

EXPORTERS DIGEST

July

2024

Issue-38



"SAVE THE OCEANS"

* Exporters Digest | 38th Edition *



***Navigating Sustainable Exports,
Protecting Our Marine Resources..***

Pg:26

Upcoming Technical Seminars by NCE to enhance your knowledge and skills in International Trade

The National Chamber of Exporters (NCE) continues its series of technical seminars aimed at enhancing knowledge and skills in international trade. Following the success of the first two seminars held during the month of June on , "How to Become a Competitive Exporter in the International Marketplace" and "Importance of Quality Standards towards the International Market," , we are pleased to announce the next two sessions in the series.

Industrial Aspects of Environmental and Energy Management

- Date: 11th July 2024
- Time: 10:00 AM - 1:00 PM
- Resource Personnel: National Cleaner Production Centre, Sri Lanka

Value Chain Development for the International Market

- Date: 24th July 2024
- Time: 10:00 AM - 12:30 PM
- Resource Personnel: Institute of Supply and Materials Management (ISMM)

Both seminars will be held at the NCE Conference Hall.

Registration:

To register, please call 011 4344661 or email nce@nce.lk

We look forward to your participation!

Technical Seminars to enhance your knowledge and skills in International Trade

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.



PCQI Training - (PCQI)

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 during 25th, 30th and 31st of 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!

NCE and BOC Discuss Strategies for Enhanced Export Promotion



On June 5, 2024, officials from the National Chamber of Exporters of Sri Lanka (NCE) convened with representatives from the Bank of Ceylon (BOC) to discuss innovative strategies for enhancing export promotion and further strengthening their partnership. The BOC, a steadfast partner of the NCE for many years, has consistently supported various programs aimed at enhancing export activities.

During the meeting, both parties explored new avenues for collaboration, reaffirming their commitment to nurturing growth and development in the export sector. This long-standing partnership between NCE and BOC continues to play a vital role in driving the country's export agenda forward, ensuring sustained economic growth and development.

With a shared vision and renewed dedication, NCE and BOC are poised to implement effective measures that will benefit exporters and contribute significantly to the national economy.

E- catalogue of CET Certified members



Link

NCE published an E- catalogue with the profiles of CET Certified members and recognize their commitment to ethical business practices and sustainability on 06th of June 2024.

You can access the brochure using the link given or scan the QR

NCE Officials met CEO of MA'S Tropical Food Processing



On June 7, 2024, Maliek De Alwis, CEO of MA'S Tropical Food Processing (Pvt) Ltd, met with officials from the NCE. As an active member of the NCE since 1996, MA'S Tropical Food Processing has been part of the Chamber for 28 years, demonstrating a strong commitment to the export community.

MA'S Tropical Food Processing is renowned for manufacturing high-quality products and has made significant investments in establishing robust supply chains supported by international food safety certifications. The company's dedication to organic and fair trade practices is notable, with over 75% of their exports comprising organic products.

This ongoing commitment to excellence and sustainable practices underscores MA'S Tropical Food Processing's leadership in the industry and its substantial contribution to the country's export growth.

Meeting with Acting Director General of the Department of Agriculture



On June 10, 2024, officials from NCE, accompanied by Mr. Saman Kumara and Mr. S. Gnanaskandan, Industry Experts reprising this Sector, held a meeting with Mrs. Kamani Ranathunga, the Acting Director General of the Department of Agriculture, Ministry of Agriculture. The meeting took place at "Govijana Mandiraya" in Baththaramulla and focused on addressing the challenges faced by exporters of fresh fruits and vegetables.

A significant outcome of the discussion was the proposal to establish an action committee. This committee will aim to develop a strong system to enhance the availability of high-quality planting materials for fruits and vegetables, with a special emphasis on improving pineapple varieties for the export market. This initiative is expected to greatly benefit the agricultural export sector by ensuring a consistent supply of superior planting materials.

Expack Corrugated Cartons Renews its partnership with NCE for 2024



Expack Corrugated Cartons PLC, a leading manufacturer and marketer of printed corrugated cartons in Sri Lanka, renewed its strategic partnership with the NCE on 12th June 2024. This renewal ensures Expack's continued role as the Main Sponsor for the 32nd NCE Export Awards in 2024, marking the second consecutive year of their sponsorship.

