chairman Panel of Judges- 2023
addressing the gathering



**Mr. Zulficar Ghouse**Managing Director-Expack Corrugated Cartons PLC addressing the gathering





### **Recognition of Event Partners**



Expack Corrugated Cartons PLC Main Sponsor for the Event



Asia Securities (Pvt) Ltd



Hatton National Bank PLC



South Asia Gateway Terminals (Pvt) Ltd



SALOTA International (Pvt) Ltd



Sampath Bank PLC



Seylan Bank PLC



Sri Lanka Export Credit Insurance Corporation



Smart Marine Lanka (Pvt) Ltd



Sri Lanka Tea Board



The Associated Newspapers of Ceylon Ltd Print Media Partner



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### **CERTIFICATIONS**

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- GMP Cosmetic (SLS 1348)
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- HACCP
- · ISO 22000:2018
- ISO 9001:2015
- ISO 14001:2015
- ISO 45001:2018
- SL Organic (SLS 1324)

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### Trade Delegations (Local and Overseas)

### 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 18<sup>th</sup> October 2023. This meeting marked a significant step towards strengthening trade, investment, and tourism relations between the two countries.

- 1. Key Points Discussed
- 2. Business Delegation to Egypt in early 2024
- Establishing an Egypt-Sri Lanka Business Council to Strengthen economic ties
- 4. Possibility of Preferential Trade Agreement



### 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.



### 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.

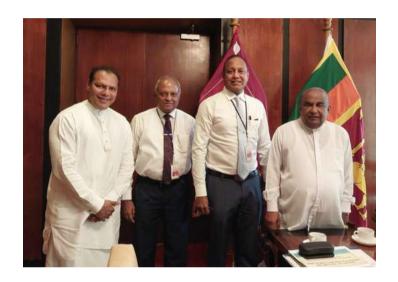
This initiative gained momentum after a 13-member delegation from the Busan Metropolitan City Council of Korea, led by Ambassador-designate Woonjin Jeong, engaged in discussions with Speaker Mahinda Yapa Abeywardana a few weeks ago. The discussions primarily revolved around Busan Metropolitan City's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

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### 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 organized 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.



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# UNLEASHING BRILLIANCE WINDINI PROVES EXPERTISE IN GOLD



Lumbini Aquaria, Sri Lanka's aquatic ambassador, has painted the town goldfish! Not once, but twice, they've bagged the coveted "Best Exporter - Ornamental Fish" title at the Presidential Export Awards and NCE AWards, in 2021-2022 and then again in 2022-2023.

This isn't just a double win, it's a shimmering display of resilience and excellence, proving their expertise at swimming ahead of the competition. This back-to-back gold rush isn't just a feather in their cap, it's a golden trident they've firmly planted in the sea of success!



## Meetings/Discussions with Stakeholders and Other Interested Parties on Trade-related Activities

### 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  $02^{nd}$  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.



### NCE Joins the 23 EDB Exporters Forum

The 23 EDB Exporters Forum took place successfully on November 2<sup>nd</sup> at the EDB Training TArena. The event was chaired by Honorable Dilum Amunugama, the State Minister of Investment Promotion. During the forum, the National Chamber of Exporters (NCE) had a prominent presence and brought attention to the challenges faced by exporters in promoting their brands internationally. The NCE emphasized the significance of Sri Lanka's accession to the Madrid Protocol, an international treaty for trademark registration. The Director General of the National Intellectual Property Office (NIPO) also actively participated, and in-depth discussions on this matter took place. In response to the concerns raised, Honorable Minister Amunugama decided to initiate a separate discussion with the Ministry of Trade. The goal is to expedite the process of Sri Lanka's accession to the Madrid Protocol by establishing a clear timeframe for the completion of the project. NCE has committed to keeping its members informed about any developments in this regard.



### 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.

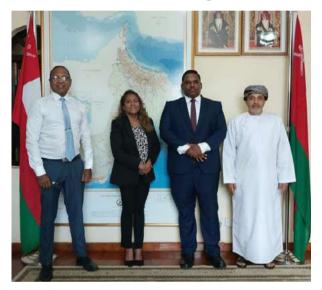


### Successful Meeting with Oman Ambassador Strengthens Ties for Boat Manufacturing Promotion

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.



### **Accession to Madrid Protocol**

NCE officials convened a pivotal meeting on November 15, 2023, with Mr. A.M.P.A. Atapattu, Secretary of the Ministry of Trade, Commerce, and Food Security, and Mrs. Geethanjalie Ranawaka, Director General of NIPO, to deliberate on Sri Lanka's accession to the Madrid Protocol. Among the distinguished participants were Mr. Jalinda Karunaratne, Council Member of NCE and Director of Imperial Teas Group, as well as Mr. Jairo Andres Villamil Diaz, Senior International Specialist of UNIDO, and representatives from the Export Development Board (EDB). The significant gathering took place at the Ministry of Trade, Commerce, and Food Security in Colombo 03.







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Astron's mission is to uplift the wellbeing of society through ethical manufacture & provision of quality healthcare solutions at affordable prices whilst adding value to all its stakeholders.

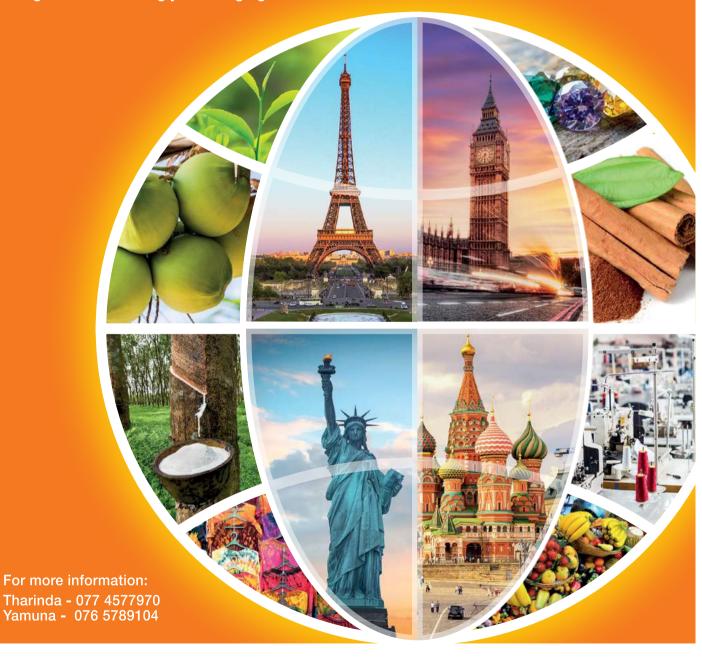
Countries that Astron exports to: Maldives, Seychelles, Myanmar, Cambodia, Singapore





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### Activities related to Member Services

## Sampath Bank in association with National Chamber of Exporters (NCE) host the certificate awarding ceremony on 'Ethical Trading'

The National Chamber of Exporters (NCE) Recently organized a distinguished certificate awarding ceremony to honor 15 member export companies for their successful completion of the Certificate of Ethical Trading (CET) evaluation process. This collaborative initiative with Sampath Bank PLC exemplifies a strategic partnership aimed at bolstering Sri Lankan exports in the global market. The ceremony, held on November 22<sup>nd</sup> at Sampath Bank's Head Office, underscored the commitment of both NCE and Sampath Bank to nurture a long-lasting and mutually beneficial working relationship. This partnership serves as a pivotal avenue for advancing Sri Lankan products and services on the international stage.



Sampath Bank in association with National Chamber of Exporters (NCE) host the certificate awarding ceremony on 'Ethical Trading' Contd.



Mrs. Shashi Kandambi Jassim, Snr. Deputy General Manager - International Banking - Sampath Bank PLC, had the privilege of conferring the prestigious certificates to the winning companies. The event served as a platform to acknowledge and celebrate the ethical trading practices upheld by these companies in their respective industries. The companies that were recognized at the ceremony include:

- 1. LAUGFS Corporation (Rubber) Limited
- 2. Eco Transfer Prints (Pvt) Ltd
- 3. Ceylon Cold Store PLC
- 4. Green Space International (Pvt) Ltd
- 5. Advantis Freight (Pvt) Ltd
- 6. Keells Food Products PLC
- 7. Neil Fernando & Company(Pvt) Ltd
- 8. Nestle Lanka PLC
- 9. Toyo Cushion Lanka Pvt. Limited
- 10. Mc LARENS Containers (Private) Limited
- 11. Scanwell Customs Brokers Pvt Ltd
- 12. Bogala Graphite Lanka PLC
- 13. Advantis Express Pvt Ltd
- 14. Agacia Ceylon (Pvt) Ltd
- 15. Belden Industries (Pvt) Ltd





























This event not only recognized the exemplary efforts of these companies in ethical trading but also symbolized the collective commitment of the NCE and Sampath Bank PLC to elevate the standards of Sri Lankan exports on the global stage.

### Seminar on 'Navigating Challenges for Effective Logistics Management'

The National Chamber of Exporters of Sri Lanka (NCE) organized a seminar entitled 'Navigating Global Challenges for Effective Logistics and Shipping Management' on November 21, 2023, at the Galadari Hotel, Main Ballroom, drawing the participation of over 120 exporters. The primary objective of the event was to foster awareness among importers and exporters regarding the profound impact of global challenges on logistics and shipping management. Mr. Sean Van Dort, Chairman of the Shippers Council, underscored the prevalence of corruption within the local shipping industry and urged immediate measures to address this issue. He proposed the implementation of competitive salaries as a viable solution to mitigate corruption.

### The panel discussion featured with following members:

- 1. Mr. A.M.A.B Atapattu Director License of Merchant Shipping Secretariat, Ministry of Ports, Shipping, and Aviation.
- 2. Mr. Channa Gunawardena Chairman of the Sri Lanka Logistics & Freight Forwarders Association (SLFFA).
- 3. Mr. Pradeep Alexander- Director/CEO of CSBM Campus & Financial Consultant.
- $4. \hspace{0.5cm} \text{Mr. Jayantha Karunarathne} \text{Managing Director of Imperial Teas (Pvt) Ltd} \text{ and President of the NCE}.$
- 5. Mr. Dilan Wijegoonawardena Assistant General Manager International of Seylan Bank PLC.
- 6. Mr. Sean Van Dort Chairman of the Shippers Council

The panel was expertly moderated by Mr. Shiham Marikar, the Secretary General/Chief Executive Officer of NCE.

Seylan Bank PLC played a pivotal role as the main banking partner for the event, further enhancing the seminar's significance and impact.















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### **NCF** Collaborations

### 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.



### 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 the 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.





### **Training and Development**

### 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.

### PCQI Training Sessions held on 28th, 29th and 30th November 2023

The National Chamber of Exporters of Sri Lanka, in collaboration with HNB, conducted a 'Preventive Controls Qualified Individual Course (PCQI)' for company personnel working in food production and packaging facilities and beverages. This program plays a crucial role in ensuring the highest standard of safety and quality in the sector. The course took place from 28th, 29th and 30th November 2023, for a total of 20 hours. Using the ease and accessibility of e-learning, the training was delivered via Zoom, allowing participants to participate remotely. There were 10 participants present at this time.





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Agricultural Export Crops Sector

2017, 2018, 2019, 2021,2022, 2023

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- 01. Theories of International Trade and Trade Related Organizations.
- 02. Accounting for Decision Making.
- International Trade Process and Customs Procedures Relating to Trans-Border Transactions.
- Logistics, Marine Insurance, and other Supportive Activities of International Trade.

