

EXPORTERS DIGEST

August

2024

Issue-39



* Exporters Digest | 39th Edition *

**Applications Are Now Open!
Apply for the NCE Annual Export Awards 2024**



***Do you have what it takes to be recognized
among the best in the export industry?***

***The prestigious NCE Annual Export Awards 2024 is now accepting applications!
This is your chance to showcase your achievements, innovation, and excellence
in the export sector.***

Special Announcements



EXPORT AWARDS-24



"EMBRACE INNOVATION AND DIGITALIZATION"

Applications are now open

Click the below link to Apply for the

**NCE ANNUAL EXPORT AWARDS
2024**

CLICK HERE



Application Closing Date: 20th September 2024

More Info: Pg 04

Seminar on Boosting Trade with Digitalization



- **Date:** August 26th, 2024
- **Venue:** Jetwing Colombo 07

The seminar aims to explore and promote the integration of digitalization in enhancing trade opportunities, with a special focus on facilitating exporters through digital technologies and strategies.

Registration: Please send an email to nce@nce.lk

Don't miss this opportunity to learn and network with key stakeholders in the digital and trade sectors!

NCE Business Delegation to Malaysia and Singapore (August 2024)

The National Chamber of Exporters of Sri Lanka (NCE) is organizing a business delegation to Malaysia and Singapore in August 2024. This initiative aims to foster trade relationships and explore business opportunities in these dynamic markets.

Sri Lankan Pavilion at Indusfood F&B 2025

We are pleased to announce the Sri Lankan Pavilion at South Asia's largest integrated Food & Beverage show, Indusfood F&B 2025. The event will take place from January 8th to 10th, 2025. This is a prime opportunity for Sri Lankan businesses to showcase their products and connect with industry leaders from around the world.

For registrations, please contact us at nce@nce.lk

NCE Export Awards -2024 Awards Briefing Sessions



We are pleased to inform you that the 32nd NCE Annual Export Awards 2024 application has been launched and is now accessible on our official website, www.nce.lk

This prestigious event celebrates excellence in exports and recognizes outstanding contributions to the industry.

Key Details for the 2024 Awards:

- **Application Deadline:** The deadline for submitting applications is 20th September 2024.
- **Special Awards Opportunity:** Applicants applying under the general awards categories are also eligible to submit their applications for consideration in the Special Awards category.

To facilitate your participation and provide essential guidance on the application process, we will be conducting a series of briefing sessions.

1. **Session Two:** August 6, 2024, 2 PM to 4 PM - ***Brief on the Content of the Application (Experts from the Panel of Judges and Technical Committee will brief you on important sections of the application with tips to get proper marks)***
2. **Session Three:** August 27, 2024, 2 PM to 4 PM - ***Briefing on the Awards Guidelines and How to Fill Out the Awards Application***
3. **Session Four:** September 4, 2024, 2 PM to 4 PM - ***Briefing on the NCE Challenge Trophy for the Best Ethical Trading Exporter***

These sessions will provide valuable insights into the application requirements, criteria, and tips for submitting a successful entry. It's an excellent opportunity to clarify any queries you may have and ensure your application meets the standards for consideration.

We look forward to your active participation in the 32nd NCE Annual Export Awards 2024. Should you have any further questions or need assistance, please do not hesitate to contact us by sending an e-mail to awards@nce.lk

Strategic Partnership with Cotecna Lanka (Pvt) Ltd



Cotecna Lanka Pvt Ltd has officially partnered with the National Chamber of Exporters of Sri Lanka (NCE) as a strategic partner. Since 2012, Cotecna Lanka has been providing exemplary testing, inspection, and certification services, earning prestigious accreditation from the Sri Lanka Accreditation Board (SLAB). With over 40 years of global expertise, Cotecna is dedicated to empowering Sri Lankan exporters by enhancing product quality, ensuring compliance with international standards, and boosting trade prospects. This collaboration marks a significant advancement in supporting the growth and success of Sri Lanka's International Trade.

Productive Meeting with SLBC President



The NCE hosted a productive meeting with Mr. Suren Swaminathan, President of the Sri Lanka Business Council for Dubai & Northern Emirates (SLBC). The meeting, also attended by Dr. Sulochana Segera, Chairperson of "Women in Management," and Mr. Nilam Samsudeen, Director of Administration, focused on exploring potential collaborations between the SLBC and NCE. Key areas of cooperation were discussed, including enhancing trade relations, sharing business insights, and facilitating networking opportunities to strengthen ties between Sri Lankan exporters and UAE markets.

