

EXPORTERS DIGEST

November

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Issue-42



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Digitalisation Can Save Sri Lanka's Economy.

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PCQI Training – November 2024



- Dates: Mid November 2024
- Venue: Virtual (Via Zoom Platform)

Looking to break into the U.S. market? Our PCQI (Preventive Controls Qualified Individual) Training equips food and beverage exporters with the essential skills and knowledge needed to meet stringent U.S. food safety regulations and thrive in a competitive environment.

Training Highlights:

- **Comprehensive knowledge of U.S. food safety standards**
- **Strategies for maintaining compliance and achieving export success**
- **Insights into navigating the U.S. export landscape**
- **Empower your team to meet international standards and build a foundation for success**

Since 2019, the NCE PCQI Training has been recognized for effectively preparing exporters to overcome the challenges of entering the U.S. market.

Don't miss this opportunity to elevate your export game!
Secure Your Spot Today: Send an email to nce@nce.lk

Seminar: “The Importance of an Eco-Friendly Business Environment for the International Market”

- Date: November 26th, 2024 (Tuesday)
- Time: 2:00 PM – 4:30 PM
- Venue: Hotel Galadari, Main Ballroom



- Join us for an insightful seminar designed to help businesses adopt sustainable practices and gain a competitive edge in international markets.

Key Topics & Resource Personnel:

1. Sustainable Environmental Practices (Eco-Labeling & Carbon Footprint Calculation)

Speaker: Eng. Ruwan Wijemanne – Operations Manager, National Cleaner Production Centre (NCPC), Sri Lanka

2. Green Advertising, Procurement & Sustainable Practices

Speaker: Eng. Sena Vijepura – Former CEO, NCPC

This is an unmissable opportunity to align your business with global sustainability trends.
Register Now: Send an email to nce@nce.lk

NCE Exporter Awards



EXPORT AWARDS-24

“EMBRACE INNOVATION AND DIGITALIZATION”

We are thrilled to announce the return of the prestigious NCE Export Awards, marking its 32nd consecutive year as a highlight of Sri Lanka’s business calendar. Set for December 6th at the iconic Hotel Shangri-La in Colombo, this year’s ceremony celebrates a theme of **“Embrace Innovation & Digitalization,”** underscoring the vital role these elements play in shaping the future of our export industry.

The NCE Export Awards recognize and honor the exceptional contributions of Sri Lanka’s exporters, who have demonstrated unwavering commitment and innovation, significantly boosting the nation’s economic progress. Special invitees, diplomats, and esteemed award winners will join this grand occasion, reflecting the honor and prestige associated with these awards.

The 2024 ceremony not only celebrates these remarkable achievements but also highlights the enduring drive toward excellence, innovation, and commitment within Sri Lanka’s export sector, inspiring the continued evolution and digital transformation of our economy.

NCE Participation at the World Food Fair Poland, April 2025

Date: April 8th – 10th, 2025
Venue: Expo XXI, Warsaw, Poland



Exhibiting Sectors:

- Food & Beverage Production
- Raw Materials & Food Additives
- Dietary Supplements (Wholesale & Retail)
- Food Technology & Packaging
- Transport, Logistics, and Cold Chain Services

Don't miss this unique opportunity to tap into the Polish market! For more information: Email: nce@nce.lk | Hotline: +94 114 651 765

We are excited to offer our members an exciting opportunity to strengthen their presence in the Polish market by participating in the World Food Fair 2025. This international event is a powerful networking platform, connecting professionals across the food industry. Attendees will gain valuable insights through panel discussions and conferences hosted by industry leaders. Moreover, participants will engage with key representatives from major retail chains and explore innovative products and trends shaping the food industry.

NCE Participation at Korea Import Fair (KIF) July 2025

Date: July 7th – 9th, 2025
Venue: COEX Exhibition Center, Seoul,

Following the success of our participation at KIF 2024, where we proudly featured five Sri Lankan companies, we invite you to be part of the Korea Import Fair 2025. This high-profile B2B exhibition, organized by the Korea Importers Association (KOIMA), provides an ideal platform for companies to enter the South Korean market. Participants will benefit from exposure to key buyers, networking opportunities, and access to special packages secured for our members.