### Resource Panel

- Dr. Sajith Chanuka Premathilaka Senior Accounting & Finance Lecturer
- Mr. Prabath Manimeldura Chief Executive Officer, Talent Bridge, Corporate Trainer
- Mr. Sudatta De Silva Deputy Director, Sri Lanka Customs
- Mr. Sunanda Dinesh Kumara Cluster Senior Finance Manager, Brandix Group
- Mr. Gamini Karunatillake Business Consultant

### Duration

2 Months (9.00 AM to 4.00 PM)

### Commencement

February, March Intake

### Medium

English

### Investment

Rs. 35,000/=

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### Monthly Management and Council Meetings

### The 10th NCE Council and Management Committee meeting

The 10<sup>th</sup> NCE Council and Management Committee meeting held on 19<sup>th</sup> October 2023 at the NCE Conference Hall with the attendance of the Members of the Management Committee and the Council. Key Discussion Points,

- 1. Discussion on the recent Business Delegation's visit to the UK in September and preparations for the upcoming visit to Kandy on October25<sup>th</sup>.
- 2. Information about the exciting Chamber activities scheduled for November.
- 3. 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.



### The 11th NCE Council and Management Committee Meeting 2023

The 11 meeting of the National Chamber of Exporters (NCE) Council and Management Committee took place on November 16, 2023, at the Best Western Elyon Colombo. The gathering was well-attended by both Members of the Management Committee and the Council. Hon. Dilum Amunugama, the Minister of Investment Promotion of Sri Lanka, actively participated in the discussions, which primarily centered around issues related to Value Added Tax (VAT) and electricity charges. During the meeting, Hon. Minister Amunugama emphasized that, as part of the new restructuring, investments, industries, exports, and promotions will fall under a single ministry. Furthermore, the Export Development Board (EDB) and the Board of Investment (BOI) are set to be merged into a Commission, creating a streamlined, one-stop shop. This unified platform aims to facilitate exporters in obtaining certificates and documents efficiently under one roof. 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 12th NCE Council and Management Committee meeting for the year 2023

The 12<sup>th</sup> 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.

Mr. O.L Ameer Ajwad, distinguished as the former Sri Lankan Ambassador to the Sultanate of Oman, was accorded the privilege of addressing the December 2023 Council meeting. The primary objective of his address was to, deeply enlighten and engage the Council Members in the intricate nuances of the bilateral trade dynamics between Sri Lanka and the Sultanate of Oman. Having wielded the ambassadorial role in Oman from 2019 to 2022, Mr. Ajwad currently holds the pivotal position of Additional Secretary for Consular Affairs and African Affairs, simultaneously spearheading the Performance Review and Implementation Programme at the Ministry of Foreign Affairs.

In the course of his compelling presentation, Mr. Ajwad masterfully underscored the rich tapestry of historical ties binding the two nations. His discourse not only illuminated the historical context but also provided invaluable insights into recent developments within the realm of trade. A seasoned diplomat, he passionately highlighted the expansive opportunities that beckon Sri Lankan exporters within the vibrant Omani market. The Council members were apprised of a recent and significant visit by a business delegation from Oman, a testament to the growing interest in fostering bilateral trade relations.

Addressing a critical concern that resonates deeply with the success of such collaborations, Mr. Ajwad fervently stressed the imperative for Sri Lankan exporters to elevate their proficiency in sustaining exports to Oman. With a keen eye on the pitfalls, he elucidated instances where export orders encountered setbacks due to the inability of exporters to meet their supply commitments. In his emphatic articulation, Mr. Ajwad underscored the paramount significance of reliability in trade, cautioning that breakdowns in the supply chain not only imperil immediate transactions but also erode the credibility of exporters with their discerning clientele.

Furthermore, Mr. Ajwad passionately implored the Chamber to embark on a collaborative journey to craft a roadmap. This roadmap, he envisioned, would not only establish resilient and consistent connections with Sri Lankan overseas missions but also fortify the bridge between aspirations and accomplishments. Given his leadership role in steering the Performance Review and Implementation Programme of Sri Lankan overseas missions, he extended a fervent call to the NCE to deliberate on ambitious plans for 2024 and to wholeheartedly seek unwavering support from these pivotal missions.

As a tangible manifestation of his commitment and intellectual contribution to the Council, Mr. Ajwad graciously presented a book of his authorship, aptly titled "Sri Lanka – Oman Relations – Past, Present, and Future." This meticulously crafted publication stands as a magnum opus, offering a comprehensive chronicle of the historical relations between Sri Lanka and Oman. Beyond being a historical document, the book provides profound insights into the present landscape and astutely projects the trajectory of future developments. The NCE and Council members, recognizing the inherent value of this literary work, received it with utmost appreciation, acknowledging its potential to significantly enhance understanding and foster collaboration between the two nations on a profound level.







































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		January, 2022	February, 2022	March, 2022	April, 2022	May, 2022	June, 2022	July, 2022	August, 2022	September, 2022	October, 2022
CODE DESCRIPTION		VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
5.10	Apparel & Textile	514,405,626	494,825,051	462,930,292	445,785,835	482,681,020	566,765,092	550,049,062	565,367,343	479,873,414	441,896,762
5.01	Tea	91,226,234	100,861,568	94,680,823	80,443,005	93,688,830	116,478,006	117,526,383	124,406,231	117,814,799	108,704,969
5.02	Rubber & Rubber Based Products	87,101,959	93,178,055	86,024,774	71,274,534	76,693,925	102,347,417	89,244,214	99,830,261	82,179,318	86,305,513
5.19	Engineering Products	57,477,220	61,931,060	63,845,489	54,819,805	61,855,703	64,286,855	73,166,504	69,540,710	66,855,895	79,025,878
6.03	Coconut & Coconut based Products	68,279,898	67,920,495	72,513,425	70,725,920	70,593,820	84,308,176	67,156,297	71,212,566	65,872,971	72,394,758
5.11	Food, Feed & Beverages	30,742,966	38,011,036	32,791,382	30,922,391	32,161,736	45,530,072	37,869,277	42,739,795	28,433,133	30,509,235
5.04	Spices, Essential Oils & Oleoresins	34,971,067	27,150,070	23,460,569	21,545,402	21,487,682	31,741,838	33,928,770	40,108,856	40,847,072	36,396,172
6.09	Diamonds, Gems & Jewellery	25,081,775	19,463,930	28,155,334	25,494,275	16,848,237	40,853,424	36,388,891	42,540,416	58,868,071	44,279,697
5.21	Petroleum Products	34,018,852	16,963,414	9,784,986	4,299,644	7,086,005	9,065,473	4,036,083	22,441,939	33,255,754	79,302,502
5.17	Non-metallic Mineral Products	9,794,866	10,525,690	8,469,935	7,135,370	8,622,147	10,337,805	8,345,740	9,594,565	9,206,069	9,786,906
80.3	Fish & Fisheries Products	25,886,088	22,613,461	24,028,703	22,245,270	18,095,864	39,457,104	22,010,362	27,844,788	18,677,889	21,393,970
5.22	Other Manufactures	17,648,355	19,053,686	17,723,167	18,924,424	17,469,716	18,079,495	21,006,640	22,688,856	19,550,274	19,964,297
5.18	Base Metal Products	14,185,745	17,397,745	18,573,456	13,337,014	14,109,460	14,451,674	14,656,141	13,508,118	14,380,923	13,964,797
5.16	Chemicals & Plastic Products	13,151,697	11,700,877	12,980,032	9,442,485	10,609,577	11,089,839	11,710,092	10,798,182	11,737,885	9,294,008
6.95	Miscellaneous Products	3,674,025	5,612,168	2,427,563	558,430	5,946,764	7,661,126	1,412,784	4,308,906	469,128	81,741
6.15	Paper & Paper Products	10,665,487	12,491,771	11,794,773	10,284,137	11,417,276	11,539,188	7,877,473	10,032,362	10,322,069	9,231,413
5.12	Tobacco	6,312,802	8,942,167	8,491,928	5,577,512	6,999,294	7,491,162	9,029,778	7,354,345	7,002,567	7,706,603
6.05	Fruits, Nuts and Vegetables	5,514,062	3,869,975	4,695,641	4,407,698	4,087,366	7,372,646	5,136,030	7,095,304	5,520,029	6,137,836
5.14	Wood & Wooden Products	3,991,156	4,142,432	4,901,391	3,472,780	4,271,345	4,418,157	4,646,935	4,749,292	4,729,577	4,887,589
6.07	Other Export Crops	5,339,486	3,859,415	5,795,714	8,281,485	10,831,427	8,897,951	8,463,784	11,561,915	11,347,114	8,459,490
5.13	Leather Products	1,111,987	1,707,074	1,646,996	2,045,126	1,842,260	2,602,503	1,791,648	3,478,150	3,932,870	2,148,281
5.20	Footwear and Parts	831,713	2,440,577	3,495,343	3,371,478	1,639,906	1,747,172	2,440,335	1,036,379	1,753,261	1,723,972
6.06	Cut Flowers & Foliage	1,217,686	1,360,917	1,407,436	949,445	1,105,946	1,696,044	826,568	1,489,656	1,345,288	1,190,270
	Total:	1,062,630,751	1,046,022,636	1,000,619,151	915,343,467	980,145,307	1,208,218,216	1,128,719,792	1,213,728,933	1,093,975,370	1,094,786,660





### FOR ALL DE

### Value in US Dollars

Information Technology Division Sri Lanka Export Development Board

November, 2022	December, 2022	January, 2023	February, 2023	March, 2023	April, 2023	May, 2023	June, 2023	July, 2023	August, 2023	September, 2023	October, 2023	November, 2023
VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
448,644,560	480,296,042	423,121,694	430,157,305	416,149,710	342,819,787	412,428,276	428,435,701	427,478,490	434,972,682	361,819,471	353,306,098	395,059,913
105,671,950	107,297,849	99,562,244	104,564,197	110,148,469	93,390,144	116,329,958	111,525,118	115,200,402	119,633,481	119,957,472	95,633,478	112,826,142
69,751,108	74,473,114	75,861,692	76,572,980	91,203,303	55,391,070	76,844,319	73,906,085	79,319,451	80,173,010	82,889,401	79,705,467	78,742,866
61,041,090	62,959,138	60,464,971	66,089,920	71,782,553	66,797,076	67,194,230	65,668,373	62,066,399	115,582,071	58,301,502	55,837,444	62,049,427
51,265,831	54,861,079	48,208,028	54,507,031	59,856,486	51,618,797	66,655,302	58,579,318	63,349,989	63,901,543	64,314,560	59,683,818	62,043,281
41,800,729	34,837,700	32,400,508	31,406,248	36,416,390	30,072,577	44,290,460	34,894,856	36,217,346	46,082,340	30,536,226	36,865,439	39,562,299
27,289,673	31,374,084	34,479,024	34,483,808	32,562,022	21,084,695	27,132,881	29,469,599	37,518,445	47,926,827	38,020,721	32,710,880	30,988,507
31,031,225	30,761,116	46,511,712	22,576,885	30,891,286	25,248,753	31,428,584	45,177,945	27,090,198	37,633,106	39,566,751	36,369,259	27,784,011
32,642,576	30,322,743	77,840,420	24,424,910	24,457,904	13,635,655	21,891,125	27,535,855	54,249,300	23,555,878	27,223,643	30,669,725	33,062,249
8,387,999	27,044,910	9,673,905	7,371,403	9,078,638	6,618,611	9,889,362	7,720,077	9,212,235	8,713,527	9,547,228	8,069,240	21,364,579
25,051,541	23,465,236	23,151,089	21,989,394	28,076,954	26,984,570	25,330,944	19,944,739	19,050,121	19,681,543	28,193,302	22,745,413	27,648,046
16,092,726	18,929,875	14,396,014	15,854,128	18,610,864	15,311,122	15,628,034	18,563,536	17,363,089	20,243,505	14,710,938	16,504,654	16,795,977
15,492,297	12,641,766	10,252,609	14,455,927	17,383,342	14,735,592	15,299,861	13,340,268	14,631,795	15,519,117	18,192,078	16,590,151	13,263,166
9,533,014	9,745,762	8,045,667	10,455,351	11,324,951	8,909,616	9,407,803	9,328,898	10,462,906	9,550,631	10,047,877	10,696,294	10,871,412
2,230,361	9,560,318	6,645,652	2,631,875	4,482,013	7,392,692	1,483,529	1,143,080	7,555,647	6,838,034	1,397,236	2,487,493	3,479,596
8,297,130	9,034,689	8,817,421	8,782,411	8,774,756	7,903,060	9,123,041	8,641,536	8,005,833	7,609,186	9,329,615	7,487,684	6,707,517
5,866,511	8,385,438	5,516,319	8,132,954	10,738,874	4,928,098	9,039,319	6,960,881	9,603,726	6,642,599	6,744,593	8,140,861	7,288,149
6,407,228	6,340,398	5,721,623	5,602,130	6,545,923	5,721,272	6,926,272	5,817,927	5,709,433	5,690,823	6,166,574	6,641,461	5,914,954
4,327,351	4,024,585	4,493,348	3,935,303	6,121,627	3,341,513	4,451,823	3,733,606	5,232,844	4,384,417	5,433,571	4,534,732	4,479,797
6,786,280	2,789,657	2,137,990	2,546,461	2,567,260	6,786,272	13,504,809	10,429,269	12,322,360	11,383,551	12,945,300	9,202,385	4,434,707
1,739,525	1,846,924	1,429,002	2,393,995	1,857,240	2,435,174	2,255,052	2,315,329	2,672,464	2,299,307	3,421,267	1,711,127	1,626,626
1,582,953	1,837,483	2,048,781	1,771,190	1,993,104	1,810,478	1,841,815	1,574,893	1,896,871	2,661,984	1,556,920	1,187,661	1,341,225
910,034	1,161,132	1,159,899	1,327,856	1,326,780	1,196,360	1,310,261	1,572,544	1,031,572	946,645	1,200,174	1,227,178	1,415,784
981,843,688	1,043,991,042	1,001,939,610	952,033,662	1,002,350,449	814,132,984	989,687,058	986,279,431	1,027,240,917	1,091,625,807	951,516,419	898,007,943	968,750,229



