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Exporters Digest

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THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
Voice of the Exporter

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In Conversation with

DILSHAN RAJAPAKSA

Vice President of NCE
Director of the Legacy Company,
D. Samson Industries (PVT) LTD.



DSI Footwear

> "Our journey is built on quality, innovation, and trust. From Sri Lanka to the world, we remain committed to creating value, empowering people, and inspiring the next generation."

01 What is D. Samson Industries? And how did you become a part of this company?

It is one of Sri Lanka's most established and diversified footwear manufacturers, with a strong legacy of quality, innovation, and trust built over several decades. The company has grown from a local manufacturer into a globally recognized organization with a solid presence in both local and international markets. I joined through the family business, but my professional background in IT and project management in Sri Lanka and Australia shaped my journey. My time overseas exposed me to global fashion trends, branding, retail concepts, and consumer behaviour, giving me a fresh perspective on products and market opportunities. Upon joining, I introduced new ideas to challenge traditional thinking in the footwear industry, which eventually led to the creation of our brand that transformed flip-flops from basic functional products into a fashionable lifestyle brand with global potential.

02 Why do you think D. Samson Industries became a global name? What strategies helped achieve this much success?

The company manufactures footwear for leading international brands rather than being a global brand itself. Its success is rooted in consistency, long-term vision, and the ability to evolve with global trends while staying true to core values.

By focusing on quality and innovation, it has continuously invested in product development, manufacturing capabilities, and consumer needs, emphasizing value and trusted brands over price competition. Adaptability has been key, enabling its transformation from a traditional manufacturer into a global exporter.

The strength of its people, ethical practices, and willingness to think differently have driven this growth, earning recognition for Sri Lanka's excellence in leadership, innovation, and manufacturing.

03 Being in the Export industry, what learnings do you bring to the field?

Competing globally in the export industry requires much more than just having a good product. Global markets are highly competitive, demanding continuous innovation and adherence to international standards. Sustainability, ethical manufacturing, and authenticity have also become increasingly important to consumers worldwide. Resilience and long-term thinking are essential, as export markets face economic shifts, crises, logistics challenges, and changing consumer behaviour, rewarding businesses that remain agile and innovative. Most importantly, Sri Lankan companies can successfully compete with global brands by focusing on value creation, branding, and quality rather than price alone.

04 As a Legacy Company, why do you think your company is a member of NCE?

NCE plays a vital role in supporting and strengthening Sri Lanka's export sector. As a legacy export-oriented company, we believe it is important to contribute to the growth and development of the country's export community.

Being part of the NCE enables companies to collaborate, share knowledge, identify opportunities, and collectively address challenges faced by exporters. It also provides a platform to mentor and encourage the next generation of Sri Lankan exporters.

Sri Lankan businesses constantly face new challenges due to changing economic conditions and global market uncertainties. We joined the NCE because it actively supports its members in overcoming these obstacles together, and we strongly believe it is the true voice of Sri Lankan exporters.

05 As a fashion innovator and a corporate leader how do those learnings become assets in leading the NCE?

Innovation and leadership go hand in hand. As someone involved in both branding and business leadership, I have learned the importance of thinking differently, adapting quickly, and staying connected to global trends and consumer behavior.

In today's business environment branding, sustainability, digital transformation, customer experience, and innovation are now essential for global success. These experiences help bring a modern and forward-thinking perspective when contributing to organizations.

I also strongly believe in encouraging young entrepreneurs and emerging exporters to become trendsetters rather than followers. Leadership today is about inspiring innovation, collaboration, and long-term thinking.

DSI Footwear



06 What prospects do the potential exporters have if they become part of NCE?

Becoming part of the National Chamber of Exporters of Sri Lanka (NCE) provides potential exporters with valuable industry knowledge, networking opportunities, global exposure, and guidance from experienced professionals.

The NCE creates pathways for businesses to connect with international markets, understand export procedures, participate in trade events, and stay updated on industry trends and policy changes. One of the biggest advantages is that members are not alone — they gain the powerful strength of collective advocacy.

It also offers a powerful platform for aspiring exporters to learn from established companies, build confidence, and grow successfully in competitive global markets.

07 What value-added services can NCE provide for Aspiring Exporters?

It provides several value-added services that are extremely beneficial for aspiring exporters.