NCE Representation at Korea Import Fair



The National Chamber of Exporters of Sri Lanka (NCE) proudly represented Sri Lanka at the Korea Import Fair (KIF 2024), held from July 4 to 6 at the COEX Exhibition Centre in Seoul. This participation marks a significant milestone as NCE's inaugural involvement in the esteemed fair, underscoring efforts to bolster Sri Lanka's presence in the South Korean market. The delegation, led by NCE Secretary General/CEO Shiham Marikar, comprised five prominent Sri Lankan companies known for their excellence in various sectors: CoCo Green Ltd., Warna Exporters Ltd., Imperial Tea Exports Ltd., MA's Tropical Food Processing Ltd., and Tropikal Life International Ltd.

Attending the Sectoral Oversight Committee on Increasing Export of Goods and Services



The NCE actively participated in the Sectoral Oversight Committee on Increasing Export of Goods and Services, chaired by Hon. Buddika Pathirana. Represented by the President and SG/CEO, the NCE highlighted critical policy issues affecting exporters. A significant point of discussion was the removal of the SVAT (Simplified Value Added Tax), emphasizing that without a proper VAT refund mechanism, exporters would face negative impacts. The committee meetings are regarded as valuable for addressing policy issues and gaining the attention of key stakeholders.

Workshop on Environment Sustainability Practices



On July 11, 2024, the NCE organized an interactive workshop at the NCE Conference Hall with the participation of 20 companies. The workshop focused on exploring essential environmental sustainability Practices required for the international market. The session was conducted by Mr. Samantha Kumarasena, Chief Executive Officer of the National Cleaner Production Centre (NCPC), and provided valuable insights into sustainable practices

Strategic Partnership renewal with Sri Lanka Export Credit Insurance Corporation (SLECIC)



The Sri Lanka Export Credit Insurance Corporation (SLECIC) renewed its strategic partnership with the National Chamber of Exporters of Sri Lanka (NCE) to foster growth among SMEs and other exporters. Additionally, SLECIC has joined as the platinum partner for the NCE Export Awards 2024, further solidifying their commitment to supporting Sri Lankan exporters.

NCE Export Awards 2024 Application Launch



The application for the NCE Export Awards 2024 was officially launched on July 18, 2024. The guidelines were presented by the main event sponsor, Ex-Pack Corrugated Cartons PLC, represented by Mr. Deepal Perera, Head of Sales, to the Most Outstanding Exporter Award Winner 2023, Ceylon Biscuits Limited, represented by Mr. Nadeeja Karunathilaka, Director International Sales-Confectionery and Food Clusters. The event also featured NCE Strategic Knowledge Partner Ernst & Young, represented by Mr. Charith Yalagala, Partner | Assurance. Other key figures included Mr. Samantha Kumarasena, Head of the Technical Committee, NCE President Mr. Jayantha Karunaratne, and Secretary General/CEO Mr. Shiham Marikar.

Congratulations to Sean Van Dort on being elected as the Chairman of the Sri Lanka Shippers' Council (SLSC)!



The NCE extends heartfelt congratulations to Sean Van Dort on being elected as the Chairman of the Sri Lanka Shippers' Council (SLSC). On behalf of the National Chamber of Exporters of Sri Lanka, we express our best wishes and full support. We look forward to working closely with Mr. Van Dort to advance the interests of the shipping industry and shippers in Sri Lanka.

The Monthly Management Committee and the Council meetings for July 2024



On July 18, 2024, the NCE convened its Monthly Management Committee and Council Meetings at the NCE Conference Hall. Council Members engaged in extensive discussions on critical issues affecting the export sector, focusing on identifying challenges and opportunities to strengthen the sector's growth and sustainability in the current economic climate.

A highlight of the meetings was the presentation of membership certificates to newly joined companies.



Swisstek Aluminium



Miracle Pets International (Pvt) Ltd



Prudence Engineering Services (Pvt) Ltd



Blue Lotus 360(Pvt) Ltd



R & A Exports



Additionally, D B S Logistics Ltd was honoured with the Certificate of Ethical Trading for meeting all eligibility criteria.