### UNMATCHED PRECISION AND QUALITY IN ALUMINIUM EXTRUSIONS



































### ALUMEX success story in export market

o delve into the narrative of our success, let's rewind to 2018 when Alumex, initially a local manufacturing powerhouse with market dominance in Sri Lanka, took a pivotal step. That pivotal year witnessed Alumex's strategic investment in a state-of-the-art manufacturing facility situated in Ekala, Je Ela, effectively doubling its production capacity. This move was strategically aligned with the anticipation of burgeoning development projects within Sri Lanka. However, the unforeseen setback of the Easter Sunday

bomb attack caused a seismic shift in the local market, prompting Alumex to reassess its trajectory. In response, the company pivoted towards the international arena, initiating exports. In 2019, a dedicated division was established for International Marketing, spearheaded by a Deputy General Manager.

Venturing into aluminum exports was a groundbreaking addition to Sri Lanka's export portfolio, presenting a formidable challenge. The global market was unfamiliar with Sri Lanka as an aluminum player, and the competition was fierce, with established manufacturing giants in Europe, USA, UK, Australia, and other developed nations, excluding

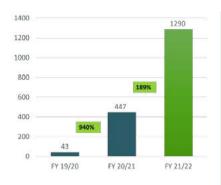
China. Undeterred, Alumex embarked on an aggressive marketing campaign and implemented strategic business development initiatives to cultivate new customer leads.

While traditionally recognized as an aluminum extrusion manufacturer, Alumex realized that solely relying on extrusions wouldn't competitively position them in the export market. Consequently, a strategic shift was made to focus on value addition to extruded aluminum profiles. This pivotal move allowed the company to showcase its products on the global stage, offering competitive pricing and opening new avenues for market penetration.



"The initial phase was challenging due to a lack of research data on aluminum exports from Sri Lanka - we were the pioneers. We embraced the challenge of building the business from the ground up. Through a mix of clever strategies and flawless execution, we achieved remarkable growth in a short time," said **Dushan Waduwavala** 

- General Manager Head of International Business Development.

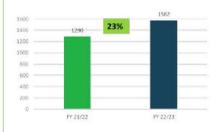


During the ongoing export business development efforts, the world encountered the COVID-19 pandemic, imposing restrictions on numerous operations. Nevertheless, through proactive strategies and well-executed plans, Alumex successfully navigated these challenges, achieving an extraordinary export sales growth of over 940% in FY 20/21 and a subsequent 189% growth in FY 21/22. Buoyed by this impressive performance, Alumex is poised for even higher growth in the



export business.

Key drivers of Alumex's export growth include unparalleled customer service marked by prompt communication and a spectrum of value-added initiatives tailored to customers' needs, from aluminum extrusion to powder coating, anodizing, cutting into various sizes, drilling, tapping, and assembly. The table below illustrates these activities undertaken by Alumex before delivering products to customers, providing a significant competitive edge over global competitors.



Despite facing the economic crisis in Sri Lanka, Alumex aimed for expansion and increased growth in the international market. However, a significant challenge emerged. Our customers began to question the stability of the country and the feasibility of conducting business in Sri Lanka. Alumex successfully navigated this challenge through proactive execution of well-planned

strategies and actions. The outcome was a commendable 23% growth over the last year. Importantly, not only did we retain all existing customers during this period, but we also managed to cultivate relationships with five new customers. Alumex currently exports its products to more than 14 countries, including the United Kingdom, Canada, the United States, Germany, Italy, Australia, New Zealand, and India, Singapore, among others.

Alumex's exceptional growth and accomplishments have consistently earned recognition at the NCE Export Awards. In the fiscal year 20/21, Alumex secured the Gold Award in the Machinery and Light Engineering Sector within the Medium Category. This success was followed by another Gold Award in the Large Category for 21/22. Notably, in the 31st NCE Export Awards, Alumex achieved the Silver Award in the Extra-Large Category, showcasing a remarkable progression in award categories due to sustained growth. Additionally, Alumex was honoured as the Overall Emerging Exporter of the Year for 21/22 at the EDB Presidential Export Award, further attesting to its outstanding performance. Furthermore, Alumex received a Merit Award in the Machinery and Light Engineering Category for 22/23, solidifying its position as a leader in the industry.

"Alumex is dedicated to bolstering the product category we pioneered within Sri Lanka's export portfolio, a realm traditionally dominated by tea, rubber, coconut, and apparel. Our aim is to position our nation as a prominent hub for premium-grade aluminum, making substantial contributions to its economic growth": Pramuk Dadiwela-Managing Director Alumex Plc







### **SML – Serving the Shipping Industry for 14 Years**



Mr. Raj Rasiah

MD

Mr. Kandasamy

added advantage of the Ship Agency – NVOCC – Total Logistics Service Solutions.

Overseas / Director



Mr. Krishna Kumar



Director

Mrs.Rashika Samarajeewa

Overseas / Director

Smart Marine Lanka was established in year 2009, Looking at Global context of the Shipping Industry, representing – SMART CONTAINER LINE (Singapore) Exclusively in Sri Lanka over the last 14 years has given the Customers the

With our Global Networks with WCA (World Cargo Alliance), WSA (World Shipping Alliance), JC Trans, Uconnect. We are committed to provide end to end shipping related solutions to our Local and Global Customers.

SML is very much committed to ensure that our customers are always given the prompt and real time updates on the arrival of the Ship to Colombo Port and discharging of Cargo and vise versa for the Customers who are on the Export Market.

"SMART" is the branding of service Excellence to customers as we commit ourselves stating that our "Service Measures Always Reliable Trusted"

SML's main asset is the Experience Staff members who are always committed to provide 24x7, 365 days to the clients over the Dedicated Decade of Services, which hold the key strength of SML.

Further SML Management Team is Professionals who has been serving the Trade over 25 year of Services always wants to offer the customers, Superior and timely services without compromising on the quality of our services which has been a strength of the Organizing Team.

This is evident that at the EXIM India Award we have been awarded the Best NVOCC LINE Of the year 2014 to 2024 Regional Operator Indian Sub –Continent representing our Principals Smart Container Lines and our Services offered from Indian Sub to Colombo covering Imports/Exports and Transshipment Services of Cargo.

We SML strongly believe that as a **TEAM** we have sailed this far but not as Individuals, we always believe and rely on our **TEAM** – **T**ogether **E**veryone **A**chieves **M**ore.







or over 150 years, Elephant House has been a culinary cornerstone, dedicated to crafting wholesome and delectable food and beverages infused with the rich flavors of Sri Lanka. Our journey has spanned generations, evolving into a diverse portfolio that includes refreshing beverages, indulgent ice creams, and an extensive range of over 200 meat-based and vegetarian processed foods.

From our inception, Elephant House has stood out for its commitment to innovation in taste, product development, production processes, and packaging, all while upholding the highest international standards for quality, hygiene, and safety. Our legacy remains inseparable from our commitment to excellence, firmly anchored as a proud member of Sri Lanka's leading conglomerate, John Keells Holdings PLC.

Elephant House takes pride in offering a range of beverages that embody refreshment, celebration, and a profound connection to flavor. Rooted in our heritage of producing readyto-drink beverages that captivate the palate with the perfect blend of fizz and deliciousness, our expansive flavor portfolio caters to diverse consumer personalities, preferences, and needs. Available in various pack sizes, bottle shapes, and price points, Elephant House soft drinks are meticulously crafted in a state-of-the-art facility, adhering to the highest international quality management.

Rich with flavour and taste, Elephant house offers an assortment of choices with its wide range of ice creams. From on-the-go cups, cones, bars, and bites to indulgent tubs for every celebration, our ice creams cater to every preference and

craving. Crafted with premium quality ingredients in state-of-the-art facilities, Elephant House ensures that every scoop is a delightful experience.

Since 1983, Elephant House has been a beacon of taste and quality in the realm of meat products. We combine great taste with supreme quality, sourcing fresh ingredients from trusted farms.

Elephant House has delighted and nourished loyal consumers across Sri Lanka. In 1980, we embarked on a global journey, exporting our portfolio of innovative tastes, bold flavors, and high-quality products to 15 countries, including the Maldives, UK, Australia, New Zealand, U.A.E., and Canada. Our commitment to delivering pleasure, nutrition, and goodness continue to bring our fine products to consumers around the globe.







### SGS Lanka wins Gold Award at the 31<sup>st</sup> NCE Annual Export Awards 2023 for the second consecutive year

SGS Lanka is honoured to win the prestigious Gold Award in the large category of service providers to exporters sector at the 31<sup>st</sup> NCE Annual Export Awards 2023 for the second consecutive year.

This achievement would not have been possible without the unwavering trust and support of our esteemed customers, suppliers and stakeholders. We would like to express our profound gratitude for your continued partnership and for being an integral part of our success story.

For over 28 years, SGS Lanka has been a trusted partner to exporters, importers, traders, manufacturers, retailers, governments, and institutions, providing a comprehensive suite of services. Our team of qualified professionals is committed to delivering cost-effective solutions encompassing testing, inspection, audit & certification, environmental monitoring, fumigation and pest control, trade facilitation services, training, and more. We are dedicated to assisting businesses in enhancing their sustainability by improving quality, boosting productivity, mitigating risk, verifying compliance, and accelerating market entry.

SGS Lanka holds a series of international accreditations, including ISO 9001, ISO 17025, ISO 17020, ISO 17021, and ISO 17065. In addition to these global recognitions, we are also approved by the Ministry of Fisheries, Central Environment Authority, and FSSAI (India).

