

# EXPORTERS DIGEST



April

2024

Issue-35

\* Exporters Digest | 35th Edition \*

HAPPY NEW YEAR

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இனிய புத்தாண்டு நல்வாழ்த்துக்கள்

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# PCQI Training – April 2024



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

We are to present a valuable opportunity for food and beverage exporters aiming at the competitive U.S. market. The NCE is proud to announce the upcoming Preventive Controls Qualified Individual (PCQI) Training last week of April 2024. This comprehensive program equips participants with the knowledge needed to comply with stringent standards and effectively handle the evolving landscape of U.S. food and beverage exports.

### Training Highlights:

- In-depth understanding of U.S. food safety regulations
- Essential skills for maintaining compliance with the highest standards
- Strategies for navigating the dynamic U.S. export landscape
- By participating, you empower your team to elevate products to meet the highest standards, establishing a robust foundation for success in the U.S. market.
- Having gained acclaim since 2019, NCE's PCQI Training is well-known for effectively preparing exporters for U.S. market challenges. Don't miss this chance to enhance your capabilities and ensure success in the United States.

**Secure your spot now for the next intake and take your food and beverage exports to new heights.**

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



**Members of the Management Committee(MC) who were re-elected for year 2024**

**From the left : Mr. Farhath Amith( Representative from the Council to MC), Mr. Lakshan Algama Perera ( Hony. Asst. Treasurer, Mrs. Thushari Weerakoon ( Hony. Secretary), Mr. Indhra Kaushal Rajapaksa (Vice President), Mr. Jayantha Karunaratne (President), Mr. Dilshan Rajapakse ( Vice President), Mr. Sami Bandara ( Hony. Asst. Secretary) Mrs. Nilrukshi De Silva (Representative from the Council to MC) & Mr. Charith Yalagala ( Hony. Treasurer)**

**On 06<sup>th</sup> March 2024, the NCE convened its 29<sup>th</sup> Annual General Meeting at the Grand Ballroom, Galadari Hotel Colombo. Mr. Jayantha Karunaratne, representing Imperial Tea Exports, was re-elected as President for the second consecutive year, along with the reappointment of the rest of the Committee Members, Council and Patrons.**



