

EXPORTERS DIGEST

June

2025

Issue-49



"Nurturing Trust, Exporting Safety"

World Food Safety Day - June 7th

World Food Safety Day reminds us that safe food isn't just a standard,
it's a responsibility.

From farm to fork, let's commit to global food safety, one export at a time.

As exporters, producers and consumers, we all play a role. Let's work together for
a world where food safety is a shared commitment every day, everywhere !



FOOD SAFETY MYTHS AND FACTS



Can you tell if food is safe to eat by its look and smell?

NO.

Most microorganisms that can make you sick don't change the look or smell of the food.



Is food dropped on the floor OK to eat if you pick it up within 5 seconds?

NO.

Microorganisms can transfer to food immediately and cause disease in some cases.



Should raw poultry be washed before cooking?

NO.

Washing poultry can spread harmful microorganisms to hands, surfaces, utensils or other food.



Is it safe to thaw frozen food at room temperature?

NO.

Thawing food in the refrigerator or in cold water prevents the growth of microorganisms.

Do I have to refrigerate leftover food?

YES.

Food becomes unsafe if left at room temperature for more than two hours.



Can dish cloths spread dangerous bacteria?

YES.

Dish cloths and sponges can carry and spread dangerous bacteria. Disinfect them in sanitizing solution or boil in water.



Can I get sick from food I ate 3 days ago?

YES.

Some dangerous microorganisms take longer than a few hours to make you sick.



Do organic fruits and vegetables need to be washed?

YES.

All produce, including organic, should be washed with clean water to remove physical contaminants and reduce the risk from any harmful microorganisms or chemicals.



UPCOMING EVENTS

Empower Your Team with NCE Technical Seminars

Join us for a series of technical seminars organized by the National Chamber of Exporters of Sri Lanka (NCE), aimed at enhancing your staff's skills and productivity in the international marketplace.



Workshop 2: Effective Risk Management Strategies in Financial Planning

- **Date: 05th June 2025**
- **Time: 2:00 PM to 5:00 PM**
- **Gain insights on financial year planning, annual budget development, and accessing financing support for exporters from EY and the Sri Lanka Export Credit Insurance Corporation (SLECIC).**

Workshop 3: Effective Logistics and Shipping Solutions for SME Exporters

- **Date: 26th June 2025**
- **Time: 2:00 PM to 5:00 PM**
- **Discover effective logistics and shipping methods, find the right logistics partner, and learn from experts at Smart Marine Lanka Pvt Ltd and DP Logistics Pvt Ltd.**

For registrations, please email nce@nce.lk or call 011-4344661.

Trade Delegations

B2B Networking Opportunity: Trade with Bangladesh



Meet and network with 20 delegates from the Dhaka Chamber of Commerce and Industry (DCCI) as part of a special B2B session focused on expanding trade ties between Sri Lanka and Bangladesh.

- **Date: 17th June 2025**
- **Time: 3:00 PM – 5:00 PM**
- **For more information, please contact: +94 11 4344661**

Viet Nam International Sourcing Expo 2025

Location: Ho Chi Minh City, Vietnam

Date: 04th – 06th September 2025

Sectors Covered:

- **Food & Beverages:** Cereals, Noodles, Dairy, Seafood, Tea & Coffee, Spices
- **Textiles:** Women's & Children's Clothing, Fashion Accessories
- **Footwear & Accessories:** Leather shoes, Sports shoes, Handbags, Backpacks
- **Sports & Outdoor:** Apparel, Equipment, Camping gear
- **Home & Kitchen:** Cookware, Furniture, Electronics, Decor
- **Supportive Industries:** Aerospace, Electronics, Industrial Materials



Nordic Organic Food Fair & Natural Beauty & Health Show 2025



- **Location: Malmö, Sweden**
- **Date: 19th – 20th November 2025**
- **Target Audience: Retailers, Wholesalers, Distributors, Supermarkets, Health & Beauty Stores, Hotels, Restaurants, Salons, Manufacturers, and more.**

To participate in trade delegations, contact: 011-4344661 | Email: nce@nce.lk

Webinar: Potential Market Opportunities in Italy

In partnership with the Consulate General of Sri Lanka in Milan and the Italian Association of Foreign Trade (AICE), this webinar will explore export potential in the Italian market for key Sri Lankan products:

Focus Sectors:

- a. Coconut-based products
- b. Seafood products
- c. Rubber and rubber-based products

To register, scan the QR code or visit our website.



