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Cover Story

AGRICULTURE - OUR WISEST PURSUIT ▶ 28-29

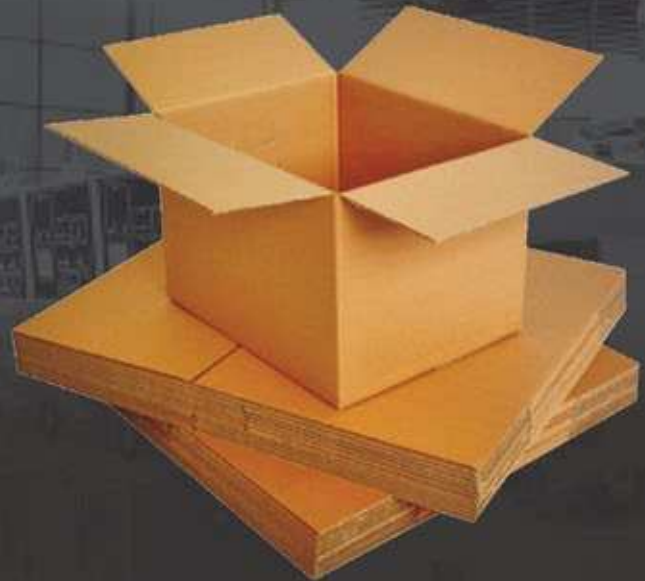
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AGRICULTURE, OUR WISEST PURSUIT



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WIDESPREAD



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SRI LANKA EXPORTER

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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)
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- Assistance for Innovation & Techno Entrepreneurship
- Assistance for Resource Efficient Cleaner Production
- Website Facilities
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- 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



Menaka Wanniarachchi
Director Operations NCE
Editor-in-Chief



Having built a reputation of being resilient and sustainable, Sri Lankan Exporters are making ceaseless efforts to stay ahead in international markets and to thrive in this evolutionary phase. Still looming pandemic has taught us many lessons and global consumers are seen prioritizing value and have increased their attention on ethical manufacturing, sustainability and inclusivity. Our exporters have proved beyond all limits their willpower to meet such demand and succeed amidst strong competition.

It was agreed without any debate that Exporters are the saving grace of our nation at this time of adversity. The ongoing socio economic meltdown with severe shortage of fuel and constant power cuts affected the daily production routine. Shortage of foreign currency has worsened the detrimental effects. Yet, they continue to prove their audacity to stay afloat to support the fiscal condition of the country. With competing priorities of sharp price escalations and constant pursuit of cost efficiencies, exporters have also sharpened their focus on social,

environmental, governance and ethical aspects of manufacturing. They have taken a holistic view of their production and the eco-system, which will lead to accomplishment and gain the attention of untapped markets.

We have made it our duty to support and stand by Sri Lankan Exporters and celebrate their remarkable performance in the international arena. As a responsible Chamber, we will continue to create a positive mindset and uplift their spirits by **Recognizing, Inspiring and Strengthening** – a 30 years of unbroken commitment.



ENTRIES FOR THE 30TH NCE EXPORT AWARDS ARE NOW OPEN.

