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MAGAZINE

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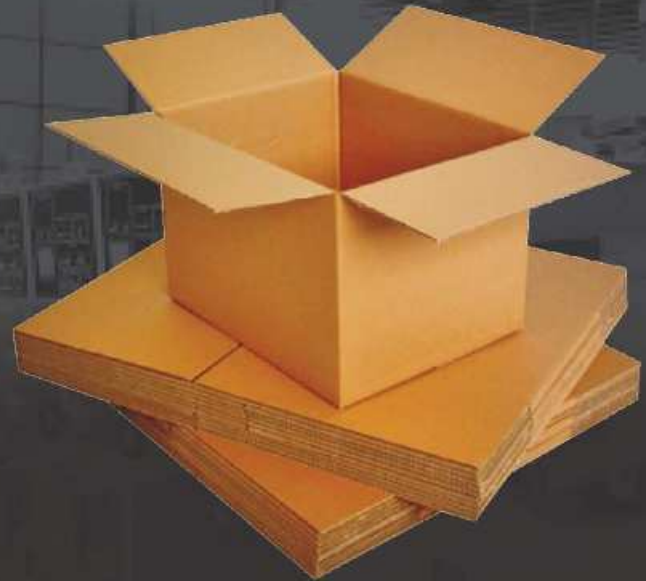
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113th
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STATEMENT BY THE CHAMBER

As a responsible Trade Chamber, the NCE is profoundly concerned by the ongoing social unrest in Sri Lanka. We unite to stand by our fellow citizens during this time of crisis and their right to express themselves freely and peacefully. As a Corporate Citizen, we strongly feel that all political, business and social leaders should collectively address the current crisis, strategically, to rebuild the stability of the country's economy.

As Sri Lankan Exporters have always been a strong cornerstone for the development of the country's economy, as the only Chamber representing the exporters, we will continue to support a sustainable, long term, all inclusive recovery plan and a robust system. We strongly believe that we as a nation will be able to

RISE, REBUILD & REGAIN.

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Mr. Farhath Amith

SERVICES OF THE CHAMBER

- Publication of the “Sri Lanka Exporter” Magazine
- Issue of Certificates of Origin and related Export Documentation
- Dissemination of Trade Inquiries and Trade Leads
- Conduct of Training Programmes and Workshops
- Conduct of Professional Courses through the National Institute of Exports (NIOE)
- Participation in Trade Fairs, Exhibitions, Trade Delegations etc.
- Issue of Specialized certificates
- Assistance for Innovation & Techno Entrepreneurship
- Assistance for Resource Efficient Cleaner Production
- Website Facilities
- Sectoral Meetings
- Representation of Macro and Individual Issues
- Support services for Trade Associations
- Distribution of Members Directory
- Dissemination of Market Information, Trade Statistics and Buyer Information
- Linking of Producers with Member Exporters
- Support SME’s under the ‘Potential Exporters’ Programme
- Support services for women Entrepreneurs and Exporters
- Issue of Certificates of Ethical Trading (CET)
- Submission of Proposals for the Annual Budget of the Government
- Recognition of Export Performance
- Auditorium Facilities

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Editorial

The Chalk Circle

Sri Lanka is currently experiencing the worst economic crisis since independence over 70 years and on the verge of bankruptcy. The financial crisis has led to a mass protest movement against the ruling party. Amidst all havoc, a new Prime Minister has sworn in, taking the enormous responsibility to navigate the country's economy towards the safely line.

We know that it will be a formidable task for the newly appointed higher authority to turn the wheel, as the current financial crisis engulfing the country will presumably get worse in the next couple of months, and we as a nation will have to face the most difficult ones in our era.

It is apparent that poor decisions, faulty assumptions, ineffective planning, lethargic responses and above all, the weaker leadership itself has helped to create this ill-fated condition. The stark assessment that, time and again those who were responsible, protecting and leading the nation have failed miserably. One failure leading to another has created a mayhem which fractured the whole system leading to a massive social unrest.

Exports are vital, as it is the only sector currently bringing the much needed foreign currency to the country, without which the country will further plummet economically. Hence supporting to run and sustain exports is mandatory. Export Value Chain has to be continued, supporting all stakeholder organizations to provide an uninterrupted service to exporters. A conducive environment is paramount and the National Export Strategy (NES) which introduced in 2018, in alliance with the National Trade Policy should be re-activated to drive the economy, stimulate growth and improve the ability of firms to export and compete in foreign markets.

It will be as if you are trying to cross over a deadly path carrying someone else's child towards safety. As Grusha in the Caucasian Chalk Circle, who traversed the icy surface to reach her destination to ensure the child's safety, will the new leadership be able to steer our motherland towards hope, recovery and prosperity.?



Compiled by
Menaka Wanniarachchi
(Director Operations NCE)



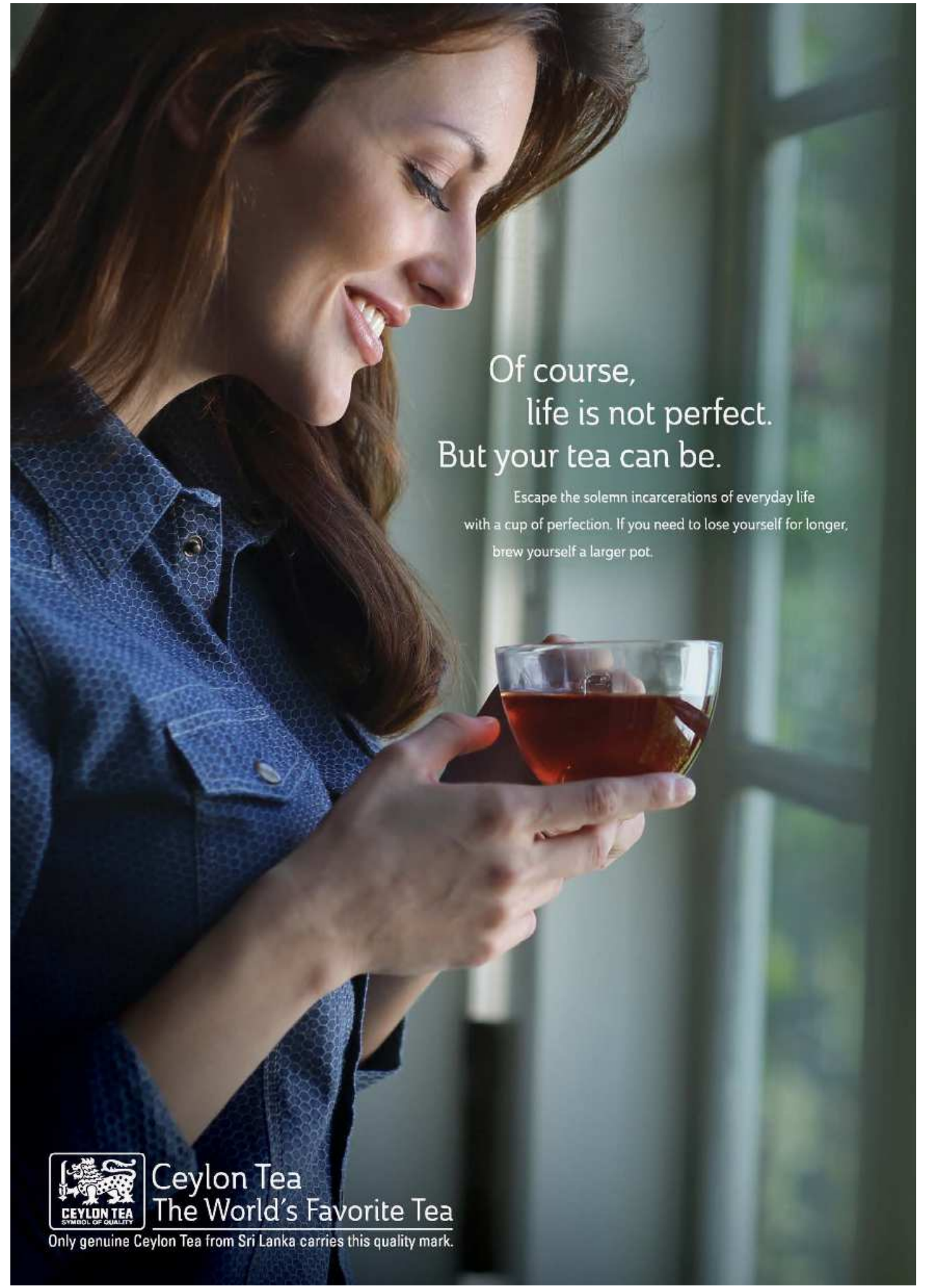
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27th ANNUAL GENERAL MEETING

NCE CONDUCTED THE ANNUAL GENERAL MEETING ON A VIRTUAL PLATFORM

The Chamber opted to conduct its 27th Annual General Meeting on virtual platform, instead of the in-person event originally planned to be held at Hotel Galadari, Colombo. As planned, the AGM was conducted on zoom platform, with the participation of member exporters on 24th March, fulfilling statutory requirements.

The Chamber initially planned to conduct the Post Business Forum followed by the AGM to create a

networking platform for its members, strategic partners, state and private sector dignitaries and special invitees. However, the Chamber took this timely decision by taking into consideration the economic and social turmoil currently being experienced by Sri Lankans and specifically the Chamber members who are affected by these adverse conditions.

