

# EXPORTERS DIGEST

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**1 MAY**  
INTERNATIONAL  
**LABOUR DAY**



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# UPCOMING EVENTS

## Interactive Dialogue with Trade Officials Assigned to Overseas Missions



**Date:** Thursday, 08 May 2025

**Time:** 3:00 PM – 5:00 PM

**Venue:** NCE Conference Hall, NCE Secretariat,  
131/6, Elvitigala Mawatha, Colombo 08

**Participation Fee:** LKR 2,500/-

The National Chamber of Exporters of Sri Lanka (NCE) is pleased to invite you to a special session titled “Interactive Dialogue with Trade Officials Assigned to Overseas Missions.” This exclusive event offers a valuable opportunity to meet and engage with Trade Officials who will soon be posted to Thailand, France, Canada, and Singapore.

These officials play a key role in supporting exporters, facilitating trade, and strengthening bilateral commercial relationships. By participating in this session, you will be able to build meaningful connections, gain country-specific market insights, and explore potential opportunities to expand your business in these important international markets.

To register, please send an email to [nce@nce.lk](mailto:nce@nce.lk)

**Don't miss this opportunity to connect directly with Sri Lanka's trade representatives and elevate your global business strategy!**

## Follow-Up Webinar: Promoting Sri Lankan Products in Indonesia

The NCE successfully conducted a webinar on 18th March 2025, in collaboration with the Embassy of Sri Lanka in Jakarta, Indonesia, and the Indonesian Chamber of Commerce and Industry (KADIN). Over 30 member companies participate this session, fostering valuable connections and dialogue. As a follow-up to this initiative, the NCE, in coordination with the Sri Lankan Embassy in Jakarta, will host another online session to introduce and promote selected Sri Lankan products and services to members of KADIN and other key business stakeholders in Indonesia.

### Featured Product & Service Categories:

- Rubber and Rubber-Based Products
- Footwear and Synthetic Leather Products
- Roofing, Tiles, and Clay-Based Products
- HR Solutions (Service Providers)

### Event Details:

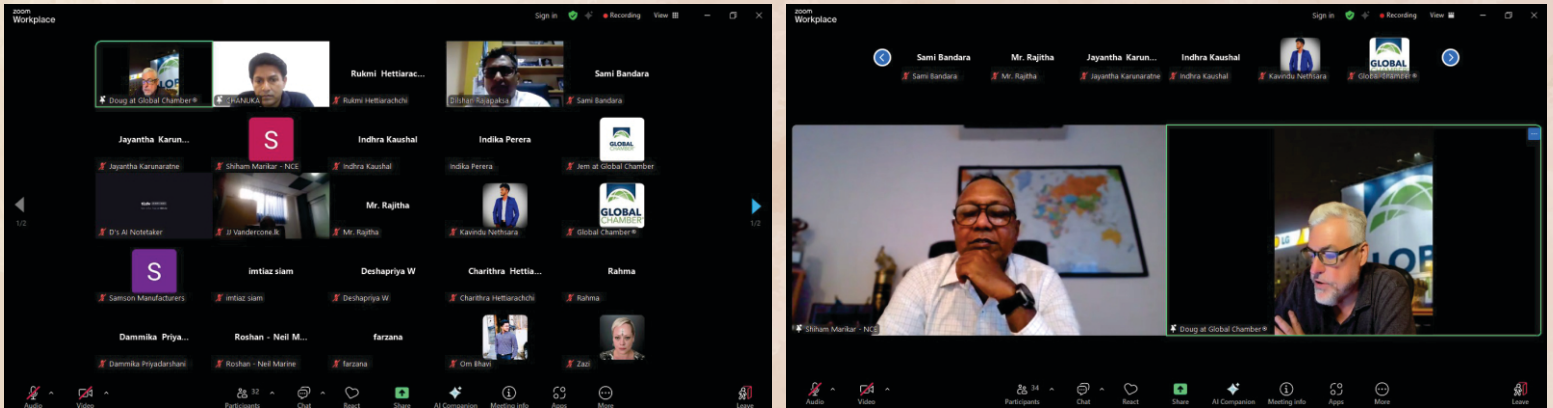
- Date: Wednesday, 28 May 2025
- Time: 1:00 PM – 2:00 PM
- Venue: Zoom

**This session aims to enhance product visibility, strengthen trade ties, and open up new market opportunities in Indonesia for Sri Lankan exporters.**



# CHAMBER ACTIVITIES

## Webinar with Global Chamber USA: Showcasing Sri Lanka's Export Readiness



The National Chamber of Exporters (NCE), in collaboration with the Global Chamber USA, successfully hosted a webinar on 01st April 2025, marking the first event under this new international partnership. The session aimed to highlight Sri Lanka's capabilities and readiness to serve the U.S. market across key export sectors.

