

EXPORTERS DIGEST

April

2025

Issue-47



HAPPY NEW YEAR

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இனிய புத்தாண்டு நல்வாழ்த்துக்கள்



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* Exporters Digest | 47th Edition *

UPCOMING EVENTS

NCE Delegation to Malaysia May 2025



The NCE is organizing a trade delegation to Malaysia in collaboration with the Sri Lankan High Commission in Malaysia, with the objective of connecting NCE members with business opportunities in Malaysia.

Tentative Agenda:

- **25th May 2025 (Sunday):** Arrival in Kuala Lumpur
- **26th May 2025 (Monday):** B2B Meetings in Kuala Lumpur
- **27th May 2025 (Tuesday):** B2B Meetings in Kuala Lumpur
- **28th May 2025 (Wednesday):** B2B Meetings in Kuala Lumpur
- **29th May 2025 (Thursday):** Return to Colombo

If any interest Sri Lankan Exporter to participate or any business counterpart to host the visiting delegates please register through nce@nce.lk or 011-4344661

Export opportunities in USA

**NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA**
Voice of the Exporters

GLOBALINAR EXPORT OPPORTUNITIES WITH SRI LANKA



KAUSHAL RAJAPAKSA
President of the National Chamber of Exporters of Sri Lanka



DOUG BRUHNKE
Founder/CEO at Global Chamber



DILSHAN RAJAPAKSA
Director at D. Samson Industries (Pvt) Ltd



JAYANTHA KARUNARATNE
Managing Director at IMPERIAL TEAS (Pvt) Ltd



SAMI BANDARA
Director at Textile Lanka (Pvt) Ltd



INDIKA PERERA
Managing Director - Plantation Cluster at Widy Plantation Co Pvt Ltd



TUESDAY, APRIL 1ST
4pm Sri Lanka / 3:30am PT / 6:30am ET / 10:30am Accra / 11:30am London / 12:30pm CET / 1:30pm Tel Aviv + Kiev + Nairobi / 2:30pm Dubai / 4pm Mumbai / 6:30pm Singapore / 7:30pm Seoul + Tokyo / 9:30pm Sydney

REGISTER NOW!

WWW.GLOBALCHAMBER.ORG/EVENTS

We are pleased to invite you to an exclusive webinar organized in collaboration with the Global Chamber, partnered with NCE. This event is organized to promote the high-quality Sri Lankan products to the members of the Global Chamber, to strengthen international trade and increase business connections worldwide.

Date: 01st of April 2025
Time 4.00 pm (Sri Lanka)

Link to join the session.

Join Zoom Meeting
<https://us02web.zoom.us/j/86538415405?pwd=wWbByQyBhhbyGPnmaHxLAG9cRNfkYX.1>

Meeting ID: 865 3841 5405
Passcode: 790840 –

NCE Delegation to Jaffna & Trinco April 2025



The National Chamber of Exporters (NCE) is organizing a delegation to Trincomalee and Jaffna on April 3rd and 4th, 2025, to engage with suppliers to exporters from these regions. This initiative, supported by the Governor's Office, is being coordinated in collaboration with the Industrial Development Board, Small Enterprise Development Authority, trade chambers, and other key stakeholders.

Suppliers from a diverse range of sectors will be participating.

If you are interested in joining this valuable networking opportunity, please send us an e-mail to nce@nce.lk

CHAMBER ACTIVITIES

The pre-validation of the revised guidelines for the National Green Reporting System (NGRS)



Pre-validation of revised guidelines of the NGRS was held on 04th March 2025 at the Water's Edge Hotel at Battaramulla with the participation of all the related stakeholders including the National Chamber of Exporters.

The Ministry of Environment developed the NGRS to drive Sri Lanka's transition to a greener economy through public-private collaboration. Recognizing the need to align with international reporting frameworks, the Ministry has initiated a review of the NGRS Guidelines. This session provided a valuable platform to discuss, share insights, and contribute towards shaping a more comprehensive and effective framework for sustainable reporting in Sri Lanka.

NCE Facilitates Productive Dialogue with Hon. Minister of Industries



On March 5th, 2025, the National Chamber of Exporters (NCE) engaged in a fruitful discussion with the Honorable Minister of Industries, focusing on pivotal initiatives to bolster Sri Lankan exporters.