CALLING ALL DIRECT & INDIRECT EXPORTERS, SME'S AND CONTRIBUTORS TO THE EXPORT VALUE CHAIN

Download the Application by visiting
www.nce.lk

Application Closing Date:
Tuesday, 20th September 2022

Awards Ceremony
Friday, 02nd of December 2022
at Hotel Shangri-La, Colombo



EXPORT PRODUCTS AND SERVICES SECTORS

- Alcoholic and Tobacco Products Sector
- Boat & Ship Building, and Repair services Sector
- Business & Professional Services Exports Sector
- Ceramic, Porcelain, and other Clay Products Sector
- Chemical Products Sector
- Coconut & Coconut Products Sector
- Confectionary and Beverage Products Sector
- Electronic & Electrical Products Sector
- Fisheries & Fishery Products Sector
- Floriculture & Horticulture Products Sector
- Fresh & Processed Agricultural Export Crops Sector
- Fresh Food Products Sector
- Gems & Jewellery Sector
- Glass and Glass Products Sector
- Handicrafts & Handloom Products Sector
- ICT & BPO related Services Sector
- Leather & Leather based Products Sector
- Logistic Services Sector
- Machinery & Light Engineering Products Sector
- Organic Products Sector
- Ornamental Fish Sector
- Other Mineral based Products Sector
- Packaging Products Sector
- Paper & Paper based Products Sector
- Pharmaceutical Products including Medicinal related Ayurvedic & Herbal Products.
- Plastics and Plastic Products Sector
- Poultry & Livestock products Sector
- Processed Food Products Sector
- Recycled Products Sector
- Rubber & Rubber Products Sector
- Rubber Tyres and Accessories Sector
- Service Providers to Exporters Sector
- Spices and Spice based Products Sector
- Suppliers to Exporters Sector.
- Tea & Tea Products Sector
- Textiles and Garments Sector
- Tourism & Tourism related Services Sector
- Toy Products Sector
- Wood & Wood based Products Sector

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NCE

LAUNCHED EXPORT AWARDS APPLICATION



**RECOGNIZING, INSPIRING
& STRENGTHENING**

Focusing on the upcoming Annual Export Awards, the National Chamber of Exporters of Sri Lanka officially launched the Award Application, opening up the gateway for exporters to apply. The NCE is planning to conduct its 30th Export Awards Ceremony with glamour and grandeur on 02nd December 2022 at Hotel Shangri-La, Colombo.

This prestigious event, recognizing the excellence in performance by Sri Lankan Exporters in the international market has achieved national significance as the most looked forward to event in the business calendar of Sri Lanka. The Chamber is proud to announce that this event has been conducted without any disruption for the last 29 years' even amidst numerous challenges.

The Chamber is celebrating the Pearl Anniversary of the Exports Awards this year, completing 30 years of success, under the chosen theme "Recognizing, Inspiring and Strengthening" - a 30 years of unbroken commitment to Sri Lankan Exporters. The NCE by recognizing the best performers in exports have immensely contributed towards creating a positive mindset and uplifting spirits of fellow exporters of this nation. In ensuring the highest professional standards in the evaluation process of applications, the Chamber has implemented improvements through close monitoring and analyzing the current needs of the Global Market.

Last year, the NCE introduced the NCE Challenge Trophy" awarded in respect of organizations who perform ethical trading practices under Small, Medium, Large and Extra Large categories. This year too, winners will be conferred this award as well as other sectoral awards and special awards.

The application closing date will be on 20th September 2022. Applicants who will be applying under General Award Categories, are able to submit separate applications for the NCE Challenge Trophy to win Special Awards for the "Best Ethical Trading Exporter of the year".

For more details applicants are requested to contact the Chamber through operations@nce.lk and Dilini on 0114344662.

The National Chamber of Exporters of Sri Lanka is a private sector Chamber representing Sri Lankan Exporters for the last 35 years.

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EXPACK CORRUGATED CARTONS PLC revives the Strategic Partnership with the NCE

Expack Corrugated Cartons PLC., Sri Lanka's leading carton manufacturer and marketer of printed corrugated cartons, joined hands with the NCE, as one of strategic partners of the Chamber.

The MoU has been signed for a period of one year from June 2022 at the Expack premises. NCE will engage in activities to create awareness about Expack and its products to member exporter of the Chamber. Expack will also be sponsoring the 30th NCE Annual Export Awards in 2022, the flagship event of the Chamber.

Expack Corrugated Cartons PLC., which is a subsidiary of Aberdeen Holdings Ltd., was established in 1998.

The Company manufactures and markets printed corrugated cartons, according to individual specifications of Exporters and domestic users, exceeding customer expectations by delivering quality products on time. The company is ISO 9001-2008, ISO 14001-2004, WRAP certified, and has won several prestigious Awards.

The main line of business of Expack is the manufacture of corrugated cartons conforming to a range of specifications. Expack works in partnership with customers to develop their corrugated carton packages, and takes a project from conception, design, and prototyping, to high volume production.



