

# EXPORTERS DIGEST



May

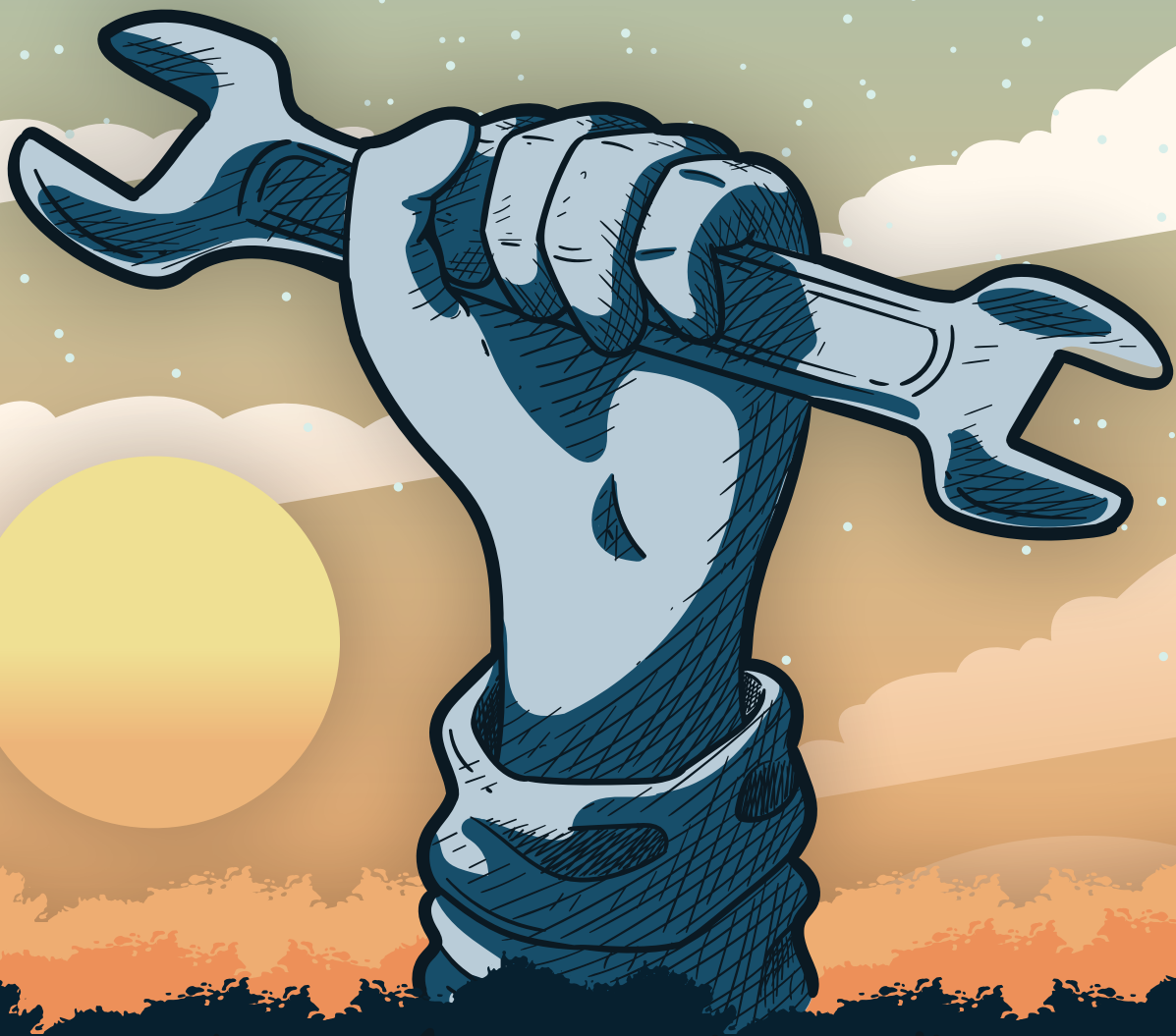
2024

Issue-36

## May Day 2024: Celebrating Sri Lanka's Workforce

A Tribute from the National Chamber of Exporters of Sri Lanka

Pg: 02



\* Exporters Digest | 36th Edition \*

# Honoring Sri Lanka's Workforce on May Day 2024

**A**s May Day dawns upon us once again, the National Chamber of Exporters of Sri Lanka proudly celebrates the tireless efforts and invaluable contributions of our nation's export workforce. In a world where global commerce thrives on the dedication and skill of its workers, Sri Lanka stands tall as a beacon of excellence in export.

On this auspicious day, we pay homage to the countless men and women who labor tirelessly day in and day out, driving our nation's export industry forward with their unwavering commitment and passion. From the bustling factories to the bustling ports, from the verdant fields to the bustling markets, it is their perseverance and dedication that fuels the engine of our economy.

The theme of this year's May Day celebration, "Empowering Exporters, Building a Prosperous Sri Lanka," resonates deeply with our mission at the National Chamber of Exporters. We remain steadfast in our commitment to providing support, advocacy, and resources to empower our exporters, enabling them to reach new heights of success on the global stage.

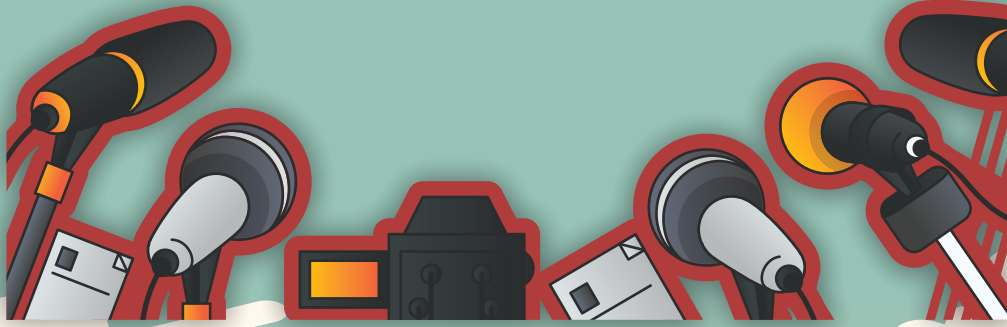
As we reflect on the significance of this day, let us not forget the challenges that our export workforce faces, nor the sacrifices they make to ensure the continued growth and prosperity of our nation. Their hard work, resilience, and determination serve as a testament to the spirit of Sri Lanka, embodying the ideals of diligence, unity, and progress.