Speakers:

- Ms. Giovanni Di Nardo – International Business Development Manager, AICE
- Mr. Rachele Cavallanti – Junior Customs Specialist, AICE
- Date: 03rd June 2025
- Time: 2:00 PM – 3:00 PM (Sri Lanka Time)

CHAMBER ACTIVITIES

Strategic Partnership with Ethern Business LLC



On 21st May 2025, The National Chamber of Exporters (NCE) has signed a Memorandum of Understanding (MoU) with Ethern Business LLC, a well-established consultancy firm with strong business networks in the Maldives. This collaboration marks a strategic step towards enhancing bilateral trade relations. Plans are underway to organize a business delegation to the Maldives in the near future.

Interactive Dialogue with Trade Officials



A productive meeting was held with the designated Commercial Officers to Thailand, France, and Canada, during which members of the National Chamber of Exporters of Sri Lanka (NCE) engaged in meaningful discussions on enhancing Sri Lanka's export presence in these key international markets.

The session was held on the 08th May 2025 and focused on exploring market opportunities, overcoming export challenges, and fostering partnerships to strengthen the global competitiveness of Sri Lankan products and services.

This initiative reflects NCE's commitment to supporting exporters by building strong links with commercial diplomats and unlocking new trade avenues.

NCE Participates in Stakeholder Consultation on Anti-Dumping Regulations



In an effort to safeguard local industries from unfair trade practices, the Ministry of Trade convened a stakeholder consultation on 19th May 2025 to raise awareness about the implementation of the Anti-Dumping and Countervailing Duties Act No. 02 of 2018, as outlined in Gazette Notification No. 2429/32, effective from 27th March 2025.

The session highlighted the establishment of a dedicated Trade Remedy Unit within the Department of Commerce, tasked with the enforcement of Sri Lanka's trade remedy laws and ensuring adherence to global trade standards.

The NCE actively participated in this important forum and has since shared key insights with its membership. This initiative is part of our ongoing commitment to keeping exporters informed, compliant, and equipped to navigate new regulatory developments.

Members are encouraged to stay updated on the implications of these regulations, particularly in cases where anti-dumping investigations may impact export competitiveness.

Technical Workshop 01: Market Development Strategies for SME Exporters



The NCE successfully hosted the first workshop in its technical seminar series on 21st May 2025 at the NCE Conference Hall. The session focused on "Market Development Strategies for SME Exporters" and welcomed over 30 participants.

Expert insights were shared by:

- **Mr. Suranjith Swaris – Renowned SME coach, trainer, and Past President of SLIM**
- **Ms. Chathurangi Sulochena Perera – General Manager – International Business, Enrich Tea & Food Exporters (Pvt) Ltd**

The workshop provided actionable strategies and inspiration for SMEs to enhance their global reach.

NCE Holds Monthly Management Committee and Council Meetings



The NCE successfully conducted its Monthly Management Committee and Council Meetings on 22nd May 2025 at the NCE Conference Hall, with participation in a hybrid format. While a number of members attended in person, others joined virtually via Zoom, ensuring broad representation and inclusivity.

These regular meetings serve as a vital platform for addressing key matters affecting the export community. During the May session, several important sector-specific issues were deliberated, with a strong focus on policy advocacy, industry challenges, and opportunities for growth in global markets. The Chamber remains committed to maintaining open dialogue and active engagement with its members, ensuring that their voices are heard and reflected in national export strategies.

An Evening of Prestige and Purpose: NCE Council Fellowship Aboard Sail Lanka



On the 22nd May 2025, the NCE hosted an exclusive Council Fellowship on board the elegant Sail Lanka yacht, moored at the scenic Port City Marina. This remarkable evening, graciously hosted by the President of the NCE, was a perfect blend of sophistication and purpose, bringing together esteemed members of the export community for a night of high-level networking and camaraderie.

Set against the serene backdrop of Colombo's waterfront, the event provided a distinguished platform to strengthen professional ties and discuss collaborative opportunities within Sri Lanka's export sector.

The occasion was further elevated by the presence of two eminent guests of honour:

- **Mr. Suraj Khan, Secretary General of the Indian Ocean Divers Association**
- **Mr. Ranga Goonawardena, Former Sri Lankan High Commissioner to the Maldives**

Their participation added valuable perspective to the evening's conversations and reinforced the Chamber's commitment to fostering strategic relationships that support the growth and global engagement of Sri Lankan exporters. The Council Fellowship reflected the NCE's ongoing dedication to not only representing exporters at the highest level but also creating meaningful spaces for connection, dialogue, and shared vision.