MISL Holdings (Pvt) Ltd, a strategic partner, also participated in the Council Meeting, providing insights into their products and services to the Council Members. These meetings underscored the Chamber's dedication to supporting the export sector while upholding ethical standards.

D P Logistics (Pvt) Limited has entered into a strategic partnership with NCE



D P Logistics (Pvt) Limited has entered into a strategic partnership with NCE to offer exclusive support to the exporter community. This collaboration enhances their ability to provide a comprehensive range of logistics and supply chain management solutions, including transportation, third-party logistics (3PL), warehouse management, and freight forwarding. With extensive experience managing complex freight operations and access to a global network of agents, D P Logistics (Pvt) Limited is well-equipped to deliver international multimodal transportation solutions, thereby significantly benefiting the Sri Lankan export sector.

NCE Joined Celebrating the Egyptian National Day

The National Chamber of Exporters of Sri Lanka (NCE) participated in the celebrations of the Egyptian National Day, extending warm congratulations and best wishes to the people of Egypt. This day stands as a testament to Egypt's rich history and cultural heritage. The NCE values the strong and enduring relationship between the two countries and looks forward to continuing collaborative efforts for economic growth and mutual prosperity. May Egypt continue to thrive in unity, peace, and prosperity.



NCE Successfully Conducts Four Interactive Workshops



The NCE successfully held four interactive workshops on June 12th, June 26th, July 11th, and most recently, on July 24th, 2024. These workshops, which attracted over 80 participants, focused on critical areas such as marketing and branding, quality standards, and sustainable environmental practices for the international market.

The latest workshop, titled "Enhance Your Exports through Value Chain Development," took place on July 24th at the NCE Conference Hall. It featured Mr. Priyanga Kiriheena, a freelance Supply Chain Management consultant, visiting lecturer, and Council Member of the Institute of Supply and Materials Management,



as the resource person. This session saw approximately 24 participants engage in valuable discussions. Feedback from attendees highlights the importance of these small-scale workshops in building staff capacities and providing essential export-related knowledge. These sessions are proving to be crucial for equipping participants with the tools needed to succeed in the international market.

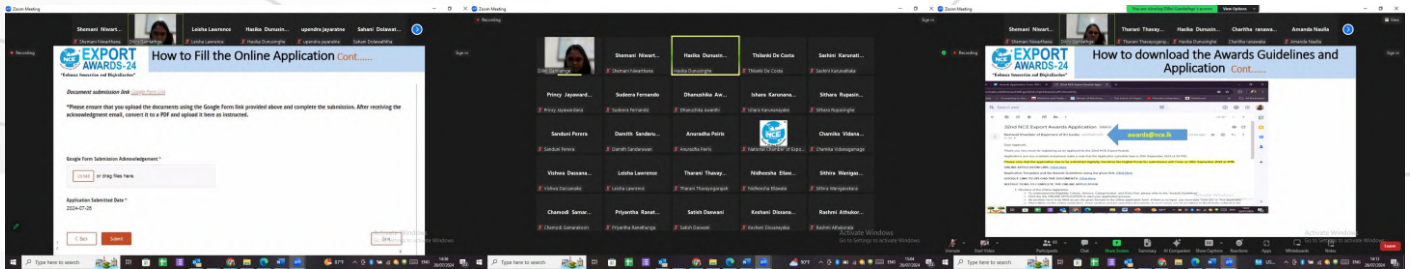
NCE Signs MoU with SLACC to Boost Market Access for Sri Lankan Exporters



The NCE has signed a Memorandum of Understanding (MoU) with the Sri Lanka & Australia Chamber of Commerce (SLACC). This partnership aims to enhance market access opportunities for Sri Lankan exporters.

