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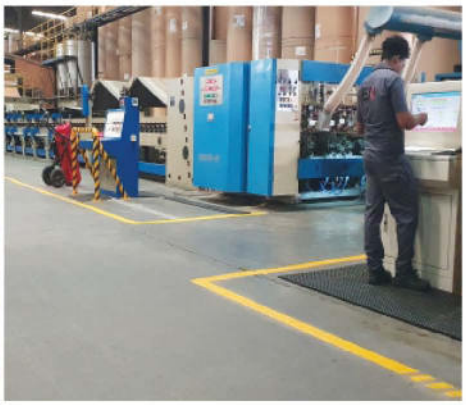
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EDITORIAL



Menaka Wanniarachchi
Director Operation

NCE SALUTES THE VALOR AND DEDICATION OF COVID - 19 FRONT-LINERS

We, are humbled by the immense sacrifices, invaluable dedication, commitment and the unwavering efforts by those front-liners in managing the virus and to bring the situation under control, oftentimes risking their own lives, for the benefit of the nation. We wish to take this opportunity to immensely appreciate and thank them who are playing this arduous task, a war against an unseen enemy and we are also concerned about their wellbeing. They are the ones who are confronting this deadliest threat and the most vulnerable, yet as a nation we can be proud to state that loss of lives of those front-liners are kept to a minimal as we are practicing the most stringent precautions.

The outbreak of the lethal Covid-19 virus which is spreading faster, has already claimed a substantial portion of human lives worldwide. This pandemic has undoubtedly generated a spillover catastrophic effect on international trade creating a sweeping impact on the global economy. Sri Lanka also has fallen prey to this fatal condition, currently enduring a significant impact on every aspect.

Amidst the havoc the government has initiated the vaccination drive in phases. Vaccines are currently being administered by Sri Lankan health authorities and the military, who are tasked with managing the pandemic. Added to the task, the tri forces together with the department of police are heavily engaged in distributing essential food items to those who have been severely affected by lockdowns and daily wage earners whose livelihoods been hampered. At this juncture, it is noteworthy to mention the tireless efforts by the Sri Lankan armed forces, medical professionals and other direct service providers to combat this deadly virus and safeguard the health and the wellbeing of the general public. They continue to devote their time and energy even risking their own health and safety to contain this deadly virus.

It is also noteworthy to mention the contribution by all other service providers such as the Department of Customs, Sri Lanka Ports Authority, Transport Providers and other essential utility service providers, especially health services for their unstinted services to the public, the business community and the exports sector in maintaining the economic activities, in spite of the risks to their own health and responsibilities which they owe to their families.

In this context it is important that the players in the export sector, be mindful to protect the health of their employees and the interests of their families as well. It is at times like this that everyone is presented with the opportunity to demonstrate their core values and concern for others. In this aspect, the general public has a greater responsibility and an important role to play by adhering to safety protocols imposed by the health authorities and armed forces and supporting the government in its efforts to combat the lethal virus.

HIGHLIGHTS

SRI LANKA EXPORTER

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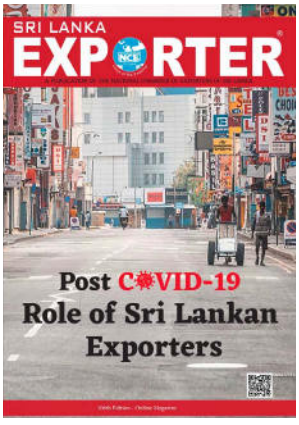
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- Issue of Certificates of Ethical Trading (CET)
- Submission of Proposals for the Annual Budget of the Government
- Recognition of Export Performance
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NCE ANNOUNCES THE ANNUAL EXPORT AWARDS 2021



RISE, REBUILD & REGAIN

The Chamber is planning to conduct its' Annual Export Awards on 01st December 2021 for the 29th consecutive year at Hotel Shangri-La, Colombo. Since its inception, the flagship event of NCE is conducted annually in recognizing and rewarding the achievements of Sri Lankan Exporters in the International Market. We as a responsible Chamber serving exporters of this country understands the challenges our exporters are facing due to the fatality of the virus for the 02nd consecutive year and the need to appreciate their resilience and to motivate these ardent players in trying to rise and regain. Hence the Theme this year will be "RISE, REBUILD & REGAIN"."

The event, however, will be organized amidst copious challenges during the calamitous situation and yet will maintain the undisputed glitter and glamour and the high standards synonymous with this prestigious event. The Chamber is making arrangements to conduct this captivating event on a hybrid platform facilitating non-participants to witness the event via online platforms.

APPLICATION LAUNCH

In view of the forthcoming Awards Ceremony, the Chamber launched the Application and the Guidelines during a virtual ceremony held on 27th July 2021 with the participation of a large number of potential applicants, sponsors and media. This comprehensive application which will be the key document to be eligible for awards is available download from the Chamber website www.nce.lk. The Application Form is a comprehensive document that captures all important aspects related to Exports in the modern context of International Trade. Each year, the Chamber effects improvements to the structure of the Awards scheme and evaluation criteria to accommodate current needs of international trade and also based on the feedback received from past award winners.



SPECIAL AWARD

The Awards this year will be in respect of Export Performance for the year 2020 and adding a special feature, NCE will be introducing the "NCE CHALLENGE TROPHY", for organizations who perform ethical trading practices under Small, Medium, Large and Extra Large categories.

The selection of Award Winners is carried out by an independent and professional Panel of Judges competent in the various aspects of exports. The Panel of Judges is assisted by a separate 'Technical Committee' comprising knowledgeable persons in the technical aspects of Exports. The Chamber also engages the services of a leading Multi-National Audit Firm "Ernst & Young" to provide professional inputs to the Panel of Judges as the Strategic Knowledge Partner of the Chamber, to ensure transparency, and credibility of the entire selection process of Award Winners, which has enabled to benchmark this event for its professionalism, and high Standard.

Winning an award speaks volumes about the products and services of an export enterprise and strengthens its credibility which enables to reinforces the loyalty of its clients. It is also the "Testimony" of the work ethics, dedication, and uniqueness of an export organization that enhances the reputation in the eyes of the general public, prospective customers and differentiates the enterprise from competitors.

NCE Export awards is a most looked forward to event by the Exporter Community of Sri Lanka, and has assumed National Significance over the years given its Professionalism, Integrity, and High Standard of Conduct with Glitter and Glamour. The event has hitherto been attended by over 700 participants, comprising the cream of the Business Community, especially Exporters, High State Officials, Diplomats, and the Political Leadership.

The event confers Gold, Silver, and Bronze Awards to achievers of the Standards determined by the Panel of Judges. The **'Most Outstanding Exporter of the Year'** as well as the **'Most Outstanding Exporter Runner-up of the Year'** are selected out of the Sectoral Award Winners.

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TRAININGS AND WEBINARS



"GROW BEYOND TRADITIONAL MARKETS"

The National Chamber of Exporters of Sri Lanka, addressing numerous issues faced by its member exporters instigated a series of webinars under the theme "Grow Beyond Traditional Markets" in collaboration with Sri Lankan Foreign Missions overseas. The main objective of this initiative is to assist exporters in finding new markets by identifying emerging demand for various products and services by global consumers under new normal.

Keeping abreast with the program, the Chamber conducted the following webinars during the period.

1. Improving Market Access to India

In coordination with the High Commission of Sri Lanka in New Delhi and Indian Importers of Chamber of Commerce, NCE conducted a webinar on 21st April 2021 to discuss how Sri Lankan Exporters can expand their market share to India. NCE recently signed an MoU with the latter to facilitate two-way trade between Sri Lanka and India.

Representing the High Commission, Ms Upekha Samaratunge, Minister Commercial addressed the participants jointly with Mr T K Pandey, Director, Indian Importers Chamber of Commerce. The webinar was moderated by Mr Sarada de Silva, Past President of the Chamber.

2. Improving Market Access to Israel

NCE organized a webinar in collaboration with the Embassy of Sri Lanka in Tel Aviv, the Federation of Israeli Chamber of Commerce (FICC) and the Israel – Sri Lanka Chamber of Commerce on 28th April 2021 to create awareness and a market access platform for Sri Lankan Exporters through a discussion of market trends, potentials and entry/expansion channels specific to Israel.

Ambassador of Sri Lanka to Israel Waruna Wilpatha made entry remarks and

Presentations on trade opportunities, requirements/standards and barriers to access the Israeli market along with new trends / post COVID-19 strategies that the Sri Lankan exporters

need to adopt to were made by Vice President (International Relations & Business Development) of the Federation of Israeli Chamber of Commerce (FICC) Ze'ev Lavie and Chairperson of the Israel - Sri Lanka Chamber of Commerce Anat Bernstein – Reich while the Group Chief Executive Officer of Bopitiya Auto Enterprises Ltd. Dr. Manisha Rodrigo of Sri Lanka moderated the webinar.

3. Awareness session on TIEP scheme

NCE conducted a webinar on 31st May 2021 to create awareness among exporters on Temporary Imports for Export Processing in coordination with the Sri Lanka Customs.

The participants were made to understand on TIEP-1 scheme, Industries and Service Directorate, Inward Processing Schemes and many other important areas.

Mr Priyantha Saparamadu - Deputy Director of Customs, Retired Major General Vijitha Ravipriya - Director General of Cusoms, Mr Anura Kumarasiri - Superintendent of Customs and Mr Ruchira Karunathilake – Deputy Superintendent of Customs joined as panelists. Ms Nathali Gunawardane from NCE moderated the webinar.

4. Improving Market Access to Japan

The webinar was held on 16th June 2021 with participation of the higher officials from Sri Lankan Embassy in Tokyo, Japan. Sri Lanka Business Council in Japan and Ceythe Japan Co Ltd also joined the webinar to share information on Japanese market.

His Excellency Sanjiv Gunasekara, Ambassador of Sri Lanka to Japan made the opening remarks whilst Mr Kapila J. Kumara, First Secretary Commercial made a presentation on Japanese Market.

Mr Jagath Ramanayake, President, Sri Lanka Business Council in Japan and Mr Chandika Perera, Managing Director, Ceythe Japan Co., Ltd joined the webinar in sharing their expert views on how to conduct business with Japanese buyers.

Mr Chinthaka Wegapitiya, General Manager, Laugfs Corporation (Rubber) Ltd moderated the webinar.







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BEGINNERS GUIDE TO CERTIFICATE OF ETHICAL TRADING

Mr. Ravi Jayawardena

(Writer is Incumbent President, The National Chamber of Exporters of Sri Lanka and Past President, World Fair Trade Organization – Asia)



Trade can be identified as a strongest tool that can make or break a country or community in a short period of time. It is also said, Trade is the best form of aid, where Fair Trade facilitate Live in dignity by ensuring supply chain adherence to sustainable process with consideration to the 'Three Pillars (03) 'People, Planet & Profit.

The key elements of Fair Trade and Ethical Trade are common and not contradict each other. In Fair Trade total process of the supply chain are addressed while Ethical Trade emphasis are made on works rights.

Fair Trade is accepted and respected by people in the developed and developing countries alike. It can be practiced in any type of business in goods or services and has no beginning or an end. It's a continuous work in progress tailored to meet the needs of the situation and/or establishment.

The impact of Fair Trade broadly categories in to Social Benefits (People), Environmental Benefits (Planet) and Economic Benefits (Profit). The Social Benefits are summaries as empowering the producers (workers) to uplift living standards. Environmental Benefits are described as use of eco-friendly raw materials and production process. The Economic Benefits are identified as conducting business maintaining ethical/moral standards and engage in accountable action.

Understanding the paramount importance of sustainable development, The National Chamber of Exporters of Sri Lanka (NCE) takes the lead in championing Fair Trade / Ethical Trade partnering Sri Lankan enterprises. It has identified the three

(03) pillars of Fair-Trade People, Planet and Profit and derived eight (08) principles of trading principals to be followed by business.

These principals can be further elaborated, when an establishment conduct honest trading practices it gains trust and confident among its partners. The payment of statuary wages, non-employment of child or force labour, freedom of association are legal requirements. Having an acceptable working conditions and capacity building programs helps better staff performance. Promoting good values among trading partners and caring for the environment is a social and moral obligation for all business.

Adopting these principals appears to be challenged with additional financial cost or other burdens on the organization. But careful analysis shows these conditions are need to be implemented due to legal, statutory or moral obligations. Furthermore, it makes the establishment standup and recognized in the market place.