Ms. Shalome Perera - Administrative Coordinator - NCE, **Mr. Deepal Perera** - Head of Sales - Expack, **Mr. Shiham Marikar** - Secretary General / Chief Executive Officer - NCE, **Mr. Zulficar Ghouse** - Managing Director - Expack, **Mrs. Menaka Wanniarachchi** - Director Operations - NCE,



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NCE CONDUCTED THE SECOND BATCH OF PCQI TRAINING

The National Chamber of Exports and USAID offered the Second PCQI certification course to access U.S. food and beverage market

The National Chamber of Exporters of Sri Lanka (NCE) and the United States Agency for International Development (USAID) conducted the second online course to become certified as a Preventative Controls Qualified Individual (PCQI), a U.S. Food and Drug Administration (FDA) requirement in order for firms to export to the U.S. food and beverage market.

The U.S. FDA's Food Safety Modernization Act (FSMA) law on "Preventive 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.

The three-day, 20-hour course was offered on June 7, 9, and 10 from 9:00 a.m.-5:00 p.m. (IST) each day. On successful completion of this FDA-approved standardized curriculum, participants received a 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.

Up to ten persons can participate in the course, which is conducted by Kemasorooby Vasenth, certified instructor in Preventive Controls for Human Food. This course is aimed at exporters seeking to meet the training requirements for the PCQI. In order to attend the course, participants must have prior knowledge of Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP) or experience with food safety systems. Applicants from women owned/

led businesses and businesses from outside of Western Province are encouraged to apply.

USAID's Partnership for Accelerating Results in Trade, National Expenditure and Revenue (PARTNER) project is a \$19 million, five-year initiative to minimize bottlenecks to trade, bolster Foreign Direct Investment (FDI), and strengthen the capacity of small and medium enterprises, private sector associations, and chambers of commerce to promote a vibrant private sector in Sri Lanka.

The PARTNER project is one component of the longstanding partnership between the American and Sri Lankan people to support self-reliance and promote a healthy, educated, and employed population. To find out more about USAID's work, please see usaid.gov/Sri-Lanka.





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Mangala Gunasekera
(Chairman/ Managing Director) Textrip (Pvt) Ltd.



Greenkeepers (Pvt) Ltd.

Product/Service Range: exporter of excess raw materials (Textiles, Yarns, Trims) finished goods (Apparel, safety gloves, wearing apparels), a buying house providing one stop shop solutions for medium range apparel buyers. Technology provider in organic waste to organic fertilizer.

"The endorsement from National Chamber of Exporters of Sri Lanka it self is a valid and respected certification, especially the chamber being the most active body speaking on behalf of the exporter in one voice."

Edward Fernando
Director, Greenkeepers (Pvt) Ltd.



99x

Product/Service Range: Full stack development, blockchain, cloud enablement, mobile applications, machine learning, user experience, product conceptualization

"The CET allows us to benchmark our operations against global industry best practices"

Mano Sekaram,
Founder and CEO 99x



Janet Lanka (Pvt) Ltd.

Product/Service Range: Manufacture of beauty care cosmetics, including skin care, hair care, personal care, baby care and hand sanitizers.

"The CET has helped affirm our status as an ethical manufacturer to our franchisees and partners in international markets in Europe, East Asia, North America, Africa and Australasia".

Nishantha De Alwis
(Director - International Business Development)
Janet Lanka (Pvt) Ltd.



D Samson Industries (Pvt) Ltd.

Product/Service Range: Footwear

The CET certification issued by NCE helps us promote the ethical manufacturing amongst our export customers as a recognized 3rd party certification and will support as an competitive advantage from traditional exporters.

Dilshan Rajapaksa
Director, D Samson Industries (Pvt) Ltd.

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Certification



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R.A.Vindya Roshani Perera,
CEO, Brilliant Cuts (Pvt) Ltd.

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Product/Service Range: Gemstones

"It is important for the future growth and development of our company"

R.A.Vindya Roshani Perera
CEO, Tantra (Pvt) Ltd.



Ceilan Coir Products Export (Pvt) Ltd.