Key highlights of the discussion included:

- "Sri Lankan Brands" Pavilion at Osaka Work Expo 2025: NCE will spearhead a dedicated expo to showcase Sri Lankan brands on a global platform.
- Sector Advisory Committees: NCE council members will join the Ministry's Sector Advisory Committees, ensuring exporter concerns are effectively addressed in policy formulation.
- Streamlining Boat-Building Industry Approvals: Efforts to simplify approval processes, minimizing industry delays.
- Support for the Ornamental Fish Industry: The Ministry commits to launching an online portal to boost industry awareness and streamline supply chain visibility.
- Upgrading the Ministry of Industries Website: Enhancements will create a comprehensive portal featuring detailed exporter, supplier, and stakeholder information.
- Establishment of a Management Committee: A dedicated committee within the Exporters Development Council of Ministers will drive policy formulation for export growth.
- NCE reaffirms its commitment as the Voice of Sri Lankan Exporters, advocating tirelessly, addressing industry challenges, and fostering sustainable export growth.

Joint Chamber discussion on Removal of SVAT



On 06th of March 2025, seventeen chambers and associations gathered for a Zoom session to discuss the ongoing SVAT matter. The session was led by the NCE. Concerns were raised regarding the SVAT removal in September 2025 and Inland Revenue Department's (IRD) ability to manage timely VAT refunds, particularly due to a lack of coordination with Customs, which could delay refunds for up to six months.

Additionally, there were discussion that corruption may resurface, similar to the period before the introduction of SVAT, when VAT refunds were allegedly linked to bribery. To address the backlog of refunds, it was proposed that large-scale exporters be consulted to quantify the issue, with a comprehensive report submitted to authorities. Another major concern is that removing SVAT could create a significant cash flow burden on exporters, forcing them to borrow funds to manage negative cash flows. A study will be conducted to assess the additional costs exporters would incur if they had to finance working capital through borrowing. It was also clarified that the removal of SVAT is not an IMF condition, but rather a proposal from Sri Lankan authorities to tackle perceived revenue leakages.

Moving forward, two options were discussed during the meeting: advocating for the retention of SVAT while addressing its issues or working with the government on its removal by September 2025. If removal is necessary, it is crucial that the IRD develops a functional VAT refund system, and a pilot project involving all stakeholders be conducted for six months to ensure the system's effectiveness before full implementation. Associations were assigned tasks, such as gathering data on VAT refund backlogs and assessing the financial burden on exporters, with deadlines set for the end of March 2025. A meeting with the President and key stakeholders is also planned for early April 2025. The next steps are critical, and we urge all members to contribute to the efforts of gathering data and preparing a strong case to address exporters' concerns.

Internal Staff Training on Business Etiquette



The National Chamber of Exporters (NCE) conducted an Internal Staff Training on Business Etiquette on March 12, 2025, to enhance professionalism and workplace decorum among its employees.

The session was led by Mrs. Onalie Dissanayake, Country Head (Sri Lanka & The Maldives) - CIM, who brings extensive expertise in corporate training and professional development. With qualifications including BA(SJP), PQHRM(CIPM), Dip. PM(UK), MBA(PIM SJP), RMM(PIM SJP), and MCIM, Mrs. Dissanayake provided valuable insights into essential business etiquette practices, effective communication, and workplace professionalism.

This interactive training aimed to equip NCE staff with the knowledge and skills necessary to uphold high standards of workplace behavior, fostering a culture of respect and professionalism. The session was well received, with participants engaging in discussions and practical exercises that reinforced key etiquette principles.

Webinar on Business Opportunities in Indonesia

The National Chamber of Exporters of Sri Lanka (NCE) in collaboration with The Embassy of Sri Lanka in Jakarta, and the Indonesian Chamber of Commerce and Industry (KADIN), successfully hosted a webinar on market access opportunities in Indonesia on 18th March 2025. This interactive session brought together over 30 Sri Lankan and Indonesian businesses, developing valuable discussions on trade, investment, and collaboration opportunities between the two nations.



NCE Holds 30th AGM and Post Business Forum



Newly Elected Management Committee for 2025

Outgoing President Mr. Jayantha Karunaratne reflected on the Chamber's resilience and challenges faced by exporters. Newly elected President Mr. Indhira Kaushal Rajapaksa reaffirmed his commitment to strengthening the export sector. Mr. Shiham Marikar- SG/CEO outlined the Chamber's plans for 2025-2026, including enhanced lobbying, trade missions, global partnerships, and regional outreach programs.

