EXPORTERS DIGEST

September 2024 Issue-40

* Exporters Digest | 40th Edition *

Bridging Borders Through Knowledge

"Celebrating International Literacy Month 2024"



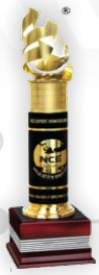
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Special Announcements

NCE Sri Lanka Voice of the Exporter

EXPORT AWARDS-24

"Embrace Innovation and Digitalization"



Applications are now open

Click the below link to Apply for the

Application Closing Date: 27th September 2024

CLICK HERE

NCE Export Awards 2024 Awards Briefing sessions



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

Key Details for the 2024 Awards:

- 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.

- **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

Seminar on Boosting Trade with Digitalization



- **Date: 05th September, 2024**
- **Venue: Jetwing Colombo 07**
- **From 2.30 pm to 04.30 pm**

Key Speakers and Topics:

Mr. Geethaka Fernando, Head of Group Digital Transformation for Hayleys Plc
- "Digital Transformation in the Manufacturing Industry"
- Current trends, benefits, implementation strategies, challenges, and solutions.

Mr. Rohan Jayaweera, Senior AVP, John Keells Holdings PLC:
- "Digital Marketing in Export Markets"
- Innovations in e-commerce, leveraging digital tools for brand visibility and customer engagement.

Mr. Ashique Ali, Director, Talliance and Past Chair SLASSCOM:
- "National Digital Economy Strategy"
- Overview and impact of digital platforms on export-oriented businesses.

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. To register, 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!

Seminar on "Exporter Concerns on Current Fiscal Policy Issues"



Date: 11th September 2024
Time: 10:00 a.m. to 12:00 noon
Venue: Hotel Galadari, Colombo

In response to critical challenges faced by Sri Lankan exporters, join us for an insightful seminar addressing current fiscal policy issues impacting the export community. This event provides a platform for constructive dialogue and expert insights.

Keynote Speaker:

Mr. K M Mahinda Siriwardana
Secretary to the Treasury, Ministry of Finance

Panelists:

Mr. Jayantha Karunaratne, President of the NCE
Mr. Damith Pallewatte, CEO, Hatton National Bank PLC
Mr. Sulaiman Nishtar, Partner, Tax, Ernst & Young

To register, please send an email to nce@nce.lk.

Sri Lankan Pavilion at the Nordic Organic Expo 2024 at Stockholm

NCE organizing a Sri Lankan pavilion at the Nordic organic food Fair which will be from 09th-10th October 2024 at Stockholm, Sweden. This exhibition is not only for the organic food and good food fair, Natural beauty show and natural health show will be at the same hall where your products can showcase.
The Nordic region is the 10th largest economy in the world and is ranked the 5th largest economy in Europe. With a higher GDP per capita than any other EU country, it is an attractive market for companies across the world.

For registrations please send us an e-mail to nce@nce.lk

Sri Lankan Pavilion at the Indusfood F&B 2025 - New Delhi

NCE organizing a Sri Lankan pavilion at the South Asia's largest Food and Beverage Show which will be from 8th to 10th January 2025. Indusfood offers an exclusive platform for global businesses to connect with India's dynamic food economy, widely recognized as the food economy of the future.

For registrations please send us an e-mail to nce@nce.lk

NCE member issues addressed at Exporters Forum



The recent Exporters Forum, organized by the Sri Lanka Export Development Board (EDB), provided a comprehensive platform for addressing the pressing challenges faced by Sri Lankan exporters. Chaired by Minister Dilum Amunugama, the forum underscored the importance of collaborative efforts in resolving sector-specific issues. The National Chamber of Exporters of Sri Lanka (NCE) praised the EDB for hosting the event, highlighting its pivotal role in facilitating dialogue between exporters and key stakeholders.

This forum was notable for the participation of representatives from Customs, the Inland Revenue Department (IRD), and other critical trade bodies, ensuring that the concerns of exporters received the necessary attention. Follow-up meetings have been planned to delve deeper into potential solutions.

The commitment demonstrated by various stakeholders, including Government representatives and industry leaders, underscores a shared dedication to enhancing the export sector and supporting the growth of Sri Lankan businesses on the global stage.

Sri Lanka's Participation in Osaka World Expo 2025



The National Chamber of Exporters of Sri Lanka (NCE) on the 2nd of August 2024 submitted a concept paper to organize the "MADE IN SRI LANKA" exhibition at Expo 2025 in Osaka-Kansai, Japan.

The Sri Lanka Tourism Promotion Bureau has been designated as the government agency responsible for organizing the Sri Lanka Country Pavilion at the Osaka World Expo 2025, scheduled to take place in April 2025.

