

Exporters

Digest

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HORTICULTURE EXPORT SRI LANKA

Nurturing nature.
Delivering quality to the world.

The art of
Horticulture



RAMYA
HORTICULTURE

From Family Roots to Global Blooms,

The Resilient Story of Ramya Horticulture

“

“Our journey is rooted in passion, nurtured by family values, and driven by a commitment to quality and sustainability.”

Mrs.Thushari Weerakoon
NCE Representative from Council
Managing Director at
Ramya Horticulture Pvt Ltd



1

How did growing up in a dynamic family business environment influence your career path and decision to take on the role of Managing Director at Ramya Horticulture?

From childhood through adulthood, my life revolved mainly around our immediate family circle—my mother, sister, grandfather, and grandmother. We were given complete freedom to pursue our studies and participate in the extracurricular activities offered by our respective schools. My mother never pressured either my sister or me to join the family business. Instead, once we completed our education, we chose to take on the challenges ourselves.

After spending four years working as a solid waste management consultant at Environmental Resources Management, I joined Ramya Horticulture Pvt Ltd.

Ramya Horticulture Pvt Ltd, a BOI-approved company, was incorporated in August 1998 with a single nursery in Walpita. Today, Walpita Nursery No. 1 spans 18.5 acres, while Nursery No. 2 covers 10 acres. We also operate a tissue culture production facility at Nursery No. 1. Our tropical ornamental plants, cut foliage, seeds, and tissue-culture-raised plants are exported to various countries around the world.

Our local brand, Amari, serves Sri Lankan customers with plants that can be used as interior décor items or as gifts. Amari currently operates two retail outlets at Colombo City Centre and Kadawatha.

2

What was the original vision behind entering the horticulture sector, and how has that vision evolved under your leadership?

My mother's original vision was to cultivate and export tropical ornamental plants and cut flowers. However, after visiting Horti Fair in 2000, the decision to grow flowers was abandoned, and the focus shifted to cultivating vegetables and strawberries.

Over time, we diversified further by establishing a tissue culture production facility in Walpita and launching our local retail brand, Amari, with three retail outlets.

Currently, we have acquired an additional 10 acres of land from the BOI in Walpita to expand our nursery production. We have been a GLOBALG.A.P.-certified nursery since 2008, exporting primarily to the Netherlands, Japan, South Korea, and the Middle East.

3

What makes Ramya Horticulture stand out in Sri Lanka's competitive floriculture and horticulture export market?

Our reliability and commitment to our customers set us apart. We consistently strive to deliver the highest quality produce and maintain the trust and confidence of our international buyers.

4

What role has innovation—particularly in technology, sustainable practices, or Global GAP certification—played in sustaining and growing this legacy business, and how have these helped in challenging times?

Innovation, Sustainability, and Resilience

Since becoming Global G.A.P.-certified in 2008, we have remained committed to maintaining high standards in cultivation practices, employee welfare, and environmental responsibility. These standards were upheld even during some of the most challenging periods, including the COVID-19 pandemic, the economic crisis, the fertilizer ban, and the fuel crisis.

During these crises, we did not lay off a single employee. Instead, salaries were delivered to employees' homes when necessary. In return, we have built a loyal workforce, with many employees having served the company for more than 25 years.

During the fertilizer ban, we produced our own organic fertilizer using locally available raw materials. As a result, we were able to fulfill all customer orders, despite experiencing some quality challenges that were largely understood by our importers.

Ramya Horticulture has been a member of the National Chamber of Exporters of Sri Lanka (NCE) for many years. We have also been represented on the NCE Management Committee on behalf of the floriculture sector for a considerable period. Since its inception, the NCE has played a vital role in helping address issues affecting the floriculture industry.



RAMYA HORTICULTURE

Your family has deep roots with the National Chamber of Exporters of Sri Lanka (NCE), with your mother, Mrs. Ramya Weerakoon, serving as its President. How has this longstanding relationship created synergy between Ramya Horticulture and the NCE?

5



Our relationship with the NCE began when I was a student at the Postgraduate Institute of Agriculture (PGIA), University of Peradeniya. At the time, the late Mr. Patrick Amarasinghe served as a judge at a poster competition that I won. Following the event, he spoke with me and invited me to join the Chamber as a young entrepreneur.

My mother later became the first woman President of the NCE. Whenever we voiced our opinions, it was always with the intention of benefiting both the Chamber and its members. This shared commitment enabled us to build a strong and enduring relationship with the NCE, which continues to this day.