On behalf of the National Chamber of Exporters of Sri Lanka, we extend our heartfelt gratitude to all our exporters, past and present, for their unwavering dedication and invaluable contributions to our nation's economy. May this May Day serve as a reminder of the vital role they play in shaping the future of Sri Lanka and may we continue to strive towards a brighter, more prosperous tomorrow, together.

Happy May Day!



# Joint Chamber Press Conference



To shed light on the pressing issues faced by Sri Lankan exporters, the National Chamber of Exporters of Sri Lanka (NCE) is set to organize an important press conference in collaboration with prominent chambers and associations. Scheduled for **May 7<sup>th</sup>, 2024, at 5:00 PM**, the event will take place at **Hotel Galadari**.

The press conference will feature the collective voice of the following chambers and associations:

- **Exporters Association of Sri Lanka (EASL)**
- **Joint Apparel Association Forum Sri Lanka (JAAFSL)**
- **Sri Lanka Shippers' Council (SLSC)**
- **Tea Exporters Association (TEA)**
- **Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP)**
- **Sri Lanka Association for Software Services Companies (SLASSCOM)**

This collaborative effort highlights a unified position in addressing the challenges hindering the growth and prosperity of Sri Lanka's export sector. Key stakeholders and members of the press are encouraged to attend this essential event to gain insights into the strategies and solutions proposed by the export community.