These include industry networking opportunities, export guidance, market exposure, training programs, knowledge-sharing platforms, trade facilitation, and access to industry expertise. The chamber also helps businesses stay informed about global market trends, export regulations, and international business opportunities.

In addition, NCE plays an important role in connecting exporters with the right stakeholders, institutions, and global networks that can help businesses scale internationally.

08 What are your words of wisdom if you are recommending NCE as an export partner?

My message to aspiring exporters is simple — dream big, think globally, and never underestimate the potential of Sri Lankan brands/ products.

I would encourage young entrepreneurs and businesses to take advantage of the opportunities, mentorship, and exposure that NCE provides. If you are passionate, innovative, and committed to quality, Sri Lankan brands can absolutely compete on the global stage.

As I always say, ***"Living on an island does not mean you should have an island mindset."***

Chamber Activities

Exploring Strategic Partnership with Junior Chamber International



The National Chamber of Exporters of Sri Lanka had the privilege of hosting Junior Chamber International (JCI), National President Mr. Sandun Weerasinghe and International Vice President Mr. Kengo Suzuki from Japan at its Head Office on 22nd May 2026.

The meeting featured productive discussions on a proposed partnership MOU between NCE and JCI, as well as supplier sourcing opportunities for Mr. Suzuki who is a fourth-generation owner of a glove and safety wear manufacturing business in Japan. Several NCE members also participated in the discussions, contributing to a fruitful and engaging session.

NCE's Monthly Management Committee & Council Meeting



The Management Committee and Council Meeting were held for the month of May 2026, at Mandarina Hotel Colombo. During the meeting progress of the activities of the NCE Secretariat was highlighted and most importantly export sector–specific issues were discussed in depth.

The Council Meeting in May was held at Mandarina Hotel on 21st May 2026, with the participation over 50 council members. The First Secretary (Political and Economic), Australian High Commission, Mr. Xin Shi graced the occasion and shared information on opportunities for Sri Lankan exporters in Australia. He emphasized that Sri Lanka can strengthen its trade ties with Australia mainly in the following sectors: renewable energy, agribusiness and food processing, logistics, technology and innovation, apparel and sustainable manufacturing, Information and Communication Technology (ICT), and tourism.

The meeting focused on several critical challenges currently affecting the exporter community including the depreciation of the rupee. Members engaged in constructive dialogue, exploring practical measures to address these pressing concerns and to enhance the resilience of Sri Lanka's export sector.

Meeting with the Deputy Minister of Industries regarding electronic and electrical products sector



NCE members from the electronic and electrical products sector recently met with the Deputy Minister of Industries to raise concerns about the high costs of obtaining standards and certifications, which are essential for export readiness and international market access. These costs have been a significant burden on businesses, particularly small and medium-sized enterprises, limiting their ability to compete globally and expand into new markets.

During the meeting, the Deputy Minister responded positively, acknowledging the challenges faced by exporters and assuring that the matter would be followed up with the relevant authorities. This engagement reflects the government's commitment to supporting export-led industrial growth and easing compliance barriers. If implemented, reforms to reduce certification costs could improve competitiveness, encourage innovation, and strengthen Sri Lanka's position in the global electronic and electrical products market, aligning with the country's long-term export targets.

Cinnamon Training Academy together with NCE proposes strategic initiatives at the Meeting with the Deputy Minister of Industries



The Cinnamon Training Academy (CTA), together with the Spice Council and facilitated by the NCE, met with the Deputy Minister of Industries to present strategic initiatives aimed at strengthening Sri Lanka's spice sector. The discussion focused on enhancing skill development, improving training standards, and ensuring that cinnamon and other spices meet international quality benchmarks.

These proposals are designed to support farmers, processors, and exporters by equipping them with modern knowledge and practices, thereby improving competitiveness in global markets. The meeting also emphasized the importance of aligning Sri Lanka's spice industry with sustainability and traceability requirements demanded by international buyers. By investing in training and capacity building, the CTA and Spice Council aim to create a skilled workforce capable of producing high-quality, value-added spice products. The Deputy Minister responded positively, recognizing the sector's potential to contribute significantly to national export growth. These initiatives are expected to strengthen Sri Lanka's position as a leading supplier of premium cinnamon and spices worldwide, while supporting the country's broader export targets.