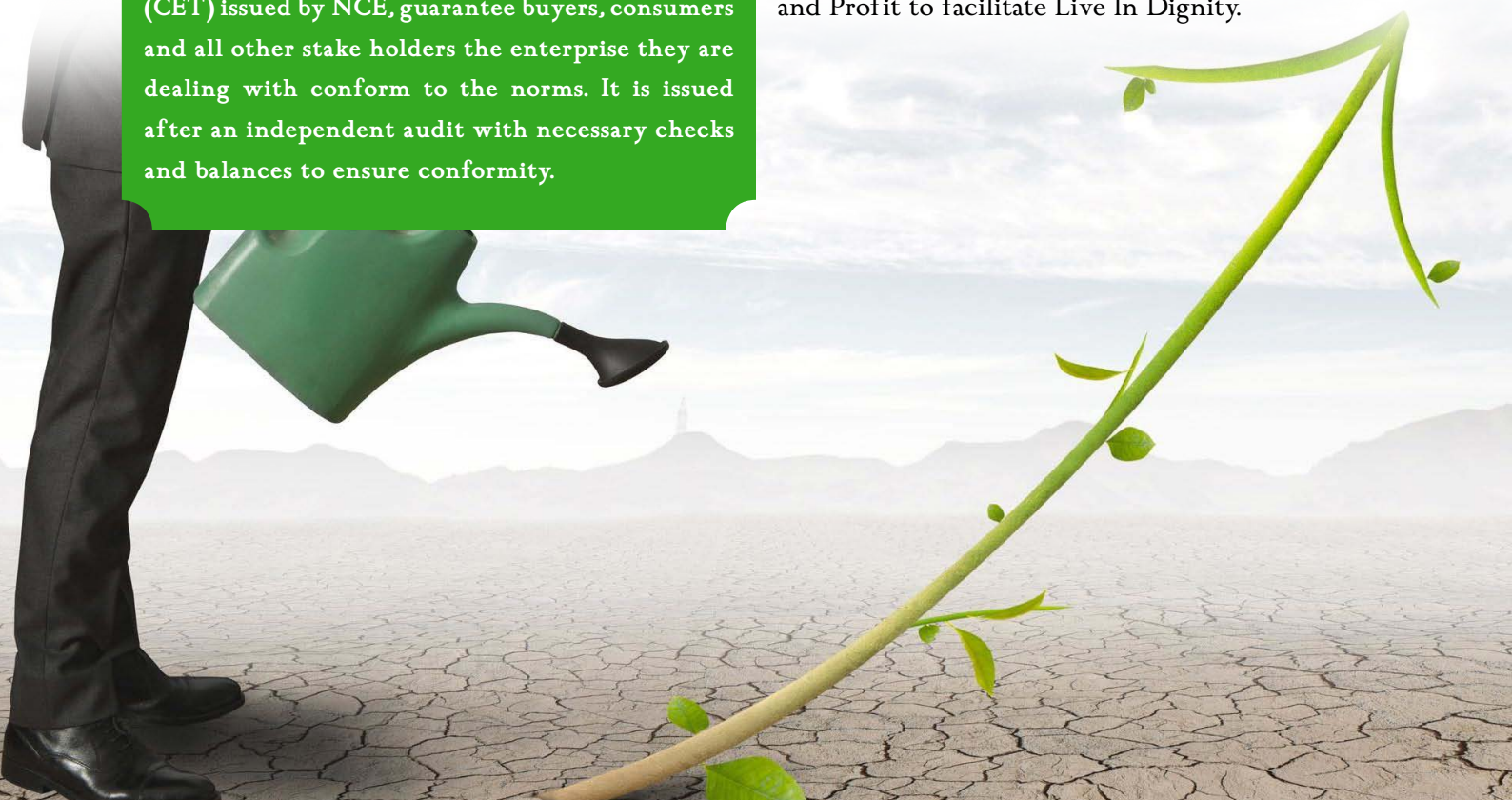
The NCE has taken the lead, been the only Trade Chamber in Sri Lanka to issue a certificate of conformity for establishments adopting the eight principals of trading principals described in this article. The Certificate of Ethical Trading (CET) issued by NCE, guarantee buyers, consumers and all other stake holders the enterprise they are dealing with conform to the norms. It is issued after an independent audit with necessary checks and balances to ensure conformity.

The consumers in the developed countries are consentingly demanding for Fair Traded products. Its further confirms with all leading brands of Food, Clothing, Utility Products and Giftware are introducing a greater degree of Fair Trade in their product mixed. Special events and activities are held in the market place to attract new consumers to Fair Trade products.

When an exporter offers a product to a buyer with a Certificate of Ethical Trading (CET) it receives greater acceptance and recognition over the competitors. This is because the consumer demands are met and seller has the certification to support same.

Mitigating the effects of using trade as tool, is a challenging process for any country or community. The lengthy process takes at times take years if not months. During these periods of transitions producers and markets are affected alike. But when products with Certificate of Ethical Trading, have been established in the marketplace, consumers are willing to pay the premier as they are aware the benefits to society and world.

Therefore, The Certificate of Ethical Trading issues by NCE is the way to care for People, Planet and Profit to facilitate Live In Dignity.



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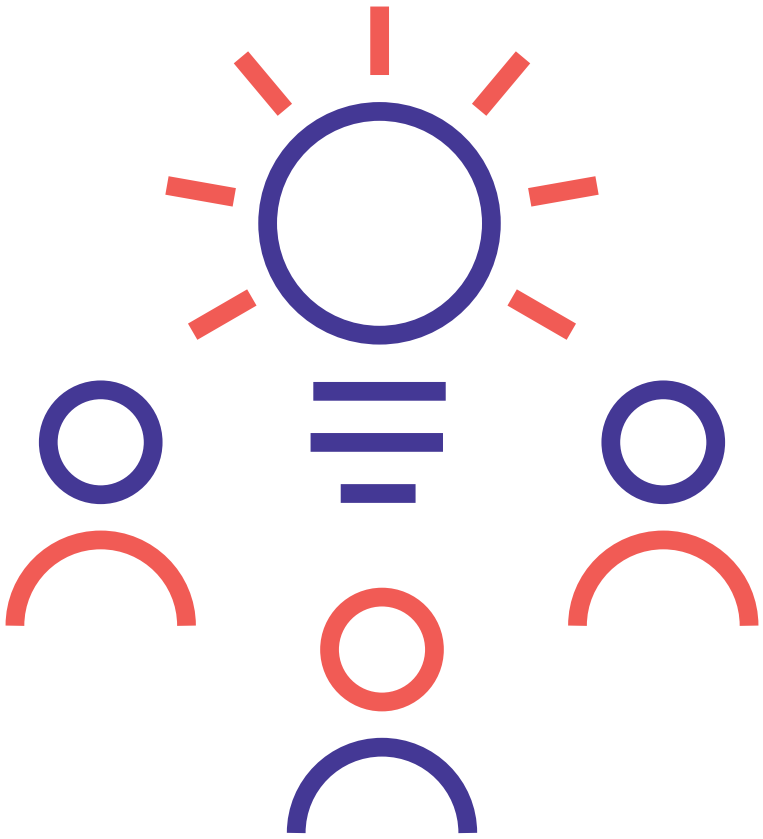
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Mr. Sanjeewa Ranasinghe Bandara

Third Secretary (Commercial)- High Commission of Sri Lanka in South Africa

South Africa is the most advanced and diversified economy in African continent with the best business friendly environment. The country has a population of 58 million people living in 22 million square kilometers of land extent. Historically and commercially, Durban sea port has connected the Asia and Middle-East, while Cape Sea port connecting Europe, North and Latin America. Durban port is the gateway of international trade for neighboring countries such as Botswana, Lesotho, Namibia and Zimbabwe. This geographical advantage of South Africa provides a leverage to enhance their trade and to play a leading role in global trade.

South Africa's economic activities are more inclined towards its service sector with 69% of total economic activities while primary sector (including the mining) accounts for 10% and Industry sector for 21%. The annual average tourist arrival for South Africa is 25 million. However, the country wide unemployment rate of 27% - 30% is a major issue which creates constant public unrest and riots. South Africa's per capita income is above USD 6,500 in average, but the disparity of the income distribution, poverty, regional disparities, limited access to the basic needs by the poor and mal nutrition among the young people have been the major social and economic problems for a considerable time period.

Regional trade agreements provide a distinct advantage for the South African businesses to develop the export markets while other African countries enjoy a preferential market access to South Africa. These preferential arrangements are one of the key factors attributing to inward FDIs to the county; while the well-developed infrastructures and the legal systems are facilitating major international businesses to establish their branches, factories and regional offices in South Africa.

Though there are no significant complaints regarding the non-tariff barriers for Sri Lankan exporters, some international trade partners have reported a few difficulties they are facing such as port congestion, customs valuation above invoice prices, theft of goods, need for import permits, violations of intellectual property rights (IPR), rigid bureaucratic procedures, in the international trade. The preferential trade partners of South Africa enjoy lesser tariff rates and most of them are available for countries in the region, Europe and Latin America. Since the preferential partners are enjoying a substantial duty concession in market access, exporters of Ceylon Teas and Apparels to South Africa at a disadvantage. However, Sri Lankan products can compete in the market through branding and quality; even with the tariff disadvantage.

The consumer market is highly stratified and fragmented due to the inequality of income distribution in the country. Therefore, the market size cannot be assessed by general factors such as population size,

size of the economy and the per capita income. The high end market is particularly limited to the upper middle and high income earners. Mass production & imports for the low-income earners need to be at an affordable price. Quality and/or brand are not essential factors of choice for that segment of the population. But the minimum national standards are sought after in every import.

The industrial imports are relatively big and focus on both domestic use and value addition for international markets. The standards, price, continuity of the supply, minimum handling time is the key driving factors of industrial imports. Most of the multinational companies have established their production plants in South Africa targeting the domestic and regional markets while sourcing the raw material and semi-finished products from domestic and international suppliers.

The agriculture industry of South Africa is the backbone of the food security of South Africa and export a large portion of the harvest to other African countries and Europe. The modern technology used in agriculture in combination with more appropriate land holdings size and land tenure system are the key reason to maintain high levels of yield. There are enough opportunities to supply raw materials, intermediate goods, machineries and other equipment to the agriculture sector; but due to the colonial heritage, import linkages for such goods are still with the western countries. Asian countries are relatively new to the region and should get acquainted with the consumer interest and specific needs of the agriculture and other sectors. Furthermore, the mining industry established in the colonial era, which has an increasing world demand is still contributing to the national exports at a significant level and even during the period of COVID 19 it has reported a growth of exports.

Sri Lanka High Commission in South Africa has identified three specific sectors to promote Sri Lankan exports in South Africa and neighboring countries based on the existing and future trends of the these economies and the national priorities of Sri Lanka. Hub operations in Colombo, civil constructions and boat building are the sectors promoted with a high priority to enhance the existing level of exports earnings to Sri Lanka. Sri Lanka as well as South Africa used to import agricultural products in off seasons, especially fruits, vegetables and other food items. During the peak season, those items are abundantly available at very low price in both countries. The off season in South Africa is the peak season in Sri Lanka. This seasonal difference can be harnessed to promote the trade between two countries.

The annual average tourist arrival is 7,000 per annum from South Africa to Sri Lanka. This is very specific market with high disposable income. South African tourists are looking for sunny and sandy beaches, water activities and adventures. In the post COVID era Sri Lanka High Commission plans to promote the cultural and wellness tourism among the Indian origin community who had migrated to South Africa 150 years ago. Now 1.5 million Indo-South Africans are representing the middle and upper middle class of the economy and still having family and cultural ties with India.

South Africa does not encourage the import of finished products to the country (especially in consumer sector) due to the high unemployment rate among unskilled labor force. Black Business empowerment has been certified at the national policy level and most of the financial and non-financial assistance are directed to the Black Businesses to uplift lively hood of natives. Therefore, it is advisable to partnering with the certified Black Businesses for the new entrants to the market, to benefit from the government policy and achieve substantial advantages for both importing and exporting parties. Exporting and importing semi process goods, which enables to generate more employment opportunities through value addition will be more acceptable to South African authorities than importing finished goods or exporting raw material. Also, the Asian origin businessmen are dominating in some sectors of imports where the price competitiveness is over-spilling in certain sectors such as spices.

Currently, the bilateral trade between two countries is USD 300 Mn per annum and 75% of the trade is dominated by the coal import for the Norachcholai power station. (2018 By harnessing the advantages that exist in both countries, we expect a more diversified trade and investments and increased involvement of number of exporters and importers in next decade to enhance the trade ties and create a win -win situation for both nations.



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ශ්‍රී ලංකාවේ කුළුබඩු ඉතිහාසය සහ සාධාරණ වෙළඳාම

Mr. Tyrell Fernando

Managing Director/CEO

People's Organisation for Development, Import and Export

ශ්‍රී ලංකාවේ ඉතිහාසය සහ කුළුබඩු වෙළඳාම අතර අන්තර් සම්බන්ධතාවයක් තිබේ. ශ්‍රී ලංකාව කෙරෙහි ඇති ප්‍රමුඛතාව කුළුබඩු වෙළඳාම නිසා වූවක් බව නිශ්චිත නැත. පිළිතුර කුමක් වුවත්, කුරුඳු වෙළඳාම අතීතයේ දී ශ්‍රී ලංකාවේ ආරම්භ වූ බව අප පිළිගත යුතුය. කුරුඳු වල උපන් රට ශ්‍රී ලංකාව ලෙස සැලකේ. සුප්‍රසිද්ධ ඉතිහාසඥයෙකු හා කතුවරයකු වන "ජෝන් කී" ප්‍රකාශ කර ඇත්තේ ශ්‍රී ලංකාවේ කුළුබඩු වල සුවඳවත්බව නිසා සේද මාවත සැකසී ඇති බවයි. මුල් කාලයේ ගාල්ල කුරුඳු සඳහා ආකර්ශනීය වෙළඳ මධ්‍යස්ථානයක් විය. අරාබි වෙළෙන්දෝ කුළුබඩු වෙළඳාම පිළිබඳ විශේෂඥයෝ වූහ. එබැවින් ඔවුන් බටහිර දේශ ගවේෂකයන්ට බොහෝ කලකට පෙර ශ්‍රී ලංකාව ගැන දැන සිටියහ. කුළුබඩු වෙළඳාම, ඇත්දළ සහ මැණික් සඳහා අරාබිවරුන් ඉතා සාර්ථක විය. ගාල්ලේ සංචාරය කළ අරාබි වෙළෙන්දෝ යාපනයට සංක්‍රමණය කළ අතර ඔවුන් කන්කසන්තුරෙහි වරායක් පිහිටුවා ගත් අතර එය ඔවුන්ගේ වෙළඳාමට වඩාත් පහසු විය. ඔවුන් අරාබි සහ යුරෝපීය වෙළඳුන් සමඟ ව්‍යාපාර ගනුදෙනු රාශියක් පවත්වා ඇත. අද ශ්‍රී ලංකාවේ වෙසෙන සියලුම මෝරිෂ් මුස්ලිම්වරුන් එම මුල් කුළුබඩු වෙළෙඳුන්ගෙන් පැවත එන්නන් බව පැවසේ. කුරුඳු හා කුළුබඩු වෙළඳාම හත්වන සියවසේ සිට සිදුවෙමින් පවතී. කුඩු කර ගත් කුළුබඩු වසර ගණනාවක් තිස්සේ මළ සිරුරු එම්බාම් කිරීම සඳහා භාවිතා කර ඇත. ඊජිප්තු පුරාවිද්‍යා කැණීම්වලින් සාක්ෂි රාශියක් මේ පිළිබඳව සොයාගෙන ඇත.