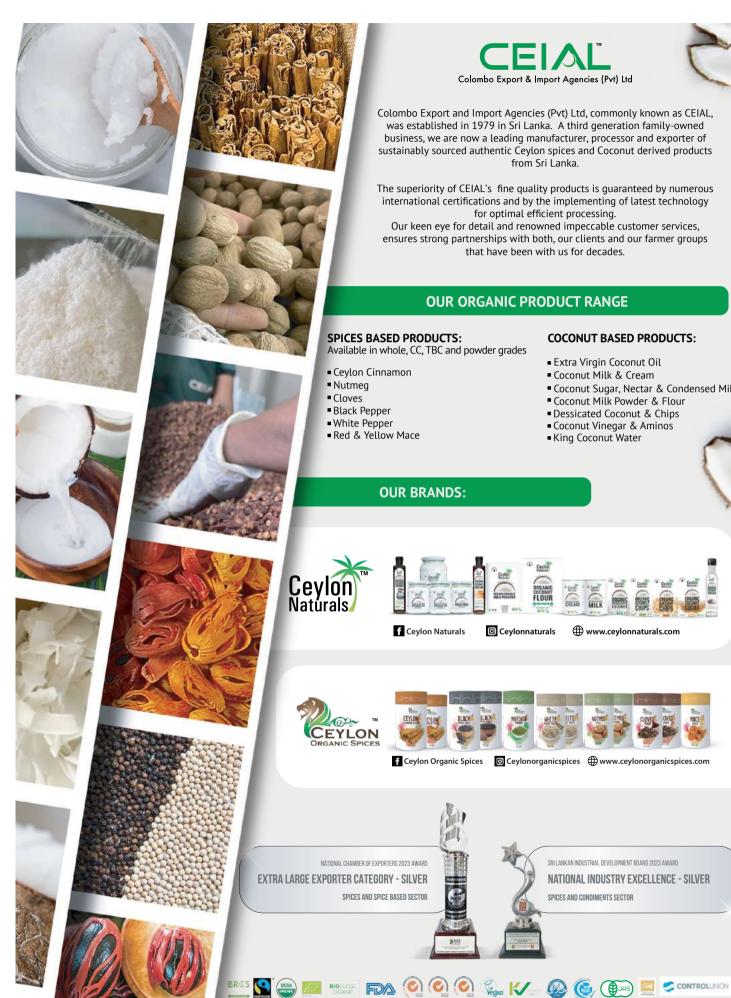
For more information about our services, reach us at:

e: sgs.lanka@sgs.com t: +94 11 5376280

### **ABOUT SGS**

We are SGS – the world's leading testing, inspection and certification company. We are recognized as the global benchmark for sustainability, quality and integrity. Our 98,000 employees operate a network of 2,650 offices and laboratories, working together to enable a better, safer and more interconnected world.







Colombo Export and Import Agencies (Pvt) Ltd, commonly known as CEIAL, was established in 1979 in Sri Lanka. A third generation family-owned business, we are now a leading manufacturer, processor and exporter of sustainably sourced authentic Ceylon spices and Coconut derived products from Sri Lanka.

The superiority of CEIAL's fine quality products is guaranteed by numerous international certifications and by the implementing of latest technology for optimal efficient processing.

Our keen eye for detail and renowned impeccable customer services, ensures strong partnerships with both, our clients and our farmer groups that have been with us for decades.

### **OUR ORGANIC PRODUCT RANGE**

#### **COCONUT BASED PRODUCTS:**

- Extra Virgin Coconut Oil
- Coconut Milk & Cream
- Coconut Sugar, Nectar & Condensed Milk
- Coconut Milk Powder & Flour
- Dessicated Coconut & Chips
- Coconut Vinegar & Aminos
- King Coconut Water





www.ceylonnaturals.com







































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## Colombo Export and Import Agencies (Pvt) Ltd (CEIAL) Clinches Silver Award at National Chamber of Exporters Under Extra Large Category for Spices

Colombo Export and Import Agencies (Pvt) Ltd, affectionately known as CEIAL, proudly announces its recent achievement of the Silver Award in the extra-large category for Spices and spice-based products at the 2023 National Chamber of Exporters awards. This recognition follows closely on the heels of the bronze award in the same category in 2022, showcasing CEIAL's consistent commitment to excellence.

CEIAL, a third-generation family-owned business and a stalwart in the Sri Lankan agro-products industry, has garnered international acclaim for its dedication to producing and exporting superior quality Sri Lankan spices. The company's unwavering focus on utilizing the latest technology and the finest ingredients has resulted in a range of products that meet the highest international standards.

Despite the challenging economic climate facing Sri Lanka, CEIAL has demonstrated resilience and innovation in the face of adversity. The company's success in 2023, during a period of economic uncertainty, is a testament to its commitment to maintaining the highest quality standards and meeting the needs of its global clientele.

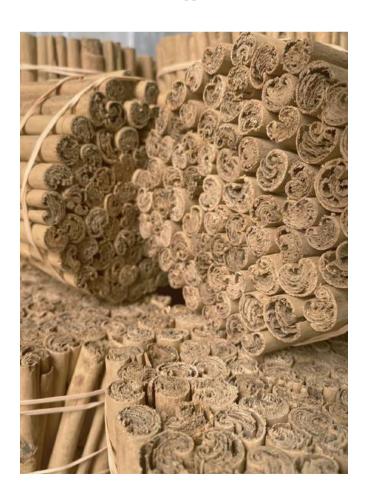
CEIAL's Silver Award from the National Chamber of Exporters of Sri Lanka is a recognition of their outstanding contribution to the export industry, particularly in the extra-large category for Spices and spice-based products. The company's success is underlined by its numerous international certifications, including Fair Trade, Bio-Suisse, FDA, USDA organic, EU organic, JAS Organic, Ethical trading, Halal, Kosher and Vegan certification by the Vegan Society. All CEIAL products are manufactured and packed in BRC, ISO: 22000, HACCP, and GMP certified facilities.



In an official statement, the management at CEIAL, expressed gratitude for the prestigious award and acknowledged the hard work and dedication of the entire CEIAL team. "This achievement is a testament to our relentless pursuit of excellence and our commitment to providing the world with the finest Sri Lankan agricultural products. Despite the economic challenges, we remain steadfast in our mission to implement the latest technology, utilize top-quality ingredients, and ensure efficient customer service," said The Chairman.

CEIAL's vision to be a global market leader in authentic Sri Lankan agro products, remains at the forefront of its mission. The company is not merely conducting business; it is driven by a passion to deliver the highest grade, ethically sourced spice products, coupled with loyalty, consistency, and outstanding service.

As CEIAL moves forward, it reaffirms its commitment to innovation, sustainability, and contributing positively to the Sri Lankan economy. In the midst of economic challenges, CEIAL remains dedicated to maintaining the highest standards and forging enduring partnerships with clients and suppliers worldwide.



In line with the Company policy, our expansion in supporting our local farmer communities, we welcome interested farmers to join our supply chain by connecting with in promoting Sri Lankan agriculture internationally. No 25, Level 13 C, Ocean Tower, Station Road, Colombo 04 Phone: +94 112550071 – 2



About Colombo Export and Import Agencies (Pvt) Ltd (CEIAL):

Colombo Export and Import Agencies (Pvt) Ltd, commonly known as CEIAL, is a third-generation family-owned business and a global market leader in authentic Sri Lankan agricultural products. With a legacy spanning over four decades, CEIAL specializes in manufacturing, processing and exporting of superior quality Spices, Organic spices, organic coconut derivatives and coconut oils. The company is committed to excellence, utilizing the latest technology and the finest ingredients to ensure the highest standards in all its products.

CEIAL's brands, CEYLON NATURALS and CEYLON ORGANIC SPICES, represent the pinnacle of quality and authenticity in the industry.





### By ZAHRAH IMTIAZ Asian Feed Magazine August/September 2023

ntil 2011, Farmchemie solely focused on importing feed additives and animal health care products from Europe and other major suppliers to distribute in Sri Lanka, said Uditha Wanigasinghe, Managing Director.

"At the time, I used to travel a lot and visit many factories owned by multinationals. This got me thinking. Why don't we start our own premix facility? With this in mind, we started with a small factory in Homagama. The first step was to import in bulk and repack for the local market," explained Mr Wanigasinghe.

The company got ISO and Good Manufacturing Practices (GMP) certifications for its operations to convince customers its additives are of the same quality, safety, and efficacy as the imported products. In 2013, it experimented with its own formulations, starting with feed supplements, especially vitamin and mineral premixes, for the local market.

With investments in r&d, laboratory, and hiring of scientists, in 2015, Farmchemie became the first Sri Lankan company to acquire a free-sale certificate for a Sri Lankan-manufactured



Starting at 2022 as an importer and distributor of veterinary pharmaceuticals and Animal Feed additives in Sri Lanka, Farmchemie today runs the 1st export oriented Feed Additive and supplements factory.

veterinary pharmaceutical product.

In 2017, the company expanded its partnership with Adisseo to become the French company's sole agent in the country. It also sourced vitamins for its own formulations from Adisseo.

### A fully automated premixing facility

In 2019, Farmchemie set up its own fully automated premix plant, using equipment from Buhler, as a BOI registered company that provided tax benefits for exporters. The plant, which is ISO 9001:2015 and GMP certified for feed additives, also produces under the company's 'Farmstar' brand. This is exported to India, Bangladesh, Nepal, and African countries like Uganda.

Presently, Farmchemie also toll manufactures for major European feed additive companies, producing their brands in Sri Lanka. The products are exported to regional markets in Asia, the Middle East, and Africa. These toll manufacturing agreements enabled the company to expand to new markets such as Thailand, Vietnam, Philippines, Mongolia, Malaysia, Cambodia, Egypt, Oman, Kuwait, UAE, Lebanon, Afghanistan, Pakistan, etc.

"The new plant sports chemically resistive stainless steel 316 L grade equipment, meaning it won't corrode with the use of any type of ingredient (especially organic acids)," said Mr Wanigasinghe.

He added that with an investment of over USD 5 million, it is an ATEXgrade plant, meaning it is explosionproof (given the acids used in premixing).



Ingredient being added to intake bin.

Because the company works on premixing, enzymes and other sensitive raw materials are brought to temperature-controlled storage rooms. Macro ingredients are stored separately in a large warehouse.

The new plant has eight macro and 12 micro bins, all run by a central control room. Given that it is fully automated, Mr Wanigasinghe explained that Farmchemie needs only 10 personnel to run the plant.

Each ingredient is barcoded and scanned before being added to the bins or mid-way through mixing (eg the addition of micronutrients). This ensures that the formulation is strictly adhered to and cannot be modified by personnel.

"This minimizes human error, and precision is important when making feed additives and preservatives."

The company also runs a water

purification plant to use pharma-grade water for its oral liquid production.

### Getting the right deal

Toll manufacturing agreements allow Farmchemie to produce other products, but in doing so, it must use ingredients validated by the brand owner.

Today, the company produces mycotoxin binders, acidifiers, and feed preservatives for global brands as well as its own brands.

The plant has received FAMI-QS certification for feed safety standards and quality in manufacturing feed additives. Mr Wanigasinghe noted that Farmchemie is the first Sri Lankan-owned company to receive such certification, which covers the entire value chain from sourcing up to the customer. He added that this achievement allows the company to >



**Products manufacturing under Farmstar Brand** 



Sensitive ingredients such as enzymes are stored in temperaturecontrolled rooms.

export its products to the EU and US as well.

For now, however, it stands at a great vantage point to supply quality feed additives to Asian, African, and Middle East markets. With the Covid-19 pandemic significantly pushing up logistic costs, manufacturers like Farmchemie can offer cost-effective solutions and faster turnarounds.