Guest of Honour Dr. Howard Nicholas, a renowned economist, delivered the keynote address, emphasizing economic strategies. The event concluded with a strong commitment to driving Sri Lanka's export sector forward.

The strength of the NCE lies in its collective will and unwavering commitment. By working together, we can elevate Sri Lanka's position in global trade.

NCE Launches Digital Sri Lanka Export Brands Magazine



At the 30th Post AGM Business Forum, the National Chamber of Exporters (NCE) proudly unveiled the digital edition of its Sri Lanka Export Brands Magazine!

Featuring 100+ Sri Lankan export brands and distributed to 500+ international business entities with a reach of 50,000+ global business contacts

"As an exports chamber, we enhance the global visibility and competitiveness of Sri Lankan export brands through strategic promotion, digital marketing, partnerships, and media outreach."

This initiative strengthens Sri Lanka's presence in the global marketplace, unlocking new opportunities for local exporters!

Awarding Certificate of Ethical Trading (CET)



During the Post Business forum of the 30th Annual General Meeting (AGM) of NCE held on March 20th, 2025, NCE awarded the Certification of Ethical Trading (CET) to another five companies successfully completed the evaluation process and in recognition of their outstanding contributions to ethical trading practices.

1. Ceylon Jewelry Manufacturers (Pvt) Ltd
2. Hero Nature Products (Pvt) Ltd
3. Meridian Maritime Services Limited
4. New Lanka Global Export (Pvt) Ltd
5. Synex Holdings Pvt Ltd

NCE standards for the Certificate of Ethical Trading



Marking a significant milestone in the journey of the CET awarded by the NCE, is now progressing towards accreditation by the Sri Lanka Accreditation Board (SLAB). The NCE Standard for Ethical Trading Practices and Good Governance for Exporters, (Version 01: 20.03.2025), was launched and officially hand over to the IND-EXPO CERTIFICATION LIMITED on the day of the Post-Business Forum held on 20th March, marking a significant step forward in the journey towards the SLAB accreditation process. The standard was received by Mr. Canisius Fernando - The Chairman of IND-EXPO CERTIFICATION LIMITED and Mr. Chaminda Pathiraja - Board Member of the IND-EXPO CERTIFICATION LIMITED

EDB Successfully Hosts the 25th Exporters' Forum to Address Exporter Concerns



The Sri Lanka Export Development Board (EDB) recently hosted the 25th Exporters' Forum at its headquarters on March 24th, 2025, providing a vital platform for exporters to voice their concerns and seek practical solutions to the challenges faced in the export sector. The National Chamber of Exporters (NCE) also actively participated in the forum, discussing various issues faced by member exporters and exploring possible solutions including the abolishing of SVAT, digitalization of the custom procedure and issuing export related documentations. The forum was graced by the Minister of Industry and Entrepreneurship Development, Hon. Sunil Handunnett; Hon. Chathuranga Abeysinghe, Deputy Minister of Industry and Entrepreneurship Development; Hon. Dr. Harshana Suriyapperuma, Deputy Minister of Finance and Planning; Hon. Susil Ranasinghe, Deputy Minister of Lands and Irrigation; and Hon. Eranga Udeshe Weeraratne, Deputy Minister of Digital Economy. Other participants included Mrs. Tilaka Jayasundara, Secretary of the Ministry of Industry and Entrepreneurship Development; Mr. Chaminda Pathiraja, Additional Secretary; Mr. Mangala Wijesinghe, Chairman/Chief Executive Officer; and other senior officials from relevant authorities.

Progress Towards Trade Facilitation: National Single Window Project



Had a highly productive meeting today on the implementation of the National Single Window (NSW) Project, a game-changing initiative aimed at streamlining trade processes in Sri Lanka. The discussion was led by the Hon. Deputy Minister of Finance and brought together key stakeholders, including representatives from other trade chambers.

The NSW Project is set to revolutionize the way businesses engage with regulatory authorities by introducing a seamless, digital platform for trade documentation and approvals. This will enhance efficiency, reduce delays, and improve the ease of doing business for exporters and importers alike.

