

EXPORTERS DIGEST

June

2024

Issue-37



* Exporters Digest | 37th Edition *

**Sri Lanka's central bank
predicts 8% export, 18% import
growth**

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Technical Seminars to enhance your knowledge and skills in International Trade

The National Chamber of Exporters of Sri Lanka (NCE) is pleased to announce a series of workshops aimed at empowering member exporters to successfully navigate and enter international markets.

Join us for this invaluable opportunity to enhance your export capabilities, expand your global reach, and contribute to the success of Sri Lanka's export sector.



Become a competitive Exporter in the International Market

Date: 12th June 2024 Time: 10.00 am to 12.30 pm

01

Resource Personnel: Mr. Surajith Suwaris Business & Marketing Consultant / Past President of SLIM



Importance of Quality Standards towards the International Market

Date: 26th June 2024 Time: 10.00 am to 1.00 pm

02

Resource Personnel: Sri Lanka Standard Institution (SLSI)



Venue: NCE Conference Hall, No. 131/6,
Elvitigala Mawatha, Colombo -08

***All participants will receive a digital certificate**



011-4344661



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

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.

“Meeting with Suppliers/Producers” program in Kandy District



NCE joined a “Meeting with Suppliers/Producers” program in Kandy District organized by the Department of Industrial Development and Enterprise on 30th April 2024. Six member companies joined this delegation under multi sectors. Hon. Governor of the Central Province grace this event as the Chief Guest.

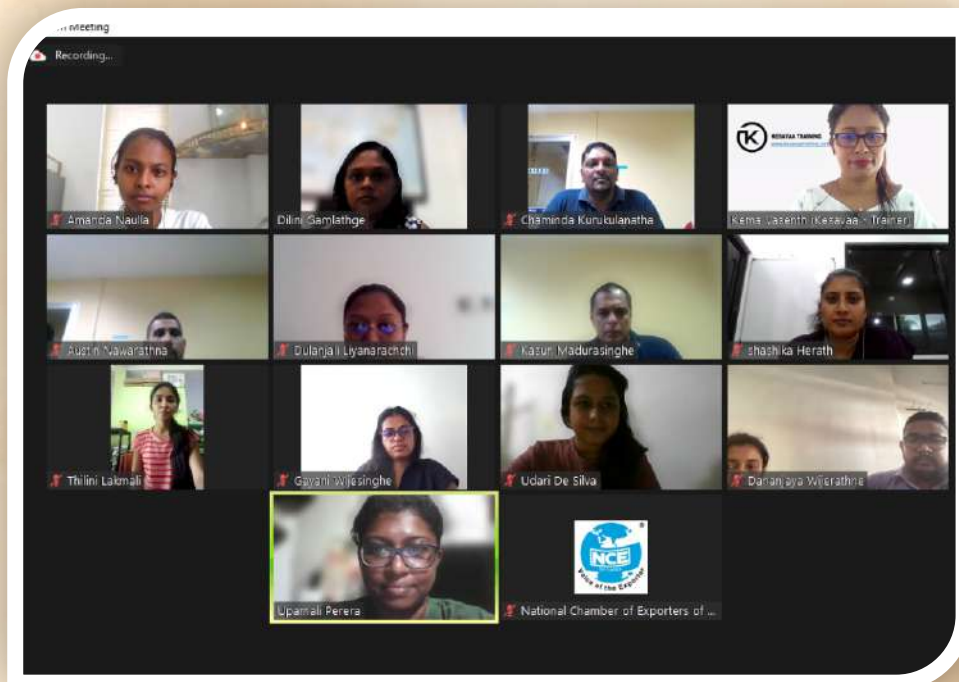
Meeting with the Ambassador of the Embassy of the Republic of Germany in Sri Lanka



The President and Secretary General of the National Chamber of Exporters of Sri Lanka (NCE) met with Dr. Felix Neumann, Ambassador of the Embassy of the Republic of Germany in Sri Lanka on 30th April 2024, to express appreciation to Germany, a crucial trade partner and the fourth largest importer of Sri Lankan products, greatly supporting Sri Lanka's economy.

The NCE, on behalf of Sri Lankan exporters, acknowledged the cooperative efforts and mutually beneficial economic ties between the two countries.