The NCE generally conducts the Annual General Meeting followed by a Post Business Forum, with around 250 participants of member exporters,

special invitees and higher officials representing the State and the Private Sector. The Chamber also invite a foreign diplomat of a country with which Sri Lanka has strategic international business relationships, as the Guest of Honor to address the audience. The Post Business Forum followed by the AGM is the ideal platform for fellowship with cocktails and dinner. All Chamber members, the strategic partners and other important trade associates of the NCE attend this event for high level networking.

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Vice President
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Vice President
Mr. Indra Kaushal Rajapaksa



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Mr. Dilshan Rajapaksa



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Mr. Rajeev De Silva



Hony. Assistant Secretary
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Mr. Lakshan Algama



Immediate Past President
Ms. Ramya Weerakoon



Past President
Mr. Ramal Jasinghe



Representative From the Council
Mrs. Nilrukshi De Silva



Representative From the Council
Mr. Farhath Amith

Newly Elected Council Members

2022 / 2023

Name	Name of Company
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Mr. Sirimal Fernando	Astron Limited
Mr. Lasitha Pathirana	Belden Industries (Pvt.) Ltd
Mr. Harsha Wanasinghe	Bureau Veritas Consumer Products Services Lanka (Pvt) Ltd
Mr. Dilano Dias	Cargills Quality Foods Ltd
Mr. Vaithilingam Kiritharan	Causeway Paints Lanka (Pvt) Ltd.
Mr. Nadeeja Karunathilaka	Ceylon Biscuits Limited
Mr. Janaka Widanagamage	Colombo Cargo Express(Pvt)Ltd
Mr. Gihan Ravinatha	Colombo Dockyard PLC
Mr. Dilshan Rajapaksa	D. Samson Industries(Pvt) Ltd
Dr. Sajeeva Narangoda	Dankotuwa Porcelain PLC
Mr. G.S. Fernando	Dhanusha Marine Lanka Exports (Pvt) Ltd
Mr. Udaya Sirisena	dkw-Aqua International (Pvt) Ltd
Mr. Ajith Gunasekara	Dutch Lanka Trailer Manufacturers Ltd
Mr. M. Asif Abdul Karim	Eco Transfer Prints (Pvt) Ltd
Mr Aasiri Gunasekera	Ernst & Young
Mr. Sanjay Siriwardena	Fairfirst Insurance Limited
Mr. Farhath Amith	Fanam International (Pvt) Ltd
Mr. Rohan Masakorala	Fascination Exports (Pvt) Ltd.
Mr.Niral Kadawathaarachchi	Freight Links International (Pte) Ltd
Mr.Sanjaya Samararatne	Global Sea Foods (Pvt) Ltd
Mr. Ravi Jayawardena	Golden Palm Crafts (Pvt) Ltd
Mr Gehan De Silva	HDDES Extracts(Pvt) Ltd
Mr. Jayantha Karunaratne	Imperial Teas (Pvt) Ltd
Mr.T. Krishnakumar	International Distillers Ltd
Mr. Ruwan Rajapakse	Jiffy Products Sri Lanka (Pvt) Ltd.
Mr. Indhra Kaushal Rajapaksa	Kalhari Enterprises
Mr. Gamini Saparamadu	Kent Display (Pvt) Ltd

Name	Name of Company
Mr. Lakshan Algama Perera	KIK Lanka (Pvt) Ltd
Ms. Nilrukshi De Silva	Macksons Holdings
Mr. Sean van Dort	Mas Active Trading (Pvt) Ltd
Mr. Sumedha Hashanayake	Mike Flora International (Pvt) Ltd
Ms. Nilmini Kumari Fernando	Neil Fernando & Co.(Pvt) Ltd.
Mrs. Dawn Austin	Nidro Supply (Pvt) Ltd
Ms. Thushari Weerakoon	Ramya Horticulture (Pvt) Ltd
Mr. Chanuka Jayasinghe	Samson International PLC
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More Info

NCE presented the 'Certificate of Ethical Trading' (CET) to Pan Asia Coloured Yarns (Pvt) Ltd.

Having identified the requirement of member exporters to promote and develop trade in the international market place, the NCE has commenced a special service for the issuance of "Certificate of Ethical Trading". The members who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 Principles which have been developed and followed by the Chamber are eligible to receive the certificate.

Under this program, the Chamber presented the "Certificate of Ethical Trading" to Pan Asia Coloured Yarns (Pvt) Ltd, who has been certified as an Ethical Trading Organization by NCE.

Pan Asia Coloured Yarns (Pvt) Ltd is a market Leader, supplying dyed yarns to the Apparel and Accessories Sector for over 30 years.



Mr M.N. Sheriff, Factory Manager of Pan Asia Coloured Yarns receiving the certificate from *Mr. Shiham Marikar*, SG/CEO of the Chamber.

NCE initiated a worthy cause – "A small change for a bigger impact"

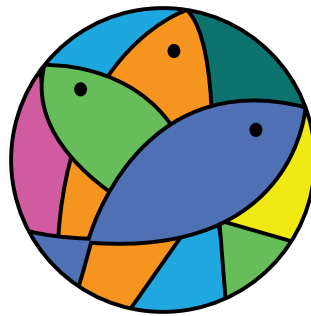
Sri Lanka is currently facing the toughest challenges of all times, affecting all walks of life. Most of our under privileged fellow citizens have fallen victims to this ongoing economic tragedy with no positive end in sight. The time has come for us to turn towards solidarity and a shared sense of community to support those who are severely affected.

As a single voice, we should unite together in extending a helping hand and fuel hope to those who have lost their very means of living.

NCE organized a zoom meeting on 10th March 2022 to present its short term plan to support Children, Families and Elders who are in dire need of food, clothing, school suppliers and medical requirements. Also a long term plan to safeguard the limited resources, the environment and the society we live in, for a longer term sustenance of all of us.

The Chamber requested all members to join this worthy cause on humanitarian grounds to make "A smaller change for a bigger impact"





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DESCRIPTION

Demand for Energy is increasing at a fast pace and today Sri Lanka is staring at a power crisis, biggest in the recent history with island wide daily power cuts. As the island nation is currently experiencing a severe shortage, saving energy for a sustainable future has become mandatory to save the future.

As a collective effort to save energy and opt for renewable energy whilst addressing challenges faced by our member exporters, the NCE organized a webinar to discuss matters at length.

This webinar was held on 06th April 2022 from 11.00am to 12.00 pm on zoom platform. This was streamed live on NCE Face Book page.

We invited Dr. Tilak Siyambalapitiya, a renowned energy specialist to lead this discussion.

The webinar was moderated by Menaka Wanniarachchi – Director Operation NCE

SPEAKER PROFILE

Dr. Siyambalapitiya is a Sri Lankan energy specialist who had earned his PhD from the University of Cambridge, UK. He worked in government committees to establish the pricing policy for renewable energy and national energy policy.

AREAS OF DISCUSSION

Dr Siyambalapitiya made a presentation covering the following areas.

- Present status of the total energy consumption by Sri Lankan retail and institutional sectors
- Saving energy and importance

of opting for renewable energy

- Scaling up alternatives, create cost friendly, sustainable solutions
- Poor implementation causes power crisis

The above areas were widely covered and explained. The webinar has been well received and participants were able to gain knowledge of how to save and reduce cost of electricity and advise on good practices to be implemented.

There were 35 participants joined the webinar and 75 viewers by NCE Face Book page.





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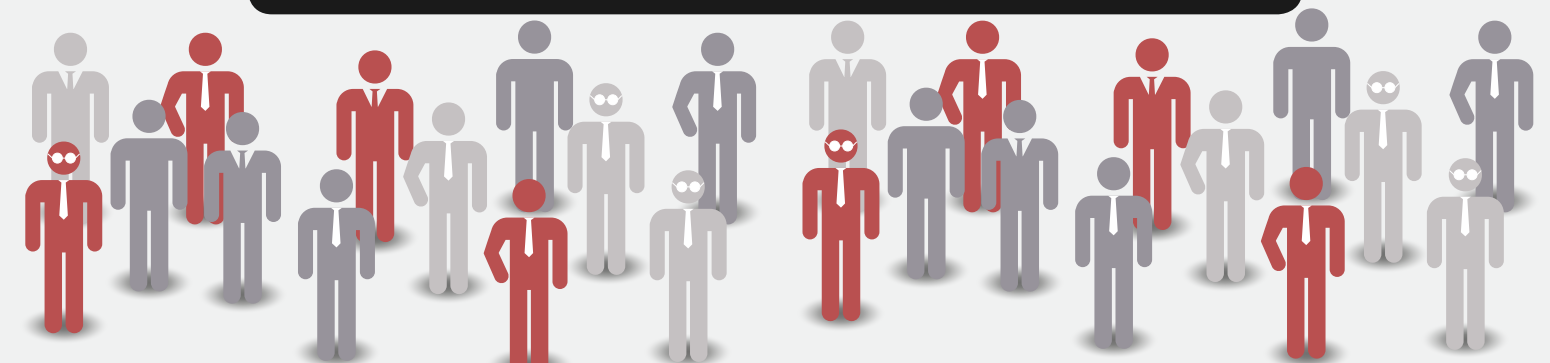
During an emergency meeting held recently, members discussed the unpredictable cost of living and how to manage the workforce and plan annual increments and any other allowances for employees. Members also require clarification on how to structure pay slips in

accordance with the statutory requirements.

In this regard, we invited Mr Kanishka Weerasinghe, an expert in the particular subject matter to address members. A webinar was held on 20th April 2022 from 11.00

am to 12.45 pm on zoom platform. The webinar was streamed live on NCE Face Book Page.

You may contact Mr Kanishka Weerasinghe on kanishkaw2021@gmail.com for related matters.