As the National Chamber of Exporters (NCE), we are committed to supporting this initiative and ensuring that Sri Lankan exporters reap the full benefits of a modern, technology-driven trade facilitation system.

Looking forward to continued collaboration with all stakeholders to make this vision a reality!

Strengthening Sri Lanka's Export Competitiveness

The NCE team met with officials from the World Bank to gain valuable insights into the government's policy priorities for enhancing export competitiveness and the broader support provided by the World Bank for the government's reform agenda in this area.

During the discussions, we voiced the concerns of our members, emphasizing the challenges and opportunities in the export sector. We look forward to continuing these engagements and updating our Council Members on key developments.

A heartfelt thank you to the World Bank team for their efforts and commitment to strengthening Sri Lankan exports through policy recommendations to key stakeholders.



Congratulations- Foreconns Canners 35th Anniversary



Congratulations to Mr. Nimal Jayasuriya, Ms. Thilini Jayasuriya, and the entire Foreconns Canners team for their dedication to providing authentic Sri Lankan delicacies since 1989. As a leading exporter, their journey has been truly inspiring. Wishing them continued success.

Dialog Enterprise has partnered with the National Chamber of Exporters of Sri Lanka (NCE)



Dialog Enterprise has partnered with the National Chamber of Exporters of Sri Lanka (NCE) as the designated "Digital Technology Partner" to support the Sri Lankan Exporter Community. This collaboration aims to equip exporters with advanced technical expertise, enhancing their capacity to compete effectively in the global market.

As a subsidiary of Dialog Axiata PLC, Dialog Enterprise stands as Sri Lanka's premier ICT business solutions provider. Their offerings include tailored solutions encompassing converged connectivity, cloud services, co-location, cybersecurity, data analytics, and IoT solutions, catering to businesses of all scales.

PickMe Sri Lanka Partners with NCE to Support Exporters



PickMe Sri Lanka has teamed up with the National Chamber of Exporters (NCE) to offer top-notch transport and logistics solutions for Sri Lankan exporters. From trucks for goods transportation to last-mile delivery and business travel services, PickMe provides seamless, efficient solutions with real-time tracking, multiple payment options, and 24/7 customer support. This partnership is designed to enhance convenience and support growth for Sri Lankan exporters!

NCE partners with the Colombo Stock Exchange



NCE partnered with the Colombo Stock Exchange, inviting exporter enterprises to join and enhance financial discipline and transparency.

Preventive Controls Qualified Individual (PCQI) Training Programme



The NCE, in collaboration with HNB, conducted the latest Preventive Controls Qualified Individual (PCQI) Training Programme with the newly released Version 2- updated curriculum 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 from 25th to 28th March 2025, 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 07 participants present at this time.

TRADE RELATED INFORMATION



Sri Lanka's Exports Increased Beyond \$1.3 Billion in January 2025, Kicking Off the Year with Impressive Growth!

Sri Lankan exports have seen a remarkable increase, surpassing \$1.3 billion in January 2025, marking a robust and promising start to the year 2025. This impressive growth signifies the strength and resilience of Sri Lanka's export sector, demonstrating the country's ability to overcome challenges and adapt to the dynamic global market. The increase in exports highlights the innovation and competitiveness of Sri Lankan industries, which have been able to consistently meet international standards and cater to the evolving demands of global consumers. The merchandise export performance in January 2025 amounted to US\$ 1,004.82 million, recorded an 3.51 % increase compared to January 2024 as per the data released by the Sri Lanka Customs.

<https://www.srilankabusiness.com/news/sri-lankas-exports-soar-beyond-1-3-billion-in-january-2025-kicking-off-the-year-with-impressive-growth.html#:~:text=Sri%20Lanka's%20exports%20have%20surged,promising%20start%20to%20the%20year!>

Market study – Vietnam 2024

Vietnam's economy is expected to regain momentum as exports and foreign investments recover and domestic consumer demand picks up, with a target of 6.5% to 7.0% growth in 2024.