**NCE Patrons appointed for 2024**

**From the left: Mr. Ramal Jasinghe, Dr.D.K. Rakapaksa, Mrs. Ramya Weerakoon & Mr. Sarada De Silva**

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

## NCE Council Members Elected for 2024

No.	Name	Company
1	Mr. Sarath Wijesinghe	Aqua Packaging (Pvt) Limited
2	Mr. Sirimal Fernando	Astron Limited
3	Mr. Pirasanth Sivagnanam	Cargills Convenient Foods Ltd
4	Mr. Nadeeja Karunathilaka	Ceylon Biscuits Limited
5	Mr. Suhayl Sangani	Ceylon Jewelry Manufacturers (Pvt) Ltd
6	Mr. A F M Farook	CeyQuartz MBI Pvt Ltd
7	Mr. Dilshan Rajapakse	D. Samson Industries(Pvt) Ltd
8	Mr. Udaya N. Sirisena	dkw-Aqua International (Pvt) Ltd
9	Mrs. Mano Sheriff	DSL Lanka (Pvt) Ltd
10	Mr. Aasiri Gunasekera	Ernst & Young
11	Mr. Sanjay Siriwardena	Fairfirst Insurance Limited
12	Mr. Farhath Amith	Fanam International (Pvt) Ltd
13	Mr. Edward Fernando	GREEN KEEPERS PVT LTD
14	Dr. Ruwan Wathugala	Green Way Asia Lanka Pvt Ltd
15	Mr. Sethpriya Dassanayake	HVA FOODS PLC
16	Mr. Jayantha Karunaratne	Imperial Teas (Pvt) Ltd
17	Mr. T. Krishnakumar	International Distillers Ltd
18	Mr. Lakshan Algama Perera	K I K Lanka (Pvt) Ltd
19	Mr. Indhra Kaushal Rajapaksa	KALHARI ENTERPRISES PRIVATE LIMITED
20	Mr. Gamini Saparamadu	Kent Display (Pvt) Ltd
21	Mr. B M A C Wegapitiya	LAUGFS Corporation (Rubber) Ltd.
22	Mr. Malintha Fernando	Lihini Sea Foods (pvt) ltd
23	Mr. Vibhu Perera	Lumbini Aquaria International ( Pvt )Ltd
24	Mrs. Nilrukshi De Silva	Macksons Paint Industries Pvt Ltd
25	Mr. Sean Van Dort	MAS Capital (Pvt) Limited
26	Mr. Sumedha Hasthanayake	Mike Flora International (Pvt) Ltd
27	Ms. Nilmini Kumari Fernando	Neil Fernando & Co (Pvt) Limited.
28	Mrs. Dawn S Austin	Nidro Supply (Pvt.) Ltd
29	Dr. Upendra Pieris	OREL IT (Pvt) Ltd.
30	Mrs. Thushari Weerakoon	Ramya Horticulture (Pvt) Ltd
31	Mr. Chanuka Jayasinghe	Samson International PLC
32	Mr. Anura Fonseka	Shermans Logistics (Pvt) Ltd
33	Mr. W. D. C. Harsha Jayatunga	Sierra Cables PLC
34	Mr. Raj Rasiah	Smart Marine Lanka (Pvt) Ltd
35	Mrs. Hemali Bandara	TexStyle Lanka Exports (Pvt) Ltd
36	Mr. Prasad Vithanage	Tradlanka Agricultural Enterprises (Pvt) Limited
37	Mr. E. Dhanuka Samawickrama	Trendywear Adhikarigama (Pvt) Ltd

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



Subsequently, a Post Business Forum took place, graced by the presence of Her Excellency Julie Chung, the US Ambassador to Sri Lanka.



Mr. Jayantha Karunarne as the re-elected President of NCE in his speech highlighted the challenges faced by Sri Lankan exporters, NCE's initiatives to address these challenges, and the importance of collaboration and support from various stakeholders in promoting exports and strengthening the export ecosystem in Sri Lanka.

The U.S. Ambassador to Sri Lanka during her keynote address emphasized the importance of ethical trade practices and sustainable growth amidst global challenges. Commending Sri Lanka's progress since the economic crisis, the Ambassador acknowledged ongoing challenges such as food insecurity and environmental sustainability. Highlighting the significance of ethical corporate practices and inclusivity, particularly regarding women in the workplace, the Ambassador outlined various U.S. assistance programs aimed at enhancing regulatory transparency, market competitiveness, and



environmental sustainability. Stressing the urgency of addressing climate change's impact on global business, the Ambassador underscored the United States' commitment to supporting Sri Lanka's economic development and fostering people-to-people ties for a prosperous future.

The event was attended by Special invitees, Chamber Strategic Partners, and Member Exporters and concluded with a fellowship, fostering camaraderie among the attendees.

# Certificate of Ethical Trading (CET)

NCE presented the "Certificate of Ethical Trading (CET)" to another four member companies during the 29th NCE AGM held on the 06th of March at Hotel Galadari in collaboration with INDEXPO, which follows ethical trading, and good environmental and social practices based on the 08 Principles.

The certification recognizes companies that adhere to high standards of ethical conduct in their business operations. These principles encompass fair treatment of workers, safe working conditions, respect for the environment, and engagement with local communities. By awarding the CET, the NCE aims to promote ethical practices within the export sector and encourage more companies to adopt sustainable and responsible business practices. The certification not only benefits the companies receiving it but also enhances Sri Lanka's reputation as a responsible trading partner in the global market.