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THE NCE AND USAID OFFERED PCQI CERTIFICATION COURSES TO EXPORTERS



Colombo – In line with the joint collaboration between the two organizations, the National Chamber of Exporters of Sri Lanka (NCE) and the United States Agency for International Development (USAID) recently conducted the PCQI course for the first batch for this year. This course is offered for exporters to become certified as Preventive Controls Qualified Individuals (PCQI), a U.S. Food and Drug Administration (FDA) requirement in order for firms to export food and beverages to the US market. This course was conducted on 05th, 07th and 08th April for 10 students.

The U.S. FDA's Food Safety Modernization Act (FSMA) law on "Preventative Controls for Human Food Regulation" aims to prevent foodborne illnesses through the safe preparation of food products for human consumption in the United States. This regulation requires food and beverage production facilities to have at least one Preventive Controls Qualified Individual (PCQI) to lead the creation, application, and verification of risk-based preventive controls. A PCQI

is critical for an FDA-compliant food safety program.

In selecting participants, special attention was paid to young women, applicants working in women-owned/led companies and people outside of the Western Province. At the inauguration session, NCE and USAID officials briefed the participants on the importance of the course.

On successful completion of this FDA-approved standardized curriculum, participants were conferred the Food Safety Preventive Controls Alliance (FSPCA) PCQI certificate recognized by the FDA and issued by the Association of Food and

Drug Officials (AFDO) and the International Food Protection Training Institute. Fulfilling the requirements to be a PCQI is a critical step in exporting food and beverages to the United States.

The training course was conducted by Kemasorooby Vasenth, a certified instructor in Preventive Controls for Human Food. Prior knowledge of Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP) or experience with food safety systems are prerequisites required of the participants. The 02nd session of this training course will be conducted on 07th, 09th and 10th June 2022.





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Exporters Sri Lanka (NCE)

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We are one of the leading Exporters of Sri Lankan Rice, Spices & Coconut Products to over 25 Countries and our ARIYA Brand is listed with some of the leading Supermarket and Hypermarket Chains around the world.

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We offer both Natural and Certified Organic food products, with the primary objective of promoting good health and well-being. Our Organic Certification from Control Union, offers a wide range of Organic Food Products of Sri Lankan Origin under the ARIYA Organics identity with USDA, EU and JAS Organic Certifications.

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Tel: +94 25 2222722, +94 25 2235186
WhatsApp: +94 777 706706 | Email: info@ariyafood.com
Web: www.ariyafood.com



NCE Export Awards 2017, 2018, 2019, 2021
• Agriculture Bulk Sector
• Agriculture Value Added Sector
• Fresh & Processed Agricultural Export Crops Sector



Best Food Processor, Grocery Category - Sri Lanka
National Food Awards of Excellence - Gold Winner
Awarded by Food Processors Association of Sri Lanka



SLIM - SME Export Brand
of the Year - 2021
awarded by Sri Lanka
Institute of Marketing



UPCOMING EVENTS



USAID
FROM THE AMERICAN PEOPLE



NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
Voice of the Exporter

SECOND PREVENTIVE CONTROLS QUALIFIED INDIVIDUAL COURSE

SUPPORTED BY NATIONAL CHAMBER OF EXPORTERS AND USAID'S PARTNERSHIP FOR ACCELERATING RESULTS IN TRADE,
NATIONAL EXPENDITURE AND REVENUE (PARTNER) PROJECT



The US Food and Drug Administration's Food Safety Modernization Act (FSMA) law on preventative controls for human food regulation prevents foodborne illnesses through the safe preparation of food products for human consumption in the United States. This regulation requires food and beverage facilities to have at least one Preventive Controls Qualified Individual (PCQI) to lead the creation, application, and verification of risk-based preventive controls.

COURSE DESCRIPTION

This course developed by Food Safety Preventative Controls Alliance (FSPCA) is the FDA approved standardized curriculum. The course is taught online by a qualified Lead Instructor and meets the requirement of a PCQI.

CERTIFICATE

On successful completion of the course, participants will receive an FSPCA PCQI certificate, which is issued by the Association of Food and Drug Officials (AFDO) and the International Food Protection Training Institute.

SUITABLE PARTICIPANTS

This course is aimed at exporters seeking to meet the training requirements for the PCQI.

PREREQUISITES

- Prior knowledge of GMPs and Hazard Analysis and Critical Control Points (HACCP), or experience with food safety systems.
- A computer with an uninterrupted internet connection and telephone connection.

COURSE LANGUAGE: English

LEAD INSTRUCTOR

Kemasorooby Vasenth
B.Sc. (Spl) Food Science & Technology,
Dip. in Quality Management (SLSI), MBA,
Lead Auditor FSSC 22000:2018,
Lead Auditor ISO 9001:2015,
Lead Instructor Preventive Controls for Human Food.

DATES: 07th, 09th & 10th June 2022

DURATION: 20 hours over three (03) days

FORMAT: Online, Zoom.

APPLICATION FORM

Applicants need to apply using the online form on or before 20th May 2022.

<https://nce.lk/preventive-controls-qualified-individual-pcqi-training/>

SELECTION PROCESS

The training course is limited to 10 participants. Applicants will be carefully reviewed based on their professional background and relevant experience as well as their motivation to attend the course. Applicants from women owned/led businesses and businesses from outside of Western Province are encouraged to apply.

COURSE FEE

- Participation in the course is **free of charge**.
- Participants will be required to cover the separate Food Safety Preventive Controls Alliance (FSPCA) certificate fee (USD 60) to be paid to NCE on or before the course commencement.

CONTACT DETAILS

Dilini Gamlathge
Senior Executive- Member Services, NCE
Tel: 011-4344662 ; Email : operations@nce.lk





FOOTWEAR

Why Sustainable Boot?

The shoe manufacturing industry produces large amounts of greenhouse gasses that contribute to the already grave effects of climate change and global warming. Conventional shoes are made out of many different kinds of synthetic materials that make them non-durable, non-biodegradable and extremely hard to recycle. Components break down very slowly, releasing toxins, chemicals and fossil fuels into our surrounding environment, including our already vulnerable oceans.

This is why at DSI, we are moving away from conventional boot manufacturing and focus on offering Natural Rubber boots made using sustainable materials which are ethically sourced which make them earth friendly.

Advantages of DSI Sustainable Boots?

1. Natural Rubber

Made with 100% natural rubber which is ethically sourced from certified rubber plantations. Sri Lankan Natural Rubber is known to be one of the best in the world in terms of quality. We are also able to offer FSC certified Natural Rubber Boots. FSC certification stands for sustainable forest management and is a solution that ensures socially and environmentally responsible natural rubber production.

2. Water Proof

DSI boots are made using latest technologies which allow the boots to be water proof and ensure wearer's feet stay dry.

3. Vegan Certified

The Vegan certified ensures that there are no ingredients from animal origin and ensure that the production process separates between non-vegan and vegan production. This is another step taken by us to be earth friendly and ethical manufacture ensuring cruelty free production towards animals.

4. Organic Cotton Boot Lining

Not just Cotton! We source the finest organic cotton which is not only comfortable for wearer but also environmentally-friendly. Organic cotton is grown using methods and materials that have a low impact on the environment. Organic production replenish and maintain soil fertility, reduce the use of toxic pesticides and fertilizers, and build biologically diverse agriculture.

5. Comfort

Made to International standards from sizing to designs. With contoured footbeds, DSI boot range provide the ultimate comfort together with superior rubber cushioning and foot hugging design to ensuring ultimate stability to the feet.

6. Made Responsibly

Sourcing from certified supplier partners to ensure that product is socially and environmentally responsible. Furthermore, DSI manufacturing comply with social compliance audits such as SEDEX Members Ethical Trade Audit (SMETA).

Positioned as the largest footwear manufacturer in Sri Lanka, DSI has over 3,000 employees in the footwear plants, while DSI Samson Group provides over 10,000 direct jobs and 5,000 indirect jobs through sub-contracting and support services across its 25 companies.



To learn more about DSI sustainable rubber boots as well as other footwear categories, please visit our website www.dsifootwear.com or follow us on Facebook, Instagram and LinkedIn as 'DSI Footwear.'



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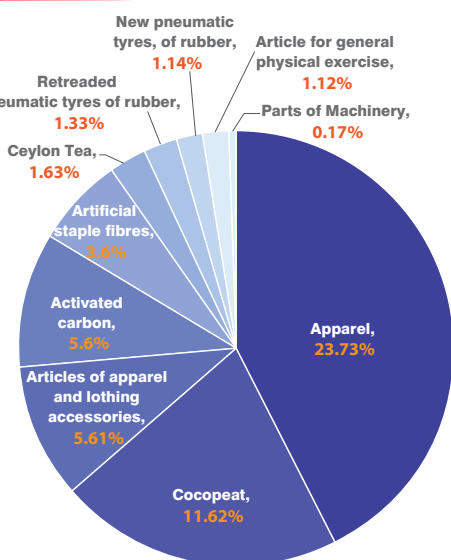
Market Conditions and Future Prospects



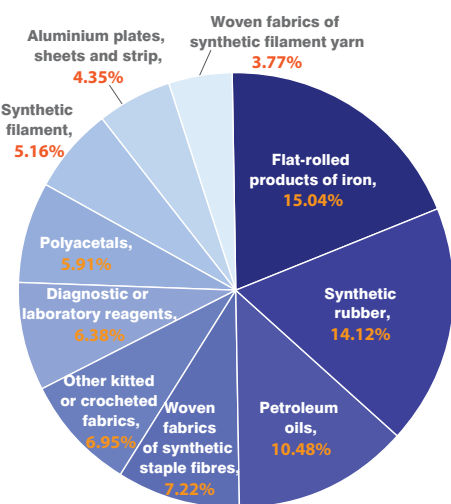
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Composition of Top 10 Exports to the RoK 2020



Composition of Top 10 Imports from the RoK 2020



Source: Sri Lanka Customs

Republic of Korea (RoK) is well known for its remarkable economic growth during the last five decades. With a GDP of over USD 1.7 trillion, RoK is the world's tenth largest economy and the ninth largest importer in 2021. The Korean economy is dominated by high-tech, family-run conglomerates called "Cheabols" such as Samsung, Hyundai, SK Group, LG Group, KIA Motors and steel giant POSCO. The Government of the RoK is now working on a post Corona economy, through its "Korean New Deal" projects, which are aiming at digital and green economy.