Vietnam is the 48th export destination for Sri Lanka. The total export value from Sri Lanka to Vietnam was USD 40.09 Mn in 2024 and total imports from Vietnam to Sri Lanka for the same period were USD 238.81 Mn. Vietnam is the 17th import origin for Sri Lanka. Sri Lanka's exports to Vietnam has increased by 10% in 2024 when compared to the year 2023. Imports from Vietnam has increased by 27% in 2024 when compared to the year 2023. Vietnam is the 48th export destination for Sri Lanka. The total export value from Sri Lanka to Vietnam was USD 40.09 Mn in 2024 and total imports from Vietnam to Sri Lanka for the same period were USD 238.81 Mn. Vietnam is the 17th import origin for Sri Lanka. Sri Lanka's exports to Vietnam has increased by 10% in 2024 when compared to the year 2023. Imports from Vietnam has increased by 27% in 2024 when compared to the year 2023.

<https://research.hktdc.com/en/article/MzU3ODA1MjA4>

<https://www.trade.gov/knowledge-product/exporting-vietnam-market-overview>

<https://www.srilankabusiness.com/pdfs/market-profiles/2025/vietnam-2025.pdf>



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

				
				
				
				
				
				

 greenkeepers Let's Eco-Cycle	 HAC HALAL ASSESSMENT COUNCIL	 hSenidBiz EMPOWERING PEOPLE THE WORLD OVER	 IMPERIAL TEAS GROUP	 econutrena
 Janet AYURVEDA	 Kandrick EST.1972	 KANDYGS HANDLOOMS	 KEELLS TM Food Products PLC	 LAUGFS RUBBER
 LUMBINI AQUARIA Living Colours Since 1952	 MABROC	 Multilac	 Maliban Inspiring goodness...	 M MCLARENS CONTAINERS
 BAM	 Natural Product Network Napronet (Pvt) Ltd	 NM NEIL MARINE	 SPECTRA SYNERGIZING LOGISTICS	 TAPROBANE SEAFOODS
 T4 TEXTTRIP (PVT) LTD.	 ARPTALIA SRI LANKA	 TROIKAL	 WICHY COCONUT	 Derana Fresh from Sri Lanka
 Noritake Standard of Perfection	 NIDRO	 NPS PACKAGING	 OCEANEEDS SRI LANKA	 Overdime
 PANASIA COLOURED YARNS	 PODIE	 PREMIER PACKAGING		 Regency Teas

				 Royal Fernwood Porcelain Ltd
				
				
				
				
				
				
				

OUR STRATEGIC PARTNERS



MAIN SERVICES OF THE CHAMBER

- **Unique Membership Certificate**** – Establish your credibility as a distinguished member of Sri Lanka's premier export chamber.
- **Lobbying & Advocacy**** – NCE represents your interests at trade forums and engages with policymakers to address industry concerns.
- **Market Information & Insights**** – Stay ahead with trade-related updates, market trends, and business opportunities.
- **Training & Development**** – Enhance your expertise through seminars, webinars, and industry-led workshops.
- **"Sri Lanka Exporter" Magazine**** – Showcase your products and services in a leading trade publication, available in print and digital formats.
- **Export Documentation Services**** – Obtain certified export documents, including Certificates of Origin, at exclusive member rates.
- **Professional Courses (NIOE)**** – Gain valuable skills in International Trade Management through accredited programs.
- **Trade Fairs & Delegations**** – Expand your global presence with access to international trade fairs, B2B meetings, and market entry programs.
- **Producer-Exporter Linkages**** – Connect with suppliers and regional producers to strengthen your export network.
- **SME Exporter Support**** – Special membership for SMEs (Aspiring Exporters) with free advisory services to help them become future exporters.
- **Certificate of Ethical Trading (CET)**** – Get recognized for ethical business practices with an internationally accepted certification.
- **PCQI Certification**** – Train and certify food sector professionals under US FDA preventive controls regulations.
- **NCE Annual Export Awards**** – Gain industry recognition at Sri Lanka's most prestigious export awards ceremony.

THE NCE SECRETARIAT

WE ARE HERE TO SERVE YOU!



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



**MS.DILINI
GAMLATHGE**



**MR.SANDUN
KOSWATTE**
MANAGER FINANCE



**MR.SUSANTHA
RUPATUNGE**
SENIOR EXECUTIVE



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



MS.DEANDRA WEIMAN
SENIOR EXECUTIVE
BUSINESS
DEVELOPMENT



MS.STEPHANIE JOHN
ADMINISTRATIVE
EXECUTIVE



**MS.ANURADHA
SEWWANDHI**
ACCOUNT
EXECUTIVE



MR.BINU BASHIKA
EXECUTIVE ICT



MR.VIJIN SANDEEPA
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