As part of the Expo, the NCE will host a standalone "SRI LANKA EXPORT BRANDS" exhibition. This exhibition will showcase the branded products and services of Sri Lankan exporters and service providers, aiming to raise awareness among potential buyers and consumers about the diverse offerings from Sri Lanka.

7th edition of the Maritime & Logistics Conference



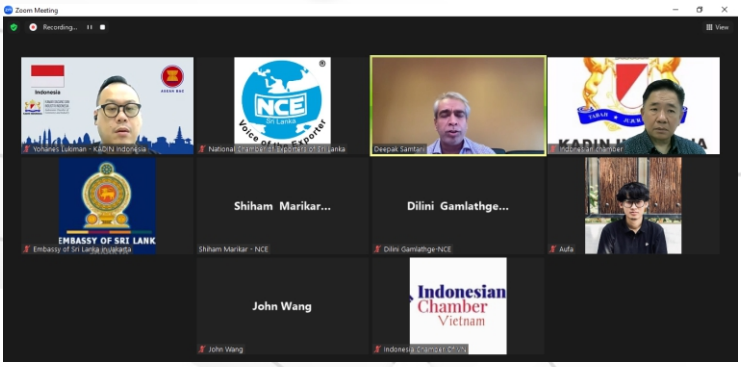
The National Chamber of Exporters of Sri Lanka (NCE) is proud to endorse the 7th edition of the Maritime & Logistics Conference, recognizing its significance in promoting Sri Lanka as a key export hub in the region. The NCE believes that the insights and connections fostered at this conference will play a crucial role in positioning Sri Lanka at the forefront of the shipping and logistics industry, supporting the nation's strategic growth as a vital player in regional trade.

Congratulations to the newly elected President of the Sri Lanka-Canada Business Council.



Congratulations to Mr. Priyantha Padmasiri on being elected as the President of the Sri Lanka-Canada Business Council. Wishing you great success in leading and strengthening the business ties between our two nations!

Meeting with Indonesian Chamber of Industry and Commerce



The NCE successfully conducted a meeting with the officials from the Indonesian Chamber of Industry and Commerce on 06th of August 2024 via zoom. This meeting was coordinated by the Sri Lanka Embassy in Jakarta to seeking potential collaboration between two chambers.

Workshop on 'National Trade Facilitation Committee (NTFC)



The International Trade Centre (ITC), together with the Japan International Cooperation Agency (JICA), organized a workshop on 'National Trade Facilitation Committee (NTFC) Best Practices & National Trade Facilitation Roadmap for Sri Lanka' on the 15th and 16th of August 2024 in Colombo.

This workshop was a follow-up to the recent work undertaken by ITC in the area of trade facilitation in Sri Lanka, focusing on (a) assessing the current implementation status of the WTO Trade Facilitation Agreement (TFA) in the country, (b) prioritizing the country's trade facilitation commitments, and (c) providing recommendations to strengthen the NTFC. This work was carried out by ITC for the Presidential Secretariat of Sri Lanka and funded by JICA.

The key objectives of the workshop were to learn from the experiences of NTFCs in other countries to strengthen the NTFC in Sri Lanka, to present the National Trade Facilitation Roadmap for Sri Lanka, and to validate it.

The workshop was attended by a large number of stakeholders, including representatives from the Presidential Secretariat, NTFC members, other cross-border regulatory agencies, key private sector associations, and think tanks. As an NTFC member, NCE also participated in this important forum.

Meeting with Delegates from Malaysia



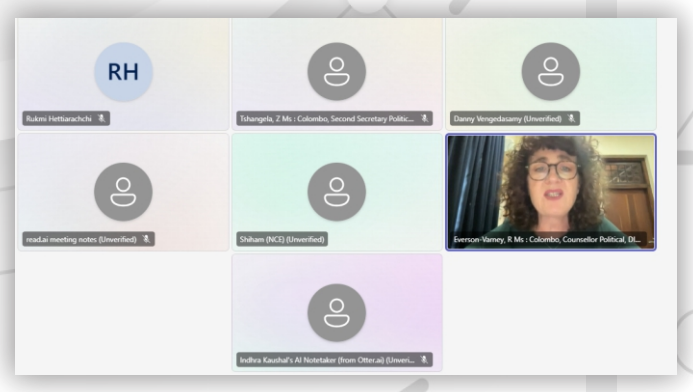
On the 15th of August 2024, the President of the Sri Lanka-Malaysia Business Council, Mr. MHKM Hameez, along with several delegates from Malaysia, visited NCE to explore potential investment and trade opportunities in Sri Lanka with the exporter community.