## Webinar on the importance of Gap Assessment and Risk Analysis in Ensuring Ethical Business Practices

The NCE invites all Certified members of the Certificate of Ethical Trading (CET) to an enlightening webinar on May 8th, 2024. In partnership with the esteemed Ethical Trading Initiative (ETI) based in the UK, we're proud to present this exclusive event tailored to professionals passionate about ethical trading.

- **Subject Area: Gap Assessment and Risk Analysis**
- **Date: May 8th, 2024**
- **Platform: Zoom**

Join us as we explore into the important aspects of ethical business practices, particularly in the context of international markets. Led by Mr. Alok Singh, Regional Director for South Asia at the Ethical Trading Initiative (ETI), this webinar promises to be an invaluable experience for all participants.

For more information please send an e-mail to [nce@nce.lk](mailto:nce@nce.lk)



# Exploring Market Opportunities in Thailand



Join us for a key seminar hosted by NCE, delving into the details of the Thai market and strategies to bolster Sri Lanka's exports. With a keen focus on navigating barriers and leveraging the Signed Free Trade Agreement Between Sri Lanka and Thailand (SLTFTA), this event promises invaluable insights for exporters.

## Key Highlights:

- Exploring hurdles to exporting from Sri Lanka to Thailand
- Strategies for enhancing Sri Lanka's exports under SLTFTA
- Networking opportunities with industry experts
- Insights to drive export growth
  
- **Date: 28th May 2024**
- **Venue: Main ball room, Hotel Galadari**
- **Time: 2.00 pm to 5.00 pm**

Don't miss out on this exclusive opportunity to gain a competitive edge in the Thai market. For registration and inquiries, send us an e-mail to [nce@nce.lk](mailto:nce@nce.lk)

## NCE to Spearhead Sri Lankan Presence at KIF 2024 in South Korea! Business Delegation– South Korea (July 2024)

The NCE is gearing up to make waves at the prominent "Korea Import Fair (KIF 2024)" that will be held at COAEX Exhibition Center, Seoul, Republic of Korea!

This event, slated from July 4th to 6th, promises to be a game-changer for global exporters, paving the way for enhanced market access into South Korea. This key event isn't just about showcasing our nation's finest exports; it's about forging strategic partnerships, driving innovation, and opening doors to the thriving Korean market.

Are you ready to explore the limitless potential of the Korean market? Join NCE at KIF 2024 and be part of a transformative experience that transcends borders and drives economic prosperity for Sri Lanka.

For registration and inquiries, send us an e-mail to [nce@nce.lk](mailto:nce@nce.lk)



# PCQI Training – July 2024



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

We will present a valuable opportunity for food and beverage exporters aiming at the competitive U.S. market. The NCE proudly announces the upcoming Preventive Controls Qualified Individual (PCQI) Training in July 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.

## Representatives from the National Chamber of Exporters of Sri Lanka (NCE) met with Jean-Alexandre EGEA



Representatives from the National Chamber of Exporters of Sri Lanka (NCE) recently met with Jean-Alexandre EGEA, the Economic Counsellor at the Embassy of France in Sri Lanka and the Maldives on 02<sup>nd</sup> April 2024, to express appreciation to France, a crucial trade partner whose considerable purchases have greatly supported Sri Lanka's economy. This acknowledgement highlights the cooperative efforts and mutually beneficial economic ties between the two countries.

## Meeting with Mr. Suranjith Swaris, a Marketing and Branding Expert.



NCE Officials had a Meeting with Mr. Suranjith Suwaris, a Marketing and Branding Expert, Past President of SLIM, and Member of the NCE Export Awards Panel of Judges to discuss on collaboration to organize workshops specifically targeting SME exporters, focusing on subjects related to Market Access and Branding.