RoK was the 28th largest export market for Sri Lanka and the 21st import partner of Sri Lanka in 2020. In the same year, Sri Lanka's exports to the RoK were valued at USD 71 million while the RoK had exported goods worth of USD 194 million, resulting in a trade balance of USD 123 million in favor of the RoK. Apparel has emerged as the dominant export item from Sri Lanka to the RoK, while other major export items include apparel & clothing accessories, Cocopeat and coir products, activated carbon, rubber tyres, and Ceylon tea. Sri Lanka's major imports from the RoK include, iron or non-alloy steel products, synthetic rubber, petroleum oils, synthetic yarn and woven fabric, amongst others.

RoK is an active supporter of the international free trade. RoK has so far concluded 17 FTAs with 57 countries while actively pursuing several other mega trading arrangements such as Regional Comprehensive Economic Partnership Agreement (RCEP) and Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). The one preferential trading arrangement that connects Sri Lanka with the RoK is the Asia Pacific Trade Agreement, which is known as APTA. The APTA member countries cover a total population of about 2.5 billion, offering a vast potential market for Sri Lanka. Member countries of the APTA are Bangladesh, China, India, Republic of Korea, Lao People's Democratic Republic, Sri Lanka and Mongolia. The APTA currently offers a margin of preference to over 10,000 products to the Korean market. More than 50% of Sri Lanka's exports to the RoK in 2020 received tariff preferences under the APTA.

The main products exported from Sri Lanka to the RoK under APTA include Apparel and Clothing Accessories, activated carbon, rubber gloves, Coir products, Ceylon Tea and rubber tyres. APTA also offers tariff preferences for a

number of other products such as seafood, chemical products, cosmetics, textile materials, footwear and porcelain products which offers potential export opportunities for Sri Lanka.

Sri Lanka's Exports to RoK under APTA (Values in US\$ Mn)

HS	Description	2015	2016	2017	2018	2019	2020	Change in 2020 over 2019 (%)	Share in 2020 (%)
61+62	Apparel and Clothing Accessories	11.93	15.15	14.99	15.67	20.24	17.61	-12.99	42.14
380210	Activated Carbon	2.15	3.16	3.84	4.55	4.05	5.59	38.02	13.38
401519	Rubber Gloves	4.85	4.59	4.28	4.23	4.45	5.41	21.57	12.95
530500	Coir and Molded products	1.44	2.17	1.11	2.00	1.67	4.63	177.25	11.08
0902	Tea	0.52	0.79	1.31	1.16	1.54	1.53	-0.65	3.66
401290	Retreaded or used pneumatic tyres of rubber	0.84	0.80	0.73	0.85	1.33	1.02	-23.31	2.44
401180	New pneumatic rubber tyres	-	-	-	0.02	0.49	0.98	100	2.35
Other		6.25	5.06	4.26	4.06	5	5.02	0.4	12.01
Total		27.98	31.72	30.52	32.54	38.77	41.79	7.79	100.00

Source: Sri Lanka Customs

RoK maintains high quality standards when it comes to food imports. The Ministry of Food and Drug safety of Korea conducts regular inspections on all food imports to the RoK. All new-to-market products are subject to mandatory laboratory testing conducted by the relevant inspection agency. From 2022, RoK will be shifting to a "Positive List System" where the official standards on maximum residue levels (MRLs) will be imposed on all food and agricultural imports into RoK.

In the Korean market, Sri Lankan products confront heavy competition from other international suppliers who offer similar products at much lesser costs due to the tariff advantages offered by the FTAs that the RoK is having with those countries. Exploring arrangements for tariff reduction (FTA), Investing in complying with Korean standards for export of food & agricultural products, developing and diversifying the export basket of Sri Lanka, addressing supply capacity constraints, and investing in reducing the overhead manufacturing costs can be cited as some of the measures that Sri Lanka could take into consideration to increase the competitiveness of Sri Lankan products in the Korean market. The Joint Economic Commission between Sri Lanka and the RoK serves as an important platform to elevate economic cooperation in many sectors as well as to address the non-tariff market access issues for local products.

Korean importers in general, are dynamic and well connected to the international trade environment. Korean importers prefer to engage with their overseas business partners to actively pursue business opportunities and to provide market intelligence of their interested products and services. It

would be beneficial to pay attention to the cultural norms and practices in order to build trusted business relationships with the Korean counterparts. Especially, Korean importers highly value face-to-face encounters when developing new business with foreign suppliers.

The Republic of Korea has been one of the most important sources of foreign direct investment to Sri Lanka. RoK has invested over USD 65 million worth of FDI during the period 2005 to 2020 and has become the 24th largest FDI source market out of 84 countries invested in Sri Lanka.

In 2019, 12,195 Korean nationals have travelled or vacationed in Sri Lanka. Korean travelers are mostly interested in shopping, fine dining, theme parks, cultural attractions including Buddhist sites, golf experiences and National Parks.

RoK's ODA programme has contributed towards Sri Lanka's development process through loan assistance under the Economic Development Co-operation Fund (EDCF), and grant assistance via the Korea International Cooperation Agency (KOICA). The new Framework Arrangement for the period of 2020-2022 allows Sri Lanka to obtain loans through EDCF up to an aggregate amount of USD 500 million to finance mutually agreed projects between the two countries.

There is over 20,000 migrant Sri Lankans employed in the RoK. The contribution or the remittances from the migrant workers of Sri Lanka in the RoK were 7.75% of the total foreign remittances or equivalent to 0.62% of the total GDP of Sri Lanka.



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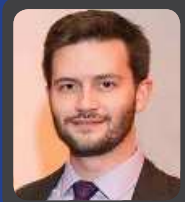


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PERFORMANCE DRIVEN



Mr. Stewart Pierce Gardner

Manager,
Trade Specialist,
Deloitte Consulting LLP

Understanding the U.S. Market for Selected Agro-foods from Sri Lanka

The below article draws from a webinar titled 'Understanding the U.S. Market for Agro-food Exports' hosted by the National Chamber of Exporters of Sri Lanka (NCE) in collaboration with the United States Agency for International Development (USAID) in December 2021. It was conducted by Stewart Pierce Gardner, Trade Specialist at Deloitte Consulting.

What is the current market scope of food imports to the U.S.?

The United States imports 15% of its overall food supply from more than 200 countries or territories and approximately 125,000 exporting food facilities and farms. This resulted in 15 million shipments of imported food in 2021 alone. Overall U.S. food spending was \$1.69T in 2021 and it is estimated to grow 3.1% year over year.

What was the COVID-19 impact on U.S. consumers?

The pandemic altered purchasing behaviors. Due to pandemic shutdowns, the food-away-from-home market suffered as more people prepared food at home. Consumer behavior may still favor buying more food to prepare at home than before the pandemic. U.S. consumers increasingly demand greater flavor and product variety and fresh, healthy, additive-free food with traceable origins, while continuing to prioritize affordability, convenience, and availability. U.S. food consumption has

rebounded from pandemic shutdowns of the food-away-from-home market; however, as the U.S. exits pandemic slowdowns, continued supply chain disruptions and inflationary pressure on prices could reduce or curtail demand in the near term.

U.S. market for selected export products from Sri Lanka

The following table provides a summary of the U.S. market size, growth, segments, and competition, as well as trends and opportunities for selected export product categories of interest to Sri Lanka.

Generally speaking, U.S. imports of agricultural products are expected to increase while consumers increasingly demand non-traditional ingredients and products. Of the products reviewed, coconut products—especially coconut water—are expected to see the fastest growth, while jam, jelly, and preserves products are expected to see flat to declining growth in a mature market. As U.S. consumers increasingly demand exotic and savory flavor profiles, suppliers must continuously innovate with flavors, structure, color, and packaging.

The views expressed in this article are those of the author and do not necessarily reflect the views and policies of any other party. The webinar was supported under USAID's Partnership for Accelerating Results in Trade, National Expenditure and Revenue (PARTNER) project

Product Category	Brief Summary
Tea	The U.S. market for tea is expected to increase from 2.8B (2020) to \$3.6B (2026) at a 4.8% compound annual growth rate (CAGR). In 2020, \$473.8M of tea was imported, largely from Argentina, Canada, China, India, Vietnam, and Sri Lanka. Black Tea is the largest segment (56%), while Green Tea is the fastest-growing segment (8.8% CAGR). In the U.S., 85% of tea is consumed cold or iced while the market is highly fragmented with top companies controlling 39% of market share (Unilever, RC Bigelow, Traditional Medicinals, Yogi Tea, and Private Label). Shifts in consumer preferences from soda to healthier alternatives of caffeinated beverages like tea and coffee represent an opportunity.
Spices, Sauces, and Condiments	Market size is expected to increase from \$27.5B (2020) to \$33B (2024) at 4.5% CAGR, with herbs and spices estimated to grow the fastest at 6.74% CAGR. In 2018, \$1.2B was imported by the U.S. from seven countries (in order): Canada, Mexico, Italy, Thailand, China, Japan, and Hong Kong. The U.S. market is highly fragmented, with top companies controlling 34% of the market share (Kraft Heinz, McCormick, Campbells, Unilever, and PepsiCo). Gaining popularity among U.S. consumers for ethnic sauces, condiments, and dressing, new entrants can gain market share by incorporating specialty and gourmet ingredients; however, established players have strongholds on distribution networks.