PCQI Training Sessions held on 30th April, 06th and 07th May 2024



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 on 30th April, 06th and 07th May 2024, 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 12 participants present at this time

Meeting with the Ambassador of Norway to Sri Lanka

Upon an invitation extended by Mano Sekaram, Honorary Consul General of Norway in Sri Lanka, officials from NCE met with Her Excellency Ms. May-Elin Stener, Ambassador of Norway to Sri Lanka and India, at the Norway-Sri Lanka Business Community Meeting on 03rd May 2024.

During the meeting, NCE provided an update on their previous project, which involved assisting 6000 farmers in agriculture. These farmers were subsequently sourced from by NCE members for their exports.

The NCE also made a request for the continuation of this project, emphasizing its significant benefits to the farmers in the Northern Community as well as to the NCE member exporters.



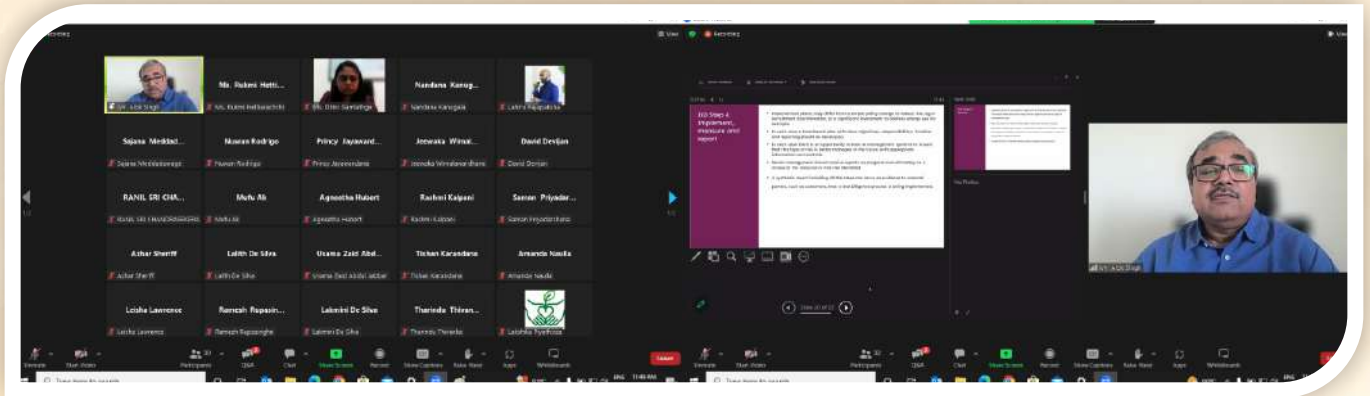
Joint Chamber Press Conference



To shed light on the pressing issues faced by Sri Lankan exporters, the National Chamber of Exporters of Sri Lanka (NCE) in collaboration with 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 and Services Companies (SLASSCOM) organized an important press conference on April 7th, 2024, at Hotel Galadari.

This initiation was taken as a joint move to address critical issues hindering the country's export potential. In a comprehensive call to action, exporters have highlighted key concerns ranging from transparency and accountability in government agencies to challenges in accessing global markets and overcoming regulatory hurdles. Through a series of recommendations, they seek to foster a conducive environment for sustainable economic growth and international trade.

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



Ethical Trading Initiative (ETI), a prominent UK-based association that collaborates with key stakeholders to promote Human Rights within Global Supply Chains joined with NCE in organizing a webinar on 08th May 2024, exclusively for our members who have been certified with the "Certificate of Ethical Trading" (CET) on the significance of conducting Gap Assessments and Risk Analyses to uphold ethical business practices. Mr. Alok Singh, the Regional Director for South Asia at ETI, shared his expertise during the webinar to enrich the understanding of ethical business practices.

Congratulations to Sysco on celebrating 10 years of operations in Sri Lanka.



Over the past decade, Sysco through their local innovation entity Sysco LABS has not only transformed the tech landscape but also empowered countless individuals with opportunities to innovate and impact the global food service industry.

Their commitment to driving technological advancement while fostering talent within Sri Lanka is truly commendable.

Furthermore, being honoured with the prestigious NCE Export award underscores Sysco LABS' exceptional contributions to the nation's economic growth and global presence. Their dedication to quality, innovation, and sustainability sets a benchmark for the industry.

NCE Internal Staff Training Session



On May 13th, 2024, the NCE conducted an internal training session for its staff members at the NCE Conference Hall. The training, led by Ms. Dilini Gamlathge, Assistant Director of Member Services/Operations, focused on enhancing technical and digital skills, which are essential for adapting to modern work environment trends.