Mr Wanigasinghe said that when production started at the plant in 2021, it was a "timely investment." With the addition of new machinery for mineral premixing and different production lines for different products to avoid cross-contamination, the company has invested nearly USD 10 million in the project. In 2022, as supply chain disruptions intensified, many local and regional integrators turned to it for additives.

"Many used to import additives but with the forex crisis and logistical issues, it was convenient for them to turn to us. As an exporter, we could get many tax benefits and import in bulk. We also have provision to sell 20% of our exports to the Sri Lankan market. With this, we can capture a significant share locally as well," says Mr Wanigasinghe.

### **New markets**

The Covid years helped the company increase its market share. It has expanded from vitamin/mineral premixes to different value-added products like organic minerals, Coccidia products, enzymes, and probiotics.

Senitha Wanigasinghe, who handles product development and export markets, added that the company is looking to market these products to

farmstar

farmstar

Canny Boost



Micro ingredients need to be carefully added prior to addition.

European and emerging markets. He also believes their concentrates would be well-received in African countries.

"Using a concentrate helps reduce employee error at the farm level when mixing. While it is not as flexible as making your own concentrate, it works when skilled labor is a problem," he remarked.

In the Indian subcontinent, the company is leveraging free trade agreements such as the South Asia Free Trade Agreement to get tax benefits when exporting. This makes its pricing competitive in the region.

Mr Wanigasinghe observes that

their investments and expertise have made Farmchemie a world-class manufacturer of additives in the region. The only hurdle is changing the mindset of customers.

"We are so used to buying everything from Europe and the West, at times, people cannot believe we can produce locally. But we are doing it. We just need to convince people that Sri Lanka is a good place to buy feed additives."



Above: Additives being bagged.



## A DECADE OF SUSTAINABLE EXPORT





### Go Green Exports won the Gold Award under the Large Category in Coconut & Coconut Products Sector

The Sri Lankan lush plantations of the coconut industry and the versatile uses of the coconut tree have paved the way for Go Green Exports to flourish. Go Green Exports is a coir-related products manufacturer that was established as a direct export company in 2015. We have a strong global clientele of around 50 countries, including Europe, North & South America, the Middle East region, and CIS countries.

### Journey to Success

The visionary leader, Mr. Chameel Samaranayake, is the Managing Director of Go Green Exports PVT LTD. He possesses 25 years of experience in research and development in the agriculture sector. His expertise and experience are the key driving forces behind the company's growth.

### Achievements and Impact

Recently, Go Green Exports marked its decade of excellence with national recognition. The company was honored with the prestigious NCE (National Chamber of Exporters) gold award in the Coconut and Coconut Products sector(Large Category), a witness to its unwavering commitment to excellence and innovation. Moreover, we were awarded the Certificate of Ethical Trading by the NCE (National Chamber of Exporters) in appreciation of our ethical trading practices as an export company.

We have a strong and sustainable supply chain, reaching even the grassroots-level suppliers. Our commitment to quality is exemplified by the fact that the entire coco coir production process occurs within our state-of-the-art factory premises, adhering strictly to international quality standards. Moreover, we at Go Green Exports take pride in holding ISO 9001:2015 certification, underscoring the company's dedication to operational excellence and customer satisfaction.

In addition to our commitment to innovation, we actively support and empower coconut farmers in rural areas by directly purchasing raw materials from them. Beyond commerce, our impact on society extends further as the company provides machinery to needy families, fostering sustainable practices and aiding their agricultural growth. We believe that such initiatives not only contribute to the well-being of these communities but also exemplify our dedication to making a positive and lasting impact on both the environment and society at large. Through collaborative efforts and initiatives mentioned above, Go Green Exports strives to create a ripple effect that extends far beyond our business operations. We thank our stakeholders for their ongoing support, confident that we can continue to drive positive change for a more sustainable and inclusive future together.

Additionally, our coco-coir-based products are listed in the Organic Materials Review Institute(OMRI), further attesting to their organic and environmentally friendly nature. This comprehensive approach ensures that their customers worldwide receive coco coir products of the highest quality while making the commitment to green and responsible business practices.

We at Go Green Exports stand at the forefront of innovation through a steadfast commitment to research and development. Our dedication is evident in introducing cutting-edge coco coir products and revolutionary manufacturing processes, underscoring our commitment to sustainability and environmental responsibility.

### Looking Ahead...

We are committed to promoting collaboration with fellow exporters and the Chamber to fortify our national export industry. Moreover, we would like to emphasize that by working together, sharing insights, and collectively addressing challenges, coco coir export companies can drive the industry to new heights of success. Through this collaborative effort, we aim to contribute to the growth and resilience of the national export sector, ultimately creating a more resilient and competitive landscape for all. Other than that, we firmly believe that we can collaboratively build a stronger foundation for sustainable economic development and global trade.

In conclusion, we extend our heartfelt gratitude to our stakeholders for their unwavering support, propelling us toward sustainable milestones. As we embark on this transformative journey, we are confident that their continued support will drive the future of eco-friendly innovation. Together, we envision a world where environmental responsibility is paramount, and we are proud to have stakeholders who share in this commitment. Thank you for being integral to our journey towards a greener, more sustainable future.









HNB offers a host of benefits to help you reach new global markets with easy access to finance solutions, to support your export business in these challenging times.

### **B2B Digital Marketplace**

HNB and **Cord360.com** brings you a plethora of opportunities at your fingertips to expand your market and customer base, from the comfort of your home or workplace.

### Export services we offer:

- Advising / Transferring / Confirmation of Letter of Credit
- Negotiation and handling of Export Bills including Pre-shipment Bills
- Financing of Export Bills
- A range of Foreign Exchange Products

### **Tailor made 'Expo Credit Scheme' for SME Customers**

- A loan scheme to support exporters
- Short term packing credit facility
- Facilitated through islandwide customer centers





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**Damith Pallewatte**Deputy General Manager-Wholesale Banking Group
Hatton National Bank PLC

## Fostering Export Growth: HNB's Commitment to Empower Sri Lanka's Exporters

s we stride into 2024, the global economic landscape continues to evolve, presenting both challenges and opportunities for export-oriented economies like Sri Lanka. Amidst this dynamism, the significance of driving exports for our country's sustainable growth cannot be understated. At Hatton National Bank (HNB), we recognize the pivotal role played by exports in fortifying the nation's economic foundations.

Our renewed partnership with the National Chamber of Exporters (NCE) stands as a testament to our unwavering commitment to elevate Sri Lanka's export sector. This collaboration symbolizes the synergy between HNB's expertise in tailor-made financial solutions for exporters and NCE's dedicated efforts in championing and promoting the interests of Sri Lankan exporters.

At HNB, we take pride in our legacy of empowering businesses and facilitating their expansion into international markets. Our comprehensive suite of financial products and services, coupled with our extensive network and technological innovations, aims to address the unique needs and challenges faced by our vibrant export community.

HNB offers a comprehensive ecosystem of products tailored to propel SMEs into the global marketplace. Furthermore, exporters can harness HNB's state-of-the-art digital platforms and innovative tools, streamlining trade finance processes and providing real-time insights. This technological edge empowers them to navigate global markets more efficiently, mitigate risks, and optimize export strategies for sustained success.

Through our partnership with NCE, we strive to offer not just financial solutions but also invaluable market insights and export-oriented expertise. This collaboration serves as a catalyst for innovation, enabling exporters to navigate complexities, access new markets, and enhance their competitiveness on a global scale.

We firmly believe that empowering exporters is pivotal in positioning Sri Lanka as a quality-driven exporter internationally. As we embark on this journey, we are cognizant of the evolving market dynamics and the need for adaptability. The HNB-NCE partnership is designed to be dynamic and responsive, catering to the ever-changing needs of our exporters.

HNB's accolades, including being crowned the Best Corporate Citizen and securing recognition in global rankings, are a testament to our commitment to excellence, sustainability, and corporate governance. These accolades fuel our drive to continuously enhance our support for Sri Lanka's export community.

In conclusion, I affirm our dedication to fostering growth, innovation, and prosperity in Sri Lanka through robust support for our exporters. Together with NCE, we are poised to elevate Sri Lanka's export sector to new heights in 2024 and beyond.



## SRI LANKA'S FIRST LICENSED PARTNER FOR SCHNEIDER BlokSet



Life Is On Schneider

### Blok**SeT**

A product you can trust



### WHO WE ARE?

We are manufactures of a wide range of precision-crafted electrical panel boards that fuse innovation and reliability, Designed to meet the unique requirements of our clients. Our state of the art manufacturing facility is fully equipped with advanced machinery and cutting edge technology.

### WHAT WE DO?

We have always been committed to providing the highest quality electrical distribution and motor control solutions to our clients. This partnership with Schneider Electric is a significant milestone in our journey, as it solidifies our dedication to innovation, reliability, and safety in the electrical engineering field.

**CALL US FOR MORE INFO** 



+94 718 729 766



info@ceylektra.com



www.ilukauto.com







## LAUGFS INDUSTRIAL TYRES

**DESIGNED FOR PERFECTION BUILD TO LAST** 



LAUGFS Corporation (Rubber) Ltd is a Sri Lankan Solid rubber tyre manufacturing company with a specialized focus on manufacturing and exporting a full spectrum of industrial tyres for a variety of industrial applications, including material handling, construction, mining, port trailers and ground support equipment for a multitude of industrial operations.







LAUGFS Corporation (Rubber) Limited,

No.101, Maya Avenue, Colombo 6, Sri Lanka. | Tel: +94115566222 / +94777488639 Email: info.rubber@laugfs.lk | Web: www.laugfsindustrialtyres.lk





### **LAUGFS RUBBER**

WAS NAMED RUNNER-UP FOR 'MOST OUTSTANDING EXPORTER - OVERALL' AND WON THE GOLD IN TYRE SECTOR AT THE NCE AWARDS 2023

LAUGFS Rubber, a subsidiary of LAUGFS Holdings, proudly announces its exceptional achievement in winning the prestigious 'Runner-up for Most Outstanding Exporter - Overall', as well as the Gold award for the third consecutive year in the 'Rubber Tyre & Accessories Sector' at the 31st NCE Annual Exports Awards 2023. This remarkable feat further solidifies LAUGFS Rubber's position as one of the leaders in the solid rubber tyres industry. This year's prestigious recognition received by LAUGFS Rubber comes after last vear's win as the Most Outstanding Exporter - Overall.

Speaking at the event, Chief Executive Officer - LAUGFS Rubber, Mr. Chinthaka Wegapitiya, stated, "Receiving the runner-up for most outstanding exporter - overall stands as a testament to our unwavering commitment excellence and innovation in the rubber industry and underscores our dedication to delivering top-tier products to our customers worldwide. I would like to extend my heartfelt gratitude to the LAUGFS Rubber team for their dedication and perseverance, without which LAUGFS Rubber would not be the titan of the industry it is today".





prestigious awards, LAUGFS Rubber successfully navigated a comprehensive diverse criteria such as financial performance over the past three years, export statistics, value additions, foreign exchange earnings, effective management techniques, branding strategies, innovativeness in product, process, service, and market, as well as research and development initiatives. This recognition is part of the annual

То

secure

evaluation.

acknowledge

these

awards program organised by the

National Chamber of Exporters of

Sri Lanka, designed to honour and

the

exceptional

scrutinised

performance of exporters in the country.

Operating under the name LAUGFS Corporation (Rubber) Limited, the company has been manufacturing industrial solid tires since 2008. With subsidiaries in the United States (LAUGFS USA LLC) and Europe (LAUGFS EUROPE B.V), its robust infrastructure, including warehouses and distribution points, ensures efficient service to meet growing demands in 45 counfive continents. tries across LAUGFS Rubber upholds international best practices with a state-of-the-art, eco-friendly manufacturing facility generating. Given its strong commitment to quality and environmentally sound manufacturing practices, the companv has received the ISO 9001-2015 certification for policy management, ISO 50001-2011 certification for energy management and ISO 14001-2015 for environment management and ethical trading certification. The company's product portfolio includes material handling, construction applications, ground equipment, mining custom-made tires to meet specific client needs, renowned for their exceptional durability.







