

# EXPORTERS DIGEST

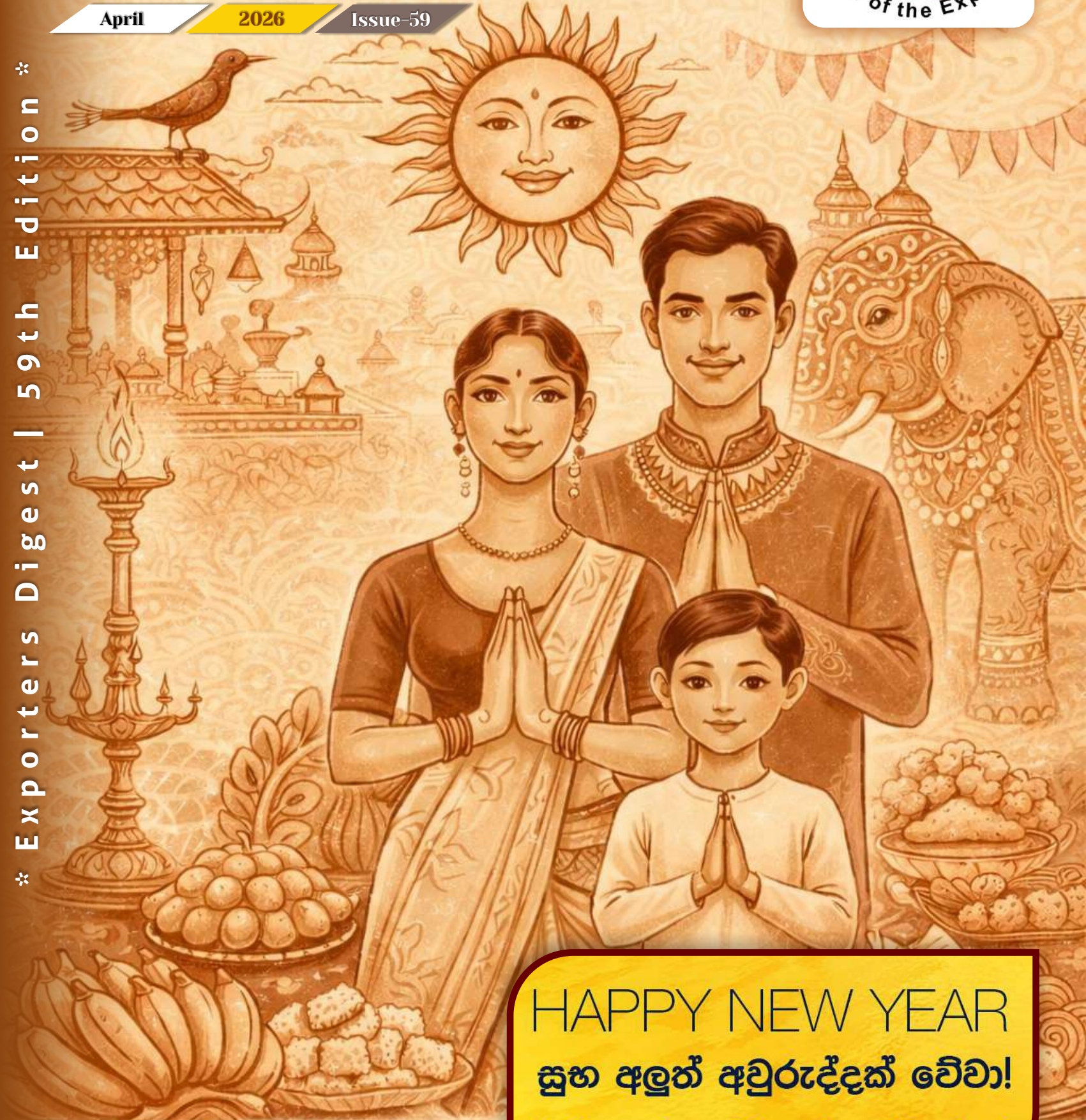


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HAPPY NEW YEAR

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இனிய புத்தாண்டு நல்வாழ்த்துக்கள்

## CHAMBER ACTIVITIES

### NCE Conducts Insightful Session on Leveraging Social Media for Global Business Growth



On 10th March 2026, the NCE successfully hosted an insightful session on “Business Conversion & Global Reach through Social Media Platforms,” at the Cinnamon Grand Hotel.