නැව් 317 කින් සමන්විත නාවිකයින් 27,000 ක් ඉන්දුනීසියාව, ජාවා සහ වියට්නාමය හරහා ශ්‍රී ලංකාවට ළඟා වීය. 1409 සිට 1419 දක්වා කාලය තුළ "චේන්ග් හෝ" "CHENG HO" විසින් බොහෝ වාර ගණනක් ලංකාව තරණය කරන ලදී. "ජෝන් කීට" අනුව, "චේන්ග් හෝ" විසින් කුළුබඩු, ඇත්දළ සහ මැණික් සහිත පෝසිලේන් භාණ්ඩ සමග සේද ද්‍රව්‍ය හුවමාරු කර ගෙන ඇත.

ශතවර්ෂ ගණනාවක සිට ශ්‍රී ලංකා කුළුබඩු යුරෝපීය වෙළඳපොලවල තිබේ. අරාබි සහ උතුරු අප්‍රිකානු වෙළඳුන් මෙම වෙළඳාමට මැදිහත් විය. කුළුබඩු රාත්තල් එකක් රත්තරන් රාත්තල් එකකට වඩා වැඩිය. 1400 දී යුරෝපීය නාවිකයින් ඔටුවන් මත කුළුබඩු ප්‍රවාහනය කිරීම මිල අධික බවත් නැව්වල කුළුබඩු ප්‍රවාහනය කිරීම ලාභදායී බවත්, අරාබි වෙළඳ අධිකාරියේ මැදිහත්වීම අභිබවා යා හැකි බවත් ඔවුන්ගේ රාජකීයත්වයට දැනුම් දුන්හ එබැවින් 1498 දී, වස්කෝ ද ගාමා ඉන්දියාව හරහා නව මාර්ගය සොයාගත් විට, යුරෝපීයයන්ට කුළුබඩු වෙළඳාමේ දී නව මාර්ගය භාවිතා කිරීමට හැකි විය.

සාධාරණ වෙළඳාම ගැන කතා කරන විට එයට අවුරුදු හැටක ඉතිහාසයක් ඇත. නමුත් වෙළඳාමට මිනිසාගේ ශිෂ්ටාචාරය දක්වා දිගු කාලීන ඉතිහාසයක් ඇත. පුරාණ කාලයේ ජනයා භාණ්ඩ හුවමාරු කර ගත් අතර එය හැඳින්වෙන්නේ 'බාටා ක්‍රමය' ලෙසිනි. පසුව එය මුදල් වලින් වටිනාකම ගෙවීමට මාරු විය. කාලය ගෙවී යත්ම, මුදල්

මත පදනම් වූ සියල්ල පුද්ගලික ලාභ ප්‍රයෝජනය සඳහාම විය. එවිට මෙම වෙළඳාම තේරුම් ගත් සමහරු සාධාරණ නොවන වෙළඳාම වෙනස් කළ යුතුයි යන්නෙහි පදනම් විය. එහි ප්‍රතිඵලයක් ලෙස "FAIR TRADE" සංකල්පය ලොවට හඳුන්වා දෙන ලදී. සාධාරණ වෙළඳ ව්‍යාපාරය ආරම්භ වූයේ 1946 දී එඩ්නා රූත් බයිලර් නම් කාන්තාව දකුණු ඇමරිකාවේ අඩු ආදායම්ලාභී කාන්තාවන්ගේ අතින් කළ ගෙත්තම් ආනයනය කිරීමට පටන් ගැනීමත් සමඟය. ඇය පළමු සාධාරණ වෙළඳ සංවිධානය වන මෙනනයිට් මධ්‍යම කමිටුව සඳහා අඩිතාලම දැමුවාය. 1949 දී SERRV ඉන්ටර්නැෂනල් විසින් සමීපව අනුගමනය කරන ලද මෙම ආයතන දෙකටම සංවර්ධනය වෙමින් පවතින රටවල සාධාරණ වෙළඳ සැපයුම් දාමයන් සංවර්ධනය කිරීමේ ඉලක්කයක් තිබුණි.

මෙමගින් තම නිෂ්පාදන සඳහා සාධාරණ මිලක් ලබා ගැනීමට නිෂ්පාදකයාට හැකි වූ අතර ඒ සමඟම පාරිභෝගිකයාට මෙම සංකල්පය යටතේ ගුණාත්මක භාණ්ඩ ලැබුණි. එසේම මෙම ක්‍රමය බොහෝ අතරමැදියන්ගේ මැදිහත්වීම තුරන් කිරීමටද උපකාරී විය "FAIR TRADE" සාර්ථක කර ගැනීම සඳහා විකල්ප වෙළඳ සංවිධාන (ATOs) ලෝකය තුළ උතුරේදී සහ දකුණේදී ආරම්භ කරන ලදී. සෑමවිටම ලෝකයේ උතුරේ සංවිධාන ගැණුම්කාර පාර්ශවයක් ලෙසත් දකුණේ සංවිධාන විකුණුම්කාර පාර්ශවයක් ලෙසත් සාධාරණ වෙළඳ ප්‍රතිපත්තීන් මත (10th standard) පිහිටා තම කටයුතු කරමින් සිටිති.

නූතන සාධාරණ වෙළඳ ව්‍යාපාරය එක්සත් ජනපදයේ ආරම්භ වූ අතර 1960 ගණන්වල යුරෝපයේ ඉක්මනින් ජනප්‍රියත්වයට පත්විය. "වෙළඳාම ආධාරයක් නොවේ" යන සටන් පාඨය 1968 වන විට ජාත්‍යන්තර පිළිගැනීමක් ලබා ගත්තේය.

පළමු සාධාරණ වෙළඳ ලේබලය වන "මැක්ස් හැවේලාර්" 1988 දී ආරම්භ කරන ලදී. මෙම ස්වාධීන සහතිකය මගින් තුන්වන ලෝකයේ නිෂ්පාදන විකුණන සාප්පු (සාධාරණ වෙළඳ සාප්පු) වලින් පිටත සහ ප්‍රමුඛ පෙළේ භාණ්ඩ අලෙවි කිරීමේ ධාරාවට ඉඩ සලසා දී විශාල පාරිභෝගික පිරිසකට සාධාරණ වෙළඳාමට ලගා වීමට කටයුතු සැලසීය. සැපයුම් දාමය අවසානයේ නිෂ්පාදකයින්ට සැබවින්ම ප්‍රතිලාභ ලැබෙන බව සනාථ කිරීම සඳහා භාණ්ඩවල මූලාරම්භය සොයා ගැනීමට පාරිභෝගිකයින්ට සහ බෙදාහරින්නන්ට මෙම ක්‍රමය ඉඩ දී ඇත.

ලෝක සාධාරණ වෙළඳ සංවිධානය (WFTO), කලින් ජාත්‍යන්තර සාධාරණ වෙළඳ සංගමය (IFAT) 1989 දී නිර්මාණය කරන ලද අතර, සාධාරණ වෙළඳාමේ යෙදෙන කණ්ඩායම් සඳහා වාර්ෂික සම්මන්ත්‍රණ පැවැත්වීම ආරම්භ කළහ. සාධාරණ දීමනා, ස්ත්‍රී පුරුෂ සමානාත්මතාවය, දිගුකාලීන සබඳතා, පරිසරය කෙරෙහි සැලකිලිමත් වීම, ප්‍රජාතන්ත්‍රවාදී තීරණ ගැනීම, ආරක්ෂිතව සේවයෙහි යෙදවීම, සංස්කෘතියට ගරු කිරීම සහ ළමා මෙහෙකාරකමෙහි යෙදවීම තහනම් කිරීම යන ජාත්‍යන්තර පිළිගත් සාධාරණ වෙළඳ මූලධර්ම මෙමගින් සංතෘප්ත කෙරිණි.



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சென்ற இதழின் தொடர்ச்சி...

IMPORTANCE OF PALMYRAH PULP AND PALMYRAH PULP BASED PRODUCTS

Ms. N. Shobini
Research Assistant
Palmyrah Research Institute

பனம் பழம் சார் உற்பத்திகள்

கோடியல்

கோடியல் உற்பத்தியானது சீனிப்பாகினை காய்ச்சி அதற்குள் பனங்களியினை இட்டுக் சோடியம் பென்சோயிற்இ சிற்றிக் அமிலம் ஆகியவற்றைச் சேர்த்து பதப்படுத்தி போத்தல்களில் இட்டு உற்பத்தி செய்யப்படுகிறது. குளிர் நீருடன் கலந்து குளிர் பானமாகப் பரிமாற முடியும்.

ஜாம்

புனங்களியில் இயற்கையாக 12-15% சீனி மற்றும் பெகரின் இருப்பதால் இலகுவாக ஜாம் மற்றும் சோஸ் தயாரிக்க முடியும்.

பனம் பானம்

பனம் பானம் இது பனம்பழச்சாறு, சீனி மற்றும் இரசாயனப்பொருட்களைப் பயன்படுத்திச் செய்ய முடியும்.

ஜெலி

புனங்களி ஜெலியில் புனங்களி ஜெலியின் போசாக்கை அதிகரிக்கும் அதே சமயம் தேவையற்ற செயற்கைப் பதார்த்தங்கள் உடலில் சேர்வதை தடுக்கும். 80ml ஜெலி செய்ய 45g பனங்களி போதுமானது.

வினாகிரி

பனம்பழ வினாகிரியானது பனங்களியினை மதுவத்தினை இட்டு நொதிக்க வைப்பதன் மூலம் மதுசாரமாக மாற்றுவதனூடாகப் பெறப்படுகிறது. பனங்களியில் 15% சீனி இருப்பதனால் இதிலிருந்து மதுசாரத்தை இலகுவாகப் பெற்றுக் கொள்ளலாம். அந்த மதுசாரத்தினை வினாகிரி பக்ரீரியாக்களால் ஏற்கனவே நிரப்பப்பட்ட வினாகிரி உற்பத்தி இயந்திரத்தினுடாக சொட்டுச் சொட்டாக வடிய வைக்கும் போது மதுசாரம் அசிடிக் அமிலமான வினாகிரியாக உற்பத்தியாகின்றது. கள்ளிலிருந்து எடுக்கப்படும் வினாகிரிக்கும் இந்த வினாகிரிக்கும் உள்ள வித்தியாசத்தை நோக்கும் போத பழத்தில் இருந்து எடுத்த வினாகிரி தரம் கூடியதாகவும் சுத்தமானதாகவும் கிடைகடகின்றது. அதிதோடு இதன் வாசனையும் பழத்தில் இருந்து எடுத்ததன் காரணமாக விரும்பத்தக்கதாக உள்ளது. பனங்களியில் இருந்து உயர்வான வீதத்தில் மதுசாரம் எடுப்பதனால் உயர்ந்த ரக வினாகிரி பெறப்படுகிறது.