Renewed Partnership with Seylan Bank PLC



On the 16th of August 2024 the longstanding partnership between Seylan Bank PLC and the NCE was renewed, underscoring Seylan Bank PLC's dedication to strengthening Sri Lankan exporters. This renewed partnership demonstrates Seylan Bank's commitment to providing value-added services to Sri Lankan exporters, including advisory services and other specialized financial tools.

Meeting with THE SOUTH AFRICAN CHAMBER OF COMMERCE AND INDUSTRY



The NCE successfully conducted a virtual meeting with the officials from the South African Chamber of Commerce and Industry (SCCI) on 22nd July 2024. This meeting was coordinated by the South African High Commission in Colombo . It was discussed increase the partnership between the two chambers through an MOU.

Mr. Kaushal Rajapaksa on his election as the President of the Sri Lanka – Pakistan Business Council.



The National Chamber of Exporters (NCE) extends its heartfelt congratulations to Mr. Kaushal Rajapaksa on his election as the President of the Sri Lanka – Pakistan Business Council. This significant achievement is a testament to his leadership and dedication to fostering strong economic ties between Sri Lanka and Pakistan.

As the newly appointed President, we are confident that Mr. Rajapaksa will bring fresh perspectives and initiatives that will further enhance bilateral trade and investment between our two nations. The NCE looks forward to playing an important role in collaborating closely with the Council under his guidance. Together, we are eager to explore new opportunities, overcome challenges, and contribute to the growth of our export sectors. We wish Mr. Rajapaksa every success in his new role and reaffirm our commitment to supporting the Council's endeavors to strengthen the economic partnership between Sri Lanka and Pakistan.

Meeting with the Presidential Candidates



The National Chamber of Exporters of Sri Lanka (NCE) has taken a significant step in contributing to the future of the nation's export economy by officially handing over the "Policy Proposals for Enhancing Sri Lankan Exports and Investments for Export Sectors" to Mr. Dilith Jayaweera, the presidential candidate and leader of the Mawbima Janatha Party. These policy proposals outline strategic recommendations aimed at boosting the competitiveness of Sri Lankan exports, attracting foreign investments, and creating a more conducive environment for the export sectors to thrive.

Mr. Jayaweera, acknowledging the chamber's efforts, expressed his commitment to considering these proposals as part of his economic strategy, should he be elected. This collaborative approach between the NCE and the political leadership underscores the crucial role of the private sector in shaping policies that will drive the nation's economic future.

Meeting with the officials of Zhejiang Provincial Department of Agriculture and Rural Affairs, P. R. China



Mr. Kausal Rajapaksa - Senior Vice President of the NCE and Mr. Shiham Marikar-SG/CEO met with the officials of Zhejiang Provincial Department of Agriculture and Rural Affairs, P. R. China

The Monthly Management Committee meeting and the Council meetings for August 2024.



On August 22nd, 2024, the NCE convened its Monthly Management Committee and Council Meetings at the NCE Best Western Hotel, Colombo 05 . 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.

<u>Another two members obtained CET</u>

Another two companies has successfully completed evaluation process of the Certificate of Ethical Trading (CET) and receive their certificate during the NCE monthly council meeting on 22nd August 2024

- Global Rubber Industries (Pvt) Ltd
- Asiabike Industrial Limited



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


ECO TRANSFER
PRINTS
Innovation is Creation


EXPACK Your carton Your way


FARMCHEMIE
Manufacturers (Private) Limited


Flex Film
International


GAMMA
INTERPHARM


go GREEN
COCO PRODUCTS


Green
Space
Holdings


ROYAL
CASHEWS


greenkeepers
Let's Eco-Cycle


HAC
HALAL ACCREDITATION COUNCIL


hSenidBiz
EMPOWERING PEOPLE THE WORLD OVER


IMPERIAL
TEAS GROUP


econutrena


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


Nestlé
Good food, Good life


NIDRO


NPS
PACKAGING


OCEANEEDS
SRI LANKA


Overdime


PANASIA
COLOURED YARNS


PODIE


PREMIER
PACKAGING




Regency teas


RHINO
60 YEARS


RICHARD PIERIS EXPORTS
ARPICO


RILEYS


RIOCOCO


Royal Fernwood Porcelain Ltd


SALOTA
Promise.Delivered


DSI
BIKE


Ranpac
1981-2021
40
Anniversary

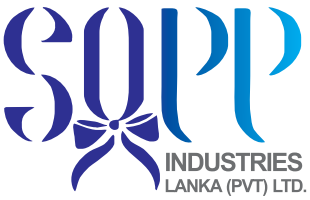

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RAJARATA
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TYRES


Scanwell
CUSTOMS BROKERS


Scanwell
Logistics


sierra
cables


SQP
INDUSTRIES
LANKA (PVT) LTD.