The session focused on how businesses can strategically leverage social media to expand their market presence and connect with global audiences. It emphasized practical approaches to transforming digital visibility and engagement into tangible business conversions, while highlighting the importance of integrating social media marketing into overall business strategies to increase market share, drive sustainable growth, and effectively penetrate international markets.

Participants gained valuable insights from industry professionals on emerging trends, tools, and strategies to enhance digital engagement and unlock new opportunities for global expansion.

Attendees were also invited to browse through the event's photo album to capture key moments from this engaging and knowledge-sharing session, where industry professionals came together to explore new pathways for growth, visibility, and international market penetration.

### NCE Promotes Aspiring Exporters Programme at “Ladder Up 2026 – Upcountry” Event in Kandy



The NCE actively participated in the “Ladder Up 2026 – Upcountry” event organized by SGS Lanka (Pvt) Ltd., held on 20th March in Kandy. The event was designed to support small and medium-sized enterprises (SMEs) by equipping them with the knowledge and guidance required to enter and grow within the export sector.

Representing the NCE, Mr. Sushanth Rupertuna conducted an informative session on “Introduction of NCE as a Supporter for Emerging Exporters during their Journey to Exports.” The session highlighted the various initiatives, advisory services, and capacity-building programs offered by the NCE to assist aspiring exporters in successfully entering international markets.

The session was well-received by participants, who gained valuable insights into export readiness and the practical steps required to expand beyond local markets. The event also provided an excellent platform to engage directly with SMEs and promote the NCE's Aspiring Exporters Membership programme. Overall, the event was a great success, strengthening NCE's outreach efforts and reaffirming its commitment to supporting Sri Lankan SMEs in their journey towards becoming successful exporters.

# NCE Hosts Successful Engagement with Designated Commercial Diplomats



The National Chamber of Exporters of Sri Lanka (NCE) successfully conducted a highly productive and engaging meeting on 24th March 2026 with senior officials from the Department of Commerce, who are set to assume commercial diplomatic roles at key Sri Lankan missions overseas.

- The following officers participated as they prepare to take up their respective appointments:
- Mr. Premathilake Jayakody – Minister (Commercial)-designate, High Commission of Sri Lanka in London, United Kingdom
- Ms. Chandima Kiriwandala – Minister (Commercial)-designate, Embassy of Sri Lanka in Beijing, China
- Mrs. Seevali Wijewantha – Minister (Commercial)-designate, Embassy of Sri Lanka in Stockholm, Sweden
- Mr. Kapila J. Kumara – Minister Counsellor (Commercial)-designate, High Commission of Sri Lanka in New Delhi, India
- Mr. Kasun Balasooriya – First Secretary (Commercial)-designate, Embassy of Sri Lanka in Seoul, Republic of Korea

The session was further enriched by the presence of distinguished representatives from the diplomatic and trade community, including Ms. Eunji Kang, Deputy Head of Mission, and Mr. Lee Kyungseok, Director General of the Korea Trade & Investment Promotion Agency (KOTRA), Colombo.

The meeting was attended by over 25 NCE member exporters who expressed strong interest in expanding into these international markets. It provided a valuable platform for direct engagement, allowing participants to hold one-to-one discussions with the designated trade officers, share company profiles, exchange promotional materials, and present their business plans.

Overall, the event was highly successful, fostering meaningful connections between Sri Lankan exporters and the trade officials who will play a key role in promoting Sri Lankan exports in their respective countries.

## Engagement with MFA Insights, Singapore – Strengthening Investment Dialogue

On 30th March 2026, the NCE Team had the pleasure of hosting a three-member delegation from MFA Insights, Singapore. The visit formed part of ongoing efforts to explore potential investment opportunities in Sri Lanka and strengthen international business collaboration.

The delegation expressed particular interest in several key growth-oriented sectors, including logistics and supply chain solutions, fisheries and value-added seafood products, industrial and modular construction (including prefabricated housing), and automotive and vehicle spare parts distribution.

The meeting marked a positive step forward in fostering stronger business linkages and encouraging foreign investment into Sri Lanka's emerging and high-potential industries.