**The webinar featured leading industry experts representing high-potential export categories:**

- Ceylon Tea : Mr. Jayantha Karunaratne, Managing Director, Imperial Teas (Pvt) Ltd
- Apparel and Textiles: Mr. Sami Bandara, Director, Textile Lanka (Pvt) Ltd
- Rubber and Rubber-Based Products : Mr. Dilshan Rajapaksa, Director, D. Samson Industries (Pvt) Ltd
- Coconut and Coconut-Based Products : Mr. Indika Perera, Managing Director – Plantation Cluster, Wichy Plantation Co (Pvt) Ltd

This initiative marks a significant step in strengthening trade ties between Sri Lanka and the United States while offering Sri Lankan exporters an invaluable platform to present their strengths to a global audience.

## Collaboration for Growth: NCE Collaborates with the Management Club (TMC)



The NCE collaborated with The Management Club (TMC) on 02nd April 2025 aiming to drive mutual value through joint initiatives that benefit the members of both organizations.

TMC serves as a vibrant networking platform for emerging and established managers across various industries, encouraging cross-sector collaboration and knowledge exchange. This partnership opens up new avenues for NCE members—including exporters and service providers—to broaden their networks, gain valuable industry insights, and cultivate professional development.

As part of this collaboration, a series of impactful programs are set to be launched in the coming months. These initiatives will focus on enhancing leadership capabilities, promoting business growth, and facilitating knowledge sharing among professionals.



## CHAMBER ACTIVITIES

### Expanding Regional Trade: NCE Strengthens Partnerships in the Eastern and Northern Provinces

The NCE has taken significant steps for regional economic development through strategic partnerships and outreach initiatives across the Eastern and Northern Provinces.

#### MoUs with Trincomalee Chamber of Commerce



On 03rd April 2025, the NCE signed a Memorandum of Understanding MoU with the Chamber of Commerce and Industries – Trincomalee District, aimed at building stronger linkages between exporters and producers in the Eastern Province. This collaboration is focused

on enhancing market access, improving supply chain efficiency, and creating new business opportunities for local enterprises. By bridging the gap between regional suppliers and national exporters, the partnership seeks to boost economic growth and ensure a consistent supply of quality products for export markets.

#### Strengthening Regional Trade Links in Trincomalee



Further reinforcing this commitment, a high-level NCE delegation visited Trincomalee, engaging with over 120 producers and suppliers from the region. The event was successfully coordinated with the support of the Eastern Province Governor's Office and the Industrial Development Board (IDB). Discussions focused on integrating regional producers into Sri Lanka's broader export supply chain and exploring sustainable, long-term business partnerships.

This initiative marks a key step in empowering rural and semi-urban entrepreneurs, fostering inclusive growth, and driving the national export agenda forward.

#### MoUs to Drive Export Growth in the Northern Province

Continuing its efforts to strengthen regional networks, the NCE signed two additional MoUs on 04th April 2025:

- **With the Jaffna Manager's Forum**
- **With the Chamber of Commerce and Industries of Yarlpanam (CCiy)**

These partnerships aim to enhance business linkages, facilitate knowledge sharing, and create more trade opportunities in the Northern region. The collaboration with CCiy, in particular, brings together industry professionals, exporters, and entrepreneurs to collectively work towards expanding Sri Lanka's export potential.



#### Looking Ahead

These regional partnerships are part of NCE's broader mission to support inclusive economic growth across Sri Lanka. By connecting exporters with regional suppliers and supporting MSMEs in underserved areas, the NCE remains committed to building a resilient, diversified, and globally competitive export ecosystem.