Product Category	Brief Summary
Jam, Jelly, and Preserve	As a mature market, total size is expected to decline from \$885m (2017) to \$813m (2022) at a negative 1.7% CAGR, largely due to shifting consumer tastes away from high-sugar content products. In 2018, the U.S. imported \$11.4m from (in order): Chile, Spain, Colombia, Costa Rica, and Canada. Grape and berry flavors dominate, while jam represents 54% of the market. JM Smucker's and National Grape Cooperative (Welch's) brands control 38% of the market share with strong hyper- and supermarket distribution channels. Natural/organic jam, jelly, and preserves are becoming increasingly prominent products, while consumers are shifting to increasingly exotic and savory flavor profiles like tropical fruits and nut purees.
Coconut	Demand for coconut products is expected to grow quickly due to increased food and beverage applications, a rise in coconut water consumption as a natural sports drink, and the surge in coconut oil and milk applications in cosmetics. Market size is estimated to grow from \$1.5B (2020) to \$3B (2026) at 12% CAGR, with a 76% market share for coconut oil and water. Coconut water is the fastest-growing segment at 22% CAGR. The top five global coconut producers (in order) are Indonesia, Philippines, India, Sri Lanka, and Brazil; while top buyers include: Barry Callebaut, Nestlé, Unilever, and Cargill with a combined 28% market share. Opportunities for growth include an increased number of consumers allergic to dairy products substituting with coconut milk, and innovation in taste and flavor of coconut products and coconut-based food and beverages to appeal to a wider variety of U.S. consumers.
Tree and Ground Nuts	The U.S. market is expected to grow from \$7.6B (2020) to \$8.4B (2025) at a 2% CAGR. Over \$923m (2020) is imported, with 61% from Mexico. Within this product category, almonds are the fastest growing (4% CAGR), while peanuts and cashews are the slowest (2% CAGR). The U.S. imported 11% of the world's total cashews in 2019, with the top U.S. import partners (in order): Vietnam, Honduras, and India. Significant market share by leading players, including Olam International and Blue Diamond Growers, with 80% of tree and ground nuts sold off-trade with 57% in supermarkets. An increasing number of consumers are seeking a plant-based protein diet enabled by trees and groundnuts; however, evolving concerns related to allergens and fat content threaten growth.
Confectionary	The confectionary product category is expected to increase from \$10.4B (2020) to \$11.2B (2024) at a 2% CAGR. In 2019, \$1.3B was imported, with top U.S. import partners (in order): Mexico, Canada, Germany, and France. Cookies and sandwich biscuits represent the largest market segment with a 56% share. The U.S. market for confectionary products is consolidated with the top four firms controlling 70% market share; these firms include (in order): Mondelez, Kellogg, Campbells, and Girl Scouts. To maintain or grow market share, firms consistently innovate with new flavors, structure, color, and packaging. Growth opportunities include the healthy cookies segment (includes gluten-free, organic, low-sugar, low-fat, low-carb, and high-fiber digestive cookies) due to the increased health focus of consumers.

How do you prepare to export your product to the U.S.?

While each firm's journey to export will be different—a journey tailored to their capabilities, products, and resources—high-level next steps are presented below to kick off that journey.



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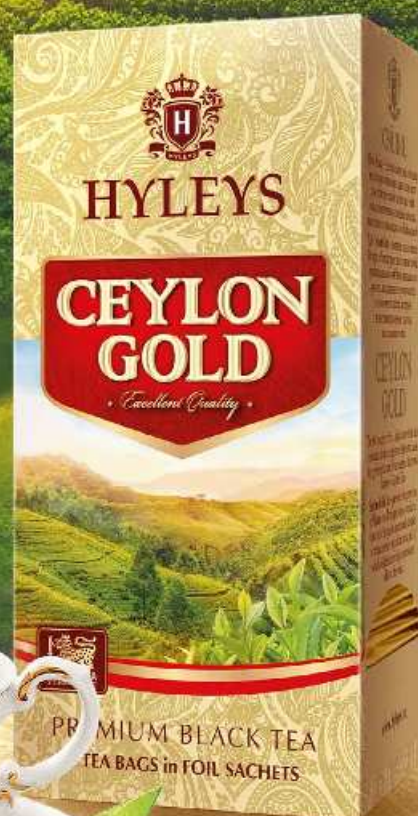
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		Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
S.2201	Toys, Games & Sport Requisites	227,755 Kg	2,841,803	322,643 Kg	4,630,590	144,071 Kg	3,212,575	205,088 Kg	2,523,675
		1,378,551 No	3,188,902	1,255,458 No	4,172,685	550,047 No	4,916,062	3,106,250 No	2,860,949
S.1601	Chemical Products	2,602,595 Kg	5,363,472	3,029,703 Kg	5,918,642	3,239,697 Kg	6,100,702	2,850,829 Kg	5,935,260
		26,930 M2	13,848	2 M2	58,336			20,092 M2	20,688
		4,184 M3	3,603	450 M3	1,403			5,692 M3	6,235
						150 M3	446		
S.1602	Plastic Products	2,420,464 Kg	5,835,472	3,681,441 Kg	34,059,010	2,564,197 Kg	6,491,932	2,779,320 Kg	6,240,099
S.1899	Other Products of Base Metal	2,157,936 Kg	6,593,615	1,007,442 Kg	3,173,883	1,261,116 Kg	4,713,208	2,867,218 Kg	5,621,814
		1 No	134	19 No	3,681	205 No	1,121	6 No	177
S.2102	Petroleum Gases	4,859,856 Kg	1,735,578	18,256,741 Kg	6,490,821				
S.0702	Areca Nuts	696,320 Kg	2,201,319	476,790 Kg	1,728,312	1,019,420 Kg	4,458,233	890,866 Kg	3,143,490
S.1104	Rice, Cereals, Oil Seed and its Products	8,767,712 Kg	4,519,498	8,271,247 Kg	4,421,335	8,007,184 Kg	4,922,099	8,686,588 Kg	4,385,256
S.1201	Manufactured Tobacco	199,879 Kg	5,308,506	159,175 Kg	6,804,411	121,108 Kg	5,525,363	193,767 Kg	6,650,364
S.1503	Other Paper & Paper Products	3,390,605 Kg	4,949,246	3,711,068 Kg	4,433,669	1,753,024 Kg	4,957,945	3,011,425 Kg	4,344,527
S.1704	Other Mineral Products	11,494,955 Kg	3,894,379	4,407,953 Kg	1,907,002	7,663,505 Kg	2,468,437	13,753,651 Kg	4,091,111
		411 M2	12,769	3,573 M2	6,672	44 M2	19,504	1,704 M2	25,717
S.1106	Beverages	2,150,270 L	4,271,022	1,644,490 L	2,967,396	2,402,404 L	2,651,022	2,584,396 L	5,408,857
S.0501	Fruits	3,277,205 Kg	3,444,813	3,324,576 Kg	3,059,745	3,508,030 Kg	2,948,869	4,048,300 Kg	4,094,778
S.1202	Unmanufactured Tobacco	67,349 Kg	3,096,949	86,245 Kg	2,720,047	30,356 Kg	1,098,997	73,581 Kg	2,191,422
S.1803	Nails, Screws, Bolts & Nuts of Metal	2,423,533 Kg	3,309,679	3,032,660 Kg	3,298,333	2,521,729 Kg	3,709,926	2,614,027 Kg	3,375,669
S.0503	Vegetables	2,098,129 Kg	2,782,553	1,429,643 Kg	2,428,209	1,168,590 Kg	2,084,214	1,905,422 Kg	2,888,734
S.9503	New Stamps, Cheque Forms, Banknotes, etc	58,064 Kg	1,129,930	361,100 Kg	9,614,278	110,625 Kg	3,495,789	184,134 Kg	4,793,803
S.0701	Betel Leaves	303,851 Kg	1,217,951	533,089 Kg	2,148,249	401,789 Kg	1,627,005	480,406 Kg	1,942,257
S.1703	Ceramics & Porcelain Products	555,727 Kg	2,768,127	569,418 Kg	2,557,824	542,792 Kg	2,482,433	455,561 Kg	1,782,908
		55,543 M2	425,879	60,450 M2	581,408	57,178 M2	581,747	43,817 M2	311,962
		144 No	14,014	3,477 No	104,731	921 No	23,175	2,500 No	56,098
S.1401	Furniture & Seats	22,921 Kg	114,119	39,665 Kg	160,790	25,977 Kg	156,995	29,421 Kg	160,324
		33,848 No	2,277,743	81,976 No	2,114,120	29,849 No	2,481,266	21,643 No	2,195,495
S.0802	Ornamental Fish	38,799 Kg	1,216,276	38,531 Kg	1,294,785	58,884 Kg	1,252,326	53,796 Kg	1,463,268
S.0401	Pepper	1,046,014 Kg	7,563,756	882,939 Kg	5,438,964	1,078,794 Kg	7,091,862	1,013,058 Kg	6,577,260
S.2202	Mattresses & Mattress Supporters	110,053 Kg	682,916	111,819 Kg	738,025	85,080 Kg	671,543	82,100 Kg	471,764
		12,342 No	1,086,328	23,345 No	1,581,062	49,633 No	1,440,060	16,523 No	1,142,481
S.0104	Instant Tea	203,872 Kg	1,638,539	234,316 Kg	1,679,180	176,683 Kg	1,559,635	258,843 Kg	1,902,433
S.0201	Natural Rubber	736,631 Kg	1,462,934	1,129,960 Kg	2,063,417	1,892,122 Kg	5,185,416	603,981 Kg	1,158,629