How does the NCE help companies like Ramya Horticulture navigate challenges such as international trade barriers, certification requirements (e.g., Global GAP), or logistics issues in plant and tissue culture exports?

6



The NCE Council comprises many experienced professionals and industry experts. Whenever challenges arise, the Secretariat is highly committed to addressing them. In addition, members benefit from the advice, expertise, and practical support provided by the Council, which helps companies navigate a wide range of industry issues.

In your experience, how does active involvement with the NCE help smaller or mid-sized exporters like Ramya Horticulture scale up, build credibility, and compete in global markets?

7



Initiatives such as obtaining the Certificate of Ethical Trading from the NCE, participating in award programmes, and attending networking events organized by the Chamber have significantly contributed to Ramya Horticulture's credibility, growth, and ability to compete in international markets.

What advice would you give to aspiring or current exporters who are considering joining the NCE—what tangible returns can they expect from their engagement?

8



Joining the NCE is only the first step. To gain maximum value, members should actively engage with the Secretariat, seek advice, and raise any issues they encounter. Given the diversity and expertise of the Council members, many challenges can be addressed through practical and effective solutions.

Is there anything else about the legacy of Ramya Horticulture—its story, impact, or philosophy, along with its synergy with the NCE—that you would like people to remember?

9



The NCE is truly the “voice of the exporter.”

Ramya Horticulture has been exporting since 2000 and has never given up, even during times of crisis. Similarly, we have seen the NCE stand firmly beside exporters through both difficult and successful periods.

Whether during challenging times or moments of achievement, the support and backing of the NCE have been invaluable. Their continued encouragement motivates us to persevere, grow, and contribute to Sri Lanka's export sector.



Chamber Activities

Rubber Sector in review: EDB Meeting with stakeholders from Rubber Sector



The Sri Lanka Export Development Board convened a highly productive and timely meeting under the leadership of its Chairman to discuss key concerns and challenges affecting Sri Lanka's rubber sector. The discussion brought together industry stakeholders to address pressing sectoral issues, identify practical solutions, and explore strategies to enhance the industry's competitiveness and growth.

The National Chamber of Exporters of Sri Lanka was represented by its President, Indhra Kaushal Rajapaksa, who actively participated in the deliberations. The meeting provided a valuable platform for constructive dialogue on current industry concerns, policy-related matters, and collaborative initiatives needed to strengthen the sector and chart a clear path toward sustainable growth and export expansion.

NCE Advocates Urgent Action on Coconut Bristle Fiber Shortage



NCE commends the Export Development Board (EDB) for convening a special stakeholder meeting to address the critical shortage of coconut bristle fiber, a key raw material for the coconut fiber-based products export industry. The shortage has posed significant challenges to manufacturers and exporters, impacting production capacity, delivery schedules, and the ability to fulfill international export commitments. Following the NCE's continuous advocacy and engagement with relevant authorities, the meeting brought together representatives from government agencies, industry associations, exporters, and other key stakeholders to collectively assess the situation and identify practical solutions.

The meeting served as an important platform for exporters to directly engage with regulatory authorities and policymakers, enabling constructive discussions on both immediate interventions and long-term strategies to ensure a stable supply of raw materials. Participants explored measures to enhance industry sustainability, improve competitiveness, and safeguard Sri Lanka's reputation as a reliable supplier in global markets.

Meeting with the newly appointed Director General of Commerce



The NCE team met with the newly appointed Director General of Commerce, Mr. Somasena Mahadiluwewa. The meeting was also attended by Mr. Charitha Yattogoda, Director of Commerce and Head of Trade Promotion.

The discussion focused on trade promotion initiatives and several sector-specific concerns affecting exporters. It was a productive meeting,

during which both parties explored ways to strengthen support for exporters, facilitate business linkages, and enhance market access opportunities. The meeting concluded on a positive note, with a mutual commitment to continued collaboration in advancing Sri Lanka's export sector and promoting sustainable export growth.

Successful Export Payment Management & Digital Security Workshop Empowers Sri Lankan Exporters



The NCE, in collaboration with the Sri Lanka Export Credit Insurance Corporation (SLECIC) and Dialog Enterprise, successfully conducted a targeted half-day workshop on "Export Payment Management and Digital Security" on 17th June at the NCE Conference Hall.

The workshop brought together 20 participants representing a diverse cross-section of Sri Lanka's export industry, including manufacturers, SMEs, and corporate groups engaged in international trade.

The program was structured around two core themes aligned with the current challenges faced by Sri Lankan exporters: Export Payment Risk Management - effective risk mitigation strategies in export payment collections, simplified registration processes to address common concerns of member exporters, tailor-made insurance solutions customized for different international markets and corporate group structures, and specific benefits available to both SMEs and larger corporate entities.