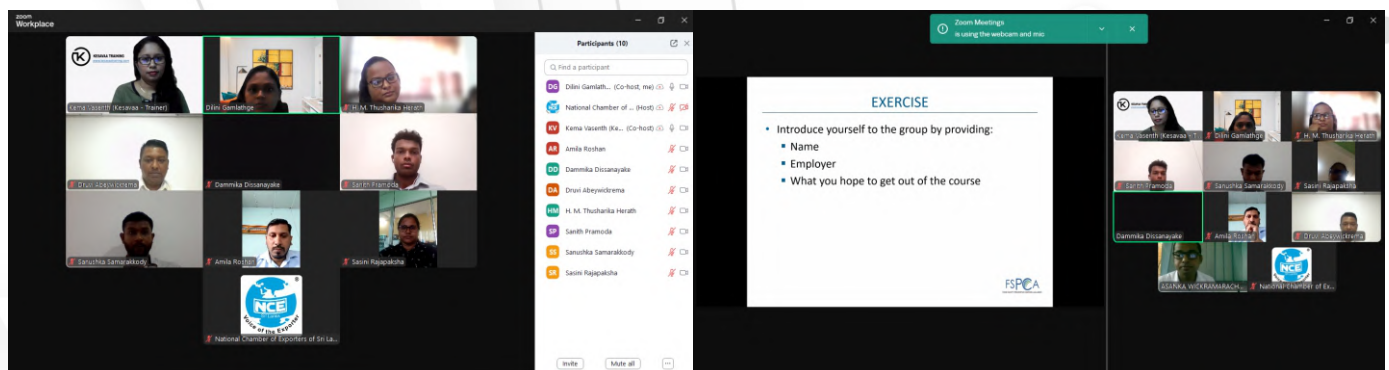
SLACC is focused on addressing a notable gap in the longstanding and productive bilateral relationship between Sri Lanka and Australia. By driving bilateral trade to new heights, SLACC intends to provide the momentum for future growth and cooperation between the two countries.

First Briefing Session on NCE Export Awards



The first briefing session was successfully conducted on July 26, 2024, with participation from over 80 companies via Zoom. Upcoming briefing sessions are scheduled for August 6, August 27, and September 4. For more details, Please visit our web site www.nce.lk or email us at awards@nce.lk

PCQI Training Sessions held on 25th ,30th and 31st July 2024



The NCE, in collaboration with HNB, conducted a Preventive Controls Qualified Individual Course (PCQI) 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 25th, 30th and 31st July 2024, 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.

Ethical Trading Certification



A UNIQUE CERTIFICATE
Exclusively for NCE Members

BE AN ETHICALLY CERTIFIED EXPORTER

National Chamber of Exporters of Sri Lanka (NCE) issues the 'Certificate of Ethical Trading' to Member Exporters who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 Principles which have been developed and followed by the Chamber.

Main Benefits

- A Credible Certificate of value from the National Chamber of Exporters of Sri Lanka.
- Comply with international standards on ethical behavior, labour, environment etc.
- Confirms adherence to Good Trading Practices.
- Provides your enterprise a competitive advantage in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.
- Recognized by various Government and Private sector stake holders

**Certificate is
Issued in
Collaboration
with**



APPLY NOW!

Contact us on +94 114344661 or email to nce@nce.lk
For more information visit <https://nce.lk/certificate-of-ethical-trading/>

More Info



NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

No. 131/6, Elvitigala Mawatha, Colombo - 08, Sri Lanka.

Hot Line: +94 114651765 Fax: +94 112372818 Email: nce@nce.lk Web: www.nce.lk



CSBM
CAMPUS

Endorsed by



National Chamber of Exporters

In Collaboration with



Diploma in

International Trade Management

Professional qualification for a lucrative career in International Trade with industry recognitions



Diploma in International Trade Management is a professional qualification designed to increase industry knowledge and specialized skills required to manage global standards of International Trade Management (ITM). Those who successfully complete the programme will be able to confidently handle day to day operations connected with procedures, documentation, financing, entering new global markets amongst other relevant subjects in ITM. The prestigious qualifications will provide students recognition in the field of International Trade and enable them to secure employment in export-oriented enterprises, both locally and overseas.