## 31<sup>st</sup> Annual General Meeting and Post Business Forum of the NCE



The NCE successfully convened its 31st Annual General Meeting (AGM) on 27th March 2026 at the Cinnamon Grand Hotel – Oak Room.

At this year's AGM, Mr. Indhra Kaushal Rajapaksa was re-elected as the President of the Chamber, reaffirming the confidence placed in his leadership by the membership. The proceedings also included the election of the new Council Members and Office Bearers, marking an important step in strengthening the governance and strategic direction of the Chamber for the year ahead. The AGM served as a significant platform to reflect on the Chamber's achievements, address key industry concerns, and outline future initiatives to further enhance Sri Lanka's export sector. Following the successful conclusion of the 31st Annual General Meeting, the NCE hosted an engaging Post Business Forum, bringing together key stakeholders for an evening of insightful dialogue and knowledge sharing.

The forum was honoured by the presence of the Chief Guest, H.E. Semih Lütfü Turgut, Ambassador Extraordinary and Plenipotentiary of the Republic of Türkiye to Sri Lanka, and the Keynote Speaker, Hon. Chathuranga Abeysinghe, Deputy Minister of Industry and Entrepreneurship Development.

# 31<sup>st</sup> Annual General Meeting and Post Business Forum of the NCE

## Contd.

Delivering the keynote address, Hon. Chaturanga Abeysinghe shared valuable perspectives on the current economic landscape and emphasized the importance of strengthening Sri Lanka's industrial and export sectors through innovation, entrepreneurship, and policy support. His address highlighted the Government's ongoing commitment to creating an enabling environment for exporters and driving sustainable economic growth.

The gathering was further enriched by the address of H.E. Semih Lütfü Turgut, who highlighted the importance of strengthening bilateral trade relations between Sri Lanka and Türkiye. He also highlighted potential avenues for collaboration and reiterated continued support for Sri Lanka's export development efforts.

The AGM and Post Business Forum brought together an impressive gathering of over 300 participants and served as a significant platform for developing dialogue between policymakers, diplomats, and the business community, offering attendees valuable insights into both local and international trade dynamics.

## Relaunch of the Certificate of Ethical Trading (CET)



At the AGM Post Business Forum, a key highlight was the relaunch of the Certificate of Ethical Trading (CET)—one of the Chamber's flagship initiatives aimed at promoting responsible and transparent business practices among exporters.

The CET is currently in the process of obtaining accreditation from the Sri Lanka Accreditation Board, which is expected to further enhance its credibility and recognition both locally and internationally. This milestone will significantly elevate the standard of ethical compliance among NCE members, reinforcing trust and competitiveness in global markets.

The initiative reflects the Chamber's continued commitment to develop ethical, sustainable, and globally aligned export practices.

# Celebrating 40 Years of Excellence – NCE Anniversary Highlights



The event also marked a historic milestone as the Chamber celebrated its 40th Anniversary, commemorating four decades of service to Sri Lanka's export community.

Several special initiatives were launched to honor this journey:

- The unveiling of the 40th Anniversary Logo
- The launch of the NCE Corporate Video, showcasing the Chamber's legacy and impact
- The introduction of the official NCE Lapel Pin, symbolizing unity and pride among members
- The release of the 40th Anniversary Special Edition of the Exporter Magazine
- Recognition and felicitation of Past Presidents, acknowledging their invaluable contributions to the Chamber's growth

These commemorative activities paid tribute to the vision, leadership, and dedication that have shaped the NCE into a leading voice for exporters in Sri Lanka.

## Media Coverage – March 2026



The NCE continued to strengthen its role as a key voice of the export sector through strategic forums, industry advocacy, and stakeholder engagement during March 2026. Media coverage across leading national platforms highlighted the Chamber's ongoing efforts to support exporters and address emerging industry challenges.