Interactive Dialogue with the Sri Lankan High Commissioner Designate to the UK



The Chamber successfully hosted an exclusive session titled "Interactive Dialogue with the Sri Lankan High Commissioner Designate to the UK" on Monday, 26th May 2025, at the NCE Conference Hall.

This gathering offered participants a rare opportunity to engage directly with the H.E. Nimal Senadeera, the High Commissioner Designate, gaining valuable insights into Sri Lanka-UK bilateral relations, future diplomatic priorities, and emerging avenues for collaboration across various sectors. The session facilitated meaningful dialogue and the exchange of ideas, particularly relevant to exporters, investors, and professionals with interests in the UK market.

Key highlights included,

- **Perspectives on strengthening trade and diplomatic ties**
- **Strategic areas for economic cooperation**
- **Insights into the role of the High Commission in supporting Sri Lankan businesses abroad**

We thank all those who attended and contributed to the engaging and forward-thinking conversation. Your active participation made this event a resounding success.

Strategic Collaboration to Boost Regional Export Capacity Across Sri Lanka



We are pleased to share that the NCE team held a highly productive meeting on May 26, 2025, with key officials from the Ministry of Finance External Resource Department and the United Nations Development Programme (UNDP).

During this meeting, discussions revolved around developing collaboration aimed at empowering regional producers and aspiring exporters. The focus was on implementing targeted training and capacity-building initiatives to equip these potential exporters with essential skills, knowledge, and support. The ultimate goal is to integrate them into the formal export value chain, enabling them to thrive in international markets.

This strategic initiative aligns perfectly with our ongoing efforts to promote inclusive economic growth and unlock Sri Lanka's untapped export potential across all regions of the country.

We look forward to updating you on further developments as we continue to work towards these important goals.

MISL Holdings Renews Strategic Partnership with NCE

We are proud to announce the renewal of our strategic partnership with NCE, one of the country's foremost providers of production automation solutions.

This renewed collaboration represents a pivotal step in our shared mission to transform how exporters harness technology to streamline and enhance their daily operations. By combining our strengths, MISL Holdings and NCE aim to drive greater productivity, improving innovation, and set new benchmarks in industry excellence.

Together, we look forward to continuing our contribution toward a more efficient and future-ready export sector.

This strategic initiative aligns perfectly with our ongoing efforts to promote inclusive economic growth and unlock Sri Lanka's untapped export potential across all regions of the country.



Meeting with BIO Investment Official



On 27th May 2025, NCE had the honour of hosting Mr. Gregory Behin, Manager of Private Equity at BIO – Belgian Investment Company for Developing Countries. The meeting explored avenues for private equity investment and collaboration to strengthen Sri Lanka's export-oriented businesses.

NCE Engages with JICA to Strengthen SME Exporters



The NCE team had the honour of meeting with the newly appointed Chief Representative of the Japan International Cooperation Agency (JICA) in Sri Lanka on the 28th May 2025.

Our discussions centered on entering to a strategic collaboration aimed at empowering SME exporters. Key focus areas included capacity building, achieving international certifications, and promoting sustainable export development.

"No SVAT—What's Next?" Repeater Forum Draws Strong Participation



The repeater forum of our highly sought-after seminar, "No SVAT—What's Next? Essential Seminar for Exporters," was successfully held on 29th May 2025 at Mihilaka Medura, BMICH.

The event was organized in response to overwhelming interest in the original seminar and provided a vital platform for exporters to gain clarity on the government's announcement regarding the abolition of SVAT starting October 2025.

With expert presentations by Mr. Suresh Perera, Principal – Head of Tax & Regulatory, KPMG Sri Lanka and Ms. Priyanka Dissabandara, Commissioner, Risk Management Unit, Inland Revenue Department, the forum offered critical insights to help exporters:

- Understand the implications of SVAT removal and alternative tax mechanisms
- Stay compliant with the evolving regulatory framework
- Navigate the updated exporter registration processes
- Prepare for the upcoming risk-based VAT refund system and manage its business impact

Closer to 100 participants benefited from the in-depth discussions and Q&A sessions, making this forum a valuable knowledge-sharing opportunity for the export community.

We thank all attendees for their active engagement and look forward to supporting your continued success as you adapt to these important regulatory changes.