Modules

01. Financing for Imports and Exports and Foreign Exchange Transaction
02. Management Skills Development
03. International Marketing, Digital Marketing and Branding
04. Bilateral, Regional and Multilateral Free Trade Agreement
05. Research Paper

Resource Panel

- Mr. R. Chris Kariyawasam - Key Accounts Manager, (Managing a Portfolio of businesses) - Nestle Lanka
- Mr. Eranda Fernando - Consultant Economics, NDB
- Mr. Gamini Maduarachchi - Ministry of Agriculture, Procurement Specialist | Management Consultant
- Mr. Achala Chandrasekera - Director, Sri Lanka Customs
- Mr. Sudatta De Silva - Deputy Director, Sri Lanka Customs
- Mr. Charitha Jayasinghe - Head of I-Pay LOLC
- Mr. Dushan Waduwaala - Deputy General Manager, International Marketing, Alumex PLC
- Mr. Sunanda Dinesh Kumara - Cluster Senior Finance Manager, Brandix Group
- Ms. Priyashi Hewavitharana - Consultant, HNB General Insurance
- Mr. Gamini Karunatilake - Business Consultant
- Mr. Malika Amarasekara - Consultant HRM & Legal, Corporate Trainer
- Mr. Thasim Rafi - Director Venture Green Pvt Ltd, Co-Founder HUBPOINT
- Mr. Sanjeeva Jayaweera - Senior Lecturer, Corporate Trainer, Management Consultant

Duration

6 Months

Commencement

August 2024

Medium

English

Investment

Rs. 90,000/=

For whom

- Employees in Exports, Imports, Shipping & Logistics
- Entrepreneurs
- Business Owners
- Import & Export Manufacturers
- Customs & Inland Revenue Officials
- Fresh Graduates

For Information & Registration: 071 0 667 667 / 0112 790 853

📍 **CSBM CAMPUS:** Malabe (Main Campus) , Dehiwala , Nugegoda

📞 📧 📱 📺 📷 📹 www.csbm.edu.lk



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







OUR STRATEGIC PARTNERS



OUR CO-PARTNERS



NEW MEMBERS

The following export-oriented organizations joined the Chamber during the month of July 2024.

Ordinary/Associate Members

Company	Product/Service Sector
Agromet Asia (Pvt) Ltd(Associate Member)	Manufacturing of Zinc Oxide Powder, value added Brass Ingots, Gravity Die Casting Special Products (Copper and Copper-alloy casting parts) for local and export market
Centrics Business Solutions (Pvt) Ltd	Centrics is a part of a family of IT brands incepted in 2006 and we worked together to unlock the growth potential of digital transformation.
Ceylbee International Pvt Ltd	Organic Coconut Related Products & Spices
EL-Toro Roofing Products Ltd	Manufacturing of Roofing Products
Fingale Lanka Pvt Ltd	Manufacturer of bread and bakery items, goods trading
H.S.K Exports	Exporters of Cinnamon
MERIDIAN MARITIME SERVICES LTD (Associate Member)	Maritime Services Ship Agency and Husbandry service
Pristine Kokos Pvt Ltd	Manufacture & exporter of king coconut water in frozen bulk & consumer packs
Sena Mills Refineries Exports Pvt Ltd	Refiner & exporter of coconut oils and allied products
S-Lon Lanka Pvt Ltd	Manufacturing and trading of pipes and fitting and other construction related materials
Projects FPS Pvt Ltd	shipping agency, Freight Logistics, Customs Brokerage
Earthfoam Pvt Ltd	Manufacture and Export Natural Latex foam Mattresses and Pillows

Aspiring Exports

Company	Product/Service Sector
Ceylon Carb (Private) Limited	Raw coconut shells, Coconut shell charcoal, Activated carbon and virgin coconut oil and spices
Green Cave Spices	Value added spices and Tea
Jayasuwa Herbal	Herbal Production
Laklo Paint Products	Titanium Materials, Natural Clay paints, Texture Materials
Lakro Packaging Industries (Pvt) Ltd	Paper Tubes, Paper Spools , Paper Edge Protectors, Paper Rolls and Paper Sheets
Nuha Bags	School travelling bag packs and handbags
Orbit fast track	Printed materials and technical services
Pepe Ceylon Pvt Ltd	Spices and spice-based products and Essential Oils
Walters bay tea Growers (Pvt) Ltd	Manufacturing Value added iced tea and hot tea beverages
Zest Lanka International (Private) Limited	Hot Sauces



SRI LANKAN BRANDS IN THE GLOBAL MARKET



SOME OF THE LEADING SRI LANKAN BRANDS IN THE GLOBAL MARKET







SGS

When you need to be sure



TANTRI



Main Services by the Chamber

PUBLICATION OF THE “SRI LANKA EXPORTER” MAGAZINE

The Magazine is published quarterly and carries valuable articles of current interest to Exporters such as, trade information, export statistics, export market trends, export performance indicators etc. It is distributed among Member companies of the Chamber and to all trade points in Sri Lanka and overseas markets and also to leading corporate clients. The Magazine is also a powerful platform for Exporters and services providers to exporters to advertise and create awareness of their products and services.