NCE President at the launch of the National SME Strategic Framework



The National Chamber of Exporters of Sri Lanka (NCE) was represented by its President, Mr. Indhra Kaushal Rajapaksa, at the launch of the National SME Strategic Framework organized by the Ministry of Industry and Entrepreneurship Development.

The 11-Pillar National SME Strategic Framework introduces a forward-looking approach built on a 5-Pronged Strategic Outlook and 3 Implementation Approaches, providing a clear and structured pathway to address key constraints and unlock the full economic potential of SMEs through coordinated, results-driven interventions and strong public–private partnerships.

Special Feature of the Regional Delegations

Strengthening Regional Enterprises Through Strategic B2B Engagements in the North Western Province



In collaboration with the National Chamber of Exporters of Sri Lanka (NCE), two major B2B meetings were organized by the Industrial Services Bureau (ISB) and the Export Development Board (EDB) on 15th May 2026, to create new opportunities for enterprises in the North Western Province to expand into international markets.

The ISB-Led B2B Meeting session was attended by key dignitaries including Hon. Governor of the North-Western Province Mr. Tissa Kumarasiri, the Chief Secretary of the Province Mrs. Deepika K. Gunaratne, NCE President Mr. Indhra Kaushal Rajapaksa, NCE Secretary General and CEO Mr. Shiham Marikar, and the National Enterprise Development Authority (NEDA) Chairman Mr. Lakshman Abeysekara. Enterprises representing agriculture, coconut-based products, handicrafts, handloom and apparel, tea and spices, and industrial products showcased their offerings in a table-to-table format.

The EDB session brought together NCE President, NCE Secretary General/CEO, Deputy Director of EDB Kurunegala Ms. Chathurangi Nuwarapaksa, and NCE Senior Executive Officers. This meeting focused on aspiring exporters and small-scale enterprises.



Strengthening Regional Enterprises Through Strategic B2B Engagements in the North Western Province Contd...



A highlight was the informative segment on the Aspiring Exporters membership at NCE, which provided insights into how new entrants can leverage NCE's support to access international markets.

The setup allowed exporters to directly connect with suppliers while service providers offered expertise to help enterprises refine their products for global competitiveness, facilitating direct engagement among all stakeholders and reinforcing the collaborative spirit of Sri Lanka's export ecosystem.

Future Engagements

Both meetings are expected to serve as a foundation for ongoing collaborations. Future initiatives include sector-specific workshops to enhance product quality, mentorship programs pairing experienced exporters with newcomers, regional trade fairs to showcase products, and capacity-building programs led by NCE and EDB.

A delegation of 43 NCE member exporters, representing sectors such as logistics, banking, tea, food and beverage, ICT, certification services, and agro-based products, engaged with 53 participants from 35 enterprises in the North Western Province. These enterprises represented diverse sectors complementing NCE delegation's sectorial diversity.

The events concluded on a positive note, with participants expressing determination to pursue export opportunities. By fostering these connections, ISB, EDB, and NCE are laying the groundwork for sustainable export growth, positioning Sri Lanka's regional enterprises as strong contenders in the global marketplace.

Strengthening regional exports through strategic collaboration



The Secretary General and CEO of NCE, Mr. Shiham Marikar, was honoured to be invited by Mr. Lakshman Abeysekera, Chairman and Director General of National Enterprise Development Authority (NEDA), to address NEDA Regional Officers today at the NEDA Auditorium.

The session focused on how NCE and NEDA can work together to strengthen and expand opportunities for regional exporters and aspiring exporters across Sri Lanka. With over 30 participants representing regions spanning up to the Northern Province, officers were educated on how they could connect with NCE for future programmes, export development initiatives, capacity-building workshops, and market access opportunities.

This collaborative effort marks another important step towards empowering SMEs, promoting regional enterprise development, and enhancing Sri Lanka's export sector.

NCE featured in Media



During the 40th year milestone moving forward stronger and braver with NCE launching of its Sri Lanka Accreditation Board (SLAB)-endorsed Certificate of Ethical Trading (CET) at its 40th Anniversary special celebration and Annual General Meeting. Subsequently, NCE paid a visit to the North Western Province with a delegation of 42 members making it a monumental visit, that inspired many businesses to become Aspiring Exporters. While promoting export sector, NCE is also critically analyses the current situation of the Sri Lankan rupee being depreciated and it is short term benefits and long-term negative impacts. NCE is bold to share its views to the benefit of the export community.