Media Coverage Highlights May 2025

During the month of May, the National Chamber of Exporters of Sri Lanka (NCE) actively engaged in key national policy discussions and received significant media coverage across several prominent platforms. The following are highlights of the media features,

1. GSP+ and Export Sector Advocacy

NCE emphasized the critical importance of retaining the GSP+ concession for Sri Lanka's export sector, warning of potential impacts if it is lost.

- [Read more – FT.lk](#)
- [Read more – Daily News](#)

2. Strong Opposition to SVAT Removal

NCE reiterated its strong stance against the premature removal of the SVAT (Simplified VAT) scheme, urging the government to delay implementation until robust systems are in place to avoid disruption to the export community.

- [Daily Mirror – NCE calls on govt. to delay SVAT removal](#)
- [Daily News – NCE reiterates call to halt SVAT removal](#)

3. Broadcast Media Feature

The NCE's position and insights on these pressing matters were also shared via electronic media. A televised segment on Hiru News featured key commentary from NCE representatives.

- ▶ [Watch the video on Facebook](#)

NCE remains committed to voicing the concerns of the export community and advocating for practical, sustainable policies to support the continued growth of Sri Lanka's export sector.

Trade-Related Information

Implementation of Anti-Dumping & Countervailing Duties Act

The Anti-Dumping and Countervailing Duties Act No. 02 of 2018 officially came into effect through Gazette Notification No. 2429/32 on 27th March 2025.

Access the full regulations here:

English Version : https://www.doc.gov.lk/images/pdf/our_services/apta/2429-32_E.pdf

Sinhala Version : https://www.doc.gov.lk/images/pdf/our_services/apta/2429-32_S.pdf

A dedicated Trade Remedy Unit has been set up at the Department of Commerce to implement the Act. Exporters seeking redress are encouraged to send written notices as outlined in the official guidelines to:

Director General, Department of Commerce
No. 492, 1st & 2nd Floors, LHP Building, R.A. De Mel Mawatha, Colombo 03.

Economic & Export Performance

Sri Lanka's External Sector Performance – March 2025

Sri Lanka recorded the highest monthly current account surplus since January 2023, reflecting continued strengthening of the external sector. Despite a rise in the merchandise trade deficit compared to March 2024, a modest improvement was observed from February 2025. Export and import volume indices grew year-over-year (y-o-y), contributing to higher earnings and expenditures.

[Read the full report from the Central Bank of Sri Lanka](#)

Strong Export Growth in Q1 2025

Sri Lanka's export sector demonstrated resilience and growth in the first quarter of 2025, with total exports reaching US\$ 4,212.13 million, a 5.87% increase over the same period last year. This performance underscores the country's strengthening global competitiveness and economic momentum.

[Learn more from the Export Development Board](#)

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 TEA GROUP	
 Janet® AYURVEDA	 Kandrick EST.1972	 KANDYGS HANDLOOMS	 KEELLS™ Food Products PLC	 LAUGFS RUBBER
 LUMBINI AQUARIA Living Colours Since 1952	 MABROC	 Multilac	 Maliban® Inspiring goodness...	 McLARENS CONTAINERS
 BAM	 Natural Product Network Napronet (Pvt) Ltd	 NEIL MARINE	 SPECTRI SYNERGIZING LOGISTICS	 TAPROBANE SEAFOODS
 TEXTRIP (PVT) LTD.	 AFRICAN CONTACT SOLES TRADING SRI LANKA	 TROPICAL	 WICHY COCONUT	 Derana Fresh from Sri Lanka
 Noritake Standard of Perfection	 NIDRO	 NPS PACKAGING	 OCEANEEEDS SRI LANKA	 Overdime
 PANASIA COLOURED YARNS	 PODIE	 PREMIER PACKAGING		 Regency leas

				
				
				
				
				
				
				
				



OUR STRATEGIC PARTNERS



NEW MEMBERS

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

Ordinary Members

Company	Product/Service Sector
Wijeya Newspapers Ltd	Printing
Macksons Tiles Lanka Pvt Ltd	Manufacturer Ceramic and Porcelain Tile
Micro Electric International Pvt Ltd	Manufacturing Electric Accessories

Aspiring Exporters

Company	Product/Service Sector
D and A Marketing	Cookware Manufacturing
Thaya Multi Stores Pvt Ltd	Spices
Elhena Agro Products	Food and Beverages
Greeco Spice Center	Spices Production and Supplier
LA Perfumerie Pvt Ltd	Cosmetic manufacturing (Spray perfume)
Enotgenx Lanka Pvt Ltd	Biopesticides Products



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
GAMLATHE**
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

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