பனாட்டு

பனாட்டு பனம் பழத்திலிருந்து பிழிந்து எடுக்கப்பட்ட பனங்களியில் இருந்து அதனுடன் கலந்துள்ள சிறிய தும்புகளை வடித்து நீக்கிய பின்பு தூய பனங்களி ஒரு பாயில் ஊற்றி பரப்பி விடப்படுகிறது. இப்படிப் பரப்பப்பட்ட பனங்களி நேரடியாக வெய்யிலில் காய விடப்படகிறது. இதே மாதிரியாக தொடர்ந்து ஆறு அல்லது ஏழு நாட்களுக்கு களியினை ஊற்றிப் பரவி வெய்யிலில் காய விட வேண்டும். இதற்கான பாயானது 4 அடி அகலமும் 8 அடி நீளமும் கொண்டதாக தயார் செய்யப்பட வேண்டும். அதன் பின் 5 அடி உயரத்தில் அந்தப்பாயை வைப்பதற்கு ஒரு பரண் செய்து கொள்ள வேண்டும். பாயை பரணின் மேல் வைப்பதன் நோக்கம் பனாட்டானது வெய்யிலில் காயும் போது காற்றினால் பனாட்டில் மண் பறந்து விழுந்து விடக் கூடாது என்பதற்காகவே. காகம் போன்ற பறவைகளினால் பனாட்டு அசுத்தம் செய்யப்படாமல் இருக்க மேலே சிறிய வலையினால் மூடி விடலாம். இப்படியாக ஆறு அல்லது ஏழு நாட்களுக்கு வெய்யிலில் காய்ந்த பனாட்டினை 5*5 அங்குலம் கொண்ட சிறு சிறு துண்டுகளாக வெட்டி பனை ஓலையினால் இழைக்கப்பட்ட கூடையினில் பாதுகாத்து வைத்து உண்ண முடியும். இவ்வாறு பனாட்டை ஒரு வருடத்திற்கு பாதுகாப்பாக வைக்க முடியும். கூடையில் வைக்க முன்பு பனாட்டு

சரியாகவும் நன்றாகவும் காய்ந்துள்ளதா என்பதனை உறுதிப்படுத்திக் கொள்ள வேண்டும். சரியாகக் காயாது விட்டால் மேலும் ஒரு நாளோ இரண்டு நாட்களோ காய்ந்த பின்பு அதனை வெட்ட முடியும். சரியாக காயாமல் பாதுகாக்க முற்படின் புழுத்தாக்கம் ஏற்பட வாய்ப்பு உண்டு. மேலும் பூச்சி புழுத்தாக்கங்களை கட்டுப்படுத்த விரும்பின் பனாட்டை கூடையுடன் சேர்த்து விறகு அடுப்பின் மேலே உள்ள கூரையில் கட்டி வைத்தால் அடுப்பில் இருந்து வரும் புகையினால் பூச்சி புழுத்தாக்கங்கள் கட்டப்படுத்தப்படுவதோடு நீண்டகாலப் பாவனைக்கும் வைத்திருக்கக் கூடியதாகின்றது. சேமித்து வைக்கப்படும் பனாட்டினைத் தேவையான போது எடுத்து உண்ண முடியும். குறிப்பாக மழை காலங்களில் உணவு தட்டப்பாடான நேரங்களில் இது சிறந்த உணவாக முன்பு திகழ்ந்தது. ஆனால் தற்போது சிறந்த சிற்றுண்டியாக பயன்படுத்தப்படுகின்றது.

ஐஸ்கிறீம்

ஐஸ்கிறீம் உணவிற்குப்பின் உண்ணப்படுகின்ற இனிப்புச்சுவையூட்டப்பட்ட ஓர் உற்பத்திப்பொருளாகும். சாதாரண ஐஸ்கிறீம் சேர்மானங்களுடன் மேலதிகமாக செயற்கை நிறமூட்டி மற்றும் மணமூட்டிக்குப் பதிலாக இயற்கையான நிறமூட்டியாகவும் மணமூட்டியாகவும் 15% பனம் பழக்களி பயன்படுகிறது.

யோக்கட்

யோக்கட் நொதித்தலுக்கு உட்படுத்தப்பட்ட ஓர் ஆரோக்கியமான பால் உற்பத்திப் பொருளாகும். 5% பனங்களியை ஜெலியாக சேர்க்கப்பட்ட யோக்கட் மிகச்சிறப்பான புலனுணர்வு முடிவை வெளிப்படுத்தியது.

அழகுசாதனப்பொருட்கள்

பனங்களியில் காணப்படும் சப்பொனின் நுரைக்கும் ஊக்கியாகத் தொழிற்படுகின்றது இதனால் எப்பொருளையும் சுத்தம் செய்யும் ஊக்கியாக செயலாற்றுகிறது. இதனை மூலமகாகக் கொண்டு பற்பசை, சவர்க்காரம், சம்பூ, பேஸ்வோஸ் உற்பத்தி செய்யப்பட்டுள்ளது.

எதிர் காலத்தை நோக்கி

காறல் தன்மை மிகவும் குறைந்த நல்ல இனப் பனைகளின் வித்துக்களை நாட்டுவதன் மூலம் காறல் தன்மை குறைவான இனிப்பு சுவை கூடிய பழங்களை பெறலாம்.



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EXPORT PERFORMANCE

QUARTERLY PERFORMANCE
Value in US$

Code	Description	2019 (March)		2020 (March)		2021 (March)		2019 (April)	
		Quantity	*Value*	*Quantity*	*Value*	*Quantity*	*Value*	*Quantity*	*Value*
S.10	Apparel & Textiles	9,951,395 Kg	168,232,673.24	5,457,555 Kg	94,937,383.88	22,010,954 Kg	169,494,451.84	6,264,589 Kg	106,836,338.00
		35,667 M2	349,774.13	21,976 M2	145,828.65	54,598 M2	606,924.51	25,339 M2	197,935.79
		104,216,655 No	362,486,824.68	57,291,795 No	217,021,263.17	101,617,391 No	295,249,819.70	65,283,977 No	249,175,650.79
S.01	Tea	26,408,345 Kg	125,873,797.96	13,827,621 Kg	62,523,204.98	25,814,313 Kg	124,605,804.30	20,793,574 Kg	98,971,392.27
S.02	Rubber & Rubber Based Products	9,653,268 Kg	35,599,152.47	5,605,325 Kg	23,055,101.31	8,404,361 Kg	48,620,532.73	6,294,283 Kg	21,707,989.89
		2,890,840 No	50,269,664.04	1,870,023 No	32,750,590.98	3,507,291 No	52,074,630.31	2,510,325 No	33,669,058.49
S.03	Coconut & Coconut based Products	62,583,837 Kg	59,954,951.56	41,505,810 Kg	37,597,584.73	79,296,826 Kg	78,215,889.45	44,709,031 Kg	42,144,315.49
		726 L	1,029.32	9,280 L	47,038.60	4,393 L	42,584.24	2,986 L	13,818.97
		68,802 M2	287,304.21	25,878 M2	113,164.24	36,341 M2	284,468.77	40,228 M2	94,288.76
		4,785,863 No	1,786,901.05	2,140,640 No	496,084.51	4,167,600 No	1,606,940.86	2,565,846 No	929,197.29
S.19	Engineering Products	4,572,179 Kg	34,665,313.05	2,494,855 Kg	18,050,353.19	6,146,942 Kg	39,759,893.80	2,811,174 Kg	23,335,715.90
		4,392,400 No	19,609,200.59	2,962,523 No	9,705,213.93	3,121,272 No	19,427,606.77	4,966,702 No	12,862,758.49
S.04	Spices, Essential Oils & Oleoresins	3,042,474 Kg	24,226,548.71	1,211,061 Kg	13,059,438.22	4,983,328 Kg	38,711,023.70	1,989,557 Kg	15,800,358.30
S.11	Food, Feed & Beverages	28,141,594 Kg	30,688,914.49	18,361,927 Kg	27,546,234.13	23,967,421 Kg	29,665,284.95	16,831,126 Kg	16,042,968.56
		2,852,988 L	3,685,839.92	1,746,311 L	1,931,743.43	2,894,951 L	2,510,069.84	1,691,161 L	2,704,027.92
S.08	Fish & Fisheries Products	3,151,373 Kg	29,691,128.35	1,596,272 Kg	13,755,351.30	2,799,900 Kg	27,275,051.07	2,457,063 Kg	23,848,575.97
S.09	Diamonds, Gems & Jewellery	486,553 Cs	30,462,861.01	82,875 Cs	6,677,985.53	404,076 Cs	19,605,533.56	230,349 Cs	16,326,184.13
		8,823 Kg	814,787.90	3,465 Kg	344,063.19	11,586 Kg	433,116.20	11,016 Kg	502,807.11
S.16	Chemicals & Plastic Products	6,455,482 Kg	13,737,401.11	3,493,751 Kg	7,409,929.36	6,361,398 Kg	15,563,786.90	4,786,070 Kg	10,735,141.36
		40,000 M2	3,931.25	1 M2	40,783.64	1 M2	2.02	38,000 M2	1,160.97
		128 M3	302.64	1,640 M3	2,148.77	120 M3	697.47	4,462 M3	7,722.24
		16,900 No	882.76						
S.18	Base Metal Products	6,689,378 Kg	17,063,042.39	3,632,868 Kg	6,541,165.51	6,579,798 Kg	13,928,787.97	4,208,896 Kg	11,891,588.91
		344,493 No	773,909.40	186,941 No	148,191.39	450,641 No	298,217.96	64,555 No	299,961.20
S.12	Tobacco	402,147 Kg	12,168,758.26	105,731 Kg	4,662,302.45	223,511 Kg	11,219,215.02	331,774 Kg	9,990,300.04
S.17	Non-metallic Mineral Products	15,617,589 Kg	9,028,455.36	6,152,361 Kg	3,023,029.94	25,514,964 Kg	9,954,684.48	14,453,097 Kg	5,632,217.79
		50,131 M2	339,763.40	24,388 M2	174,689.97	123,590 M2	1,026,082.85	55,381 M2	321,856.51
		374 No	20,724.71	1,412 No	29,287.70	5,337 No	88,887.94	361 No	20,023.68
S.15	Paper & Paper Products	19,719,296 Kg	10,022,402.33	9,223,313 Kg	4,213,907.06	19,867,812 Kg	10,691,117.54	12,096,902 Kg	7,049,927.73
S.21	Petroleum Products	50,362,867 Kg	24,291,930.01	44,038,302 Kg	28,198,736.64	20,173,534 Kg	8,796,308.64	48,023,752 Kg	23,479,220.92
S.05	Fruits, Nuts and Vegetables	5,757,738 Kg	7,182,647.86	3,976,994 Kg	4,040,764.47	5,257,991 Kg	6,300,322.66	5,217,177 Kg	5,998,433.01
S.06	Cut Flowers & Foliage	452,719 Kg	1,726,272.30	150,392 Kg	1,156,375.00	287,997 Kg	1,333,337.87	499,031 Kg	1,264,209.42
		2,191,190 No	199,943.87	1,481,007 No	259,903.39	1,953,255 No	237,955.36	1,255,812 No	104,690.45
S.20	Footwear and Parts	31,975 Kg	3,185,159.89	1,701 Kg	5,974.08	2,119 Kg	14,810.95	20,522 Kg	2,444,489.11
		665,210 Ps	2,306,555.84	411,106 Ps	1,679,664.20	353,097 Ps	1,185,496.66	550,198 Ps	2,352,018.50
S.13	Leather Products	42,280 Kg	1,646,224.60	9,581 Kg	586,650.09	20,206 Kg	527,509.37	13,814 Kg	911,365.15
		57,068 No	350,644.42	27,486 No	130,283.62	89,966 No	124,738.54	127,700 No	288,228.41
S.95	Miscellaneous Products	454,337 Kg	3,867,255.92	142,052 Kg	2,589,934.15	1,239,892 Kg	5,505,253.55	439,231 Kg	7,918,874.77
		23,674 No	89,674.29	71,187 No	120,125.79	38,794 No	62,487.33	5,515 No	14,107.95