October, 2020		October, 2021		November, 2019		November, 2020		November, 2021	
Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
244,923 Kg	2,076,517	319,203 Kg	4,858,810	238,082 Kg	3,322,489	341,263 Kg	2,553,375	600,732 Kg	4,716,111
929,448 No	1,591,435	743,264 No	3,699,686	1,393,446 No	2,957,926	576,881 No	2,421,051	1,353,001 No	5,867,008
3,212,296 Kg	5,884,568	2,926,882 Kg	6,626,498	2,865,454 Kg	6,556,322	3,128,124 Kg	7,079,216	3,112,904 Kg	5,944,291
				68 M3	688	146 M3	410		
559 No	337			26 No	254	400 No	23	20 M3	20
3,766,469 Kg	42,592,098	2,497,322 Kg	7,010,556	2,550,476 Kg	6,412,904	2,468,183 Kg	21,072,683	2,918,703 Kg	8,189,475
1,201,197 Kg	2,897,540	1,414,888 Kg	6,522,320	4,890,450 Kg	6,226,213	1,528,191 Kg	2,508,247	1,673,667 Kg	7,726,403
151 No	25,675			66 No	8,195			185 No	35,120
				3,550,445 Kg	1,277,604			11,923,113 Kg	6,623,248
164,335 Kg	604,174	1,160,784 Kg	5,240,109	1,261,249 Kg	4,535,810	73,190 Kg	253,371	793,774 Kg	3,774,378
10,968,048 Kg	6,138,714	11,635,993 Kg	5,910,620	9,478,282 Kg	4,894,414	8,865,065 Kg	4,363,731	12,214,006 Kg	7,446,110
101,955 Kg	5,282,985	165,968 Kg	8,633,185	69,882 Kg	3,915,160	58,701 Kg	3,267,604	137,220 Kg	5,931,323
2,236,493 Kg	3,278,637	2,391,578 Kg	6,791,619	2,498,479 Kg	3,878,445	1,804,758 Kg	3,057,840	2,675,146 Kg	6,279,148
5,134,837 Kg	2,274,066	7,032,981 Kg	3,351,386	11,965,138 Kg	3,223,753	3,583,231 Kg	2,560,541	9,045,902 Kg	3,251,843
57 M2	1,629	21,022 M2	23,011	1,751 M2	5,922	1,467 M2	1,742	453 M2	4,609
1,993,834 L	3,087,589	3,153,882 L	2,991,530	2,670,910 L	5,558,923	2,102,778 L	2,348,199	4,070,507 L	3,877,884
3,765,604 Kg	2,646,994	4,363,540 Kg	3,190,891	3,163,493 Kg	3,301,976	3,087,491 Kg	2,255,670	4,043,704 Kg	4,044,188
99,517 Kg	2,038,707	69,920 Kg	1,831,137	57,178 Kg	3,145,340	59,778 Kg	1,267,534	126,514 Kg	5,127,232
1,636,140 Kg	2,117,583	2,993,255 Kg	4,686,631	2,147,117 Kg	3,129,770	2,663,929 Kg	2,876,441	2,804,211 Kg	5,110,355
1,209,278 Kg	2,142,998	1,491,259 Kg	2,669,001	1,533,504 Kg	2,248,803	1,581,382 Kg	2,100,065	1,700,449 Kg	3,712,107
80,251 Kg	1,816,804	31 Kg	617	146,400 Kg	5,254,715	160,628 Kg	3,930,684	101,250 Kg	3,818,643
409,726 Kg	1,662,896	332,141 Kg	1,346,626	602,831 Kg	2,443,434	285,934 Kg	1,149,075	664,966 Kg	2,664,183
329,352 Kg	1,082,680	688,817 Kg	2,712,940	573,874 Kg	2,188,241	332,522 Kg	1,953,906	573,069 Kg	2,266,109
50,874 M2	504,892	39,485 M2	439,725	54,936 M2	469,761	61,755 M2	620,989	128,507 M2	1,004,252
8,270 No	79,178	1,795 No	49,987	3,568 No	82,945	1,806 No	40,015	5,374 No	124,055
6,367 Kg	19,185	42,932 Kg	210,651	58,803 Kg	277,642	22,857 Kg	119,716	38,617 Kg	201,608
85,347 No	1,403,599	30,820 No	2,912,760	33,574 No	2,272,928	32,577 No	1,993,190	22,626 No	2,167,939
77,075 Kg	1,509,935	55,274 Kg	1,665,641	42,026 Kg	1,184,115	52,565 Kg	813,425	123,857 Kg	3,383,980
623,920 Kg	4,044,030	1,422,621 Kg	8,958,411	489,200 Kg	2,940,037	897,827 Kg	5,529,266	2,367,246 Kg	15,811,483
59,278 Kg	389,739	122,374 Kg	793,956	88,559 Kg	451,868	92,897 Kg	493,903	101,109 Kg	693,925
11,278 No	1,052,525	25,925 No	2,099,980	13,325 No	841,015	14,093 No	1,332,357	32,299 No	1,634,852
337,960 Kg	2,822,124	274,784 Kg	2,356,913	248,893 Kg	2,077,571	249,650 Kg	1,995,412	248,192 Kg	1,998,766
1,270,570 Kg	2,390,978	1,116,765 Kg	3,192,527	567,893 Kg	1,138,193	1,671,540 Kg	3,187,126	1,033,193 Kg	3,284,788

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Seylan Bank treating the Export Industry as a National Obligation



A 30-year industry veteran, Dilan Wijegoonawardena, Assistant General Manager – International at Seylan Bank PLC is your quintessential banker. Seylan Bank is among the few leading banks facilitating international trade in Sri Lanka, with core strength in agriculture exports, primarily Tea and Cinnamon, followed by Apparel. Heading one of the most crucial functions of the Bank in the current macroeconomic context of import restrictions, forex issues and global supply chain challenges; he shared his insight on the export industry and the national duty to support exports.

► How has the Export Sector performed in the past few months?

Export businesses have become very robust since of late. Since August (2021) onwards, the monthly exports of the country have hit a Billion Dollars. Even in January (2022) it exceeded a Billion Dollars. The sector is flourishing overall, with garments and agriculture having done exceptionally well.

As a country we rely heavily on inward worker remittances, exports and tourism respectively for foreign exchange. However, there is a big dip in the remittance sector. With the pandemic coming in, the tourism industry was hit, and then the pandemic cascaded to the remittance sector as well. In 2020, worker remittances brought USD 8 Billion to the country, which was about 8% of our GDP. In 2021 it dropped 22% and hovered around USD 5.4 Billion. That itself has paved the way to the current crisis we are facing.

Usually, the majority of our tourists are from Russia, Ukraine, India and China. There was no income from tourism in the last year, but tourism started picking up in January. However, there were no Chinese tourists as they don't have permission to move around yet. And unfortunately, due to the war, Ukraine tourists who have come are now stranded here. So, we don't know what will happen to Russian and Ukrainian tourism going forward, and that will dent our tourism income. With this war going on, improvement in remittances are doubtful in the near future.

Therefore, as a country we will have to solely rely on the Exports. And, as a Bank, we see supporting exports as a National obligation. Not only do we facilitate exports, but we facilitate the imports of these exporters too. For example, apparel exporters are importers as well, as much of their material such as yarns and buttons are imported. We also tend to the indirect export sector that has gone largely unnoticed. They import materials needed for exporters and we try to facilitate all their requirements as well since they are part and parcel of the export industry.





Mr. Dilan Wijegoonawardena is a Management accountant with an MBA at the Postgraduate Institute of Management (PIM) affiliated to the University of Sri Jayewardenepura. He is a Fellow of the Chartered Institute of Management Accountants UK (CIMA), and a Fellow of the Certified Management Accountants (CMA) of Sri Lanka. He is a Fellow of Institute of Bankers of Sri Lanka and also holds a Diploma in International Trade from the Institute of Bankers of Sri Lanka. Having joined Seylan Bank in the treasury division, he currently heads International, which encompasses, trade, and associated functions.

So as you can see, we facilitate the Export process as a whole, to keep the machinery running.

► **Can you explain to us what you do in your current role, so that we can understand what work it entails?**

Facilitating trade operations is our core area of work. Functionally, we are the bridging factor between the branches and credit units. Customers request various trade facilities at Branches, which reach the Credit unit for evaluation and confirmation of suitability of the request. That is where we come in as the international division. We facilitate the trade request, dispense our know how, arrange international correspondent banking relationships, give background details of the buyers for the exporters, assist them in how best to structure the payments and documentation.

► **At Seylan Bank, how do SMEs fit into the overall picture in exports?**

Seylan Bank predominantly supports the Small and Medium Enterprises (SME) sector. While our customer base is a combination of large corporates and SMEs, our strength is the SME sector. Our islandwide branch network, our accessibility and our credit hubs all over the country support and fuel the momentum for SMEs.