## NCE Celebrates Sinhala and Tamil New Year with Traditional Avurudu Breakfast

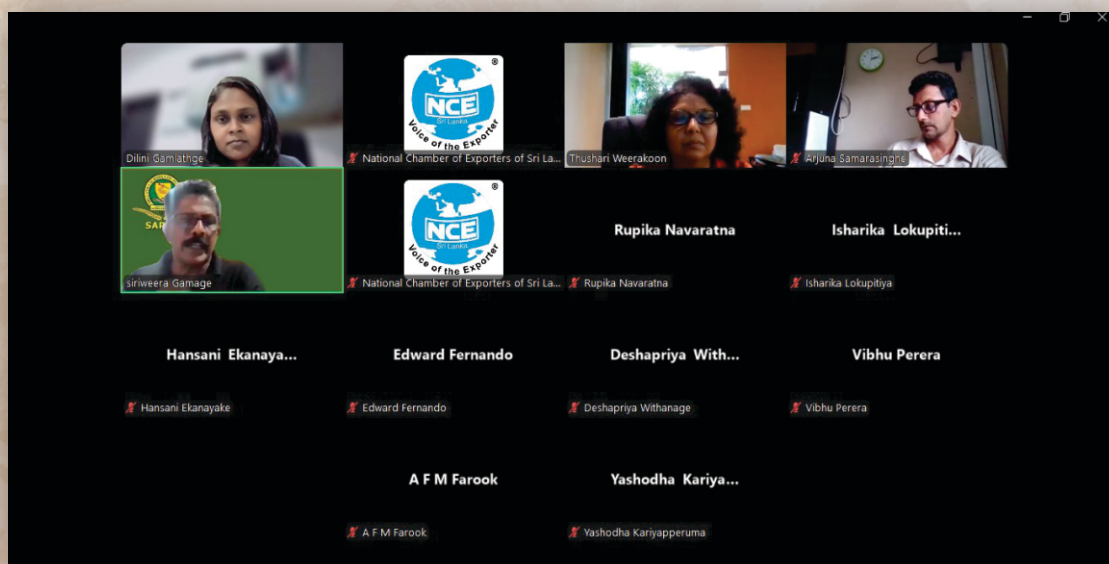


The NCE marked the Sinhala and Tamil New Year with a warm and traditional Avurudu Breakfast, bringing together Members of the Management Committee and our valued Patrons.

The event was graced with heartfelt blessings from the President, who extended wishes for continued success, prosperity, and unity for the Chamber and its members in the coming year.

As we embrace the spirit of the New Year, we look forward to a season of growth, collaboration, and new opportunities.

## Strengthening Sectoral Engagement through Virtual Meetings



As part of our ongoing commitment to enhance collaboration and engagement among member exporters, the National Chamber of Exporters (NCE) has initiated a series of virtual Sectoral Meetings via Zoom.

These meetings serve as a platform for open dialogue between Sectoral Heads and sector members, focusing on sector-specific challenges, opportunities, and priorities. By fostering direct communication, the NCE aims to deepen its understanding of industry needs and effectively advocate on behalf of its members.

On the 25th, 28th, and 29th of April, four sessions were successfully conducted, covering 18 key export sectors.

### Expected Outcomes:

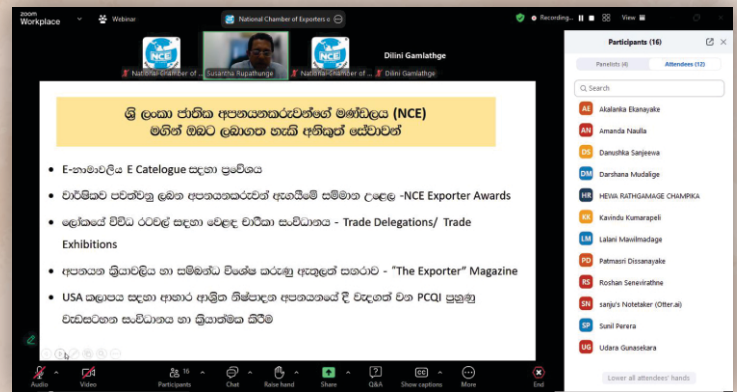
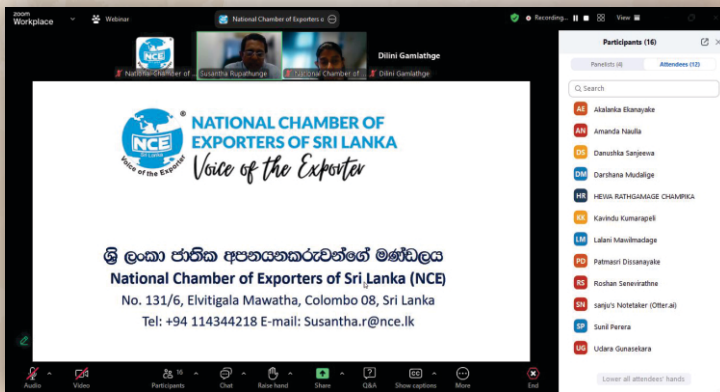
- Greater stakeholder engagement and participation
- Clear identification of pressing issues for sectoral advocacy
- Establishment of active, solution-oriented sectoral committees
- Enhanced collaboration and synergy across the export community

This initiative marks a significant step in strengthening sectoral representation and aligning our advocacy efforts with the evolving needs of the export industry.



# Webinar for Regional Suppliers and Producers: Empowering Aspiring Exporters

In line with its commitment to support Micro, Small, and Medium Enterprises (MSMEs) and encourage their integration into the export sector, the NCE has continued its Aspiring Exporters initiative, first launched in 2022.