NCE launches SLAB-endorsed Certificate of Ethical Trading

NCE has taken a landmark step by officially launching the Sri Lanka Accreditation Board (SLAB)-endorsed Certificate of Ethical Trading (CET). Originally introduced in 2019, the CET was designed to guide exporters in meeting rising global expectations around ethical sourcing, sustainability, labour practices, and environmental responsibility. With SLAB's endorsement, the CET now carries national accreditation, significantly boosting its credibility and international recognition. This milestone strengthens the reputation of Sri Lankan exporters in global markets, aligning them with the growing demand for transparency and ethical trade practices.

Read more on DailyFT | Read more on Daily Mirror | Read more on Sri Lanka Biz

NCE cautions continued Rupee depreciation will cause long-term negative impact

NCE discussed about the Sri Lankan Rupee's sharp depreciation against major currencies like the US Dollar, Pound, and Euro has created a complex situation for the economy, with exporters and tourism seeing short-term gains from higher rupee conversions, but long-term risks mounting due to rising import costs. Export earnings reached record highs in 2025, yet the National Chamber of Exporters (NCE) warns that the benefits of depreciation are outweighed by increased expenses for intermediate goods, energy, and logistics, which erode margins and competitiveness. Currency volatility discourages foreign investment and makes financing advanced technologies more difficult, limiting growth potential. Overall, while depreciation temporarily boosts rupee income, the NCE stresses that stabilising production costs and rationalising energy expenses are essential to safeguard exporters against long-term negative impacts.

Read more on the Hiru News | Read more on Daily News | Read more on Sunday Times

Read more on Daily Mirror

Welcoming

NEW MEMBERS

TO THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

MAY 2026

ORDINARY MEMBERS

1 **Antler General Industries (Pvt) Ltd**
www.iridescenceinks.com

CHEMICAL MANUFACTURING
Chemical Manufacturing

Ashani Jayasinghe
Chairman

2 **Augment Knowledge Solutions (Pvt) Ltd**
www.augmentknowledge.com

SERVICES EXPORT
Services export - specialized research, analytics and technology support for financial services

Rasika Nanayakkara
Managing Director

ASSOCIATE MEMBERS

1 **A.T.S. Transport and Logistics (Pvt) Ltd**
www.atstransport.lk

LOGISTICS & FREIGHT SERVICES
Supply chain and logistics services

Mr. Tharindu Buddhika Perera
Director

2 **Agrovista Plantation (Pvt) Ltd**
www.agrovista.online

ORGANIC PRODUCTS
Premium vanilla alongside a variety of fresh fruits and wholesome food

Dr. Senaka Wijesinghe
CEO / Managing Director

3 **ASL Logistics C.M.B (Pvt) Ltd**
www.asllogistics-int.com

FREIGHT FORWARDING
Air freight, Sea freight, Land freight, cross-boarder logistics

Mr. Gihan Wirasinha
Director – Commercial

4 **CIAP Pvt Ltd**
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MARINE AND INDUSTRIAL ENGINEERING
Marine engineering, ship building and pre- docking solutions

Mr. T. A. Punsara Aravinda
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Director

6 **Electro Serv Lanka (Pvt) Ltd**
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Mr. Chandranandana Diyunuge
Director

7 **Hayleys Fenton Limited**
www.hayleysfenton.com

ENGINEERING AND INFRASTRUCTURE PROVIDER
Renewable energy, mechanical, electrical and plumbing, ICT and security

Mr. Hasith Prematillake
Managing Director

8 **Leader Kaijie Battery (Pvt) Ltd**
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Two wheel, Three wheel and Automotive batteries

Dr. Shriyanthe Cooray
Chairman

9 **Perero Works International (Pvt) Ltd**
www.pererowellness.com

Mr. J. Nuwan Perera
Director

10 **Wakkumbura Industrial Technology Company (Pvt) Ltd**
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Textile Screen Printing, Industrial Lubricants, Industrial Lubrication System, Polymers & LSR

Mr. Nalaka Wakkumbura
Chairman

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 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
SPECTRA
SYNERGIZING LOGISTICS
TAPROBANE
SEAFOODS
TEXTRIP (PVT) LTD.
ARPITALIA
SRI LANKA
TROPIKAL
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