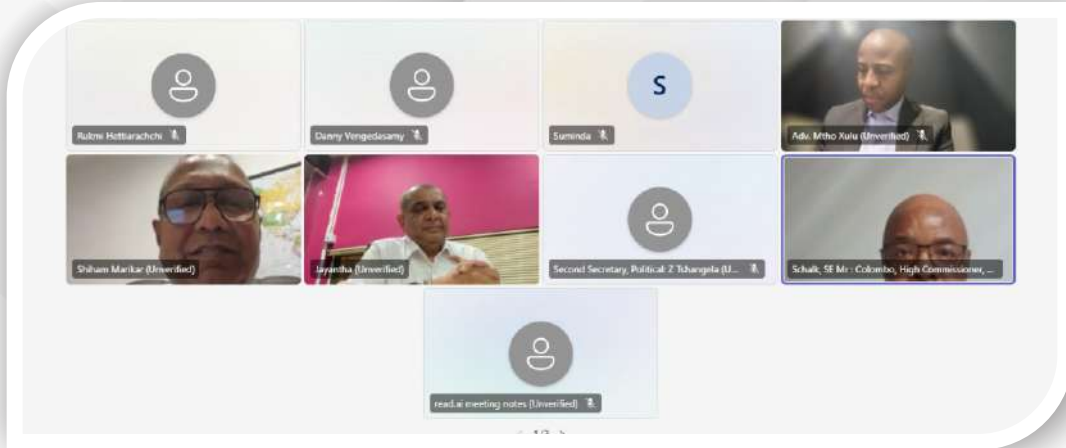
Exhibiting Sectors:

Food & Beverages
Handicrafts and Home Decoration
Cosmetics, Children's Items, and Textiles
Jewelry & Accessories
Electric & Electronic Appliances
Sports & Leisure Items
Daily Necessities, Trade & Travel

Secure your spot and expand your footprint in South Korea!
For more information
Email: nce@nce.lk
Hotline: +94 114 651 765



NCE Signs MOU with the South African Chamber of Commerce and Industry (SACCI)



On the 1st of October 2024, the National Chamber of Exporters of Sri Lanka (NCE) entered into a Memorandum of Understanding (MOU) with the South African Chamber of Commerce and Industry (SACCI). This partnership, witnessed by the South African High Commission in Sri Lanka and the Sri Lankan High Commission in South Africa, aims to enhance bilateral trade relations between the two nations. As part of the partnership, NCE intends to organize joint programs to benefit members of both chambers and foster closer trade ties.

Partnership with Sovereign Maxwell Holdings



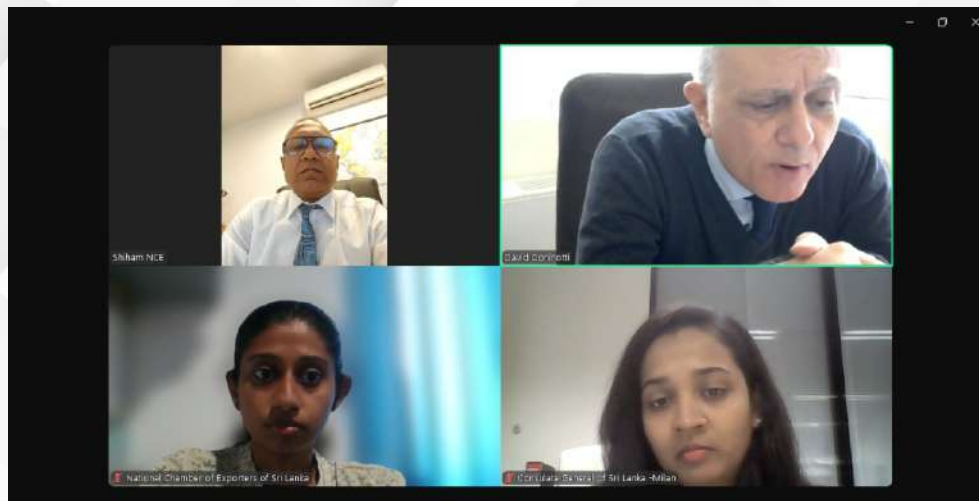
On the 2nd of October 2024, NCE announced its partnership with Sovereign Maxwell Holdings, a real estate and property investment firm headquartered in Melbourne, Australia, with a local presence in Colombo. The collaboration aims to provide investment opportunities for both local and international clients seeking to build diverse property portfolios in Australia. With Sovereign Maxwell's expertise and focus on seamless property investment experiences, NCE is confident this partnership will support members looking to expand into the Australian real estate market.