EXPORTER DIGEST

Exporter Digest is a monthly publication released on the first of each month that highlights Chamber activities and provides brand recognition to our Exporters and Strategic Partners. This publication also includes an outline of the Chamber's upcoming events.

ISSUE OF CERTIFICATES OF ORIGIN AND RELATED EXPORT DOCUMENTS

The NCE is a designated Chamber by State authorities to issue Certificates of Origin (CO) and related documents to Sri Lankan Exporters. COs issued to both member and non-member exporters and all Members are entitled to concessionary rates that can be obtained manually or digitally.

RECOGNITION OF EXPORT PERFORMANCE

The Annual NCE Export Awards, the flagship event of the Chamber serves to recognize and reward export performance of Sri Lankan Exporters of Goods and Services, and Service Providers to Exporters. It is open for both member and non-member exporters in Sri Lanka. It is the most prestigious event in the Sri Lankan business calendar.

DISSEMINATION OF TRADE INQUIRIES AND TRADE LEADS

Trade inquiries and trade leads received from Sri Lankan missions overseas, foreign trade Chambers, and other trade organizations are disseminated to members on a timely basis. Specific trade inquiries are provided exclusively to members in the relevant sectors.

CONDUCT OF TRAINING PROGRAMMES AND WORKSHOPS

Conduct Training Programmes on export related subjects for the benefit of members and non members

PARTICIPATION IN TRADE FAIRS, EXHIBITIONS, TRADE DELEGATIONS ETC.

Participates in overseas and local Trade fairs & Trade Exhibitions and Organizes Trade Promotion Programmes and Trade Delegations, as well as Inward Buying Missions.

ETHICAL TRADING CERTIFICATION (CET) - A unique certificate Exclusively for NCE Members

The Chamber issues the 'Certificate of Ethical Trading' to Member Exporters who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 Principles which have been developed and followed by the Chamber. The certification confirms that the Member Complies with international standards on ethical behavior, labour, environment etc. The CET Provides a competitive advantage in international markets.

Main Services by the Chamber

Continued..

WEBSITE FACILITIES (www.nce.lk)

The website provides free listing for member companies and frequent updates on chamber activities and Trade related information.

SECTORAL MEETINGS

The Chamber organizes monthly Sectoral meetings for members under the leadership of the Sectoral Heads in the Council of the Chamber, in order to prepare strategic plans for the sectors, and to highlight policy and operational issues which need resolution.

REPRESENTATION OF MACRO AND INDIVIDUAL ISSUES

Represents and supports individual as well as macro issues faced by members, at the relevant State Institutions and Forums, with a view to resolving them.

DISSEMINATION OF MARKET INFORMATION, TRADE STATISTICS AND BUYER INFORMATION

Trade related information sent by partnering Chambers , Sri Lankan Missions and other sources such as retailers , whole sellers and import houses are disseminated to members.

AUDITORIUM FACILITIES

Provides Auditorium Facilities to members as well as non-members to conduct meetings, workshops and training programs.

LINKING OF PRODUCERS WITH MEMBER EXPORTERS

The Chamber has a programme to link producers of agricultural fisheries and many other products especially from the Northern Province with member exporters of the Chamber, to facilitate marketing of their products in International Markets.

SUPPORTS SME'S UNDER THE 'ASPIRING EXPORTERS' PROGRAMME

The Chamber has a special 'ASPIRING Exporters' Programme to support SME's with Export Potential, providing free advisory services and specific assistance for a period of one year, to develop them to be future exporters.

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.STEPHANIE JOHN
ADMINISTRATIVE
EXECUTIVE



**MS.ANURADHA
SEWWANDHI**
ACCOUNT
EXECUTIVE



YOHAN DILSHAN
EXECUTIVE - ICT



MR.VIJIN SANDEEPA
OPERATIONS
ASSISTANT

The National Chamber of Exporters of Sri Lanka

131/6, Elvitigala Mawatha, Colombo 08, Sri Lanka

Hotline: +94 11 465 17 65, Email: nce@nce.lk