SPECTRA
SYNERGIZING LOGISTICS


STATESMAN HATS
SINCE 1872
MADE IN AUSTRALIA


TAPROBANE
SEAFOODS


TT
TEXTRIP (PVT) LTD.


Hayleys Fibre
Made in Ceylon


TROPIKAL

OUR STRATEGIC PARTNERS



OUR CO-PARTNERS



NEW MEMBERS

The following organizations joined the Chamber during the month of August 2024.

Ordinary/Associate Members

Company	Product/Service Sector
SIL International Pvt Ltd	Service Provider to Exporter
Luxora Gems (Pvt) Ltd	Gem & Jewellery
Seybi Trading Pvt Ltd	Printing related multi Products
Macktex (Pvt) Ltd	Garment Accessories
Cosmic Aquarium (Pvt) Ltd	Export of Ornamental Fish
CDDEF Exports Pvt Ltd	Coconut Related Products - Organic

Aspiring Exports

Company	Product/Service Sector
Lucky Tree Coir Products (Pvt) Ltd	Coir Based Products
CEYLEKTRA ENGINEERING PVT LTD	Exporting Panel Boards
City Pet Lanka	Exporting Ornamental Fish



SRI LANKAN BRANDS IN THE GLOBAL MARKET


















































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Scanwell Logistics
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TAPROBANE
SEAFOODS


SGS
When you need to be sure


SML
SMART MARINE LANKA
TRUST INTEGRITY VALUE


SPILLBURG HOLDINGS
(PRIVATE) LIMITED


SiABiKE


GRI
WE'LL GET YOU THERE

National Chamber of Exporters of Sri Lanka (NCE)

Main Service

Unique Membership Certificate Enhance your credibility and recognition as a member of the premier export chamber in Sri Lanka. The Unique Membership Certificate is a mark of distinction, positioning your business as a trusted and esteemed player in the export industry.

Lobbying NCE lobbies on behalf of its members, addressing sectoral issues at trade and policy forums with key officials. It discusses member issues with relevant state institutions and submits sector proposals for the annual national budgets.

Dissemination of Market Information The NCE regularly disseminates trade-related information from partnering chambers, Sri Lankan missions, and other sources to help members find new markets and buyers.

Seminars, Training Programs, and Workshops NCE organizes webinars, training sessions, seminars, and workshops to raise awareness of export-related topics. Industry professionals share their expertise for the benefit of member exporters.

"Sri Lanka Exporter" Magazine Highlight your company's products and services through the quarterly "Sri Lanka Exporter" Magazine. It offers insights on trade information, export statistics, market trends, and performance indicators, and provides an advertising platform. Available in both hardcopy and digital formats.

Certificate of Origin and Export Documentation Attest and endorse all export-related documents, including the Certificate of Origin, through our digital platform at a special member rate.

Professional Courses through the National Institute of Exports (NIOE) In affiliation with the Colombo School of Business Management (CSBM), NIOE conducts professional courses on International Trade Management, benefiting entrepreneurs, export enterprise employees, and aspiring export professionals.

Trade Fairs, Exhibitions, and Trade Delegations NCE arranges market access programs, overseas trade delegations, and B2B meetings to promote Sri Lankan brands internationally, in coordination with Sri Lankan trade missions and chambers abroad.

Linking Producers with Member Exporters NCE organizes regional events to link producers and suppliers with member exporters, offering opportunities for these producers to become indirect exporters. Programs are coordinated with the Industrial Development Board and regional chambers/associations.

Support for SMEs under the "Aspiring Exporters" Program Promote SMEs to become exporters by offering a special membership category with free advisory services and specific assistance for one year to develop them as future exporters.

Certificate of Ethical Trading (CET) NCE issues the Certificate of Ethical Trading (CET) to members who adhere to internationally recognized principles, in collaboration with Indexpo Certification Limited.

Preventive Controls Qualified Individual Certificate (PCQI) The NCE conducts PCQI training for food sector companies. Participants who complete the course are certified as US FDA qualified individuals, facilitating exports to the US food and beverage market.

Recognition of Export Performance: NCE Annual Export Awards The NCE Annual Export Awards is the flagship event recognizing and rewarding the achievements of Sri Lankan exporters of products and services. The event is a highly anticipated highlight in Sri Lanka's business calendar, known for its professionalism and high standards.

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