Meeting with Amana Bank to Support Sri Lankan Exporters

Officials from Amana Bank met with the NCE team on the 8th of October 2024 to explore ways to support Sri Lankan exporters. The discussions focused on offering tailored financial solutions, including trade financing, risk management tools, and platforms to connect exporters with suppliers. Both organizations aim to develop mutually beneficial initiatives to strengthen the export sector while promoting ethical and sustainable business practices.



MOU Signed with the Italian Association of Foreign Trade (AICE)



On the 7th of October 2024, NCE signed a Memorandum of Understanding (MOU) with the Italian Association of Foreign Trade (AICE) in Italy, supported by the Consulate General of Sri Lanka in Milan. This partnership aims to foster stronger trade relations between Sri Lanka and Italy. NCE and AICE will collaborate to organize joint initiatives and trade programs, benefiting the members of both chambers and enhancing bilateral trade opportunities.

NCE Meets with PS Kosher Food Works to Explore Kosher Certification Opportunities



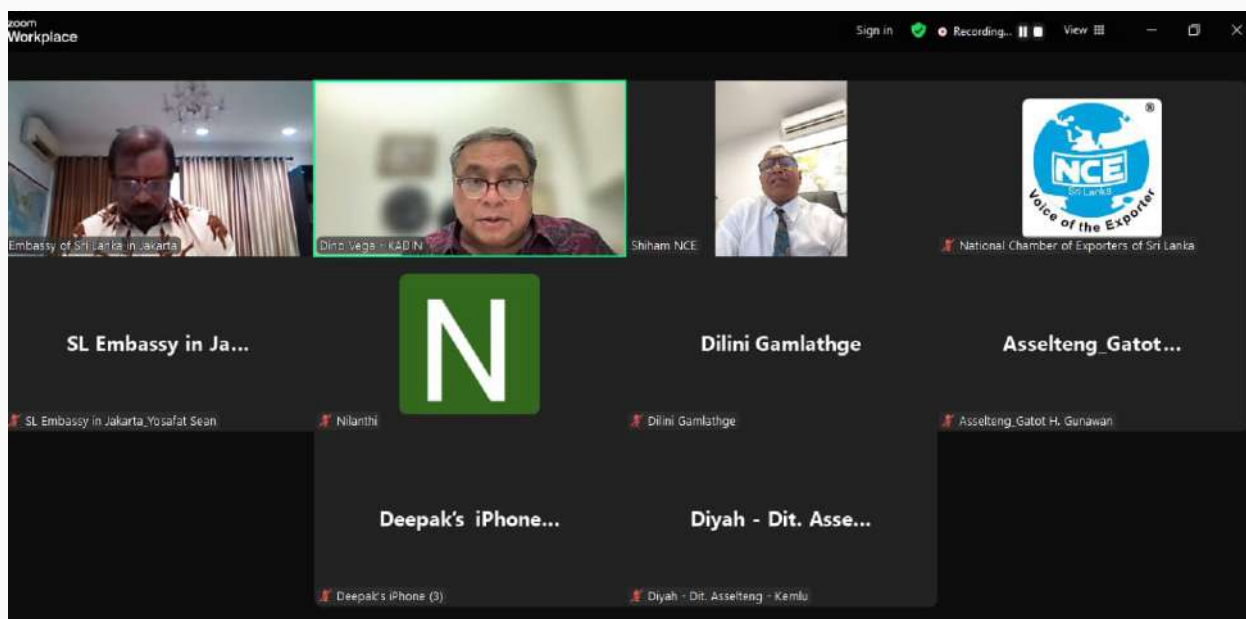
On the 10th of October, NCE had meeting with the Mr. Joel Weinberger, President, PS Kosher Food Works and Mrs. Audrey Peiris Country Manager-Sales & Service PS KOSHER FOOD WORKS/STAR-K KOSHER CERTIFICATION to explore importance of Kosher Certification and promote it among the NCE membership