Product/Service Range: Cocopeat Grow Bags, Planter Bags, Briquettes, Blocks, Coir Pots, Poles, Weed Mat, Sheets, Coir Logs, Geo Textiles

"To share experiences and provide practical tools / guidance to overcome key challenges on business develops with its ethical trade approach".

L.C.P Silva
Director, Ceilan Coir Products Export (Pvt) Ltd.



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"As the rise of the conscious consumers accelerated by unprecedented events of Covid-19 pandemic, the Quality/ Safety and Equality have become more important to ensure and satisfy the demands of our customers."

H.A.C.P. Haturusinghe
CEO, Dutch Lanka Trailer Manufacturers Limited

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More Info



Trade between Sri Lanka and Australia

Australia is a developed country which as of 2021, became the 13th largest national economy in terms of national GDP, which was estimated in June 2021 at AUD\$1.98 trillion. Globally, it is the 25th largest goods exporters and the 20th largest goods imported. As the country with the longest run of uninterrupted GDP growth at March 2017, Australia's economy is one of the most resilient and stable in the world. Despite setbacks as a result of the COVID pandemic, Australia's economy generally improved following the lifting of COVID restrictions, though the first quarter of 2022 has shown some indications that Australia may be affected by signs of global recession elsewhere. Sri Lanka and Australia have had long-standing relations in trade and investment, as well as education, culture and development, with the two countries celebrating 75 years of diplomatic relations this year.

Table 1

Imports, Exports and Total Trade (US\$ mn)

Year	Exports		Imports		Total Trade Turnover		Trade Balance
	Value	Growth (%)	Value	Growth (%)	Value	Growth (%)	
2017	188.46	14.24	246.38	25.44	434.84	20.33	-57.92
2018	192.30	2.04	158.05	-35.85	350.35	-19.43	34.26
2019	199.69	3.84	152.67	-3.40	352.36	0.57	47.02
2020	173.66	-13.04	123.17	-19.32	296.83	-15.76	50.49
2021	254.38	46.48	300.12	143.66	554.51	86.81	-45.74

Source: Data from Sri Lanka Customs, table and calculations prepared by CC

Over the past 10 years, Sri Lanka's trade with Australia has seen an average growth rate of 8.59%, with exports recording an AAGR of 8.38% and imports, an AAGR of 11.81%. While the trade balance has generally been in favour of Australia, 2018-2020 saw a period of positive trade in favour of Sri Lanka. While the positive trade balance in 2020 is likely to have been a result of the import restrictions imposed as a result of the start of the COVID-19 pandemic (which resulted

in overall positive trade balances for Sri Lanka), the positive balance in 2018 and 2019 indicates that there was a trend toward increasing exports to Australia. In fact, as can be seen from the above table, exports recorded positive growths in the years 2016-2019, and also saw an upswing in 2021, following the decline in the COVID-affected 2020.

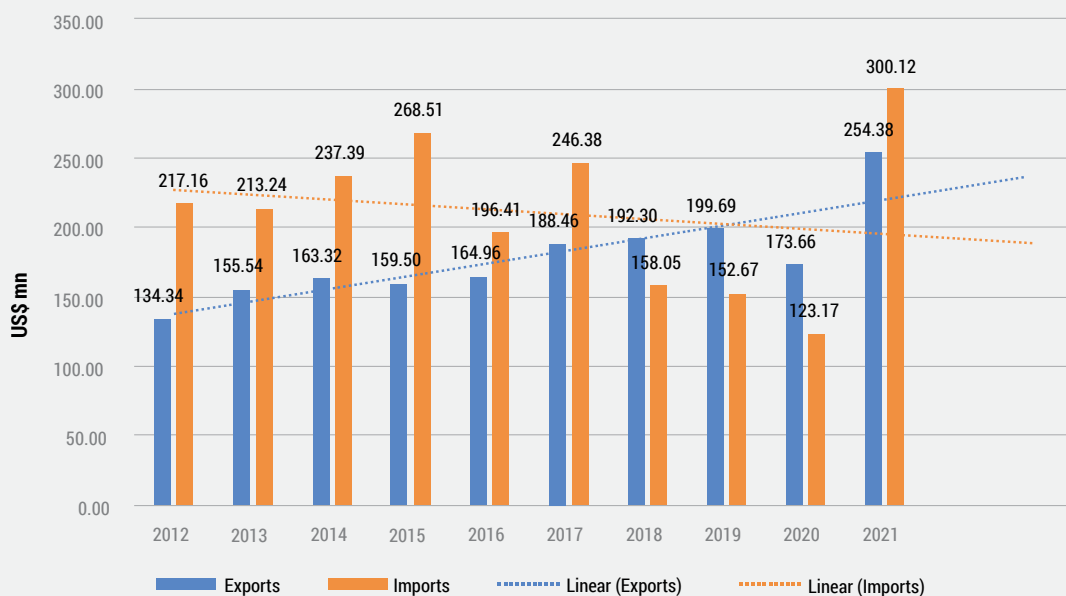
Imports from Australia recorded negative growth in all the years of