RHINO
60 YEARS
RICHARD PIERIS EXPORTS
ARPICO
RILEYS
RIOCOCO
Royal Fernwood Porcelain Ltd
SALOTA
Promise.Delivered
DSI
BIKE
Ranpa
1981-2021
40
Anniversary
DSI
RAJARATA
TILES
Elegance With Class
DSI
INDUSTRIAL
TYRES
Scanwell
CUSTOMS BROKERS
Scanwell
Logistics
sierra
cables
SOPP
INDUSTRIES
LANKA (PVT) LTD.
DANKOTUWA
World-class tableware
GRI
WE'LL GET YOU THERE
ASIABIKE
AGROMET ASIA
ECO
TRENDS
ADI
Art Decoration International Pvt Ltd
CEYLON FOOD VALLEY EXPORTS (PVT) LTD
dsl
SUNQUICK
SINCE 1966
DBS
LOGISTICS
Hayleys
FABRIC
JONES
SWISSTEK
ALUMINIUM
FOR THE PERFECT FINISH
ARPICO
DAVOS
SL
Since 1999
SYNEX GROUP
PGP
GLASS
HAYCARB
HSK
Cable
Solutions
LION
BOGAWANTALAWA
CLIMATE POSITIVE AND BEYOND
APS
Engineered for uptime
MERIDIAN
MARITIME SERVICES
SINCE 1989
CEYLON
JEWELRY
MANUFACTURERS
NUTRICH
Living with Nature
AMRO
NEW LANKA
GLOBAL EXPORT PVT LTD

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NationsTrustBank

Sampath Bank
WE PRESENT YOUR FUTURE

PAN ASIA BANK
The Truly Sri Lankan Bank

SRI LANKA TEA BOARD

SLECIC

HNB

PickMe™

CWIT
Colombo West International Terminal (Private) Limited
Connect • Collaborate • Contribute

VISA

DPL
Handling you with care

MISL
MIS Partner For Global Presence

Dialog ENTERPRISE

SEYLAN

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



Mr. Shiham Marikar

As Secretary General/CEO of the National Chamber of Exporters of Sri Lanka (NCE), I oversee all operations of the Chamber while working closely with the Management Committee, Council, and members to address their concerns and industry challenges. With over 15 years of service, I actively engage with government and other stakeholders to advocate on behalf of exporters, while ensuring the effective management and strategic direction of the Chamber.



Mr. Inok Perera

With a wealth of experience in the banking sector, I am currently managing the NCE as the Chief Operating Officer (COO). I manage all the operational responsibilities of the NCE and its staff ensuring smooth flow of the business activities. Prior to promoting to the COO at NCE, I served as a Senior Business Relationship Manager for thirteen years and seventeen and half years as the Branch manager in a private banking institute.



Mr. Sandun Koswattage

I am the Manager Finance at NCE covering Recording, Monitoring , Finance Controlling and Finance resource Management. I also spearhead Budgeting, Forecasting , Cash Flow and Investments Management and assuring related compliance. I have been working at NCE for eight years and hope to serve the exporter community through our interventions.



Mr. Susantha Rupathunge

I have been working at NCE for three decades in numerous roles and currently I am serving as a Senior Executive – Member Services. I manage the canvassing for aspiring exporters, issues regarding the Certificate of Origin and updating debtors and payments. I maintain relations with Aspiring Exporters and help them build their businesses and encourage them to become seasoned exporters.



Ms. Deandra Weinman

I am currently handling membership, marketing and business development activities as the Senior Executive for Business Development. I see how exporters grow when they become members of the NCE and I support them to become better versions building their businesses through NCE services. I have seen Aspiring Exporters become exporters and building their businesses contributing to country's export sector.

THE NCE SECRETARIAT

WE ARE HERE TO SERVE YOU!



Shiham Marikar
Secretary General/Chief Executive Officer



Inok Perera
Chief Operating Officer



Sandun Koswattage
Manager Finance



Susantha Rupatunge
Senior Executive - Member Services



Deandra Weinman
Senior Executive - Business Development



Enuri Gurusinghe
Senior Executive - Operations



Ayodhya Amarajeewa
Senior Executive - Publications



Sayuri Sumanathilake
Executive - Member Services



Romain Fernando
Administrative Executive



Chamila Perera
Accounts Executive



Hashen Madhusha
Operations Assistant

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