Digital Security & Cyber Resilience - identification and mitigation of potential cyber threats, understanding online risk exposure, management of external digital footprints, insights into digital asset discovery and protection.

With Sri Lanka's export sector continuing to navigate global economic uncertainties, payment risks, and rising cyber threats, workshops of this nature are highly valuable. The participants got the opportunity for meaningful interaction and personalized takeaways, ensuring exporters left better equipped to protect their businesses and optimize payment security.

This collaborative initiative between SLECIC and Dialog Enterprise highlights the importance of public-private partnerships in building a more resilient and digitally secure export ecosystem in Sri Lanka.

NCE's Monthly Management Committee & Council Meeting



The Management Committee and Council Meeting for June 2026 was held on 16 June at the NCE Conference Hall. During the meeting, the progress of activities undertaken by the NCE Secretariat was reviewed, with particular emphasis on key issues affecting Sri Lanka's export sector.

The meeting was attended by 15 representatives from a diverse range of export sectors. Participants raised both member-specific and sector-specific concerns and engaged in productive discussions to identify practical solutions to the challenges faced by exporters.

A key area of focus was the 30-day mandatory foreign currency conversion requirement. The Council was informed that the views and concerns of members had been gathered and formally communicated to the Ministry of Finance. Discussions also covered updates on regional and international trade missions, as well as preparations for the NCE Export Awards and other significant events scheduled for July and August.

Members actively participated in constructive dialogue, exploring strategies to address current industry challenges and strengthen the resilience and competitiveness of Sri Lanka's export sector.

Strategic Engagements

ExPack Renews its Strategic Partnership with NCE



At a meeting held today at the ExPack Corrugation Cartons head office, ExPack and NCE renewed their strategic partnership, reaffirming their shared commitment to strengthening Sri Lanka's export sector and supporting both established and aspiring exporters.

NCE extends its sincere appreciation to ExPack Corrugation Cartons for its continued trust and support. ExPack's longstanding involvement in NCE initiatives, particularly the NCE Export Awards, has been invaluable and has contributed significantly to the success of our programmes and events.

This partnership reflects a shared vision of promoting export excellence, enhancing competitiveness, and fostering sustainable growth within Sri Lanka's exporter community. We deeply value ExPack's collaboration and look forward to working together to advance further and strengthen Sri Lankan exports in the years ahead.

SLIIT and NCE in dialogue to empower the next generation of Export Professionals



The NCE team had a productive and successful meeting with representatives of the Sri Lanka Institute of Information Technology (SLIIT) to explore opportunities for collaboration in conducting study programmes related to trade, with a particular focus on exports.

The discussions centred on establishing a strategic partnership to empower students, youth, and professionals engaged in export-oriented enterprises through upskilling, capacity building, and professional development initiatives.

Both parties expressed strong interest in working together to enhance knowledge, competencies, and industry readiness, thereby contributing to the growth and competitiveness of Sri Lanka's export sector.

We look forward to building a meaningful partnership that will help develop the next generation of export professionals and strengthen the human capital required for the nation's export-driven economic growth.

Dialogue for Strategic Future Partnership with Abans PLC



The NCE team met with Dr. Saroshi Dubash, Group Director of Abans PLC, and Zev Pestonjee of Cleantech (Pvt) Ltd., together with their teams, to hold a constructive dialogue for future strategic partnerships.

At the heart of the discussion was a shared vision: expanding international market access for Sri Lankan-manufactured consumer electrical products and elevating the global profile of Sri Lankan brands. With local industries continuing to innovate and diversify, the need to open new pathways into international markets has become more pressing than ever.

The NCE reaffirmed its commitment to this mission, emphasizing its role in trade facilitation, building international partnerships, organizing business delegations, and creating opportunities for market entry. By championing these initiatives, the Chamber seeks to empower Sri Lankan exporters to compete confidently on the world stage and secure lasting success for homegrown brands.

NCE taking initiative to strengthen trade and business linkages between Sri Lanka and India



NCE recently held a productive meeting with Mr. Elango of the ASEAN-Sri Lanka Chamber of Commerce and Industry, India, to discuss strengthening trade and business linkages between Sri Lanka and India.

The discussions focused on the NCE's planned business delegation to India later this year, aimed at creating valuable opportunities for Sri Lankan exporters to explore new markets, establish strategic partnerships, and engage in business-to-business meetings with potential buyers, importers, and investors.