2020 (April)		2021 (April)		2019 (May)		2020 (May)		2021 (May)	
Quantity	*Value*	*Quantity*	*Value*	*Quantity*	*Value*	*Quantity*	*Value*	*Quantity*	*Value*
1,549,142 Kg	29,218,307.37	14,876,254 Kg	125,379,877.58	8,538,096 Kg	134,001,502.67	5,163,868 Kg	86,815,479.79	18,243,842 Kg	133,689,894.60
1,716 M2	6,665.98	26,891 M2	350,313.60	67,204 M2	473,038.88	21,249 M2	189,101.28	51,492 M2	596,771.01
11,395,226 No	35,689,848.91	69,669,070 No	239,314,175.53	80,328,853 No	288,253,084.28	36,008,783 No	131,826,542.58	66,220,127 No	236,582,275.65
18,157,690 Kg	78,374,068.90	16,313,267 Kg	79,256,009.93	26,621,074 Kg	125,557,467.22	22,662,870 Kg	108,290,711.00	23,787,893 Kg	109,233,158.18
3,568,784 Kg	14,450,794.92	5,160,124 Kg	32,043,437.33	8,116,874 Kg	31,218,287.66	5,820,335 Kg	27,073,172.60	6,696,325 Kg	41,431,064.29
833,042 No	11,315,462.64	2,139,327 No	32,697,591.43	2,969,545 No	48,396,562.47	1,754,215 No	24,121,077.80	2,986,841 No	49,754,622.17
30,832,847 Kg	27,540,962.24	51,096,593 Kg	54,608,003.84	59,564,526 Kg	55,294,763.86	56,266,381 Kg	50,915,147.79	63,248,583 Kg	65,545,802.01
3,315 L	9,034.33	5,541 L	20,165.40	2,883 L	15,351.48	2,155 L	6,437.08	6,948 L	27,551.28
17,057 M2	25,789.82	22,760 M2	140,796.39	46,725 M2	160,309.46	6,872 M2	54,213.85	6,984 M2	100,238.95
1,173,057 No	301,082.85	2,241,269 No	993,604.90	3,147,561 No	1,272,015.31	2,653,834 No	828,915.61	2,617,088 No	1,021,175.64
932,720 Kg	8,502,596.77	4,489,073 Kg	28,937,415.54	4,627,224 Kg	34,207,132.64	1,605,322 Kg	18,277,800.39	5,923,725 Kg	38,153,747.89
465,107 No	3,218,412.28	4,698,212 No	12,836,882.28	3,884,444 No	13,802,434.19	8,297,741 No	9,881,386.73	4,149,925 No	15,054,524.28
1,069,560 Kg	12,086,497.47	2,802,770 Kg	22,455,635.83	2,336,989 Kg	22,914,712.67	2,223,320 Kg	19,282,803.13	2,489,483 Kg	25,247,504.47
16,615,047 Kg	12,535,282.02	13,764,019 Kg	22,346,759.91	22,548,577 Kg	24,864,845.95	18,969,204 Kg	22,131,186.77	19,710,436 Kg	27,597,598.22
371,938 L	1,294,374.96	3,136,846 L	2,252,647.75	1,862,786 L	5,657,622.85	1,310,144 L	1,752,067.23	3,927,174 L	2,623,529.75
709,982 Kg	6,525,106.88	2,006,415 Kg	20,443,941.44	1,956,716 Kg	19,746,084.80	1,134,699 Kg	11,992,216.61	1,449,388 Kg	15,951,830.98
9,509 Cs	992,430.75	397,176 Cs	26,998,658.32	375,241 Cs	30,064,168.36	34,215 Cs	6,465,162.15	88,693 Cs	12,538,736.42
696 Kg	61,612.84	2,284 Kg	773,222.33	174,842 Kg	514,106.18	1,958 Kg	139,904.81	20,286 Kg	1,643,524.63
1,201,659 Kg	3,480,584.76	3,795,440 Kg	10,902,213.23	5,154,518 Kg	11,492,148.46	3,427,665 Kg	9,284,591.37	4,424,050 Kg	12,438,541.47
1 M2	67,742.22	1 M2	2.05	17,872 M2	3,889.39				
				3,546 M3	5,296.74	2,222 M3	2,658.37	184 M3	621.17
		3,132 No	2,150.97			15 No	3,198.75	9 No	2.41
3,127,256 Kg	6,049,943.84	3,045,196 Kg	8,174,293.31	6,813,214 Kg	16,794,800.39	4,471,216 Kg	7,800,896.22	6,175,676 Kg	13,182,684.58
8,556,000 No	168,429.33	29,851,473 No	514,580.13	281,825 No	689,900.11	1,002,127 No	283,437.97	534,669 No	119,108.97
64,412 Kg	2,280,320.64	177,156 Kg	6,413,634.87	388,100 Kg	9,475,936.52	78,262 Kg	4,115,160.72	130,507 Kg	6,391,746.39
2,547,740 Kg	1,532,308.89	19,746,514 Kg	7,105,735.54	15,845,886 Kg	6,391,267.38	9,098,372 Kg	4,863,416.75	26,464,879 Kg	9,009,800.32
16,378 M2	135,594.71	54,175 M2	528,265.91	42,727 M2	362,699.29	32,629 M2	235,276.90	62,931 M2	631,303.70
		1,831 No	50,984.93	492 No	28,672.68			1,991 No	56,939.51
1,367,447 Kg	1,890,039.17	11,695,842 Kg	7,427,319.05	17,856,371 Kg	9,056,958.41	7,964,748 Kg	5,658,954.68	11,443,638 Kg	7,989,081.39
18,882,568 Kg	8,687,620.45	31,735,279 Kg	13,462,294.27	60,226,509 Kg	30,119,052.48	55,573,873 Kg	26,597,222.50	65,881,710 Kg	27,708,260.17
3,950,346 Kg	3,375,881.11	4,217,052 Kg	4,738,915.78	5,671,967 Kg	6,270,266.55	4,795,559 Kg	4,597,067.20	5,150,971 Kg	4,583,272.90
79,967 Kg	367,785.99	163,552 Kg	867,152.47	375,216 Kg	1,791,844.82	161,425 Kg	719,661.14	121,490 Kg	804,722.98
547,696 No	49,991.80	1,292,412 No	156,397.25	1,932,184 No	155,577.14	701,177 No	76,845.19	1,564,537 No	131,497.67
		809 Kg	1,298.92	21,922 Kg	3,115,324.40	1,727 Kg	30,239.75	5,655 Kg	80,102.69
196,003 Ps	536,915.25	625,984 Ps	1,941,063.01	555,835 Ps	1,955,790.35	124,588 Ps	465,643.24	247,110 Ps	857,664.42
14,915 Kg	140,968.22	12,111 Kg	597,231.67	30,107 Kg	1,788,417.75	17,074 Kg	1,140,971.97	20,842 Kg	944,814.67
2,585 No	51,215.57	22,429 No	199,888.04	27,857 No	169,922.94	23,039 No	53,817.47	27,432 No	88,814.22
53,512 Kg	924,777.16	734,636 Kg	11,667,592.26	152,460 Kg	1,401,401.56	363,098 Kg	1,315,099.01	608,371 Kg	1,427,084.97
		788 No	12,407.01	27,351 No	94,687.16	1 No	159.69	12,423 No	54,029.31



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BUREAU VERITAS THRIVES TO DELIVER IT'S BEST TO SRI LANKAN INDUSTRIES

IN MEETING THEIR GROWING CHALLENGES IN QUALITY, HEALTH AND SAFETY FOR LOCAL AND INTERNATIONAL MARKETS



Introduction

Bureau Veritas is one of the global leading laboratory for testing, inspection and certification services. Founded in 1828, the Group has 75,000 employees across more than 1,600 offices and laboratories around the world.

Bureau Veritas helps its clients improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.

In terms of the service model we operate on, there are number of sectors Bureau Veritas have spread their wings across Food, Marine, Off shore, Oil & Gas, Chemicals, Certification, Consumer product services etc. Bureau Veritas Consumer Products Services (CPS) is one of its business divisions that offers a full scope of TIC (Testing, Inspection and Certification) services covering a broad range of consumer segments, from clothing and footwear to toys, hard goods, consumer electronics and smart devices, food and environmental testing services.

1. **At the outset, we would like to know the core functions and services provided by your company and the journey so far.**

Bureau Veritas Consumer Products Services Lanka (Pvt) Ltd is one of the largest assurance service Providers in Sri Lanka that established its operation in 1995 with 10 employees under the commercial name of MTL and later incorporated as Bureau Veritas Consumer Products Services Lanka in the year of 2008. We continued to be the market leader for apparel testing since then having a permanent staff strength of 235 at present being leading lab for multiple sectors.

Bureau Veritas delivers high quality services to help our clients in meeting growing industry challenges of quality, safety and environmental protection along with adhering social responsibilities. As a trusted partner, Bureau Veritas offers innovative solutions that would go beyond simple compliance with regulations and standards, reducing risk, improving performance and promoting sustainable development.

Our Core service sectors include Textile & Apparel, Food and Environmental Services including services such as Testing, Inspections, Auditing Social Accountability, Sustainability and Factory technical evaluations.

2. **What is the secret behind the success of your Organization? In addition, your sustainable strategy to be the leader in certain sectors?**

As a company, Green Building Council USA accredits us for ISO 17025:2017 and Awarded LEED Platinum. We

are the first laboratory to be accredited for cosmetics testing and surgical face mask in Sri Lanka by SLAB (Sri Lanka Accreditation Board).

Therefore, our uncompromising quality assurance standards, innovation for market trends and the sustainable culture to adapt to futuristic demands have been our strengths in sustaining the potion so far.

Our Apparel US client base includes many more corporate clients such as Gap, Lululemon, Levi's, Wal-Mart, Lands' End, Limited Brands, Polo Ralph, Tommy Hilfiger to name a few with a coverage of major share in total wallet. Our key EU base includes George Clothing, Tesco, Marks & Spencer, C&A, H&M, SuperGroup, Matalan etc., with global nominations backed by our global management.

3. What are your ethos, with the best interests in mind, of your internal external stakeholders?

Trust is the foremost core value we cherish as an organization. Trust is the foundation on which this body of expertise functions. The Sri Lankan arm of Bureau Veritas pledges to uphold the mother company's integrity and provide a trusted service towards our customer. We empower our trusted internal personnel by handing over **Responsibilities** with a people-oriented approach. We recognize the gravity of our line of work, looking forward to constantly uplifting the quality assurance of the services we provide. We welcome with **Open** arms, personnel from all walks of life and we are keen to facilitate our employees with an **Inclusive** work environment without any prejudice and discrimination. We are **Ambitious,** yet **Humble**. With 25 years of solid existence in the Sri Lankan market, our services boast of ever improving standards, robust methodology and state-of-art technology.

4. In a more direct sense, what is your contribution to the economy of Sri Lanka?

Bureau Veritas is the apex testing and quality assurance body that collaborates with governmental and non-governmental bodies that involve in essential imports and other crucial public and private institutions to maintain a robust standards of products and services that are available for our citizens in Sri Lanka.

We also uphold the reputation of quality assurance in the export industry by representing nearly 500 exporters, manufacturers & importers in Sri Lanka to ascertain the products that leave the borders of this country meet the international quality assurance guidelines. .

5. What is your contribution to the society and Environment?

Additionally, it is our pride that we are the only laboratory in Sri Lanka having carbon neutralizing and environmental focused operation having LEED PLATINUM award by United States Green Building Council. We continue to commit the protection of our environment with harmless operational management in our business activities. We have been contributing Sinharaja reforestation projects and expressway tree plantation activities with many other social activities including public awareness programs.

Moreover, we provide internships to university students to empower them with the exposure and experience in this niche technical discharge, which in the long run would educate and spread the awareness regarding the importance of quality verification of a product.

6. How did you stand your ground during this unprecedented Covid 19 pandemic?

For sure, it was something we were not prepared for. Nevertheless, we managed to sustain a smooth service while adhering to governmental regulations. We provided transport services to reduce the public mobility of our employees. We also advised the non-operational staff to work from home, educating them on how to keep themselves and their families safe from the virus. We took it as our responsibility to make sure that our customers did not bear any losses due to late submissions of reports yet at the same time, we did not compromise with the quality of our service overlooking any stringent detail. Keeping up to the timely demands of self-hygiene and PPE items, we strategically initiated the only accredited face mask and hand sanitizer testing laboratory facilities with SLS and International standards. We constantly strive to swim upstream providing the best quality assurance services, despite the perpetuating pandemic.

7. What is in stock for BV Sri Lanka, in the future?

We have very many exciting projects coming in the near future that will diversify the services which would only add to the many ongoing projects and the services we provide currently. We have established the benchmark for the testing industry in Sri Lanka and sincerely wish to maintain that image for Bureau Veritas Sri Lanka.

8. What would be your parting comments for the public, as a quality assurance expert?

A culture of quality will not exist without being committed to it. Price may be one, however should not be the prime factor in your buying decision. You might be aware of the increasing health hazards due to uncontrolled quality measures in consumer goods. I would like to state that it is also your responsibility to select right quality that is assessed and assured by one of trusted quality service providers who gives you the confidence to buy and consume. As a nation, some of the recent incidents should be taken in to consideration as wake-up calls for be vigilant in quality over the price. The more probing you are of quality assurance certificates, more ethical the product and service providers would become and eventually all the products and services available will be of supreme quality and high standards. The well-being of your next generation in your hand, act on it, as

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The Jaindi family proudly reaches you with its elephantine achievement - Organic Exporter of the Year 2020 - Gold Award Extra-large category & The Most Outstanding Exporter of the Year 2020 – Overall, at the NCE Annual Export Awards 2020.

Over thousands of nominations from all categories of all sizes and in virtually every industry were evaluated in this year's competition, and our team is thrilled to have taken the prestigious gold award.

Our customers are the beating heart of our business and putting them first has been crucial to our transformation journey. We're ecstatic to share this achievement with our beloved customers around the world and we expect their continuous retention with Jaindi family for thousands of miles.











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Managing Director

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Managing Director, Edward Fernando of GreenKeepers (Pvt) Ltd winning the " Environmental Innovation Award " in Chemnitz – Germany- at the launch of " Sustainable Textile School -2017

I left behind 20 years of corporate exposure in airline and logistics industry to become an entrepreneur focused on " industrial waste management " in 2008 as I felt the importance of private sector focus to face challenges in "Climate Change " mitigation. Having followed my own instincts, fueled by self confidence in talent for marketing , incorporated **"GreenKeepers (Pvt) Ltd** under BOI in 2008 for the purpose of "Waste Management on a compliant platform.

Textile industry in the country is challenged with over 30,000 MT textile waste per annum *(prior to pandemic)* , ever rising buyer demands on compliance, Authorities formulating laws to prohibit land filling and open burning, rising costs on incineration made us develop a model to source, sort, QC and export material to compliant recyclers across the world which was the most pragmatic approach to kick start, learn a new industry , build new network nationally and internationally and to be exposed to applications and technologies in a complex industry.

Published statistics reveal that , Globally , 92 million metric tons of textile waste is disposed which to grow to 130 million metric tons by 2030 and only less than 15% of it is being recycled making the industry to rank 2nd to global pollution after aviation industry.

The vision of the company ***"Zero Waste", Mission – "Let's Eco Cycle"*** meant to bring home the most suited state of the art technology in the long term , facilitating the 2nd largest foreign exchange earning industry in the country with environmental solutions and value addition to the economy. The R&D was focused on the hidden business secrets of textile waste recycling in many countries, its potential, extensive networking with foreign

recyclers, technology providers, which led to a complete and comprehensive business plan endorsed by a boutique financial firm in Switzerland with scope and exposure to apparel label buyers and technology partners from the west to set-up a state of the art textile waste mill on "closed loop "in the country. The discussions were initiated with label buyers, funding institutions, banks, private investors which was halted soon after the heat of pandemic hit the world in the most unexpected hour.