**Derana Marketing Services(Pvt) Ltd**



**Noritake Lanka Porcelain (Pvt) Ltd**



**Arpitalian Compact Soles Pvt Ltd**



**Talawakelle Tea Estates PLC**

# A Token of Appreciation to the Industry Experts who assisted Chamber activities

The NCE recognized and appreciated the valuable contributions of the resource personnel who served in various events during the year 2023, enriching the chamber's activities and fostering growth in the export sector at the 29th NCE AGM held on 06th of March at Hotel Galadari.

These experts in their respective fields, play a crucial role in sharing knowledge, insights, and best practices with NCE members and stakeholders. They contribute to seminars, workshops, and training sessions organized by the NCE, covering a wide range of topics such as export strategies, trade agreements, market trends, regulatory compliance, and sustainable practices.

The NCE expressed its gratitude to these Industry Experts for their dedication and commitment to advancing the export industry in Sri Lanka. Their continued support and expertise are invaluable in driving the chamber's initiatives and fostering a thriving export community.



**Mr. Sanjeewa Bandara**  
Assistant Director of  
Commerce  
Department of Commerce



**Mr. Sanjeewa Pattiwila**  
Deputy Director of Commerce  
Department of Commerce



**Mr. Channa Gunawardena**  
Chairman  
Sri Lanka Logistics & Freight  
Forwarders Association  
(SLFFA)



**Mr. Felix Fernando**  
Vice President  
Joint Apparel Association  
Forum Sri Lanka (JAAFSL)



**Mr. Sean van Dort**  
Chairman  
Sri Lanka Shippers Council



**Mr Suleiman Nishtar**  
Partner Tax  
Ernst & Young



**Mr. A.M.A.B Atapattu**  
Director License of Merchant  
Shipping Secretariat  
Ministry of Ports, Shipping and  
Aviation



**Mr. P.N. Kumara**  
Senior Deputy Commissioner  
Department of Inland  
Revenue



**Mr. Chandimal Weerasinghe**  
Deputy Director of Customs  
Sri Lanka Customs



**Mr. R.H.R.W Kamalsiri**  
Director of Customs-Industries  
and Service Directorate  
Sri Lanka Customs

# NCE EXPORTERS DELEGATION TO MELBOURNE, AUSTRALIA



**T**he NCE in coordination with the Sri Lankan Consulate in Melbourne and the Sri Lanka Australia Business Council, recently organized a business visit to Melbourne, Australia, from March 11th to 15th, 2024. The visit included a 12-member business delegation from Sri Lanka representing various sectors such as food products, printing packaging/labelling, paper products, electrical, handlooms, paints, tiles, rubber, footwear, and apparel.

An important milestone of the visit was the signing of a Memorandum of Understanding (MOU) between NCE and the Sri Lanka Australia Business Council, further enhancing bilateral trade relations.



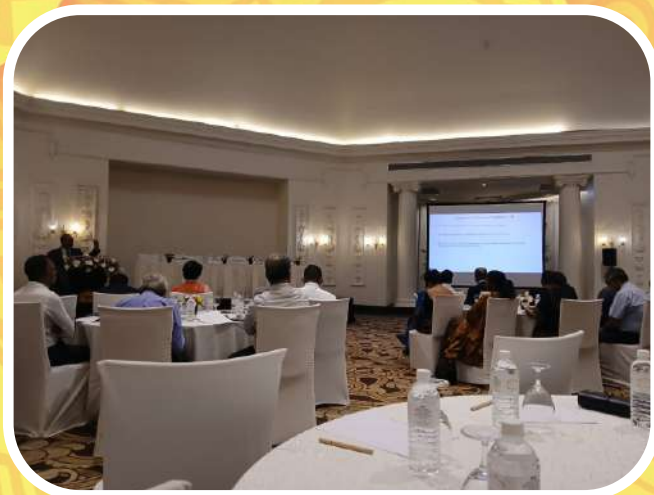
## Presentation of Position Paper- Food and Beverage Industry



Industrial Development Board (IDB) collaborating with UNIDO and FAO organized a meeting to seek feedback on a joint Public Private Action Plan to be proposed to food competent Authorities for the Food and Beverage Industry to play a more formative role in the reform. Ms. Rukmi Imalka – Senior Executive Members Services of NCE attended this meeting held on 14<sup>th</sup> March at UN Compound, Colombo 07.