## NCE entered into a Strategic Partnership with MISL Holdings (Pvt) Ltd



NCE entered into a Strategic Partnership with MISL Holdings (Pvt) Ltd, One of the leading Production Automation Solution Providers in the country. This collaboration is poised to revolutionize how exporters harness technology to optimize their day-to-day operations. Together, we're committed to driving productivity and innovation in the industry.

# NCE congratulates Nidro Supply Private Limited



NCE congratulates Nidro Supply Private Limited, a pioneering force in the export sector specializing in fresh fruits and vegetables, on its 50th Anniversary. Known for its commitment to excellence and utilization of cutting-edge methodologies, Nidro Supply has received numerous awards at the NCE Export Awards, including the prestigious NCE Challenge Trophy for Best Ethical Trading Exporters in 2022.

Mrs. Dawn Austin, the Co-founder and Managing Director, also represents the Chamber at the Council.

## Meeting with Asian Development Bank Colombo



NCE officials held a constructive meeting with representatives from the Department of Samurdhi Development and the Asian Development Bank Colombo.

The discussions centred around devising strategies to facilitate engagement in programs aimed at linking regional job seekers with export enterprises, as well as establishing connections between producers and exporters.

# Meeting with Cotecna Lanka (Pvt.) Ltd.

Following their membership, Cotecna Lanka Pvt. Ltd. paid a courtesy visit to NCE to explore how their value-added services may help NCE's member exporters. The discussion focused on prospective collaborations to improve export capacities through personalized solutions and specialized assistance, helping exporters overcome the challenges of acquiring certificates.



## Avurudu Breakfast



On April 18th, the National Chamber of Exporters (NCE) embraced tradition by hosting its annual 'Avurudu Breakfast'. The event welcomed Secretariat staff and members of the Management Committee in a warm celebration, extending heartfelt wishes for a prosperous New Year to all Sri Lankan exporters.



## **NCE officials met with Mr. Kapila Fonseka, who has been designated as the Sri Lankan Ambassador to Sweden.**



NCE officials met with Mr. Kapila Fonseka, who has been designated as the Sri Lankan Ambassador to Sweden. He will also be accredited to Denmark, Finland, Lithuania, Estonia, Norway, and Iceland.

The discussions focused on the support required by Sri Lankan exporters to access new markets. Mr. Fonseka has assured his fullest support, including organizing B2B forums with buyers and coordinating a business delegation from Sri Lanka during the latter part of this year.

## **NCE officials met with Ms. Wijyanthi Edirisinghe, the Designated Ambassador to Thailand.**



NCE officials met with Ms. Wijyanthi Edirisinghe, the Designated Ambassador to Thailand.

A fruitful meeting took place to discuss exports under the signed SLTFTA. The NCE is planning a seminar to highlight how Sri Lankan exporters could utilize the FTA to increase exports, as well as a possible business delegation to Thailand later this year.

The NCE wishes Ms. Edirisinghe all the best on her appointment and will work closely with the mission

# Meeting the Presidential Candidates – 2024



The Chamber Council initiated a series of dialogues with Presidential Candidates to gain insights into their Economic Policies. The first meeting was held with the Opposition Leader, Honorable Mr. Sajith Premadasa. This session proved valuable for Sri Lankan exporters, offering them insights into the party's economic priorities and potential regulatory changes. It facilitated direct engagement between exporters and the candidate, enabling them to pose questions and address concerns regarding their operations.

## The 04<sup>th</sup> NCE Management Committee meeting for the year 2024 and the 01<sup>st</sup> Council meeting with the newly elected Council Members



The NCE convened its inaugural Council Meeting following the Annual General Meeting on 25th April 2024, at Hotel Galadari. The Management Committee re-elected for its second year and newly elected Council Members, deliberated on various critical issues confronting exporters. During the meeting, participants engaged in comprehensive discussions regarding challenges and opportunities within the export sector.



## 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

No. 131/6, Elvitigala Mawatha, Colombo - 08, Sri Lanka.