We have several ways of facilitating Export businesses. For example, we provide pre-shipment loans for exporters based on confirmed orders which are tantamount to working capital for them to run their business. Once they ship their goods we also provide post-shipment facilities, such as discounted payment on their bills, with the Bank taking the risk and allowing the SMEs to fuel their working capital, as they get cash payment immediately. Seylan Bank works with over 500 international correspondent banks all over the world to facilitate international trade with any sector and receive export proceeds in time, and as such are able to support SMEs comprehensively with their exports.

► **A healthy number of new businesses regularly enter the export market with unique products. How can these start-ups benefit from Seylan Bank's products and services?**

Based on the current macroeconomic status, exporters face a lot of challenges such as rising freight costs, and rising

insurance costs. Costs of borrowing have also now increased following recent policy announcements, and that will in turn affect their working capital cycle. Until recently, they were also affected by the exchange rate anomalies between the formal and informal sectors too. As we consider supporting exports a national obligation, we have ensured we give exporters the best possible rates to ensure they can remain competitive.

We also extend information services to exporters who want to do a risk assessment on potential buyers. Our relationship with information providers in various international markets enables us to get detailed status reports on buyers, which we then share with exporters enabling them to make informed decisions at the most granular level, understanding the opportunities and threats of possible ventures.

Ever since COVID disrupted business as usual, Seylan Bank has stepped up to help increase the business acumen of SMEs. We have collaborated with National Chamber of Exporters of Sri Lanka to conduct free webinars on international trade and exports, among others. Many participants in the export related webinars were startups, who gained from our insights and feedback, on the type of businesses to get into, the areas to focus on, documentation and matters to consider prior to entering into agreements with buyers and so on. We have planned for more webinars in the future, as we find it important to support start-up exporters and existing exporters looking to expand their businesses.

► **Finally, as a Bank that has always worked with SMEs what do exporters and start-ups in the sector need to know about working with Seylan?**

The Bank with a Heart is our golden theme. Any startup client should feel very comfortable to walk into any of our branches spread around the Island, or in to the Seylan Head Office. You will get the same award-winning service from all of our branches from our committed team members. You may not have the required working capital or the know-how. Just the initiative you have is enough for us to support you and bring you up to a good exporter's level. That is the responsibility we will take as the Bank with a Heart.

We will fund them, give them technical know-how and arrange and facilitate trade so that they could come up to an established exporter's level.



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Keeping in line with global demand, Pan Asia Coloured Yarns always strives to ensure that we adhere to the best in quality international renowned quality standards. We boast certifications in ISO 9001:2015 Quality Management System Standard Certification, ISO 45001:2018 Occupational Health & Safety Standard Certification, ISO 14001:2015 Environmental Compliance Standard Certification, accreditations from world renowned

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Contact: **Buddhika Abayakoon** Head of International Marketing – Consumer Foods Sector | Assistant Vice President –JKH

Address: Ceylon Cold Stores PLC. 148, Vauxhall Street, Colombo 02, Sri Lanka **Direct:** +94112318713 **Mobile:** +94769977688

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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.

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Website: <http://www.scanwell.com/>

The logo for Scanwell Logistics, featuring a stylized blue globe icon to the left of the company name. 'Scanwell' is in a blue, sans-serif font, and 'Logistics' is in a green, sans-serif font.

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Website: www.coir365.com/

The logo for COIR 365, featuring the word 'COIR' in a green, sans-serif font, followed by '365' in a larger, green, sans-serif font. A small green leaf icon is positioned between 'COIR' and '365'.

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

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ENVIRONMENTAL SUSTAINABILITY BEYOND THE GATES – **OPPORTUNITIES OF THE NEW TRENDS**

Mr. Samantha Kumarasena

BSc (Eng), MSc, MBA
Chief Executive Officer
National Cleaner Production Centre, Sri Lanka



Today, the demand on the environmental sustainability has extended its scope from within the organization to the entire supply chain. Even the most commonly used proactive environmental management tool – ISO 14001 Environmental management systems standard has shifted to the life cycle perspective in its 3rd Edition published in 2015. The life cycle based proactive environmental management tools are helping the companies to extend the sustainability performance beyond the gates and there are tested and proven tools available today to achieve the intended outcomes. The most salient feature in those life cycle based tools is the substantial economic savings. It's about 3 folds of that of the gate to gate approaches such as Cleaner Production. In a nutshell, while Cleaner Production applications could guarantee about 10% savings in a particular organization, the tools based on life cycle such as Eco-design or Eco-innovation would target the savings as high as 30%.

Industrial environmental pollution issues were risen up as a consequence of rapid industrialization since 1950s and the enforcement of the legislations for the control of the pollution was in practice since 1970s. The fundamental strategy in pollution control is the waste treatment of which the setting up & operational costs of the treatment facilities does not make a return on the investment. i.e. an additional cost component is added to the cost of production. Subsequently the recycling of wastes was also given the attention but designing the products accordingly to facilitate recycling is a must for effective recycling of all industrial offcuts, defective items or end of life products.

Meanwhile in 1980s the source reduction approaches became popular among the large companies in developed countries as an alternative. Going by the popular say "Prevention is better than cure", the source reduction opportunities were picked up by the companies instead of treating or recycling the wastes upon generation. UNEP coined the concept of Cleaner Production based on this philosophy, nevertheless the resource circulation options

were lined up next to the source reduction techniques here targeting the zero wastes from the organization.

Implementation of Cleaner Production with UNIDO Cleaner Production Assessment methodology was widespread in the developing countries as a result of the Global Cleaner Production programme launched by UNIDO and UNEP in 1994. More than 50 National Cleaner Production Centres were set up in developing countries under this programme and technical and financial support was provided to those Centres for more than decades to implement the action plans for promoting Cleaner Production. The Sri Lankan counterpart of the programme, NCPC Sri Lanka is completing 20 years of its journey in this year.

Cleaner Production opportunities are assessed within the scope of the factory operations from in-gate to out-gate. In one of the recent projects completed by NCPC, it was targeting 80 industrial establishments in the metal sector in Sri Lanka who are supplying to the building sector. The 4-year project implemented from 2016 to 2020 was funded by EU Switch Asia programme. The total number of Cleaner Production solutions implemented in 80 companies were more than 700 and with those solutions, on per annum basis, 9960 MWh of energy, 7,900,000 litres of water and 2600 tons of materials have been saved. Meanwhile the monetary savings with respect to those resource savings were 449,000 Euros per annum. During last 5 years, NCPC has been able to save 72,117 GJ of energy, 129,996 kl of water and 2,600 tons of material through similar implementation activities in the industries in Sri Lanka.

Nevertheless, today, going beyond the scope of gate to gate for the environmental performance, the end consumers and buyers are keen on Lifecycle environmental impacts of the products they are dealing with. The reason is, the environmental impacts are there all over the entire supply chains, both upstream and downstream, which are accountable for one's consumption of the products. Hence those environmental impacts must be addressed holistically with the life cycle approach.

Life Cycle Assessment (LCA) is one of the most comprehensive methodologies for evaluating a product, process, or activity level environmental impacts over the life cycle. Furthermore, LCA results can be used for selecting the products and services with minimum environmental consequences, as well as the manufacturers can take actions to minimize the life cycle impacts by selecting the supplies, optimizing the designs, minimizing the impacts in each life cycle state such as manufacturing, distribution etc. LCAs conducted under the guidance of ISO 14040 and ISO 14044 standards using the software tools and LCA databases. The Centre's LCAs are conducted using world-leading LCA tools such as Umberto LCA+ and SimaPro with the Ecoinvent databases. Umberto LCA+ aids in the development of environmentally friendly goods by including resource efficiency and environmental performance optimization into the life cycle assessment of the products in concern. Several companies in Sri Lanka during the last year has conducted such LCAs with NCPC for their products those are exporting. Marketing the products with LCA results is a very effective mean to win the customers in developed countries.

When you take the LCA as it is, it generates quantified data and information on environmental impacts of the functional or declared units. The outcome of LCA can be effectively used for various purposes. At corporate level, LCA outcomes can be used for redesigning the products as well as for developing totally new prototypes, based on new product concepts. This approach is called eco-design and there are two main globally accepted methodologies to take you through this process. Design for Environment and UNEP devised Design for Sustainability (D4S) are those methodologies. A leading glove exporter in the country is currently working with NCPC to redesign the existing products following the D4S methodology. The environmental impacts of such eco-designed products can be assessed using the LCA. With such LCA results to evident the reduction of the impacts over the life cycle, the product can acquire the target markets.

Simultaneously much higher attention is there today among the manufacturers and the environmentalists on Circular Economy applications. Eco-design has a significant role to play in facilitating the intended resource circulation practices specifies in Circular economy. Any kind of products in the market consists of various components made out of various materials. Hence, in order to practice the circular economy applications which are based on remanufacturing, recovery, recycling etc. the product must be designed in such a way that it can be disassembled easily and divert the constituent materials for resource circulation. Therefore, using mono-materials, being free from additives and colorants, avoiding adhesives & glues etc. are essential to make such resource recovery from the end of life product is feasible technically and financially. The Eco-design methodology is immensely helpful to get guided the product designer in the right routes to accomplish these goals.

The products will be able to obtain type III ecolabels also based on the LCA results. Type III ecolabels are environmental product declarations issued according to

ISO 14025:2006 standard - "Environmental labels and declarations — Type III environmental declarations — Principles and procedures". These labels report quantifiable life cycle data (environmental loads, such as energy used, emissions generated, etc.). Those type III Eco-labels had been confined to about nine developed countries but at the moment the developing countries are also getting established their capacities in doing so. Some of the export companies in Sri Lanka are planning to obtain type III ecolabels for their selected products in this year.