During the session, staff members learned how to apply digital platforms to improve the effectiveness and efficiency of their day-to-day tasks. Mastering digital skills is crucial in today's workplace as it enables employees to streamline processes, improve communication, and stay competitive in a rapidly evolving technological background.

Recognition of SLAB Accreditation for the SLSI Pre-export and Import Inspection Scheme



Congratulations to Dr. Siddhika Senaratne, Director General- Sri Lanka Standards Institution and Team for the Recognition of SLAB Accreditation for the SLSI Pre-export and Import Inspection Scheme that will assure the compliance of exported product especially cinnamon to relevant Sri Lanka Standards or any other relevant standard specified by the importers before exporting the product to the buyer.

With this certification, the exporters can access the foreign markets as well as foreign buyers can buy the product without the risk of rejection.

NCE Officials Meet with the Designated Sri Lankan Ambassador to Saudi Arabia



Officials of NCE recently met with Mr. O.L. Ameer Ajwad, the Designated Ambassador to the Kingdom of Saudi Arabia (KSA), to discuss strategies for enhancing trade between Sri Lanka and Saudi Arabia. The meeting focused on NCE's plans to lead an Exporters Delegation to KSA and explore other initiatives to boost Sri Lankan exports to the region.

Mr. Ajwad expressed his enthusiastic support for the NCE's endeavors, emphasizing the importance of strengthening bilateral trade relations. He assured the officials of his commitment to facilitating their efforts by organizing Business-to-Business (B2B) forums with potential buyers in Saudi Arabia. Additionally, he committed to coordinating a business delegation from Sri Lanka to visit KSA later this year, aiming to foster direct engagement and collaboration between businesses from both countries. The NCE's planned visit and Mr. Ajwad's supportive initiatives mark significant steps towards expanding Sri Lanka's export footprint in Saudi Arabia, potentially opening new avenues for economic cooperation and growth.

NCE Officials Meet with the Designated Sri Lankan Ambassador to Romania



NCE Officials recently met with Ms. Madurika Joseph Weninger, the designated Sri Lankan Ambassador to Romania, to discuss enhancing trade relations between the two countries. Despite a decrease of 2.53% in Sri Lanka's exports to Romania in 2023, resulting in a total export value of USD 10.38 million, the NCE is keen on boosting these figures in the coming years.

The meeting highlighted the possibility of organizing a trade delegation from Sri Lanka to Romania. This delegation would aim to engage with local chambers of commerce and key business contacts in Romania, promoting Sri Lankan products and exploring new avenues for export growth.

Enhancing Sri Lankan Exporters' Access to the EU Market: NCE and UNIDO Collaboration



NCE officials recently held a productive meeting with Dr. Jairo A. Villamil-Diaz, International Senior Specialist at UNIDO, along with other officials, to discuss support strategies for the Sri Lankan exporter community. The discussion centered on equipping exporters with crucial knowledge about new requirements, regulations, and certifications necessary for entering the EU market. Additionally, the meeting addressed ways to assist small and medium exporters in obtaining ethical trading certification and to support micro-level enterprises in their efforts to enter the export market.

NCE Collaboration with SLSI to Enhance Export Quality and Compliance



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NCE Wesak Dansala



In consideration of the Wesak Festival an “Ice Cream Dansala” was organized by the NCE. This initiative aimed to stand-in community spirit and joy during the festival, offering free ice cream to attendees. The event not only highlighted the festive atmosphere of Wesak but also demonstrated the NCE's commitment to community engagement and cultural celebration.

Seminar on Leveraging SLTFTA for Enhanced Trade Opportunities



NCE successfully conducted a seminar aimed at increasing awareness among its member exporters about the recently signed Sri Lanka-Thailand Free Trade Agreement (SLTFTA). The event, held at the Main Ballroom of Hotel Galadari on 28th May 2024, drew significant participation from key stakeholders and exporters eager to explore new market opportunities in Thailand.

The seminar featured prominent resource personnel who provided comprehensive insights into the SLTFTA and its potential benefits for Sri Lankan exporters. The speakers included:

- Ms. Wijayanthi Edirisinghe, Ambassador-designate to the Kingdom of Thailand, Sri Lanka
- Mr. K.J. Weerasingha, Chief Negotiator, Office for International Trade
- Mr. Chamida Pathiraja, Additional Secretary (Thrust Area Development), Ministry of Industries
- Mr. K.A. Vimalenthirarajaha, Director-General, Department of Trade and Investment Policies, Ministry of Finance, Economic Stabilization & National Policies
- Mr. Sanjeewa Pattiwila, Director of Commerce/Head of Rules of Origin Division - Department of Commerce

The seminar covered critical areas such as:

- Overview of SLTFTA: An in-depth explanation of the agreement's key provisions and advantages.
- New Market Opportunities: Detailed analysis of potential sectors and products that could benefit from the SLTFTA.
- Challenges for Entering the Thai Market: Identification of potential barriers and strategies to overcome them.
- Strategies for Market Expansion: Practical advice on how exporters can effectively penetrate the Thai market.
- Support from the Ministry of Industries: Information on the assistance available for trade and investment in the Thai market.