It is noteworthy to mention that over the years many efforts have being focused by label owners, vendors, raw material suppliers to mitigate overall environmental impact on the supply chain to minimize wastage, Re-cycle, Re-use, Up-cycle and deployed fair share of resource allocation for R&D to achieve sustainable textiles and fashion and best manufacturing practices, however, are we seen light at the end of the tunnel ?

After the pandemic , the worst hit fashion retailer are the same out-fits that allotted resources for " sustainable textiles and fashion", now faced with " catch 22 " phenomena , would the priorities of the hour deviate the focus and importance of environmental challenges ?

Despite all what has taken place and what will take place in the future , it is clear that Sri Lanka will continue as a apparel hub for the commitment of the private sector in its continuous investment drive and having earned a reputation for " compliance" compared to the other regional sourcing hubs, its substantial contribution to the national economy and employment , hence , it's important to keep our focus , sustain , grow and achieve greater heights not only in revenue but safeguarding the nature and facilitate global buyers to best of our ability.

The strategic value of a textile waste recycling facility to a country is primarily formulated in mapping down the available waste input locally, ability to import if necessary at lowest cost, production costs and the available national and regional demand for end products within which Sri Lanka is fully qualified being an apparel hub and with its geographical position and earned reputation for "compliance" globally. It is paramount to be equipped with the experienced technical personal and globally connected marketing experts to ensure material sourcing is managed well whilst connecting the end product, nationally and internationally to the niche buyer networks.

In textile waste recycling, if most appropriate technology is applied, cotton blends can be converted to varied counts of quality yarns for wearing apparels (socks, fabric, gloves, and sweaters) and in home textiles on a 100% environmental friendly platform without use of water, chemical or dyes with zero discharge of harmful emissions. The synthetic blends can be converted to non-woven products to be used in wearing apparel as well as in insulation and in construction industries, all of it being currently imported by Sri Lanka.

At a time, Government of Sri Lanka is making many initiatives to reduce import dependency to save much valued foreign exchange and also to harness and grow local industries, it is the perfect foundation to produce recycled yarn within the country from generated waste which will fuel the home textile industry in the country and could easily supply the yarn requirement for industries engaged in gloves, textiles, socks, wearing apparel etc. achieving "close loop "which is the way forward for the industry.

It is time that international funding groups, facilitators, Global funds assist our country to invest in to such vital industries which makes economic and environmental sense specially when proven global technologies being available since 1960's across the world.

Writers press interview on recycling on YouTube can be accessed via link - https://www.youtube.com/watch?v=9bLEhLrDdaE/

GreenKeepers (Pvt) Ltd – Certified Ethical Trading Company by NCE

- *Winner of National Chamber of Exporters Sri Lanka award - Recycled category – 2020, 2019, 2016*
- *Environmental Innovation Award – **Chemnitz, Germany – 2017***
- *JASTECA Awards- Japan Sri Lanka Technical and Economical Cultural Association – **Environmental Catalyst -2013***
- *Asia Pacific Entrepreneurship awards – **Most Promising Entrepreneur – 2012***
- *Central Environmental Authority award - **Green Awards – 2012***


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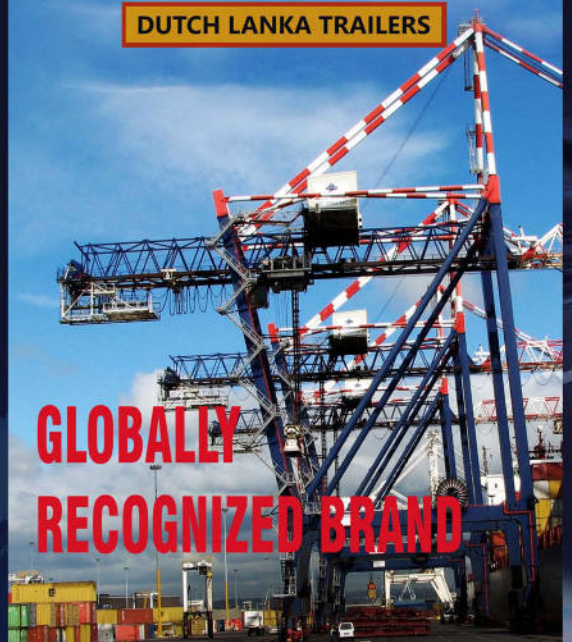


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RELIABLE AND BUILD TO LAST

Our employees are committed to the development and implementation of our companywide quality assurance processes and objectives of continuous improvements in order to meet our goals of providing exceptional quality in all of our products



PERFORMANCE DRIVEN







John Sea Foods Pvt Ltd,

Kosgahawatte,De Silva Mawatha,
Kaluwarippuwa East,Miriswatte,
Divulapitiya,Sri Lanka
E-mail: marketing@johnseafoods.lk
Website: www.johnseafoods.lk

SRI LANKA BRANDS IN INTERNATIONAL MARKETS

BRAND LOGOS

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Bopitiya Auto is one of the leading and fastest growing manufacturer of Automotive Fastening & Suspension Components for the Sri Lanka and International Utility Vehicle, Commercial Vehicles, Multi Axel Vehicles, Trailers and Special Purpose Vehicles.

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Website: http://www.bopitiyaauto.com/

CEYLON COLD STORES PLC

Sri Lanka's Delicious Legacy

Since it was first brewed in Sri Lanka in 1896, Elephant House Ginger Beer today has been consistent in its taste and quality. This drink has been made according to the original, authentic recipe with 100% fresh ginger root, which is harvested from local farmers.

Integration with our growers of Ginger under the sustainable Agricultural Sourcing Initiative, Ceylon Cold Store is working in partnership with the local Ginger Farmers in most parts of the country, to develop the Ginger farming industry together with the Regional Development Bank supported by the Central Bank of Sri Lanka.

Ginger beer is available in 400ml & 200ml glass bottles, 500ml,1ltr&2ltr PET bottles also 250ml and 330ml cans

Quality & Certifications:

EGB has maintained the highest levels of quality and standards throughout and has earned ISO 22000, SLS (Sri Lanka Standards)

Contact: Buddhika Abayakoon

Head of International Marketing – Consumer Foods Sector I Assistant Vice President –JKH

Address: Ceylon Cold Stores PLC. 148, Vauxhall Street, Colombo 02, Sri Lanka

Direct: +94112318713 **Mobile: +94769977688** **Email: Buddhika.ccs@keells.com**

Website: http://www.elephanthouse.lk/

D. SAMSON INDUSTRIES

Waves as a sustainable brand cares for the Earth

Waves comes from a place that still holds on to a magic that runs in the deep blue water, fresh green leaves and magnificent animal life that roam free; a place much like paradise; this is the resplendent island of Sri Lanka. Waves is crafted by the island's own people using FSC Certified natural rubber. This rubber is harvested, treated and crafted into comfortable flip-flops using material and processes that meet the highest compliances and leave no trace on the natural world around us. This has placed Waves among the rare few all-natural rubber flip-flops in the world.

This is what makes wearing Waves a much bigger experience than slipping on a pair of average flip-flops. Because, when you wear a pair of Waves, you become part of paradise.

Contact: Oshini Jayasuriya (Brand Manager)

Tel: +94 777845749

E-mail: oshinij@dsifootwear.com **Website:** https://www.dsifootwear.com/

FANAM INTERNATIONAL (PVT) LTD

Since 1986. Our Business Activity and Sectors are Agriculture, Coconut Coir, and Livestock & Poultry.We cater Products for Growers and Planters Market, Livestock and Poultry for Farmers and Breeders in the Animal Husbandry.Our core export products are Plant Substrates and Organic Growing Medium which includes Organic Compost, Organic Manure and Organic Potting Mix manufacturing a line of six Specialty Products for Agriculture and Horticulture Applications.

PLATINUM ®Coco Peat is Premium Grade substrate which is treated, 100% Natural and Organic, has anti-fungal and natural rooting hormone properties, low EC and suitable for hot summer and cold winter Climates. We Market in a variety of forms as compressed 25kg bulk bale, 5kg blocks, 650gm

briquettes, Planter bags and as Grow bags.

PLATINUM ®COCO HUSK CHIPS for flower pots and flower bed decorations, Orchids, Bromeliads, Anthuriums, other applications.

CRESCITA ®COMPOST plus Soil Conditioner has 100% organic matter (OM) and rich in Organic Carbon (OC) 30%-35%

SONLITE ®Potting Mix is made from all Natural and Organic raw materials for container and bed plants applications and also for Garden and Commercial Landscaping.

We manufacture Organic and Pure Manure form Farm yard Livestock and Poultry marketed as Cow dung, Goat dung and Chicken Litter Manure.

Trade Inquiries,

Tel: +94 11 2934234, +94 11 7227444

Hotline: +94 755225577, +94 777775334

Email: Exportsales@fanaminternational.com

Fanam@sltnet.lk

Web : http://www.fanaminternational.com/

FORECONNS CANNERIES

Foreconns Canneries, established in 1989 is the first fish canning factory in Sri Lanka approved by the European Union. There are over 150 employees currently employed in both the Beruwala and Kalutara plants. The nature of business at Foreconns Canneries includes the processing of canned and bottled cashews, vegetables, chutneys and pickles and vacuum packed fish and dried fish. Foreconns produces a variety of ethnic food items including Fish Ambulthiyal, Jackfruit, Tender Jack etc. which are mainly distributed in foreign countries.

The maintenance of European Union and Food and Drug Administration (USA) standards together with HACCP, ISO 22000 and SLS certification has enabled Foreconns to provide great satisfaction to end users in taste in every piece and drop.

Hotline: + 94 71 0980980/ + 94 71 8466000

Tel: + 94 34 22 76112 / F: + 94 34 22 78112

Email: foreconns@yahoo.com

Website: http://www.foreconnscanneries.com/



JOHN SEAFOODS (PVT) LTD

John Seafoods (Pvt) Ltd founded by Mr. Supun Chalinda Rodrigo in 2011, exports fish and fish related products to overseas markets specially to the USA and European markets under the brand name of "John Sea foods". The company assures their customers consistent quality with a reasonable market price with safety packaging, timely deliveries and after sales service until goods are delivered at customers door.

John Sea Foods (Pvt) Ltd, in the sea foods export sector became the proud winner of a couple of coveted Best Exporter Awards in fish and fisheries products sector from two prestigious awards ceremonies recently. The awards ceremonies were the Presidential Export Awards conducted by the Exports Development Board where the company was awarded for three consecutive years under same category and the Gold Award for Exports Excellence at the 2019 Annual Export Awards conducted the National Chamber of Exporters under the extra-large category respectively.

Website: http://www.johnseafoods.lk/

JDC PRINTING TECHNOLOGIES

JDC Printing Technologies (Pvt) Ltd. which started its operations as far back as 1979 is proud to say that it has established its position as one of the leading suppliers of machinery and materials to the printing and packaging industry in Sri Lanka from pre-press to finishing. Its management of an efficient chain of supplies has ensured past success and will enable the Company to face tomorrow's challenges.

The Company imports machinery and materials from well reputed and reliable suppliers from all over the world to ensure the very best quality in the products sold. With a staff strength of 120, many of whom are skilled in their respective fields of pre-press, printing and post-press, it has the ability to offer specialized services to the printer throughout the process.

It has become clear that the printing and packaging industry in Sri Lanka is being pushed to deliver higher quality levels with faster turn-around times as each year passes. Keeping this in mind and to continue being partners in our customers' progress, it is imperative to have the necessary infrastructure through which JDC could deliver its pledge.

JDC strongly believes in first undertaking the challenge of bringing in machines and having an "Open House" by which it demonstrates the technology to interested customers. This gives potential customers an unparalleled opportunity to closely observe and evaluate the technology. JDC is one of the very few companies in Sri Lanka which gives the opportunity to interested customers to see the machine

in operation and to convince themselves of its suitability before they finally decide on purchasing the machine. JDC boasts of highly motivated and well trained staff to face the ever changing challenges in their competitive environment. Be it in the equipment and material or the technical services provided, JDC has always strived to maintain the highest standards of quality. JDC's vision is to be the foremost and highly reliable service provider in its specialized areas of activity.

Website: http://www.jdcsl.com/

LANKA CANNERIES (PVT) LTD

Lanka Canneries (Pvt) Ltd is the successor to the Marketing Department which was established by a British Civil Servant Mr. R.H. Basset in the 1930's.

The Company uses state of the art fruit processing machinery to produce Jams, Fruit Cordials, Sauces, Fruit Juices, Fruit Nectars, Fruit Creams, Pickles, Chutneys, Sambols, Canned Fruits and Vegetables, Pure Kithul and Coconut Treacle, Vinegar, Coconut Milk, Coconut cream, Spices, Tomato Puree etc...

All products manufactured by the company are produced under stringent quality control standards which are complaint to ISO22000 and HACCP awarded by SGS and endorsed by UKAS Management Systems.

Lanka Canneries is the market leader in Sri Lanka for its product range and also exports to over 35 countries around the globe with its presence in Tesco PLC and ASDA Walmart UK.

Website: http://www.lankacanneries.com/

MULTILAC

Macksons Paints, the manufacturers of the 'Multilac' brand has obtained SLS standards, as well as the ISO 9001 quality and ISO 14001 environmental certifications, confirming its procedures to be on par with the best in the world.