Tel: +94 11 55 66 222 Email:info.rubber@laugfs.lk Web: www.laugfsindustrialtyres.lk www.laugfs.lk







## SRI LANKA'S LARGEST PAINT EXPORTER



























### Multilac: Sri Lanka's Largest Exporter of Paint

In the dynamic and competitive landscape of the Sri Lankan paint industry, Macksons Paint Industries (Private) Limited has emerged as a trailblazer, achieving unparalleled success with its flagship brand, Multilac. As the largest paint exporter in the country, Multilac's journey is a testament to its commitment to innovation, quality, and strategic growth initiatives, earning the company numerous prestigious export awards and solidifying its position as a key player in the global coatings market.

Multilac's success story is intricately woven with a series of strategic endeavors aimed at enhancing export capacity.

These initiatives, ranging from innovative projects to substantial investments and a relentless focus on quality, have left an indelible mark on the company's trajectory, contributing not only to its own success but also making a significant impact on the broader Sri Lankan economy.

One of Multilac's key strengths lies in its extensive network of over 8,000 dealers strategically positioned island wide. This expansive reach underscores the company's commitment to ensuring the widespread accessibility and availability of Multilac products. The robust dealer network not only facilitates customer convenience but also reinforces Multilac's

standing as a trusted and reliable brand in the Sri Lankan paint market.

Multilac's strategic initiatives, combined with a strong product portfolio and an unwavering commitment to quality, have given the company a distinctive competitive edge in the international market. The achievements over competitors in terms of brand presence, market penetration, stakeholder relationships, and substantial growth reflect Multilac's dedication to excellence on the global stage.

The company's international expansion has been remarkable, with Multilac making significant inroads into diverse markets, including Indonesia, Maldives, Nigeria, Madagascar, Seychelles, Bangladesh, and Dubai. This not only broadens Multilac's market reach but also positions the brand as a trusted and reliable choice in various international markets, showcasing the company's commitment to global excellence.

Multilac's success is further amplified by its comprehensive product portfolio, offering solutions for various coating needs. From waterproof paint to wood care solutions, roofing paints, floor paints, auto paints, and marine paints, Multilac has positioned itself as a one-stop solution provider in the coatings industry, catering to a wide spectrum of customer requirements.

Awards and recognitions serve as a testament to Multilac's commitment to excellence. The company has been honored with numerous prestigious awards, including Export Excellence Awards, accolades for innovation in coatings technology, recognition for sustainable business practices, and acknowledgment as the best brand in paints. These awards underscore Multilac's leadership in the industry and reflect the trust and confidence it has earned from consumers and stakeholders alike.

In conclusion, Multilac by Macksons Paint Industries (Private) Limited stands as a shining example of success, blending innovation, strategic foresight, and an unwavering commitment to quality. As the largest paint exporter in Sri Lanka, Multilac continues to set new standards, both nationally and internationally, in the coatings industry, paving the way for a future marked by continued growth and excellence.

These awards showcase a consistent recognition of excellence and innovation across various categories, reflecting the organization's achievements over the years.



### National Chamber of Exporters of Sri Lanka Awards:

2023 Extra Large Category – Gold

### **Architects Product Awards:**

2019 Merit - Multilac Etch Primer 2023 Merit: 3 in 1 Waterproofing Paint 2023 Award of Excellence: Exterior Restoration Compound

2023 Award of Excellence: Interior Restoration Compound

### **Presidential Export Awards:**

2016 Chemical and Plastic Section

### **Architects Exhibition Awards:**

2019 Most Innovative and Informative Trade Stall 2022 Most Innovative and Informative Trade Stall 2023 Best Trade Stall with Innovative Use of Color

### Ceylon Institute of Builders (CIOB) Green Label Awards:

2021 Gold Awards: Premium Emulsion & Weather Guard Paints 2023 Gold Award: Multilac 3 in 1 Water Proofing Paint









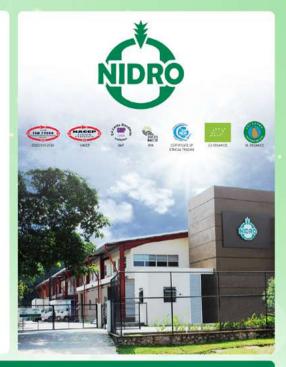


## Providing Sustainable Solutions for the HORECA Industry

### NIDRO makes Ethical Business Work

For near-on 50 years, NIDRO has specialized in servicing the Horeca Industry. With an experience built on recognizing and satisfying the unique blend of hospitality developed by the Maldives Resort Operators, the Company offers several ranges of produce and products from Sri Lanka.

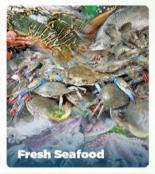
Besides supplying a diverse array of sustainably produced fresh fruits and vegetables, frozen foods and varied ranges of FMCG items, its unique one-stop-shop operation has satisfied every Resort Operators' answer to most of the challenges of being isolated in the Indian ocean.



### NIDRO's Comprehensive Range of Products



































## NIDRO's 50-Year Legacy of Excellence!



In the mid-1970s, NIDRO SUPPLY (PVT) LTD embarked on a strategic journey to supply the global market with top-quality exotic fruits and vegetables from Sri Lanka. Starting by catering to Resorts in the Maldives, this commitment remains at the heart of its mission.

As time progressed, **NIDRO** broadened its product portfolio, delivering a rich variety of produce and goods precisely tailored to meet the operational needs of Resorts. All its offerings, then and now, proudly originate from Sri Lanka, ensuring 100% authenticity.

















The Company's dedicated cutting-edge processing and packing facility adheres to globally recognized Food Safety Standards of ISO 22000-2018, HACCP, GMP, EU, and SL Organic Certification. This reflects the Company's unwavering determination to export produce of quality.















At **NIDRO**, excellence isn't just a goal; it is a commitment ingrained in its ethical business practices for which it possesses the globally recognized Ethical Trade Certification. This ethos has been endorsed when **NIDRO** was recognized as the Best Ethical Exporter (Large Category) in 2022 by the National Chamber of Exporters.

Environmental sustainability is paramount at **NIDRO**, evident through its Environmental Sustainability Policy, ensuring environmentally conscious operations at every turn.

**NIDRO**'s commitment to maintain exceptional quality, stringent food safety standards, ethical business practices, and environmental protection is reposed with a team of exceptional personnel who receive continuous on-the-job training.





**NIDRO**'s relentless pursuit of product and service excellence has positioned the Company as an unparalleled Supply Chain Solution Provider for the discerning **HORECA** Industry.

As **NIDRO** approaches its 50th year, a record of pioneering trails coupled with a dedication to continuous improvement, assures buyers that they are engaging with recognized Experts in the Export Industry.

















### **SOUTH ASIA GATEWAY TERMINALS (SAGT)** - A PIONEER IN SUSTAINABLE **TERMINAL OPERATIONS**

SAGT. Sri Lanka's first **Private** Public Partnership container terminal commenced operations in 1999, propelling the Port of Colombo (PoC) as the pre-eminent gateway for global trade in the Indian Ocean. Today, SAGT continues to pioneer new frontiers for PoC with the release of its fourth consecutive Sustainability Report "An **Unwavering** Commitment to Sustainability".

To read more about SAGT's sustainability journey visit www.sagt.com.lk

### SAGT's Sustainability Highlights.



5,301 MT reduction in carbon



35% reduction in diesel consumption



51% reduction in RTG diesel consumption



9% reduction in electricity consumption



### South Asia Gateway Terminals (Pvt) Ltd

Port of Colombo P.O. Box 141, Colombo 01, Sri Lanka. T +94 112457500 F +94 112457558 E info@sagt.com.lk

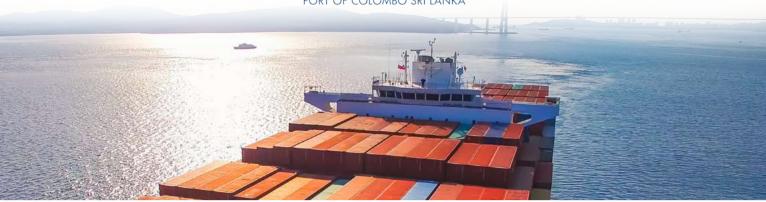












### SAGT is Committed to Fostering Sustainable Business Operations, with the Overarching Goal of Optimizing Value for a Comprehensive Range of Stakeholders.

or over two decades, South Asia Gateway Terminals (SAGT) has been at the forefront of Sri Lanka's maritime industry, transforming the Port of Colombo into a global trade powerhouse. Celebrating 25 years of operational prowess, SAGT stands as a beacon of efficiency, innovation, and sustainability in the country's economic landscape.

In 1999, SAGT embarked on a groundbreaking journey as Sri Lanka's first Public Private Partnership (PPP) container terminal. Fast forward to today, the company continues to push boundaries, earning international acclaim for its operational practices and sustainability initiatives. A noteworthy recognition for SAGT, was to be ranked number 1 is South Asia and number 4 in the world for terminal productivity by the Journal of Commerce of the USA in the year 2015.

SAGT's commitment to sustainability goes beyond accolades, with a proactive approach to driving change. Leading the charge in green initiatives, SAGT integrated hybrid technology into its Rubber Tyred Gantry (RTG) cranes, resulting in a substantial reduction of

3,959 metric tonnes of carbon emissions in 2022/23. This remarkable feat positions SAGT on track to achieve net-zero emissions well ahead of the 2050 target.

Venturing beyond its terminal, SAGT is spearheading the transition to green hydrogen power and electrification within the Port of Colombo. Collaborating with Greenstat Hydrogen (Pvt) Ltd, SAGT underwrites a feasibility study, aligning with the Sri Lankan government's aspirations for greener energy sources.

Digitization is a key driver for SAGT, ensuring transparency and efficiency. The company digitized its import container clearance process, providing customers real-time access to vessel performance data. Upcoming gate and quayside automation initiatives further enhance reliability for all stakeholders.

SAGT's leadership in sustainability is encapsulated in its fourth consecutive independently audited sustainability report, titled "An Unwavering Commitment to Sustainability" for 2022/23. This report, accredited by DNV, remains the only sustainability report published by a terminal in the Port of Colombo, showcasing SAGT's dedication

to transparency and accountability.

Safety and sustainability are ingrained in SAGT's core values. Since formalizing its sustainability strategy in 2018, the company has taken significant strides towards decarbonizing terminal operations, extending efforts beyond physical boundaries to lead the way in greening the entire Port of Colombo.

As the maritime industry sets ambitious decarbonization targets, SAGT positions itself as a pioneer, exploring initiatives like "Cold ironing" to support the industry's goal of reaching net-zero by 2050. SAGT's achievements in carbon emission reduction, primarily through cutting-edge technology and operational optimization, underscore its commitment to a sustainable future.

With majority Sri Lankan shareholder ship, SAGT stands higher as a proud organization continuously driving innovation, making businesses greener, smarter, and more efficient, delivering a best-in-class service & "Ease of Doing Business" experience to its customers and their customers. SAGT goes beyond strategic geography; it is a leader in shaping the future of maritime excellence.



- Sea Freight
- Air Freight
- Customs House Brokerage
  - **Transshipment & Consolidation**
- Warehousing & Distribution
  - Value Added Services







SAL STA

# SAL TA INTERNATIONAL (PVT) LTD Years of Excellence

trailblazer by nature, Mr. Kolitha Wickremasinghe is the fouding Managing Director of SALOTA International (Private) Limited an international freight forwarding service provider which has been in operation since 2013. Mr.Wickremasinghe counts more than 25 years of experience in the Shipping & Logistics industries. Having joined the industry in 1992, he has served in several multinational giants in the trade both locally and overseas.