Roundtable Discussion on Inclusive Business Accreditation System



On the 16th of October 2024, NCE participated in a roundtable discussion on the development of an Inclusive Business Accreditation System (IBAS) in Sri Lanka. The event, organized by the Sustainable Development Council of Sri Lanka (SDC) in collaboration with the European Chamber of Commerce of Sri Lanka (ECCSL), was held at Jetwing Colombo 07. During the discussion, the ECCSL presented an analysis of Sri Lanka's Inclusive and Sustainable Business (ISB) strategy. Recommendations for the design and implementation of an IBAS for Sri Lanka were also discussed.

MOU Signed with the Indonesian Chamber of Commerce and Industry (KADIN)



On the 25th of October 2024, NCE signed a Memorandum of Understanding (MOU) with the Indonesian Chamber of Commerce and Industry (KADIN), with support from the Sri Lankan Embassy in Indonesia. This partnership aims to strengthen bilateral trade between Sri Lanka and Indonesia. Both chambers agreed to organize collaborative initiatives to benefit their members and create new business opportunities in the two countries.

Workshop for Aspiring Exporters on Strategic Finance and Packaging Solutions



The NCE, in collaboration with Commercial Bank and Ex-Pack Corrugated Cartons PLC, successfully organized an insightful workshop for aspiring exporters. The event, held at the Chamber Conference Hall, attracted 25 participants eager to enhance their knowledge in two critical areas—strategic finance and packaging solutions.

The workshop provided valuable guidance on financial strategies tailored to exporters, as well as innovative packaging methods to meet international standards. Participants engaged actively, benefiting from expert insights, practical tools, and networking opportunities aimed at empowering them for export market success.

NCE Members Engage with World Bank to Boost Agricultural Growth



NCE officials attended a meeting with the World Bank Group Mission Team on October 29th 2024 at the World Bank office in Colombo. The discussion focused on the Rural Growth and Resilience Program (RGRP) and how it can support agricultural modernization in Sri Lanka.

Key points:

- **Challenges faced by Agri-exporters.**
- **Government actions needed to improve market access and trade efficiencies.**

The meeting fostered collaboration to drive productivity and competitiveness in the sector.

Monthly Management Committee and Council Meetings



On 31st October 2024, the NCE convened its Monthly Management Committee Meeting and Council Meeting at the NCE Chamber Secretariat. These meetings provided a platform for Council Members to deliberate on pressing issues impacting the export sector, with a focus on identifying key challenges and opportunities to promote growth and sustainability in the current economic environment.

The discussions emphasized strategies to navigate industry challenges, address external market dynamics, and harness emerging trends to stand-in resilience within the sector. Council Members shared insights and proposed initiatives aimed at ensuring long-term sustainability and expanding market reach for exporters.

Welcoming New Members



A key highlight of the Council Meeting was the presentation of membership certificates to newly joined companies. This symbolic gesture reflects the NCE's continuous efforts to strengthen its community of exporters and provide a collaborative network for businesses striving to succeed in the competitive global trade environment.



Sovereign Maxwell Holdings (Pty) Ltd, a sponsoring partner, also participated in the Council Meeting, providing insights into their services to the Council Members.