Meeting the Presidential Candidates – 2024



On 29th May 2024, the Chamber Council hosted the second session in its series of dialogues with presidential candidates, focusing on economic policies. This meeting featured Hon. Anura Kumara Dissanayake, Leader of the National People's and People's Liberation Front in Sri Lanka. The session was particularly beneficial for Sri Lankan exporters, as it provided valuable insights into the party's economic priorities and potential regulatory changes.

The 05th NCE Management Committee meeting for the year 2024 and the 02nd Council meeting with the newly elected Council Members



The National Chamber of Exporters (NCE) convened its fifth Management Committee meeting of 2024 and the second Council meeting of the year after the AGM, on May 29, 2024, at Hotel Galadari. Council Members discussed a range of critical issues facing exporters, engaging in in-depth conversations about the challenges and opportunities within the 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

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

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



Endorsed by



National Chamber of Exporters

In Collaboration with



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

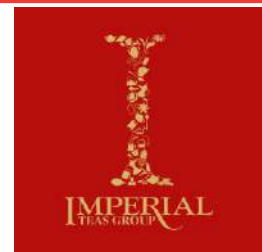
070 695 6254 - Lakshan | 0710 667 667 - Hotline

☎ 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





Royal Fernwood Porcelain Ltd





OUR STRATEGIC PARTNERS



OUR CO-PARTNERS



NEW MEMBERS

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

Ordinary/Associate Members

Name	Sector
Blue Lotus 360 (Pvt) Ltd	ICT Sector
Javana Graphics (Pvt) Ltd (Associate Member)	Office stationery and educational toys

Aspiring Exports

Name	Sector
Raigam Marketing Services (Pvt) Ltd	Manufacturing Soya oil and Rice Bran Oil
Sam Products (Pvt) Ltd	Making Healthy Food Products



BRAND PROFILES

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)

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.

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Infotainment

Sri Lanka's central bank predicts 8% export, 18% import growth

The Central Bank of Sri Lanka (CBSL) predicts an 8.4 per cent increase in exports to \$12.9 billion in 2024, following a decline in the previous year.

This projection was outlined in the CBSL's 2023 Annual Economic Review, released recently. Exports dropped by 9 per cent to \$11.9 billion in 2023 from \$13.1 billion in 2022, while imports are anticipated to rebound to \$20 billion from \$16.8 billion in 2023, a decrease from \$18.3 billion in 2022.

In the initial two months of 2024, exports totalled \$2 billion, up by 3.6 per cent compared to the same period in 2023, while imports surged by 18 per cent to \$2.89 billion.

The CBSL commentary suggests sustained external demand for domestic services, particularly in tourism, and a potential resurgence in export demand given ongoing initiatives to strengthen exports amidst improved growth prospects for Sri Lanka's key trading partners. Despite a projected moderate growth in export earnings, the merchandise trade deficit is expected to widen in 2024 due to increased import demand, driven by eased import restrictions and enhanced economic activity.

The services account surplus is predicted to expand, propelled by higher tourism earnings and increased competitiveness in service exports.

The CBSL anticipates a strengthening services account surplus, supported by increased activity in transport services and robust growth in the Information Technology and Business Process Outsourcing (IT/BPO) services subsector.

The medium-term current account deficit is forecast to remain sustainable, aided by restored debt sustainability and favourable policies for the tradable sector.

Reflecting on 2023, the CBSL notes a significant decline in the merchandise trade deficit, primarily due to reduced import expenditure relative to export earnings. Industrial exports, particularly garment exports, experienced a notable contraction, while certain sectors, such as tea, spices, and unmanufactured tobacco, saw marginal declines in agricultural exports. Imports saw a substantial contraction, driven by restrictions on non-essential imports and subdued economic activity even as declines were observed in intermediate and investment goods imports, while consumer goods imports increased, notably medical and pharmaceutical products.

Source: **FF** FIBRE2FASHION