Building on their longstanding relationship with the Chamber, this partnership underscores Expack's dedication to supporting the exporter community in Sri Lanka. It also highlights their commitment to fostering excellence within the industry, showcasing their ongoing support for initiatives that recognize and celebrate export achievements.

Workshop: Becoming a Competitive Exporter in the International Market



The NCE hosted an insightful workshop titled "Becoming a Competitive Exporter in the International Market" on June 12, 2024, at the Chamber Conference Hall. The session was led by Mr. Suranjith Swaris, a renowned Business and Marketing Consultant and former President of the Sri Lanka Institute of Marketing (SLIM).

The highly interactive workshop saw the participation of 25 eager attendees. The primary focus was on delving into essential aspects of marketing and branding for the international market, with an emphasis on aligning strategies with contemporary trends.



Suranjith Swaris, a former President of the Sri Lanka Institute of Marketing (SLIM), is a Certified Professional Marketer (Asia) with over 30 years of experience in B2C and B2B sectors. He holds an MBA from Buckinghamshire New University (UK), a Post Graduate Diploma in Project Management from Cardiff Metropolitan University (UK), and various other qualifications in marketing, brand, and business management. Known for his transformative leadership and innovative business strategies, he serves as the Country Director for Inextricable Group (UK) and holds several director roles, including at Prologics IT Solutions, LUMINEX PLC, and Serendib Training in Qatar. His extensive contributions to Sri Lanka's Export Development Board (EDB) and his participation in prestigious award juries underscore his commitment to economic growth through entrepreneurship, branding, and exports. Suranjith is also a Business & Marketing Consultant and a University Visiting Lecturer. He can be contacted for training sessions at suranjith.swaris@gmail.com

Workshop: Importance of Quality Standards towards the International Market -Technical Seminar 02



The NCE hosted another engaging workshop on June 26, 2024, at the NCE Chamber Conference Hall, with representatives from 20 companies in attendance. The workshop focused on critical aspects of quality standards necessary for the international market, with a particular emphasis on ISO standards and pre-export schemes.

The session was expertly conducted by Mrs. Kanchana Lokugeeganage, Deputy Director of the Sri Lanka Standards Institution (SLSI), and Mrs. Ayesha Salwathura, also a Deputy Director at SLSI. Their insights and expertise provided valuable guidance to the participants, highlighting the importance of adhering to stringent quality standards to ensure competitiveness in global markets.

The Sri Lanka Standards Institution (SLSI), operating under the Ministry of Technology, is the National Standards Body of Sri Lanka and a member of the International Organization for Standardization (ISO). As the designated Enquiry Point of WTO TBT, SLSI disseminates information on standards and technical regulations nationwide. It promotes standardization, measurement, and quality assurance across all economic sectors to enhance productivity, resource utilization, trade facilitation, socio-economic development, and international competitiveness, while safeguarding consumer interests and improving employee quality of work life.

The 06th NCE Management Committee meeting for the year 2024 and the 03rd Council meeting with the newly elected Council Members at the NCE Conference Hall



The NCE convened its sixth Management Committee meeting of 2024, along with the third Council meeting of the year with newly elected Council Members, on June 20th, 2024 at the NCE Conference Hall. During these meetings, Council Members engaged in comprehensive discussions on a range of critical issues impacting the export sector. The agenda focused on identifying both challenges and opportunities, aiming to bolster the sector's growth and sustainability in the current economic climate.



During the Council Meeting, the following companies that obtained Membership of the Chamber in May received their membership certificates:

- **Javana Graphics Pvt. Ltd**
- **Raigam Marketing Services (Pvt) Ltd**

SALOTA International Renews Strategic Partnership with NCE



SALOTA International Pvt Ltd., a distinguished leader in Sri Lanka's international freight forwarding sector with over a decade of expertise, has reaffirmed its strategic partnership with the NCE on June 14, 2024, in preparation for the 32nd NCE Export Awards.

This renewal highlights SALOTA's steadfast commitment to bolstering the nation's export industry. Since its inception, SALOTA has been at the forefront of pioneering innovative logistics solutions, guided by a corporate philosophy that places utmost importance on the welfare of its employees. This ethos has fostered a robust corporate culture and fueled continuous advancement. The reaffirmed partnership with the NCE underscores SALOTA's unwavering dedication to excellence and its pivotal role in augmenting Sri Lanka's global trade capabilities.