During a journey that spans 25 years, the 'Multilac' brand product range, which has been at the forefront of the paints and surface coatings industry in Sri Lanka, has been able to successfully market its specialized surface coatings and high quality paints, taking on global giants, emerging as a trail blazer. In recognition of its outstanding achievements, the 'Multilac' brand has been awarded the 'Export Brand of the Year', as well as the Best Sri Lankan Enterprise award and the 'Presidential Export Award'. 'Multilac' has remained at the pinnacle, as Sri Lanka's largest exporter of paints. 'Multilac' products have put Sri Lanka on the map in the surface coatings industry with exports to China, Australia, India, Maldives, Myanmar, Pakistan and the Middle East.

Website: http://www.multilac.com/

NESTLÈ LANKA PLC

In keeping with our commitment to take Sri Lankan products global, Nestlè Lanka PLC has become one of the largest exporters of Coconut Milk Powder in the world with a global presence in over 50 countries, and is also the market leader in Sri Lanka. MAGGI® Coconut Milk Powder is perfect for household as well as out of Home usage.

Website: http://www.nestle.lk/

RABEENA FOOD (PVT) LTD

Spices and Savoured for Epicurean Sensations

Whether it's the hot spice of a chill or the exotic aroma of cinnamon, the esoteric flavor of nutmeg or tropical fragrance of curry leaves, RABEENA infuses nature's bounty of spices into the diverse platter of Sri Lankan gastronomic delights. Whether within this parade isle or beyond her shores, the delectable taste of RABEENA traverses the globe to prompt an unimaginable explosion of the tastebuds.

Website: http://www.rabeena.com/

ROYAL CASHEWS

Thank you for picking up this bag of ROYAL CASHEWS King-Size Premium Quality Cashew Nuts. What you find inside is the result of twenty years spent by my team and I in the quest to create the perfect cashew experience.

Our award-winning nuts are hand-picked, hand sorted, and delicately flavored with premium ingredients to preserve the purity of the cashew, each of which is sustainably sourced from over 10,000 local farmers and harvested exclusively from Sri Lankan soil, a land world-renowned for the largest, milkiest cashew. And all products are certified with ISO 14001 EMS, ISO 22000 FSMS, HACCP & GMP internationally recognized certifications.

This product "ROYAL CASHEW" in dehydrated form and in 19 flavors with 642 different packing and as 101 gift items are packed to cater for both local & export market.

We invite you to share with us our national treasure.

ROYAL CASHEWS truly are the world's finest, and this, is my personal promise to you.

Website: http://www.royalcashew.lk/ http://www.royalcashew.com/

SAMSON INTERNATIONAL PLC

Samson International PLC is one of the leading manufacturers and exporters of rubber products in Sri Lanka with over 30 years of experience in the industry. As a subsidiary company of the renowned DSI Samson Group, we pride ourselves on high standards and a professional service. We've received numerous recognitions and awards including the 5th consecutive gold award at recently completed NCE export awards. Our products are in accordance with British, European & other relevant international Standards, controlled by ISO 9001:2015 Quality Management System. In addition to that we also holds the ISO 14001, ISO 50001, FSC and BSCI certifications.

Our product range includes:

- *Rubber Hot Water Bottles*
- *Food Grade Sealing Ring*
- *Rubber Beadings and Profiles*
- *Rubber Mats (Household and Industrial)*
- *Rubber Flooring*
- *Industrial Gaskets and sealing*
- *Garden, Irrigation*
- *Truck Mud Flaps, Road Humps and D-Bumpers*
- *Conveyer Belts*
- *We are also able to develop customized rubber products*

Website: http://www.samsonint.com/

SAMSON RUBBER INDUSTRIES (PVT) LTD

Samson Rubber Industries (Pvt) Ltd is a member company of one of the leading conglomerates in Sri Lanka engaged in the manufacture of Pneumatic Tyres and Tubes over last 03 decades. Our product range consists of Bicycle and Motorcycle Tyres, Tubes, and Agricultural Light Truck, Wheel Barrow and Turf Tyres, Trolley Tyres, Scooter and Golf Cart Tyres etc.

We are an ISO 9001:2015 certified company by DNV Netherlands for the design, development, manufacture, and sale of pneumatic Tyres and Tubes. We use cutting-edge technology accordance with international standards and complying with social and ethical norms, and have been able to expand our global presence in 70 countries across all six continents.

Our Key values continuous Innovation, On Time Delivery and Quality Consistency delight our customers.

DSI TYRES, has awarded the Best Sri Lankan Brand Exporter - Gold Award for 2016 and 2017 at the annual Export Awards of the NCE.

Website: http://www.dsitire.com/

SAMTESSI BRUSH MANUFACTURERS (PVT) LTD

Samtessi Brush Manufacturers (Pvt) Ltd is a producer of brush ware since 1993. A subsidiary of DSI Samson Group (Pvt) Limited, one of the premier

business conglomerates in Sri Lanka.

The Company has gained a total experience of 23 years in the brush ware industry, together with their partner M/S. Essef BVBA, Belgium and M J G Lurvink Beheer B V of Netherlands. They offer a range of products which are now literary sweeping the world, from UK to Europe, Japan to Middle East, Australia to USA. They believe that their experience of twenty three years in manufacturing brushes and brooms, together with the skills, expertise and dedication of their staff, whom they consider as their greatest asset. Samtessi is operating a sustainable business which uses renewable raw materials rubber wood and fibre. **Contact Details: Mr.Lalith Jayawardhana -+94777 815 076, lalithj@dsisamson.com, Mr.Nuwan Kulasuriya +94777 815 030, nuwank@samsoncorporates.com Address: No.110,Kumaran Ratnam Road, Colombo 02** **Website:** http://www.samtessibrush.lk/

SRI LANKA TEA BOARD

Sri Lanka Tea Board, the apex government body responsible for development and promotion of Ceylon Tea, has taken many steps to ensure that all teas produced and exported from Sri Lanka adhere to the minimum quality standards of ISO 3720. The promotion of Ceylon tea linked to the lion logo the symbol of quality, which is the trademark of the Sri Lanka Tea Board.

Sri Lanka Tea Board implements a number of quality control systems at tea production and factory levels and at the points of pre-auction and pre-shipment levels in order to safeguard the quality image of the product. The Analytical Laboratory of the Board carries out analytical tests as a service in order to maintain the minimum quality standards of tea.

Sri Lanka Tea Board operates Three Tea Promotion offices in Dubai, Russia and China overlooking respective regions coming under their purview.

Website: http://www.srilankateaboard.lk/

WICHY PLANTATION COMPANY

Wichy Plantation Company which was incorporated 1984, pioneered in manufacture and export of Coconut Kernel based products over 37 years. Production facilities are complied with BRC, ISO 22000, HACCP, GMP, Fair Trade and manufacture Organic, Kosher and Halal certified products. Presently Wichy serves retail, catering and industrial markets in Canada, USA, Europe, UK, Middle East, Japan and Australia.

Website: http://www.wichy.com/

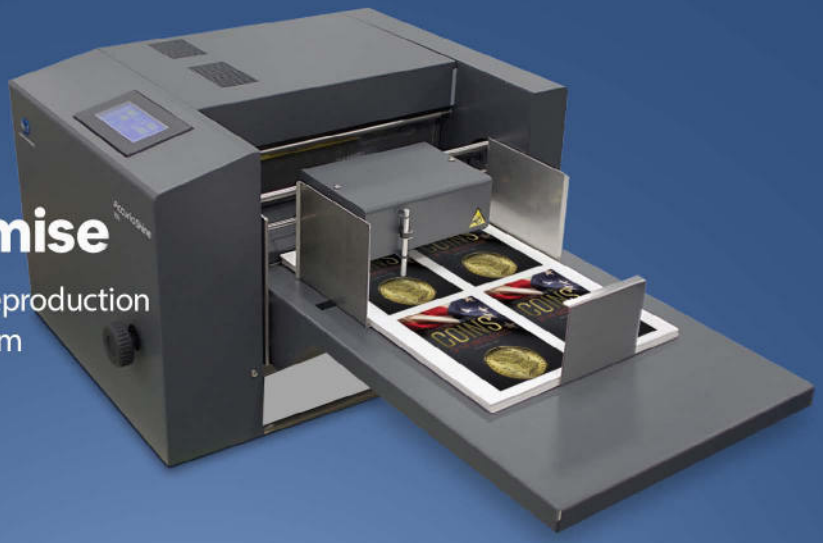
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POWERED BY MACKSONS

THE CASE FOR MAINSTREAMING GENDER IN TRADE AND TRADE POLICY FOR SRI LANKA

WIDESPREAD

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Trade and gender have a two-way relationship -- one that could be mutually beneficial to each other. Trade and trade policy can play an important role in advancing women's economic empowerment and gender equality and thereby contribute to sustainable development. Trade can create more and better employment opportunities for women, increase their wages; help women producers/traders to reach larger markets, improve productivity and achieve economies of scale. Also, trade can lower the cost of goods and services for women consumers and raise their welfare. Empirically, countries that are more open to trade, have higher levels of gender equality.

Similarly, addressing existing gender inequalities could benefit a country's trade performance and economic growth. A study by McKinsey estimates that global annual GDP can be increased by 26 percent or USD 28 trillion by 2025 through achieving gender equality in economic opportunities.

Although trade policies are considered not de jure discriminatory, they are not gender-neutral. Trade and trade policies impact women and men differently given their different roles as well as uneven opportunities they enjoy in the society and economy due to conventional gender norms and stereotypes.

Consequently, women are yet to receive the full benefits trade could bring. Also, gender gaps are detrimental to a country's trade performance and competitiveness. Recent studies across the world provide evidence on missed growth opportunities as a result of not exploiting the full potential of half of a country's population.

The Joint Declaration on Trade and Women's Economic Empowerment endorsed by all World Trade Organization (WTO) members, including Sri Lanka acknowledges the importance of inclusive trade policies for promoting gender equality, which would result in higher economic growth. The Declaration seeks to remove barriers and foster women's economic empowerment.

Sri Lankan Context

Trade plays an important, albeit declining role in the Sri Lankan economy with increasing levels of controls on imports, prompted by the balance of payments situation in the country. Sri Lanka's openness to trade, as measured by its trade-to-GDP ratio was almost 50 percent in 2017 after four decades of opening up the economy.

In terms of gender equality, Sri Lanka has made admirable progress on several key health and education indicators but ranks poorly on the UNDP Gender Inequality Index at 90th place out of 162 countries in 2019. While Sri Lanka's progress is reasonable in comparison to other countries in South Asia, it has fostered complacency that prevents recognition of continuing gender inequalities in the country, particularly in the economic sphere.

While there are broad policy commitments to gender equality, and institutional structures to promote action on gender equality issues, gender

mainstreaming in trade policy is lacking in Sri Lanka. This is concerning given women's substantial role in the economy and contribution to the foreign exchange through their participation in export-oriented labour-intensive manufacturing, and plantation agriculture and international labour migration. In this context, it is important to understand different ways in which trade and trade policy affects women in the country.

Impact of Trade and Trade Policies on Women

Trade and trade policy impacts women depending on their roles in the economy as workers, business owners/traders and consumers.

Women as Workers

International trade has brought several distinct opportunities for women workers through various means -- servicification of the economies, the rise of Global Value Chains (GVCs) and the adoption of new technologies. All these trends have benefitted women workers worldwide by increasing their participation in the formal labour market.

The service sector has globally proven to be an important source of women's employment. For instance, trade-related services sectors, travel and tourism have created more jobs over the last few decades across the world. In addition, the integration of GVCs has shown favourable impacts on women's employment. GVC firms hire more females than non-GVC firms, particularly in the apparel and agricultural sectors. Also, the growth of technology-intensive, export-oriented high-value industries has contributed to a substantial increase in women's share of employment in high-wage categories with more job security and better working conditions.

Despite these positive global trends, Sri Lanka is yet to tap the full potential of opportunities that trade openness brings for women workers. Sri Lankan women are still lagging behind in both employment and pay.

According to the Global Gender Gap Report 2020, Sri Lanka has the 27th largest gender gap in terms of economic participation and opportunity amongst 153 countries. Sri Lanka's female participation in the labour force is 32 percent, which is significantly lower than the figure for males (72 percent). The female labor force participation rate has been persistently low for the last three decades. As per 2019 Census and Statistics estimates, 74 percent of Sri Lanka's economically inactive population is women.

Furthermore, more than one-third of Sri Lankan working women are engaged in the informal sector as contributing family workers, unpaid family workers or casual (seasonal) workers. The informal sector is characterised by low wages, lack of social protection and precarious working conditions.

Women workers in the formal sector are clustered in fewer product sectors compared to the spread of men across a wide array of industries/sectors. Apart from traditional product sectors, liberalization of trade since the late 1970s has opened new opportunities for women in the export-oriented apparel sector, foreign employment, tourism, ICT related sectors, banking and finance.

A disproportionate number of women are employed as 'low-cost labor' in the export-oriented, labour-intensive industries within and outside of export processing zones. The majority of these women are employed under low-skilled categories. National labour market reports show that Sri Lankan women have not acquired the proper skills demanded by the job market despite their advances in tertiary and higher education. This gender skills gap hinders women's upward occupational mobility and contributes to widening the gender wage gap. According to the Global Gender Gap Report 2020, only 9 percent of Sri Lankan firms have top managers as females.

Recent studies by the World Bank reveals that women in Sri Lanka are disadvantaged in hiring and promotion processes and are hugely under-represented in power and decision-making positions. Some of the reasons for this gender discrimination are women's lack of flexibility due to a disproportionate share of childcare and household work, restricted mobility, safety concerns and social norms. Women are generally perceived as less flexible, less committed, less reliable and more family-oriented compared to men.