The meeting also explored arrangements for a prospective Indian business delegation to visit Sri Lanka, providing a platform for enhanced collaboration, investment opportunities, and greater engagement between the private sectors of both countries.

Both parties reaffirmed their commitment to promoting bilateral trade, fostering business partnerships, and creating new avenues for economic cooperation between Sri Lanka and India. The discussions are expected to pave the way for meaningful initiatives that will benefit exporters and businesses in both nations.



NCE featured in Media

The NCE is the apex body representing Sri Lankan exporters. In June 2026, its media presence was dominated by major issues of the Central Bank's new forex regulation requiring exporters to convert foreign currency proceeds by the 10th of the following month, and the longstanding bottlenecks in the export sector that are left unaddressed. These were the key NCE-related news stories during the month, reflecting the organization's role as a vocal advocate for Sri Lanka's export sector.

NCE raises concerns over the absence of industry consultation on forex regulation

NCE questioned the absence of prior consultation with exporters and industry stakeholders before making any decision on the new forex regulation. Exporters argued the regulation could affect operational flexibility, competitiveness, and financial planning. Despite these concerns, Sri Lanka's export sector showed growth, with total exports from January to April 2026 reaching US\$ 5.78 billion, a 4.3% increase year-on-year.

Read more on the topic from the following links:

- [Daily News](#)
- [Daily FT \(e-paper\)](#)
- [Hiru News](#)
- [Adaderanabiz](#)
- [The Leader](#)
- [Lankadeepa](#)

NCE warns unresolved bottlenecks could hamper Sri Lanka's US\$ 36 Billion export goal

As Sri Lanka pursues an ambitious target of US\$ 36 billion in export earnings by 2030, exporters are urging authorities to address a series of long-standing regulatory, operational and policy issues that affect competitiveness across several sectors identified as priorities for the country's export growth agenda. The National Chamber of Exporters of Sri Lanka (NCE) noted that many of these concerns have been raised repeatedly with relevant authorities over a number of years, yet remain unresolved despite industry consultations, stakeholder discussions and multiple policy engagements.

Read more on the topic from the following links:

- [Hiru News](#)
- [Adaderanabiz](#)
- [The Morning Money](#)
- [Daily News](#)
- [The Morning \(e-paper\)](#)
- [Daily Mirror](#)
- [The Economic Times LK](#)

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Co-Founder & CEO



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Director



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Mr. Akila Wickramasinghe

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Furniture

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

	 Advantis Express (Pvt) Ltd Licensee of Federal Express Corporation			
				
				
				
				
				

 greenkeepers Let's Eco-Cycle	 HAC HALAL ASSESSMENT COUNCIL	 hSenidBiz EMPOWERING PEOPLE THE WORLD OVER	 IMPERIAL TEAS GROUP	
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 BAM	 Natural Product Network Napronet (Pvt) Ltd	 NM NEIL MARINE	 SPECTRA SYNERGIZING LOGISTICS	 TAPROBANE SEAFOODS
 T4 TEXTTRIP (PVT) LTD.	 ARIPALIA 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



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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.

Featuring NCE Secretariat Staff

► Ms. Sayuri Sumanathilake

Senior Executive – Member Services

Ms. Sayuri Sumanathilake, as the Senior Executive for Member Services at NCE ensures that members and aspiring members are taken care of in matters of NCE. Currently, Sayuri is the focal point handling member issues and managing the issuance of Ethical Training Certification. Before becoming a part of NCE, she had served in an executive position in the Industrial and Service sector.



► Ms. Enuri Gurusinghe

Senior Operations Executive

Ms. Enuri Gurusinghe is the Senior Operations Executive at NCE who joined NCE recently to strengthen the operations of the organization. She manages event management, membership services and operational tasks of NCE and adds value to enhance NCE brand image in the industry. Prior to joining NCE, she was an International Marketing Coordinator for two years at a private export company.



► Ms. Ayodhya Amarajeewa

Senior Executive – Publications

Ms. Ayodhya Amarajeewa is the Senior Executive - Publications at NCE who manages the Exporter Magazine, Monthly Digest, Aspiring Exporters Catalogue, Award Souvenirs and other publications. With years of experience in the communication sector, she adds value to publications, media and communication management of NCE to further enhance NCE visibility and NCE readership.



THE NCE SECRETARIAT

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TO SERVE
YOU!



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Executive Officer



Sandun Koswattage
Manager Finance



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Enuri Gurusinghe
Senior Executive -
Operations



Ayodhya Amarajeewa
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Sayuri Sumanathilake
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