Meeting with Imperial Tea Exports Pvt Ltd Proud NCE Member for 26 Years!



On June 19th, 2024, NCE officials had the pleasure of meeting with the team from Imperial Teas (Private) Limited, a prominent tea exporter from Sri Lanka. Established in 1993, Imperial Teas is renowned for its exceptional private branded teas.

With a state-of-the-art factory and a dedicated team across multiple divisions, including an expert tea division and a dynamic marketing team, Imperial Teas ensures top-tier production and packaging. Accredited with numerous international quality standards and honoured with multiple awards for business excellence, Imperial Teas continues to shine in the tea industry.

As a proud NCE member for 26 years, Imperial Teas exemplifies commitment to quality and innovation in the tea export sector.

Ethical Trading Certification



A UNIQUE CERTIFICATE
Exclusively for NCE Members

BE AN ETHICALLY CERTIFIED EXPORTER

National Chamber of Exporters of Sri Lanka (NCE) 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.

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

Certificate is
Issued in
Collaboration
with



APPLY NOW!

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

More Info



NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

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Hot Line: +94 114651765 Fax: +94 112372818 Email: nce@nce.lk Web: www.nce.lk



Endorsed by



National Chamber of Exporters

In Collaboration with



NATIONAL INSTITUTE OF EXPORTS

Advanced Certificate in

International Trade Management

Advanced Certificate in International Trade Management is a professional qualification designed to increase industry knowledge and specialized skills required to manage global standards of International Trade Management (ITM). Those who successfully complete the programme will be able to confidently handle day to day operations connected with procedures, documentation, financing, entering new global markets amongst other relevant subjects in ITM.

Modules

01. Theories of International Trade and Trade Related Organizations.
02. Accounting for Decision Making.
03. International Trade Process and Customs Procedures Relating to Trans-Border Transactions.
04. 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

Duration

3 Months

Commencement

July Intake

Medium

English

Investment

Rs. 40,000/=

For whom

- Employees in Exports, Imports, Shipping & Logistics
- Entrepreneurs
- Business Owners Import & Export
- Manufacturers, Customs & Inland
- Revenue Officials
- Fresh Graduates

FOR INFORMATION & REGISTRATION

070 695 6254 - Lakshan | 0710 667 667 - Hotline

0112 667 678 | www.csbm.edu.lk | Address: 65/5, Ward Place, Colombo 7, Sri Lanka.



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 June 2024.

Ordinary/Associate Members

Name	Sector
Prudence Engineering Services (Pvt) Ltd	Service Providers to Exporters Sector-water purification
Swisstek Aluminum Limited	Aluminum Products
Miracle Pets International (Pvt) Ltd	Export of Ornamental Fish / Trading in Aquatic Plants

Aspiring Exports

Company	Product/Service Sector
R & A Exporters	Tea and Species



BRAND PROFILES

SRI LANKAN BRANDS IN THE GLOBAL MARKET



SOME OF THE LEADING SRI LANKAN BRANDS IN THE GLOBAL MARKET







SGS

When you need to be sure



TANTRI



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)

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

Infotainment

"SAVE THE OCEANS"

The maritime ecosystem plays a crucial role in global trade, and it's imperative for exporters to adopt sustainable practices to protect these vital resources. The National Chamber of Exporters of Sri Lanka is spearheading efforts to integrate ocean conservation into the core of export strategies.

Sustainable exports involve reducing marine pollution, supporting eco-friendly packaging, and ensuring that seafood and other marine products are sourced responsibly. By adhering to international environmental standards and innovating in sustainable methods, exporters can significantly reduce their ecological footprint.

Implementing these practices not only helps protect our oceans but also enhances the reputation of Sri Lankan exports on the global stage. Exporters are encouraged to lead by example, demonstrating that economic growth and environmental stewardship can coexist.

Through committed action and collaborative efforts, we can navigate towards a future where our marine resources are preserved, ensuring their availability for future generations while maintaining robust export growth. The journey towards sustainable exports is not just a necessity but a responsibility we owe to our planet and its oceans.