### **NCE focuses on digital platforms to enhance global market reach**

The NCE highlighted the importance of leveraging social media platforms to improve business conversion and expand international reach. The forum emphasized practical strategies for exporters to use digital tools effectively in global trade. [Read more..](#)

### **NCE and NTB collaborate to empower exporters**

A strategic partnership between NCE and Nations Trust Bank aims to provide enhanced financial solutions and advisory support to exporters, helping them navigate evolving market challenges. [Read more..](#)

### **NCE forum emphasizes transforming online engagement into export success**

Discussions at the NCE forum focused on converting digital presence into measurable export growth, reinforcing the role of social media and data-driven strategies in modern trade. [Read more..](#)

## Industry Insights and Chamber Initiatives

### **NCE highlights export sector trends and ongoing activities**

Recent media coverage reflects the Chamber's active role in addressing current export industry conditions while continuing to implement initiatives that support sustainable growth and competitiveness. [Read more..](#)

### **NCE continues national engagement on export sector development**

Additional media coverage showcased the Chamber's efforts in creating awareness and dialogue around export industry challenges, digital adoption, and future opportunities. [Read more..](#)

## Trade related Information

### Potential Business Leads - Italy

We are pleased to share a list of potential business contacts in the Jordan across a range of sectors, which may offer valuable opportunities for Sri Lankan exporters seeking to expand into this market.

Please note that while this information has been compiled from multiple sources with the intention of supporting your outreach efforts, the credibility of the listed parties has not been independently verified by the Chamber.

We strongly advise exporters to liaise with the relevant Sri Lankan Diplomatic Mission in the Italy to carry out the necessary due diligence and background checks before commencing any engagement.

These leads are provided in good faith to assist members in exploring new market opportunities, while also encouraging a careful and well-informed approach to international trade.



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

 ACL CABLES	 FedEx® Advantis Express (Pvt) Ltd Licensee of Federal Express Corporation	 ★ ADVANTIS FREIGHT SOLUTIONS	 ★ ADVANTIS	 Agacia Ceylon TEA EXPORTERS LTD
 ALUMEX® ULTIMATE IN ALUMINIUM PROFILES	 ANVERALLY TEA شاي انور علي A FAMILY OF TRUSTED TEA EXPORTERS SINCE 1880	 BELDEN	 Earth's Finest	 AMG GRAPHITE GK
 BAIRAHA® Healthy Food – Healthy Living	 Greenpeat Coco Naturally Pure Coconut Substrates	 CEYLINE MARITIME SERVICES (PVT) LTD.	 Elephant House™	 CEIAL™
 DSI Footwear	 NIRU since 1979	 DIAMOND INTERNATIONAL LANKA (PVT) LTD EXPORTERS	 DPL Handling you with care	 dkw-Aqua INTERNATIONAL
 DUTCH LANKA TRAILERS®	 SR SILK ROUTE VENTURES	 ECO TRANSFER PRINTS Innovation is Our Passion	 EX PACK Your carton Your way	 FARM CHEMIE Manufacturers (Private) Limited
 Flex Film International	 GAMMA INTERPHARM	 go GREEN COCO PRODUCTS	 Green Space Holdings	 ROYAL ROYAL CASHEWS SRI LANKA 1988

 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	
 LUMBINI AQUARIA Living Colours Since 1952			 Maliban Inspiring goodness...	
	 Natural Product Network Napronet (Pvt) Ltd	 NEIL MARINE	 SPECTRA SYNERGIZING LOGISTICS	 TAPROBANE SEAFOODS
 TEXTRIP (PVT) LTD.	 ARABIAN COMPACT SOLES (PVT) LTD SRI LANKA	 TROPICAL	 WICHY COCONUT	 Derana Treat From Sri Lanka
 Noritake Standard of Perfection	 NIDRO	 NPS PACKAGING	 OCEANEEDS SRI LANKA	
 PANASIA COLOURED YARNS	 PODIE	 PREMIER PACKAGING		 Regency Teas



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# OUR STRATEGIC PARTNERS



**Sampath Bank**  
WE PRESENT YOUR FUTURE



SRI LANKA  
TEA BOARD



## 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!



**Shiham Marikar**  
Secretary General/Chief  
Executive Officer



**Inok Perera**  
Chief Operating Officer



**Dilini Gamlathge**  
Asst. Director - Member  
Services & Operations



**Susantha Rupatunge**  
Senior Executive -  
Member Services



**Sandun Koswattage**  
Manager Finance



**Deandra Weinman**  
Senior Executive -  
Business Development



**Celene Weerasekara**  
Administrative Executive



**Dinu Bhashika**  
IT Executive



**Sayuri Sumanathilake**  
Executive -Member  
Services



**Hashen Madhusha**  
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