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

	 <small>Advantis Express (Pvt) Ltd Licensee of Federal Express Corporation</small>		
	 <small>ULTIMATE IN ALUMINIUM PROFILES</small>	 <small>—A FAMILY OF TRUSTED TEA EXPORTERS SINCE 1890—</small>	
			 <small>Naturally Pure Coconut Substrates</small>
			
			
		 <small>Innovation is Creation</small>	





Nestlé

Good food, Good life





OUR STRATEGIC PARTNERS

 <p>ASIA SECURITIES INTEGRITY INSIGHT INNOVATION</p>	 <p>COTECNA Trust for a moving world</p>	 <p>D P LOGISTICS consistency throughout...</p>	 <p>EX PACK Your carton Your way</p>
 <p>EY Building a better working world</p>	 <p>HNB YOUR PARTNER IN PROGRESS</p>	 <p>hSenidBiz IT'S ALL ABOUT PEOPLE</p>	 <p>LAUGFS RUBBER</p>
 <p>MISL MIS Partner For Global Presence</p>	 <p>SAGT PORT OF COLOMBO SRI LANKA</p>	 <p>SALOTA Promise. Delivered</p>	 <p>Sampath Bank WE PRESENT YOUR FUTURE</p>
 <p>SEYLAN BANK PLC <i>The bank with a heart</i></p>	 <p>SLEIC Information, Support & Protection</p>	 <p>SML SMART MARINE LANKA Service Mission Always Ready Trustee</p>	 <p>CEYLON TEA SYMBOL OF QUALITY</p>

OUR CO-PARTNERS

 <p>ACL CABLES</p>	 <p>ALUMEX ULTIMATE IN ALUMINIUM PROFILES</p>	 <p>Elephant House</p>	 <p>CEIAL</p>
 <p>DSI D. Samson Industries (Pvt) Ltd.</p>	 <p>EXPO COMMODITIES</p>	 <p>go GREEN COCO PRODUCTS</p>	 <p>ILLUKKUMBURA INDUSTRIAL AUTOMATION (PVT) LIMITED</p>
 <p>LAUGFS RUBBER</p>	 <p>lihini seafoods True flavours of Ceylon seafood</p>	 <p>LUMBINI AQUARIA</p>	 <p>Multilac</p>
 <p>Biotech Asla (Pvt) Ltd</p>	 <p>NIDRO</p>	 <p>Orit OUTSTANDINGLY INNOVATIVE A member of INOCHINE INTERNATIONAL</p>	 <p>SGS</p>

NEW MEMBERS

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

Ordinary/Associate Members

Company	Product/Service Sector
Perstaff Precision Technologies (Pvt) Ltd	Industrial Goods Manufacturing
DRH Logistics Lanka (PVT) Ltd	Service Providers to Exporters
Ocean Maritime Ceylon (Private) Limited	Service Providers to Exporters
SPEDTCON LOGTSTICS (PVT) LTD	Service Providers to Exporters
Sysco LABS Technologies (Pvt) Ltd	ICT – Software Engineering
Uswatte Confectionery Works Pvt Ltd	Manufacturing Confectionary and Snacks

Aspiring Exports

Company	Product/Service Sector
Ceylon Rich Grow (Private) Limited	Exporting Fruits & Vegetables
KSPA Embilipitiya Paper Mills (Pvt) Ltd	Industrial Papers Production.
MISA Food and Beverages (Private) Limited	Food and Beverages
Golden Nature Products	Dehydrated Food Products
Saveon Enterprises	Paper Bags



Main Services

Unique Membership Certificate Enhance your credibility and recognition as a member of the premier export chamber in Sri Lanka. The Unique Membership Certificate is a mark of distinction, positioning your business as a trusted and esteemed player in the export industry.

Lobbying NCE lobbies on behalf of its members, addressing sectoral issues at trade and policy forums with key officials. It discusses member issues with relevant state institutions and submits sector proposals for the annual national budgets.

Dissemination of Market Information The NCE regularly disseminates trade-related information from partnering chambers, Sri Lankan missions, and other sources to help members find new markets and buyers.

Seminars, Training Programs, and Workshops NCE organizes webinars, training sessions, seminars, and workshops to raise awareness of export-related topics. Industry professionals share their expertise for the benefit of member exporters.

“Sri Lanka Exporter” Magazine Highlight your company's products and services through the quarterly "Sri Lanka Exporter" Magazine. It offers insights on trade information, export statistics, market trends, and performance indicators, and provides an advertising platform. Available in both hardcopy and digital formats.

Certificate of Origin and Export Documentation Attest and endorse all export-related documents, including the Certificate of Origin, through our digital platform at a special member rate.