As discussed above, inequitable gender division in the labor market, and persistent wage gaps have prevented Sri Lankan women from fully benefiting from trade opportunities.

Women as Business Owners/Traders

Cross-border trade has proliferated new opportunities for women business owners, supporting business expansion and achieving economies of scale through direct engagement in international markets and GVCs. Yet women across the world are unable to gain the full advantage of these opportunities due to multiple barriers.

Barriers faced by women-owned businesses/traders are of two folds - barriers at the border, and barriers beyond the border. The former includes trade barriers

related to tariffs, non-tariff measures and discrimination and harassment at the border while the latter consists of issues in relation to access to education, information, infrastructure, finance and digital technologies, legal discrimination and social, cultural and behavioural constraints.

Although most of these barriers are common to any trading firm, particularly SMEs, these are accentuated for women-owned businesses due to their characteristics. Women-owned businesses are fewer in number, smaller in size, younger in maturity, less financed and are present in sectors that are less-traded. Therefore, they tend to be less productive and export less than businesses owned by men. According to the World Bank and WTO, women-owned businesses are subject to trade costs that are 13 percent higher than those owned by men.

In Sri Lanka, there are very few women-owned businesses, particularly in the export sector. The numbers remain low and have only improved marginally over time.

Research findings on Sri Lankan women entrepreneurs cite a number of barriers, from starting and growing their businesses to expanding into international markets. These include women entrepreneurs' limited capital and difficulty in accessing credit and finance; lack of time and flexibility due to unequal share of caregiving and household work; limited mobility; fewer and shallower professional networks; poorer access to regulatory and market information; lack/limited access to technologies; fewer opportunities for business and technical skill development; exclusion from male-dominated supply and distribution networks; and negative norms and attitudes towards entrepreneurship as a career option. These barriers have impeded women business owners from reaping the benefits from international trade in Sri Lanka.

Women as Consumers

Trade and trade liberalization can impact consumers by lowering prices and providing access to a wider variety of goods and services. Lower import tariffs bring down prices and increase purchasing power through lower-priced imported goods and greater competition with domestically produced goods. Greater variety in products also increases households' real income. Lower prices on goods through trade impact women more than men since they are more likely to be poor. In addition, lower-income female-headed households tend to spend a greater share of their disposable income on consumer goods.

In Sri Lanka, there is no gender-disaggregated poverty data, but poverty levels among female and male-headed households in the country indicate that there is no significant disparity between the two. Nonetheless, poorer female households in the country spend a larger budget share on essential goods compared to male-headed households. Also, Sri Lankan women as consumers pay high taxes, especially custom duties, which are imposed on sanitary napkins and tampons (pink tax), making these essential goods unaffordable to many women in the country.

Towards Gender-responsive Trade Policies

Trade policy can play a role in supporting more inclusive outcomes by taking into account the differential impact of trade on women as workers, traders, and consumers and eliminate implicit biases. Currently, the Government of Sri Lanka does not have a national trade policy for Sri Lanka and a committee of experts has been set up to formulate one. In this context, it is timely to mainstream gender into the development of the trade policy document.

As a start, the government needs to consult and engage women stakeholders in the trade policy-making process. It can initiate gender-differentiated impact analysis to understand the potential direct and indirect impacts of trade policy changes on women. Other considerations that can be taken into account include: implementing trade facilitation measures such as simplification and automation of border procedures, access to regulatory information, etc; lowering tariffs on essential goods to reduce prices and increase purchasing power, especially amongst lower-income and female-headed households.

At the same time, complementary policies need to be introduced to enable women and women-owned SMEs to fully participate in the economy (e.g. promoting access to finance and technology, business development services, vocational and technical education, networking opportunities). It is also important to note that women's economic empowerment cannot be fully materialized, without the engagement of the private sector. Businesses can do their part by adopting voluntary gender-related initiatives that promote women's access to training for skills development, health services, maternity benefits, education, leadership, and financial management, sourcing from women-owned business suppliers.

For women to fully benefit from trade, changes in sociocultural attitudes and practices are necessary. Sri Lanka can do more collectively to promote trade and gender equality in the country.

– END –

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GROW YOUR EXPORT BUSINESS WITH SOCIAL MEDIA

Ms. Nayomi Handunnetti

Nayomi Handunnetti is an Award-winning Entrepreneur & Marketing specialist, Fitness Enthusiast, Speaker, Blogger, Global Goodwill Ambassador & Mentor @ Women Empowered Global.

Linkedin - https://www.linkedin.com/in/nayomihandunnetti/

Email – nayomi@thesiren.lk

In Sri Lanka with a small domestic market of 23 million, businesses looking at exports seriously, as a higher growth segment, is important. The traditional barriers to entry are demolished through the increased access to the Internet. Access to the Internet has opened up limitless opportunities to grow a business exponentially overseas through social media strategies along with other marketing strategies.

In the next several year's social media channels will continue to make waves in the global marketplace from building your brand, generating leads, and staying in touch with the target consumer. Therefore, it is important to spend adequate resources to deploy proper social media strategies that give an organization its true Return on Investment.

5 key things to keep in mind when launching a social media strategy

1/ It is pivotal to have social media presence in Sri Lanka and abroad that sends your company's message as a forward-thinking business and the image that your business will exist for the next five to ten years.

2/ Social media is considered a powerful tool and it is counterproductive to allocate resources and people to manage social media who will not be able to identify opportunities for business growth. Therefore, never allocate the job of managing your social media to a marketing intern or any other inexperienced business staff member.

3/ The social media efforts should be timely & consistent no matter how much social media activity your company chooses to undertake. The readers of your blogs should be dependent on your monthly articles in a way looking forward to the knowledge and information posted on your company.

4/ Your company should use social media as one of the ways to communicate best practices & good governance of the company.

5/ Social media is a cost effecting strategy that can be carried out easily by an expert who has the business sense.

It is evident in recent years, social media has become an integral part of a company's marketing strategy from a mere idea to a must-do for international marketers. Social media has taken the lead from all the latest marketing mediums. With traditional marketing methods, messages were sent to potential customers, and the conversation took place one way. However, Social media helps your business to make engaging interactions with the target customers. Usually, this engagement is done through potential customers following a company page, verifying queries, re-posting content, and forging long-lasting bonds. Further, a good social media strategy is a tool to boost a business's brand in the export market when done right.

To connect & engage with international buyers social media is a powerful channel. Social media helps with providing new leads every day for your business and being active on social media and sharing your brand's content will engage traffic and eventually resulting in conversions.

Building a social media marketing plan can be challenging initially. However here are 5 tips to help you overcome these challenges & effectively

promote your export business on social media.

Top 5 tips to promote your export business on social media

1. Create a plan

It is important to understand the marketing objectives for your business when deciding on a social media strategy. A compelling website is required for your business which you can share your business content in a few clicks. The social channels in the world keep on growing and evolving each day, therefore it is important for the business to keep up with these changes and optimize the channels. For your business marketing success, it is important to share the right content on the right platform.

Considering your business and customers the selection of channels is done and it is important to keep in mind to do a deep analysis to understand the most used channels your target market segment use. You can create a strategic business account on selected platforms that your potential customer base uses so that they can connect with you.

Based on your business requirements you should examine the social sites that best fits your requirements. For instance, to promote video content, YouTube is considered a good choice. A strategic social media plan should encompass selected channels, timelines & budgets.

2. Design a content Calendar

Content created in a rushed and at the last moment is usually low-quality content which is a waste. These low-quality content will lead to repeated, unwanted posts which will pause your boosting process in the relevant markets. The benefits of designing a content calendar can help eradicate such mistakes. Also, this calendar will be able to guide you set up goals, strategies, and key performance indicators to track your social media performance.

Steps to design a calendar will start off with a regular calendar format separated for each channel. This calendar will include content on a monthly basis which includes content, images, appropriate links, and hashtags.

3. Sharing Videos

Social channels work really well with visual content than any other type of content. Visual content is done best with video content and is regarded as an excellent way of attracting people's attention. Short videos can help grab the attention of the target customers as well as communicating your business's existence and personality.

The research done around video content proves that people notice, watch and connect easily with compelling videos. To get the best responses from video content, it is important to use well-designed and thought-provoking videos to portray more content in a real-life manner than normal posts.

4. Encourage Engagement

Social media is a great tool to create engagement with the target customers by posting content that is interactive. Research done on the target markets can help understand what products they are looking for and creating content that your audience wants to read about. For example, the posts can be related to export products and make potential customers ask questions on your posts.

5. Stop over-promoting

Your business should focus on creating content that the followers will enjoy and engage. While stating this, businesses should not approach social channels like advertising, and promote their business in every post. Therefore, promoting your business once in a while is accepted and an ideal marketer believes by the one-advert-in-seven-posts rule. This means for every promotional post there will be six informative content posts, posted by the business which includes articles, quizzes, current events, and thought leadership articles.

The social media interactions carried out by your company should be approached from a global perspective and the clear message sent out that you are ready to do business outside of the home market. At all times it is best to avoid domestic and international politics except for government policies related to your industry.

– END –

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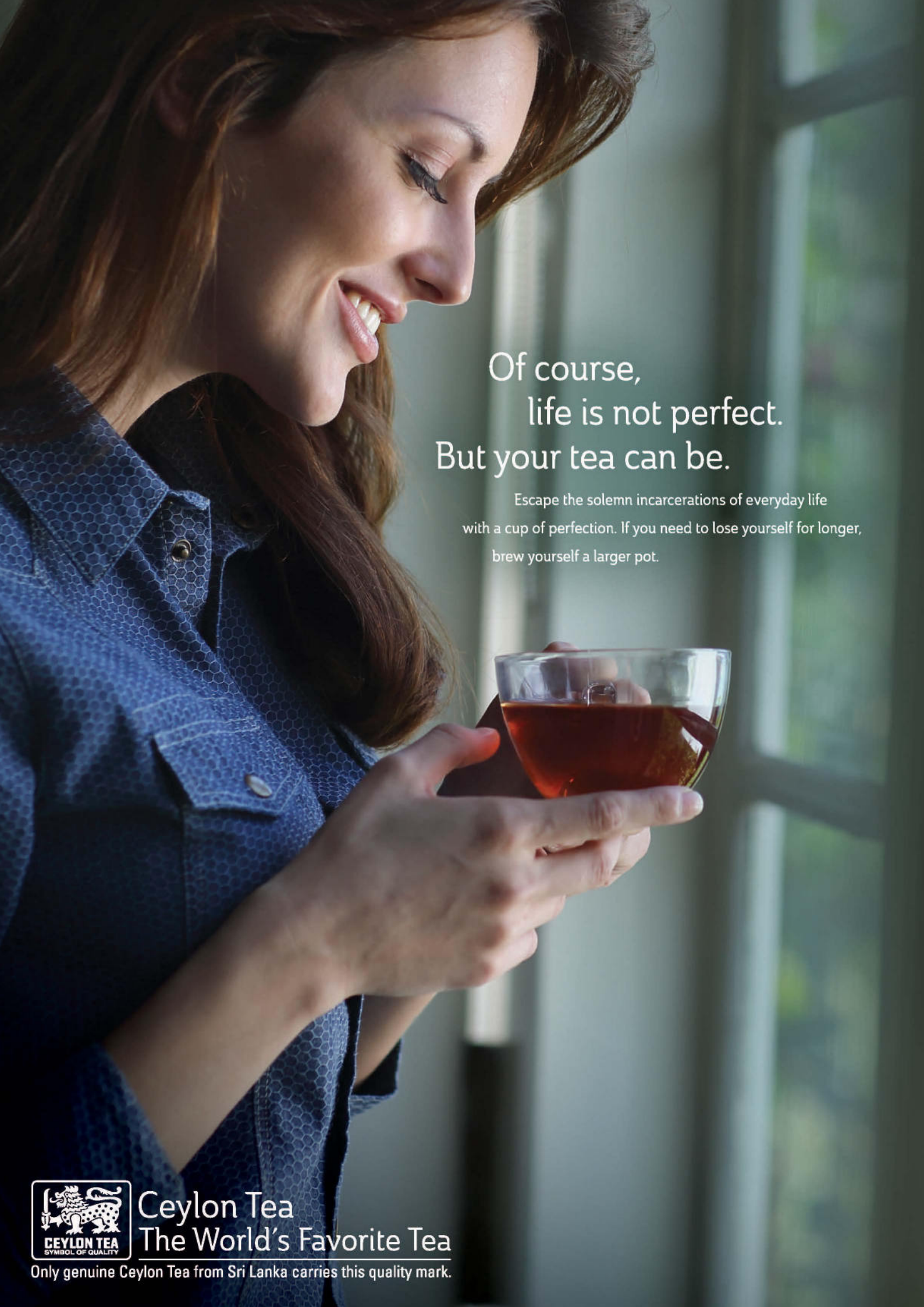
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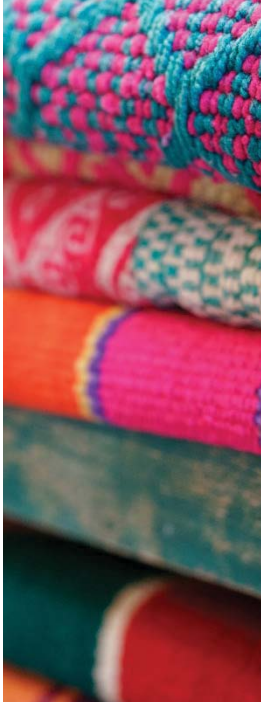
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