This initiative is supported by a European Union-funded project titled, "Best Standardized Practices for Agri-food Sector Development" (BESPA-FOOD), co-implemented by the United Nations Industrial Development Organization (UNIDO) and the Food and Agriculture Organization (FAO).

## Consolation Workshop on Development of National Tariff Policy



The Ministry of Finance, Economic Stabilization, and National Policies, in collaboration with the World Bank and in conjunction with key stakeholders, is currently developing a framework for the National Tariff Policy. To solicit feedback and insights from the business community, a workshop was convened on March 14, 2024, at the Galle Face Hotel. Ms. Dilini Gamlathge – Senior Manager, Member Services/Operations represented NCE at the workshop.

# NCE Internal Staff Training Session



The NCE conducted an internal training session for its staff members on March 15th, 2024, at the NCE Conference Hall. The training aimed to enhance knowledge related to ISO 9001:2015, a set of standards for quality management systems.

During the session, staff members learned about the key principles of ISO 9001:2015, including customer focus, leadership, engagement of people, process approach, improvement, evidence-based decision-making, and relationship management. They

also gained insights into how these principles can be applied in their day-to-day work to improve quality and efficiency. The session was conducted by Ms. Rukmi Hettiarachchi, Senior Executive - Member Services of NCE.

## The 03<sup>rd</sup> NCE Management Committee meeting for the year 2024



The National Chamber of Enterprises (NCE) convened its third Management Committee meeting of the year, marking the first gathering subsequent to the Annual General Meeting where office bearers were re-elected. At this session, the Secretary General/Chief Executive Officer provided comprehensive updates to the management committee regarding the Chamber's ongoing activities.

## Meeting with Officials of Halal Accreditation Council (Gte) Ltd



On 26th March 2024, NCE Officials engaged in constructive dialogue with Halal Accreditation Council (Gte) Ltd to enhance quality standards for Food and Beverage Exporters, fostering awareness of Halal certification.



## A unique Certificate Exclusively for NCE Members

Be an  
**Ethically  
Certified  
Exporter**

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

### MAIN BENEFITS

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

### ENDORSED BY



### APPLY NOW!

Contact us on +94 114344661 or email to [nce@nce.lk](mailto:nce@nce.lk)

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



### NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

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More Info



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

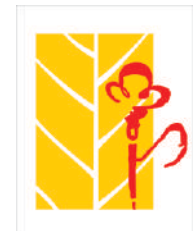


SILK ROUTE VENTURES





Good food, Good life





# OUR STRATEGIC PARTNERS





# OUR CO-PARTNERS



# NEW MEMBERS

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

## Ordinary/Associate Members

Company	Product/Service Sector
American & Efird Lanka (Pvt) Ltd	Manufacturing of swing thread
Ceylon Tips Branding (Pvt) Ltd	Exporting premium quality tea, including Ceylon tea bags, coconut based products, kithul products, spices, cashew, handicrafts, and gemstones that are unique to Sri Lanka.
Rainbow Foods (Pvt) Ltd	Seafood exports



# SRI LANKAN BRANDS IN THE GLOBAL MARKET



# SOME OF THE LEADING SRI LANKAN BRANDS IN THE GLOBAL MARKET



# Main Services by the Chamber

## **PUBLICATION OF THE “SRI LANKA EXPORTER” MAGAZINE**

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

## **EXPORTER DIGEST**

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

## **ISSUE OF CERTIFICATES OF ORIGIN AND RELATED EXPORT DOCUMENTS**

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

## **RECOGNITION OF EXPORT PERFORMANCE**

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

## **DISSEMINATION OF TRADE INQUIRIES AND TRADE LEADS**

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

## **CONDUCT OF TRAINING PROGRAMMES AND WORKSHOPS**

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

## **PARTICIPATION IN TRADE FAIRS, EXHIBITIONS, TRADE DELEGATIONS ETC.**

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

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

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

# Main Services by the Chamber

Continued..