Professional Courses through the National Institute of Exports (NIOE) In affiliation with the Colombo School of Business Management (CSBM), NIOE conducts professional courses on International Trade Management, benefiting entrepreneurs, export enterprise employees, and aspiring export professionals.

Trade Fairs, Exhibitions, and Trade Delegations NCE arranges market access programs, overseas trade delegations, and B2B meetings to promote Sri Lankan brands internationally, in coordination with Sri Lankan trade missions and chambers abroad.

Linking Producers with Member Exporters NCE organizes regional events to link producers and suppliers with member exporters, offering opportunities for these producers to become indirect exporters. Programs are coordinated with the Industrial Development Board and regional chambers/associations.

Support for SMEs under the “Aspiring Exporters” Program Promote SMEs to become exporters by offering a special membership category with free advisory services and specific assistance for one year to develop them as future exporters.

Certificate of Ethical Trading (CET) NCE issues the Certificate of Ethical Trading (CET) to members who adhere to internationally recognized principles, in collaboration with Indexpo Certification Limited.

Preventive Controls Qualified Individual Certificate (PCQI) The NCE conducts PCQI training for food sector companies. Participants who complete the course are certified as US FDA qualified individuals, facilitating exports to the US food and beverage market.

Recognition of Export Performance: NCE Annual Export Awards The NCE Annual Export Awards is the flagship event recognizing and rewarding the achievements of Sri Lankan exporters of products and services. The event is a highly anticipated highlight in Sri Lanka's business calendar, known for its professionalism and high standards.

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
SEWANDHI**
ACCOUNT
EXECUTIVE



MR.VIJIN SANDEEPA
OPERATIONS
ASSISTANT

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INFOTAINMENT



In the high-stakes world of trade and logistics, corruption at Sri Lanka's customs, Inland Revenue Department (IRD), ports, and airports is not just an inconvenience—it's a crisis that's crippling the nation's export sector, according to industry officials.

Outdated, manual systems have become breeding grounds for corruption, where bribery and inefficiency rule, bleeding exporters dry and stifling economic growth. The country stands at a critical juncture, where the only viable path forward is the digitalisation of customs and trade operations, they said.

These antiquated, paper-based customs processes are no match for the demands of the modern global economy, where speed, accuracy, and transparency are paramount. Instead, they are plagued by errors, deliberate delays, and a lack of accountability, allowing corrupt practices to thrive unchecked. As global trade standards become stricter, the need for transparent, secure, and efficient customs operations has never been more urgent.

Officials said digitising Sri Lanka's customs operations offers a clear solution to this corruption crisis. It would drastically reduce clearance times and costs, cut off avenues for bribery, and restore governance within the customs framework. By adopting international best practices and leveraging technology, Sri Lanka can finally break free from the stranglehold of corruption and integrate more effectively into the global digital trade network.

Right now, traders are being held hostage by a system riddled with red tape and graft. Complex licensing, endless documentation, and delays at ports are not just frustrating—they're expensive. Additional costs, like storage fees and demurrage charges, are passed down to consumers, driving up prices and eroding trust in Sri Lankan exports. Without decisive action to root out corruption and modernize these processes, Sri Lanka's export sector will continue to suffer, jeopardising the nation's economic future.

"When customs officers go on strike or adopt a go-slow approach, the repercussions are immediate and widespread. Importers face delays, leading to storage and demurrage charges that quickly accumulate," said Sean Van Dort, Chairman of the Sri Lanka Shippers' Council. These additional costs inflate prices and contribute to economic strain. The lack of urgency and accountability among customs officers exacerbates these issues. Without Key Performance Indicators (KPIs) or a robust system to monitor and track performance, inefficiencies persist unchecked.

The solution to these deep-rooted issues lies in digital transformation. Implementing a robust digital mechanism to track and manage customs operations can revolutionise the current system. Digital fingerprints and automated systems can ensure that customs officers are held accountable for their time and actions. Despite the potential for significant improvements, resistance to change remains. The lack of digital infrastructure allows corrupt practices to flourish. Manual documentation processes provide opportunities for bribery and corruption, as documents can be manipulated and sold to competitors. [Read More on..](#)