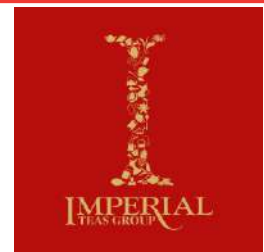
Hot Line: +94 114651765 Fax: +94 112372818 Email: [nce@nce.lk](mailto:nce@nce.lk) Web: [www.nce.lk](http://www.nce.lk)

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**







# OUR STRATEGIC PARTNERS





# OUR CO-PARTNERS



# NEW MEMBERS

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

## Ordinary/Associate Members

Company	Product/Service Sector
Star Garments (Pvt) Ltd	Manufacturing & Exporting of Garments
Polycrome Cable Management System (Pvt) Limited	Manufacturing & Marketing of Cable Management Systems

## Aspiring Exports

Company	Product/Service Sector
Vanadium Lanka (Pvt) Limited	Material Handling Tyre Manufacturer and Supplier
R Qube	Apparel/ Agriculture/ Machine spare-parts (Manufacturing Export & Re-export)
Barari Ceylon Teas (Pvt) Ltd.	Tea Products
Forest Hill (Pvt) Ltd	Tea Products
Ceylon Blue Lotus Farm (Pvt) Ltd	Water lilies Based Value added products (Eg: Tea, Oil)
Virtue Value Exports (Ceylon) (Pvt) Ltd.	Kitul Products



# SRI LANKAN BRANDS IN THE GLOBAL MARKET



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



# Main Services by the Chamber

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

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

## **EXPORTER DIGEST**

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

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

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

## **RECOGNITION OF EXPORT PERFORMANCE**

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

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

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

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

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

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

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

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

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

# Main Services by the Chamber

Continued..

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

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

## **SECTORAL MEETINGS**

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

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

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

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

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

## **AUDITORIUM FACILITIES**

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

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

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

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

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

# THE NCE SECRETARIAT

# WE ARE HERE TO SERVE YOU!



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



**MS.DILINI  
GAMLATHGE**  
ASSISTANT DIRECTOR  
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.

Hotline: +94 11 465 1765, Email: [nce@nce.lk](mailto:nce@nce.lk)

# Infotainment

## Sri Lanka's Ceylon tea exports increase in March

### Sri Lanka Tea Exports - March 2024

Description	March -- 2024			March -- 2023		
	Quantity (Kg)	Value (Rs)	FOB Price per Kg	Quantity (Kg)	Value (Rs)	FOB Price per Kg
Tea in Bulk	9,400,084	14,308,061,120	1,522.12	7,464,998	12,266,918,662	1,643.26
Tea in Packets	8,750,254	14,796,571,068	1,690.99	7,642,165	14,637,157,116	1,915.32
Tea in Bags	2,450,396	6,699,434,351	2,734.02	2,197,666	6,746,432,127	3,069.82
Instant Tea	242,152	727,208,133	3,003.10	318,112	1,123,481,635	3,531.72
Green Tea	408,826	1,633,937,630	3,996.66	352,814	1,516,725,615	4,298.94
<b>Grand Total</b>	<b>21,251,712</b>	<b>38,165,212,302</b>	<b>1,795.87</b>	<b>17,975,754</b>	<b>36,290,715,155</b>	<b>2,018.87</b>
Approx. \$ Value		\$ 124,859,608.73	\$ 5.88		\$ 110,148,484.01	\$ 6.13

Sri Lanka's total quantity of tea exported for March increased **18.22** percent compared to the same period last year, industry data showed.

Total quantity of tea exported including re-exports with imported tea amounted to **21.25** million kilos.

The FOB price per kilo for the month was **1,795.87** rupees. Total export earnings recorded an increase of **1.87** billion rupees, a **5.17** percent increase in 2024 as against the same month last year.

Country wise analysis of exports reveals that Iraq has emerged as the largest export destination from Sri Lanka, buying **8.4** million kilos, followed by the UAE and Russia.

Source: **economyNEXT**