Ecolabelling is also a life cycle-based tool for minimizing as well as for the communication of the environmental impacts over the life cycle. There are about 455 such Type I ecolabelling schemes in the world but only 38 of them has become the full members of the Global Eco-labelling network (GEN) qualifying through the GENESIS process. The Eco-labelling scheme in Sri Lanka named as "Ecolabel – Sri Lanka" has managed to obtain the full membership of GEN in 2021. The schemes are now available for ecolabelling of dairy products, tea products and Chemicals including the paints used in the construction sector.

An effective environmental sustainability programme in an organization results in substantial resource savings and hence the cost savings. However the companies those have already engaged in gate to gate optimization in resource and energy flows with Resource Efficiency and Cleaner production techniques find that the efforts required to further enhance the resource gains is significantly high and sometimes not cost effective or financially feasible. Nevertheless, the improvement potentials over the supply chains has not been harnessed yet effectively. Eco-innovation is a life cycle-based tool introduced by UNEP to implement in collaboration with value chain partners in order to exploit the opportunities over the supply chain. Under Eco-innovation, a life cycle hot spot mapping is conducted over the entire supply chain and looking for reestablishing the company's business strategy in order to address the life cycle hot spots which are found to be real business risks as well. A new business model is developed for the company based on the new business strategy and implemented with a Roadmap within about 3 years. NCPC has provided assistance to implement Eco-innovation in Agri-food, dairy and Chemical industry sectors in Sri Lanka during past 7 years and tool has been found to be an effective and successful

In the national level perspective, developing the capacity and infrastructure for LCA is an urgent requirement to move inline with this global trend. NCPC is implementing a project with the financial support of GIZ Sri Lanka and technical support from ecoinvent Association, Switzerland to address this national level requirement in the country. The development of the life cycle inventory database for the country has been started and the same has been developed for the textile and apparel sector under the project. A LCA forum has been formed gathering all LCA community in the country and the capacity building programmes engaging international resource persons has been planned for LCA personnel in the country.



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Digitalisation of the Issuance of Preferential Certificates of Origin at the Department of Commerce



Ms. Suwendrani Jayaratne

Project Advisor
International Trade Centre (ITC)



The Department of Commerce (DoC) is currently digitizing the issuance of preferential certificates of origin and the new electronic Certificate of Origin (e-CoO) system will be launched before the end of this year. Work towards fully automating the process has already begun with the technical assistance of the International Trade Centre (ITC), a joint United Nations and World Trade Organization agency and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) with financial support from the Federal Ministry for Economic Cooperation and Development (BMZ), Germany under the 'Trade Facilitation for SMEs' project.

While some of the leading trade chambers in the country have the authority to issue Certificates of Origin (CoOs) for non-preferential exports, the DoC is the designated Authority in Sri Lanka to issue CoOs under FTA, RTA, PTA and GSP. The CoO certifies that a product is compliant with the applicable rules of origin criteria and enables traders to enter the relevant markets duty free or under concessionary duty rates.

The CoO is a crucial international trade record certifying that goods in a particular export shipment are wholly obtained, produced, manufactured, or processed in a specific country.

The DoC processes an average of 150 CoOs daily and currently CoO related formalities are carried out manually based on paper documentation and the physical presence of parties except company registration. The



new system will enable exporters to submit applications for a CoO and all related supporting information online such as the affidavit, cost statements, product-specific documents and others. Exporters will also be able to make the necessary payments online and receive an online certificate where an electronic certificate is accepted by the importing countries. It will also enable companies to register for quotas and REX online. This would facilitate the traders by eliminating the need to

physically travel to DoC to submit documents, obtain information / clarifications and corrections and travel to other related entities such as the banks, and reduce the time and cost of trading. The exporters would have the options of paying via credit and debit cards and payments via the Lanka Pay Online Payment Platform (LPOP). Large companies will also be facilitated to make bulk payments and to add sub companies in the case of conglomerates where required.



The internal reviews and approval processes within DoC would also be automated and eliminate the need for officers to key-in the information, while also facilitating monitoring, collection of data and the generation of reports.

While a local software company has been entrusted with the task of developing the system, the work is guided and monitored by the Steering Committee and the Technical Committee members of the e-CoO project which are led by DoC officials, as well as the ITC teams in Geneva and Sri Lanka. Private sector consultations were also carried out with the key users of DoC services while their inputs will be continuously sought through the development and testing phases. The project is expected to be completed during the 3rd quarter of 2022.

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Importance of Integrating Big Data for the Betterment of Agriculture Sector in Sri Lanka



Mr. Eranda Roshan Fernando

(The writer has a Masters in Development Studies from University of Colombo and presently reading for his PhD. He is presently working as Consultant Economist in one of the leading private Banks in Sri Lanka).



01.

Overview of the Agriculture Sector in Sri Lanka

According to the Central Bank (2020) agriculture sector contribution to GDP is 7% out of which nearly 1.3% from the fisheries sector. Agriculture sector contribution to the GDP has decreased during the past few decades. However, the agriculture sector provides nearly 28% from the total employment in Sri Lanka. Rich soil and diverse climate conditions in Sri Lanka are advantageous for the cultivation of different varieties of crops. The main crop is rice which is the staple food in Sri Lanka. Tea is the main agriculture export commodity. The earnings from agricultural product exports is USD 2.4 Bn which account for nearly 17.1% from the total exports during January to November 2021 (Central Bank, 2021). However, despite the potential, the agriculture sector experiences several issues such as low productivity, lack of real time data, access to finance, post-harvest management etc.

02.

Introduction to the Big Data

According to the ADB (2021), the big data can be defined as wide range of structured and unstructured data. Although it is mainly the developed countries that focus on the big data few years back, with the development of technologies such as internet, cellphones, drones and satellites developing countries are also increasingly focusing on big data for the decision-making process. The process of collecting, organizing and analyzing data to identify patterns and trends known as big data analytics. The big data analytics is important for making informed decisions including data driven policy making

(evidence-based policy making). Internet of Things (IOT), block-chain technology, cloud computing, ground sensors can generate crucial information required for the better management of agriculture sector.

03.

Adoption of Big Data Analytics for Agriculture

As mentioned earlier, with the development of technology, developing countries are also increasing focusing on big data for decision making including regional peers of Sri Lanka. Although, the potential of big data has been recognized many years back, the COVID-19 pandemic highlighted the importance of big data analytics for the decision making of any country. The use of big data in Sri Lanka is still at the primary stage where the only few sectors are focusing on the utilization of the big data analytics to support the decision-making process.

Big data can improve the agriculture in many different ways. For example, in Sri Lanka we are experiencing crop waste during the harvesting seasons due to lack of demand planning and yield estimation. However, Big data analytics enable the farmers/agricultural companies for effective demand planning. Big data on environmental condition, soil and market information Big data is important to face the negative implications of the climate change. Several international research reports have pointed out Sri Lanka is highly vulnerable to the climate change. Accordingly, adoption of big data analytics for the agriculture sector empowers farming community to face climate change.

Although, there is significant increase the use of internet and mobile phones in Sri Lanka there is lack real-time data in the agriculture sector. Therefore, it is

evident that adoption of big data analytics is important for the agriculture sector in Sri Lanka. The traceability of the agriculture value chains is important factor in the world market. Hence, Sri Lanka can address the existing issues relating to the traceability by adopting big data for the agriculture sector.

04.

Proposed Policy Actions

The proposed policy actions for integrating big data for the agriculture sector in Sri Lanka can be listed as follows in nutshell.

- Government should approach international organizations such as FAO, World Bank, ADB for technical support.
- Conduct high level stakeholder workshop in Colombo to initiate a discussion on how to adopt big data for the agriculture sector in Sri Lanka.
- Prepare a time bound action plan/road map for the integration of big data into the decision making of agriculture sector.
- Encourage private sector companies to use big data analytics in their value chains by offering incentive. (Eg: Import duty concession on the equipment required, concession on the corporate income tax on the training expenditure)
- Government should direct Hector Kobbekaduwa Agrarian Research and Training Institute and Institute of Policy Studies to conduct comprehensive study and select few sub-sectors in the agriculture sector for the pilot project on the integration of big data.

- Export Development Board should conduct their own study and identify few sub sectors in the agricultural product exports, to carry out pilot projects on the integration of big data.
- Strengthen the data collection procedure in the agriculture sector and focus more on the dissemination of real time data.
- Provision of adequate funds from the Government budget to proposed initiatives of the government Institutions for integrating big data for the agriculture sector.

05.

Benefits to the country

The big data analytics is important for the agriculture sector to minimize the crop waste, better demand planning, effective use of resources, promote the traceability etc. The use of big data enables the country to achieve food security and also increase export earnings from the agriculture sector. The proposed initiatives will empower the farmers and contribute to the regional development of the country.

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Hayleys Fibre PLC, the biggest value-added coconut fibre-based product manufacturer and exporter in Sri Lanka, has debuted its very own brand, Haygreen, with its offering of a range of hydroponics and horticulture products.

The launch of the company's own Haygreen brand comes in the wake of the diversification of their products, based on research, market trends and the experience gained from more than a century of operations in the fibre and horticulture industries.

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Hayleys Fibre has been able to sustain its record-breaking journey in this sector, due to the diversity of its product portfolio, innovative approach and the flexibility offered, to manufacture and supply superior quality products, while maintaining the highest service standards.

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Hayleys Fibre PLC is a fully owned subsidiary company of Sri Lanka's largest blue-chip conglomerate, Hayleys PLC.

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