### Vision of the Company "Trend setters in logistics, beyond borders"

With a humble beginning 10 years ago, SALOTA has shown a rapid growth in the business and become a market leader by catering to certain niche businesses in the industry. SALOTA is one of the best choices amongst many logistic providers in the industry and has become a trend setter in Sri Lanka by introducing many firsts to the logistic industry.

With the local market share rapidly established and increased, Kolitha has expanded the business beyond borders. Kolitha proudly announces that his vision for expanding the business beyond borders became a success with starting operations in Bahrain and Canada under SALOTA flag. Director, Nilu Mediwake Wickremasinghe, Kolitha's Spouse and the Management team are always behind these successes.

### Leadership of the Managing Director

The success story of SALOTA during the past 10-year period attributed to the leadership qualities demonstrated by Kolitha. The experience he has gained from his past local and foreign employments given much needed confidence in his leadership know-how. He has brought the business to greater heights through hard work and follows simple philosophy to sustain the growth, "If you look after your staff well, they will look after your business well". He always believes in relationship building and the genuine need to serve customer are key to success. Kolitha believes in being transparent and sincere with stakeholders.

### **Innovations**

In the changing world where Artificial Intelligence (AI) is taking over, SALOTA understands the need for the constant technology upgrades. This will provide a seamless flow of information to both agents and the clients equally. Thereby SALOTA invested largely in an in-house software development to keep pace with the market dynamics. The company has set trends in the market with 'SALBMS' - a homegrown proprietary IT pladorm which was developed by the dedicated IT team of SALOTA. SALBMS can handle the entire supply chain operation until the consignment is reached its destination indisputably. SALBMS also enables to follow up on every shipment as well as collect important data and



assure safety of goods during at each stage of the delivery.

#### **Social Responsibility**

Under Kolitha's guidance, SALOTA International engages in various CSR projects which includes long term scholarships for students in deserving families, supporting well being of rural families, donations and upgrading facilities of hospitals and schools in need

The Company also operates a paperless environment while driving is companywide initiative to reduce the electricity consumption, in driving environment sustainability.

### Diversification

As far as the logistics industry is concerned, SALOTA serves a large spectrum of industries from personal effects to project related cargo. SALOTA International operates in multiply industries linked to Supply Chain such as Freight Forwarding, Custom House Brokering, Air Freight, Sea Freight, Offshore business, Warehousing, NVOCC operations. All these Industries work hand in hand to meet the demands of valued customers.





### **Seylan Towers**

No. 90, Galle Road, Colombo 03.

Brand Finance Rating: "A+" Fitch Ratings: A-(ika) Co. Reg. No.: PQ9.
Seylan Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.





# SEYLAN EXPORT EXPERT



**Mr. Ranil Dissanayake** Deputy General Manager, Branch Credit at Seylan Bank PLC,

## Elevating Small and Medium Enterprises (SMEs) with Seylan Bank's 'Export Expert'

avigating the complexities of international trade can be daunting for Small and Medium Enterprises (SMEs) in Sri Lanka. Seylan Bank's game-changing 'Export Expert' service is specifically designed to empower SMEs. It is an innovative offering that provides comprehensive support and knowledge-sharing, empowering SMEs to excel in the global market even in these challenging times by equipping them with the necessary financial literacy they require.

In a proactive move to encourage SMEs amidst the pandemic and economic uncertainties, Seylan Bank's Export Expert service stands out as a beacon of support with its holistic understanding of the needs of SMEs. Seylan Bank's commitment to the cause is unwavering, as they aim to foster an environment that helps SMEs flourish on a global scale.

Exports can open incredible opportunities of growth for SMEs, and Seylan Bank is a reliable partner in this endeavour. Their specialised financial solutions are tailored to ease the path of international trade. From expert guidance on export documentation to

secure confirmation services and preshipment facilities, as well as to simplify cross-border transactions and reduce risks. With Export Expert, you can step confidently into the global arena and seize new opportunities.

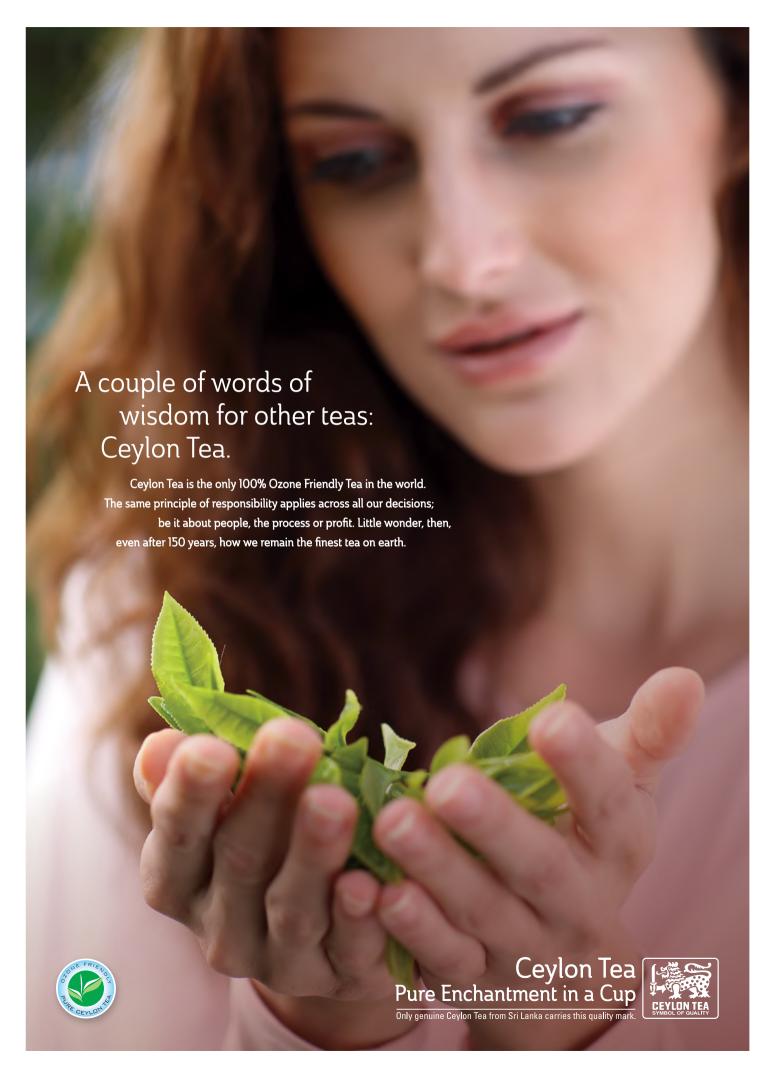
One of the key advantages of Export Expert is its potential to enhance the competitiveness of SME products in the global market. Seylan Bank's competitive exchange rates ensure that SMEs may sell their goods at prices that give them an international advantage. Furthermore, Seylan Bank's attractive loan facilities with favourable interest rates encourage SMEs to invest boldly in their export ventures, driving growth and innovation.

Ranil Dissanayake, Deputy General Manager, Branch Credit at Seylan Bank PLC, stated, "Seylan Bank is dedicated to propelling Sri Lankan SMEs to success on the global stage. Through our Export Expert service, we're passionate about providing essential support, expert guidance, and tailor-made financial solutions. We believe this will empower SMEs to survive and thrive in international markets. Count on Seylan Bank as your dependable partner in

pursuing global opportunities. Together, we'll contribute to Sri Lanka's economic growth."

Seylan Bank's global network, encompassing over 500 banks across more than 100 countries, allows SMEs to establish strong global trade relationships, enabling SMEs to broaden their horizons and confidently explore new markets. Moreover, the accessibility of Export Expert services at any Seylan Bank branch in the country ensures a seamless and inclusive experience.

In an era marked by economic shifts and uncertainties, Seylan Bank's Export Expert service emerges as an industry leader, supporting businesses seeking to thrive in the global export landscape. SMEs can break barriers and conquer international markets through Seylan Bank's tailor-made financial solutions, enhanced competitiveness, and far-reaching network. As Seylan Bank continues to champion the cause of SMEs, they are poised to drive Sri Lanka's export growth, contributing to the nation's economic resilience and prosperity.





### Ceylon Tea for Connoisseurs

#### UNIQUE SELLING POINTS OF CEYLON TEA

eylon Tea undebatably is a high quality, high cost product which is known the world over for almost a century and half. Sri Lanka, the island nation of the shape of a tear drop at the southern tip of India is world famous because of Ceylon Tea and continues to look after the livelihood of almost 2 million people (10% of the population) directly and indirectly. Generating export revenue of US \$ 1.5 billion per annum, the Sri Lanka Tea industry is vital for the economic stability, social stability and political stability of the country. The competitive advantage of Ceylon Tea lies on the following key attributes.

#### **Hand Picked**

Ceylon teas are handpicked to ensure a better selection of green leaf for the manufacture of tea – an expensive and labour intensive process, which greatly influences the final product quality.

#### Artisanal

Sri Lanka is a bastion of the original Orthodox tea manufacturing process that results in small batch, labour intensive production of a wide variety of leaf style or grades and ensure the best flavour.

#### **Ethical**

The Ceylon Tea Industry is well regulated with a unionized workforce

that is governed by a collective labour agreement. Child labour is banned. Workers are provided a comprehensive selection of facilities from housing to healthcare.

#### **Passion**

Growing and producing Ceylon tea is a tradition and a passion for more than 150 years. Each day about 1.5 million people all over Sri Lanka, from tea pluckers to tea producers, from tea tasters to tea packers commit themselves to produce some of the finest black teas on the earth. It is a way of life.

#### Provenance

Ceylon Tea estates are in pristine environments and are of a small size of

200-400 ha generally with professional managers and a dedicated workforce living on the estate.

#### **Ecological**

Sri Lanka has implemented various measures to comply with environment related international conventions and agreements, including the Montreal Protocol. The usage of methyl bromide as a soil fumigant in the tea sector was halted to comply

#### Freshness

Teas are packaged in Sri Lanka in 2-3 weeks from harvesting, thereby preserving the freshness and inherent aroma of the tea. This is in stark contrast to teas packed in consuming



markets, which can be many months old, sometimes over a year, when packaged. The goodness and quality of the tea would be lost apart from possibility of blending with other origins. The best guarantee of freshness is to buy a product packed at source (Sri Lanka)

#### Diversity

The seven agro-climatic regional teas namely Nuwara Eliya, Uva, Uda Pussellawa, Dimbula, Kandy, Sabaragamuwa & Ruhuna has given Ceylon Tea an unique advantage to produce teas of different flavor, aroma, strength and colour unmatched by any other origin in the world.

The Lion Logo trade mark for Ceylon Tea captures the legacy and essence of tea grown in Sri Lanka. Inspired by its rich heritage, the symbol of the Lion Logo guarantees, that it is 100% pure Ceylon Tea and grown, plucked and packed exclusively in Sri Lanka while conforming to the highest quality standards mandated by the Sri Lanka Tea Board. Every batch of tea that bears the Ceylon Tea Lion Logo is traceable to its origins, ensuring absolute accountability and transparency with every sip.

Sri Lanka Tea industry follows the stringent quality assurance measures in compliance with MRLs (Maximum Residue Levels) set by the different countries and regions for the agrochemicals used in the tea plantations and compliance to other international standards such as ISO standards , Good Agricultural Practices, HACCP, Good Manufacturing Practices, Rainforest Alliance, Fair Trade etc.