## **WEBSITE FACILITIES ([www.nce.lk](http://www.nce.lk))**

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

## **SECTORAL MEETINGS**

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

## **REPRESENTATION OF MACRO AND INDIVIDUAL ISSUES**

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

## **DISSEMINATION OF MARKET INFORMATION, TRADE STATISTICS AND BUYER INFORMATION**

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

## **AUDITORIUM FACILITIES**

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

## **LINKING OF PRODUCERS WITH MEMBER EXPORTERS**

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

## **SUPPORTS SME'S UNDER THE 'ASPIRING EXPORTERS' PROGRAMME**

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

# THE NCE SECRETARIAT

# WE ARE HERE TO SERVE YOU!



**MR.SHIHAM  
MARIKAR**  
SECRETARY  
GENERAL/CHIEF  
EXECUTIVE OFFICER



**MS.DILINI  
GAMLATHGE**  
SENIOR MANAGER  
MEMBER SERVICES  
/ OPERATIONS



**MR.SANDUN  
KOSWATTE**  
MANAGER FINANCE



**MR.SUSANTHA  
RUPATUNGE**  
SENIOR EXECUTIVE



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



**MS.STEPHANIE JOHN**  
ADMINISTRATIVE  
EXECUTIVE



**MS.ANURADHA  
SEWWANDHI**  
ACCOUNT  
EXECUTIVE



**YOHAN DILSHAN**  
EXECUTIVE - ICT



**MR.VIJIN SANDEEPA**  
OPERATIONS  
ASSISTANT

## National Chamber of Exporters of Sri Lanka

131/6, Elvitigala Mawatha, Colombo 08, Sri Lanka.

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# Infotainment

## Sri Lanka Earns 3.4bn from Coconut water Export in February 2024

**S**ri Lanka earned 3,439 million rupees in February from the export of coconut water, its Minister of Agriculture and Plantation Industries has said.

"It has been possible to earn an income of 3439 million rupees by February 2024 from exporting coconut water from Sri Lanka," Minister Mahinda Amaraweera said on social media.

"If not for wildlife eating crops this would have been higher; around 300 million coconuts are lost annually due to wildlife damage," Amaraweera posted on his Facebook page.

In February last year, Sri Lanka earned 2705 million rupees from exporting coconut water, according to Coconut Development Authority data. President of the Coconut Development Authority, Roshan Perera, said there had been an increase in export income of 734 million rupees by February this year compared to last year. There is a growing demand for coconut water, an isotonic liquid considered a superfood. The natural energy drink can replenish fluids and minerals of the human body as it contains glucose, potassium, calcium, magnesium and phosphorus. Sri Lanka currently uses about half of the country's total coconut production, which is around 3 billion nuts. With approximately 1.7 to 1.8 billion nuts consumed domestically, there's a surplus of about half a billion nuts available for industrial use.

Industry professionals have said that by improving efficiency, boosting productivity, and expanding cultivation, the tropical island nation could potentially increase coconut production by up to half a million or at least 250,000 nuts, leading to more foreign exchange earnings.

Sri Lanka's full potential in the global coconut industry remains largely untapped, Randeewa Malalasoorya, Chief Executive and Director of CBL Natural Foods Cluster, told Economynext.

Earlier this year, Amaraweera warned cultivators to protect crops from the prevailing El Nino weather condition. Sri Lanka's average coconut prices rose 0.79 percent to 69,225 per 1,000 nuts at an auction on March 21, data from the Coconut Development Authority shows.

According to the Sri Lanka Export Development Board, coconut and coconut related products made up 6.11 percent of the country's total exports, which showed a slight increase from the 6.4 percent in 2022. (Colombo/Mar26/2024)



Source: **economynext**