As part of the outreach efforts under this programme, a dedicated webinar was conducted on the 28th of April 2025 at 11:00 a.m. via the Zoom platform. The session aimed to raise awareness among regional suppliers and producers about the opportunities available through the Aspiring Exporters initiative and how MSMEs can benefit from becoming part of the export ecosystem.

This webinar served as an important step in empowering regional businesses with the knowledge and resources needed to take their first steps toward becoming successful exporters.

## No SVAT—What's Next? Essential Seminar for Exporters



In response to the Government's decision to abolish the Simplified Value Added Tax (SVAT) scheme effective from October 2025, the NCE hosted a timely and insightful seminar titled "No SVAT—What's Next?" on 30th April 2025 at Lavender Hall, BMICH with a participation of closer to 200 attendees. The event was organized to help exporters understand and prepare for the transition to the Inland Revenue Department's new risk-based VAT refund system, which categorizes exporters as High, Medium, or Low Risk—potentially impacting refund timelines and business cash flow.

The seminar featured expert presentations on both the implications of the SVAT removal and the new procedural requirements for exporters:

### Impact of SVAT Abolition & Alternative Tax Mechanisms

- Mr. Suresh Perera
- Principal – Head of Tax & Regulatory, KPMG Sri Lanka

### New Registration Process for Exporters

- Ms. Priyanka Dissabandara
- Commissioner, Risk Management Unit, Inland Revenue Department

The Attendees gained valuable insights into the evolving tax landscape and practical guidance on ensuring compliance while minimizing financial strain. The NCE remains committed to supporting its members through continued advocacy and informative sessions as the industry adapts to these policy changes.



## Strengthening Trade Ties with Turkey



The NCE continues to expand global trade opportunities for its members, with a recent high-level engagement aimed at fostering closer ties with Turkey.

NCE President Mr. Indhira Kaushal Rajapaksa met with a delegation of Turkish business consultants in Colombo, which included the Honorary Consul of Sri Lanka in Istanbul. The discussions centered on collaborative strategies to improve market access for Sri Lankan exporters in Turkey and neighboring regions.

This meeting marks a significant step in enhancing bilateral trade relations and exploring new avenues for export growth.

## First Management Committee and Council Meeting Held Under New Leadership



The first Management Committee and Council Meeting under the presidency of Mr. Indhira Kaushal Rajapaksa was held on April 24, 2025, at the NCE. This marked the inaugural meeting with the newly appointed office bearers and council members. Key discussions focused on urgent exporter development matters, including the SVAT system and tariff-related challenges impacting exports to the USA.



## TRADE RELATED INFORMATION



### **SECTOR PERFORMANCE SUMMARY –FEBRUARY 2025**

The external sector of the Sri Lankan economy continued to strengthen in February 2025, with a considerably higher current account surplus compared to the preceding month.

Compared to the previous month, the current account recorded a higher surplus for February 2025, mainly driven by a narrowed trade deficit. However, the surplus is lower than the level recorded in February 2024.

Link: <https://online.fliphtml5.com/wlpbc/qlwx/>

### **Sri Lanka's Export Performance in February 2025**

Total exports, including both merchandise and services, reached at US\$ 1,382.53 Mn in February 2025, marking a notable 4.62% year-on- year growth compared to February 2024. Additionally, exports recorded a 2.58% month-on-month increase compared to January 2025.

Link: <https://www.srilankabusiness.com/news/sri-lanka-s-export-performance-in-february-2025.html#:~:text=Total%20exports%2C%20including%20both%20merchandise,increase%20compared%20to%20January>



### **Potential Buyers leads- Jordan**

Here are some potential buyers across various sectors. While we believe this information will be valuable for your outreach efforts, please note that these details have been sourced from various sources. We do not assume responsibility for the credibility of the listed parties. We encourage you to utilize the support of Sri Lankan Missions in respective countries to conduct thorough background checks

Lnk: <https://online.fliphtml5.com/wlpbc/bvwy/>



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 <sup>TM</sup> 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	 TROPICAL	 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





## NEW MEMBERS

**The following export-oriented organizations  
joined the Chamber during the month of  
April 2025**

### Aspiring Exporters

Company	Product/Service Sector
Aksi Natural Products (Pvt) Ltd	Manufacturing food
Arahi Ceylon Exports (Pvt) Ltd	Spices sector
JKYPS Agro Hi Tech Farm	Agriculture, Food and wine production
L. B. Kanangara Aushadhalaya (Pvt) Ltd	Ayuvedic products
Lanka Agroartis Private Limited	Agriculture





## 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**  
ASSISTANT DIRECTOR  
- MEMBER SERVICES  
& OPERATIONS



**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**  
OPERATIONS  
ASSISTANT

## The National Chamber of Exporters of Sri Lanka

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### **\*\*DISCLAIMER\*\***

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