### Ceylon Tea supplies to the hospitality industry (Hotels & Restaurant)

Ceylon Tea is exported to over 120 countries in both pre-packed and loses tea form. The HORECA segment, which is a booming market place around the world, has identified Ceylon Tea as one of the sought-after beverages in their menus to serve their guests/clients in both ontrade and off-trade. It could be found in the HORECA segment that Ceylon tea is offered as a straight-line product and sometimes blended with other origin teas in the names of popular international tea brands. Further, the diversification of the Ceylon Tea in forms of orthodox black tea with different leaf -styles, CTC teas, green tea, organic teas, bio teas, RTDs, artisanal teas and hand-made teas are unique offers for the HORECA segment, tea houses, tea bars tea saloons etc. It should be mentioned that some of the leading and globally recognized Ceylon Tea brands are served in major airlines, hotels, restaurants and cafes. The discerning tea consumers around the world look for Ceylon tea to quench their thirst.

#### Future projects of Ceylon Tea

The Sri Lanka's national brand "Ceylon Tea" is always progressively moving forward to meet the changing consumer demand by adapting new strategies into the entire supply chain. Sri Lanka Tea Board always focusing on maintaining its best quality over chasing behind the volumes gains. In this context, the constant research and developments in the industry is the key and necessary measures are being carried out to ensure the delivery of a best product to the tea lovers.

The sustainability is a focal point of the industry and all the industry stakeholders are working towards to achieve all the dimensions for a sustainable tea industry while looking after the social wellbeing of the community and environmental friendliness.

The execution of a Global Ceylon Tea Promotional Campaign is in the pipeline targeting the identified 12 major tea importing and consuming countries in the world through KOLs advertising, Supermarket activations, Social Media advertisings, Public Relations activities etc to make the consumers aware on the uniqueness of Ceylon Tea and its health and functional benefits as well as communicate the Ceylon Tea sustainable factors.





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## SRI LANKA EXPORT DEVELOPMENT BOARD



**Dr. Kingsley Bernard**Chairman/ Chief Executive Officer

As 2024 has just started, we wish to highlight some of the key headwinds that our exporters are likely to encounter, such as Geopolitics, Digitalization and Environmental sustainability. These could have an impact on our ability to access export markets, logistics, supplies, and ultimately, the export revenue. However, finding opportunities and seizing them before our rivals could give a better position to our exporters.

WTO anticipates a 3.3% global trade growth in 2024 along with the after-effects of the war in Ukraine and the COVID-19 pandemic. According to the WTO prediction, all regions—aside from the CIS, where imports are anticipated to decrease—should see positive export and import volume increases in 2024. Asia would be the region with the biggest growth in terms of both imports and exports if the 2024 estimate comes to realize.

Sri Lanka can also become stronger in its ability to produce goods of a higher caliber and in its adherence to moral principles. Moreover, businesses in Sri Lanka are gradually adopting and implementing sustainable production principles, such as fair trade, organic food, and green production, which are highly regarded by customers globally.

Our exporters need to exploit the potential for new and existing products and services in collaboration with foreign companies through joint ventures and transfer of technology. Small and Medium Enterprises (SMEs) need to be encouraged to work more effectively and be part of the value chains of larger companies.

Sri Lanka Export Development Board, as the apex Government agency for promotion and development of exports, plans to implement key actions to increase exports in 2024. These include, export branding such as Sri Lanka Export Brand, Island of Ingenuity (IOI), Ceylon Spices, Sri Lanka Organic, GI Ceylon Cinnamon, PCC Trade Mark etc... Our support is also extended to exporters in market promotion through organizing national pavilions at international trade fairs. Encourage Export led joint venture investments, conducting National Exporters' Forum to resolve exporter issues, Organize B2B & B2C meetings, Improvement of Product quality to comply with International regulations, Boost value added products and services exports, Development of Sustainable Organic Agriculture System in Sri Lanka are some of the other focus areas of the EDB.

To achieve a greater growth level, all the countries are concentrating

on enticing foreign investment, trade liberalization, and free trade agreements. As a result, nations have quickly been able to expand their economies, add more high-quality jobs, and increase the living standards of their citizens. It is abundantly evident that Sri Lanka still has a long way to go before achieving the rapid economic development we require. Our only option is to integrate with global markets. EDB is proactively engage in the ongoing discussions on Thailand Sri Lanka Free Trade Agreement (STFTA), China Sri Lanka Free Trade Agreement (ESFTA) and The Economic and Technology co-operation Agreement (ETCA) between India and Sri Lanka. We believe that these will encourage increased value addition within Sri Lanka, and thereby promotes backward integration, resulting in the setting up of new industries, and creating new employment opportunities in the country.

Developing a conducive economic environment for exports is essential to reap the benefits of international trade. Accordingly, Sri Lanka has started the process of renewing its current Export Strategic Plan (National Export Strategy 2018–2022), which is a crucial step towards economic progress. The International Trade Center (ITC) in Geneva is providing technical support for the initiative, which is being led by the Ministry of Investment Promotion and the Sri Lanka Export Development Board (EDB). In addition to the six pivotal sectors identified in the existing NES; namely Information Technology, processed Food and Beverages, Electrical and Electronic products, Boat building, Wellness tourism, Spices & Concentrated, new produsts sectors such as Automobile Products & Components, Coconut & coconut based products, Marine & Offshore Services Sector etc.. are being proposed for development.

In addition, we are giving a greater attention to our main export earning sectors such as apparel, rubber based products, Tea, Gem & Jewellery etc... EDB is planning to implement several initiatives to develop these sectors. Some of them include, working towards increasing Apparel quota up to US\$ 500 Mn to India under ECTA, work towards getting concessions for Apparel products to China under FTA negotiations, Facilitate to established Joint Ventures and conduct investor promotion in collaboration with BOI, Exposure Programme for Technology Adaptation, Organize trade shows such as FACETS, Sri Lanka International Gem & Jewellery Show 2024, Facilitate sustainable farmer cluster and exporter linkup programmes, new exporter development programs, Develop Packaging Standards In Sri Lanka etc...

Sri Lanka has no way to sustain economic growth without exploring the international market and export more value added innovative products and services. EDB is fully committed towards developing the export sector while accelerating trade facilitation commitments and bolster the business landscape in Sri Lanka.



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## YOUR VITAL SLAND Sri Lanka













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#### Global headwinds

he latest statistics on Sri Lanka's exports for this year is a matter of concern, with the data up to October indicating an overall decline of 10.4% of exports over the previous year. This reflects the difficult global challenges and business conditions. Post Covid, consumer sentiment has changed, disposable income of consumers are reducing, interest rate increases across the world is putting pressure on costs and companies are under financial pressure to perform, worldwide.

As challenges rapidly mount, Sri Lankan exporters are compelled to look for new business models by setting up manufacture in new regions, expanding into hitherto new countries, developing new product lines, cutting costs, among many initiatives.

In this tumultuous environment, EDB's launch of an overarching export brand is timely. This was first unveiled at the Presidential Export Awards in late November. While much work still needs to be done in setting up the website and other social media marketing channels, it nevertheless provides exporters with an additional quiver in their armoury with marketing to tackle the global headwinds.

As a member of the team that conceptualised this brand, it would be timely to set out its meaning and relevance, so it could be activated by the private sector.

The brand was developed after customer research (using historical information and insights), a competitive scan to be able to differentiate our offering relative to others and through the collective experiences of many Sri Lankan exporters across key sectors who worked on this along with an international brand consulting team.

#### Role of a country export brand

At the outset, we need to temper our expectations for such an initiative and take a realistic view – which is, this brand can only help us get a foot in the door, and not necessarily make a sale! It's role is to specifically provide exporters with a basis for reassuring a potential customer that Sri Lanka should be considered as a strong contender as a sourcing destination. In essence, the brand needs to set out "Why Sri Lanka" succinctly and impactfully in 4 or 5 PowerPoint slides of a presentation, before the exporter goes on to give further details of his/her product.

This is because Sri Lanka is primarily known as a tourist destination and is largely unknown (with the exception of Ceylon tea) to global trade. Hence, the purpose of the brand is to bring potential customers up to speed by "preselling" the country's trade, thereby establishing the basis for individual companies or sectors to leverage, ensuring receptivity to the detailed sales pitch which must follow.

#### Sri Lanka's offer

Stepping back to view Sri Lanka's trade in a global context and identifying its strengths and weaknesses is mandatory. The core strength is, being a relatively small country with a variety of specialised products (and services) serving niche markets. Sri Lanka is not a provider of cheap mass market products as the country does not have scalability, instead we are good at providing some form of specialisation at a premium price – usually (but not always) justified by superior quality, reliability and ethical practices. This sets the context for our brand – specialised, niche and an integral partner to global customers, which we believe is a credible and authentic offering. We find that most successful Sri Lankan exporters have developed these core strengths.

The brand needed to condense this into a tight story, relevant for business to business marketing. This is to be done by convincing a hard-nosed customer, who will not tolerate puffery, but seek a functional and tangible offer. Hence, a catchy or sexy brand was discounted and a more functional one considered at the outset.

Our research further showed that the association to being a holiday destination could also be an advantage to be incorporated as Sri Lanka is truly a "nice" place to do business in.

#### Articulating the brand

This gave rise to using the "Island" connotation (positive link to tropical, pleasant place to do business) which while being receptive, is an element to differentiate Sri Lanka from other similar country offers.

We then focused on the central idea, which was our end goal, to become an integral partner to our customers to achieve mutual success. Provided the product specifications and pricing are correct, we understood through our research that building partnerships is an intangible benefit that could tip the preference to us.

Bringing these all together, we articulated the brand with a personal touch: "Sri Lanka - Your Vital Island".

The fundamental idea here is that Sri Lanka's more specialist approach to manufacture (as opposed to mass production) cements this close relationship to buyers and can thereby become an integral partner in the supply chain. The word "vital" was thought to convey this in a succinct yet powerful manner.

#### Context for the proposed brand

A brand cannot operate in a vacuum and needs to be underpinned by specific beliefs to enable all those who embrace the brand make it credible when customers begin to engage. Hence, the main pillars on which the brand stands are:

#### 1. Commitment to building customer relationships

Understanding the customer. Being mindful of cultural differences. Communication is everything. Ensuring everyone within the business is aligned. Being honest

#### 2. Commitment to learning, leading to identifying improvements

Investing in understanding the end customer's needs. Understanding competitor products/offerings. Continuous monitoring and performance improvement

#### 3. Commitment to product development / value addition

Benchmarking against global best in class. Identify gaps and opportunities. Investing in product development and training



#### 4. Commitment to corporate governance

Setting out a code of conduct for corporate governance based on: Accountability. Fairness. Transparency. Responsibility. Diligent anti corruption practice

#### 5. Commitment to the environment and sustainability

Incorporating sustainability into everyday operations. Track, measure and report impacts the business has on energy, waste and community

These are fundamental commitments that individual sectors and businesses are required to adopt in embracing Sri Lanka's export brand.

#### The next phase

While much needs to be done by EDB to establish the brand, this should not deter individual sectors using this to engage with their set of customers. The branding system provides flexibility as unique designs were developed for individual sectors to market their own capabilities, within the single country brand "Your Vital Island".

The brand can now be taken forward in each industry, with more relevance to the nuances of customers in that sector. This creates a synergistic effect as each sector uses a common platform for their individualised marketing.

Marketing will play a key role to regaining growth in exports, with the ball squarely in the hands of the private sector. This will require investments to drive each sector and for all Sri Lanka's exports getting back to a position of growth.

#### The end















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#### **OUR ORIGINS**

Here is the reason why WHY CHOOSE US



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Our state-of-the-art laboratories are ISO 17025:2017 accredited for testing and sampling, and approved by the Ministry of Fisheries, FSSAI (India), and large global retailers.

We are the leading laboratory in Sri Lanka which is accredited to test over 600 pesticides.

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