2016-2019, except for 2014. While there is a high increase in 2021, this is likely to be the result of lifting import restrictions following the measures placed in response to COVID in 2020.

2021 is marked by notable increases in total trade, imports and exports. It is therefore important to build on what could be a trend in increased trade relations between the two countries, and to further export growth.

Figure 1

Trade between Sri Lanka and Australia 2012-2021 (US\$ mn)



Ruwanthi Ariyaratne
Consul (Commercial)
Consulate General of Sri Lanka
Australia



Sri Lanka's Exports to Australia

Australia was the 11th export market for Sri Lanka with a share of 2.08 % in 2021. In 1977, Australia was Sri Lanka's 10th largest market with a share of 3%. Overall, some of the strongest export sectors to Australia are apparel, tea, processed and preserved foods, value added rubber and coconut products. However, while apparel has seen a steady increasing trend over the past five years, tea, while a strong second export, has shown a declining trend, which may be explained by changes in taste amongst younger consumers moving towards green teas and health beverages, though it still remains the traditional beverage for older segments of the population.

The trend of Sri Lankan exports to Australia show that there are opportunities for value-added products, stemming from some of Sri Lanka's strong commodity bases, such as fruits and vegetables, spices, rubber and coconut. In addition, exports under the apparel sector are diverse

and coming under several tariff lines. In addition, some of the market sectors which companies may wish to look at are the cosmetic sectors, health food and beverage sectors and the leisure and lifestyle sectors (for both apparel and home goods sectors). Another avenue for initial entry into the market are the ethnic shops, which cater to a large South Asian community, particularly in NSW and Victoria.

There are also opportunities for trade in the services sector, with Australia concentrating on attempting to address shortages arising from the COVID pandemic, particularly in the health and tourism sectors. Sri Lanka has a strong competitive edge in terms of providing services in the IT and BPO sectors, particularly in terms of cross-border provision of services. In addition, Australia's migration policies in recent years have been focused on boosting Australia's economy in the post-pandemic period recovery, with priority on skilled workers in the health, engineering, IT and accounting sectors.

Sri Lanka has strong competition for its exports to Australia with countries in the South-East region and the South Asian region. Because of proximity and existing trade agreements with ASEAN, countries in the SE Asian region have a strong competitive edge in Australian markets. While at present, the export baskets of ASEAN countries are not directly competing, continued expansion of these countries' presence into Australia could affect future trends. In addition, Sri Lanka has strong competition from countries like Pakistan and Bangladesh in the apparel sector. Bangladesh in particular has an advantage as Bangladesh receives duty-free quota-free access as an LDC to Australia, and it is reported that Australia may continue to provide the DFQF access, even after Bangladesh fully graduates from LDC status in 2026. Furthermore, with Australia and India moving towards a full Free Trade Agreement, Sri Lanka may feel the pressure from this arrangement as well.

Australian Investment in Sri Lanka

Australia's investment in Sri Lanka in 2021 was US\$16.6 million, and there is presently a cumulative investment of US\$283.1 million.

At present, there are 45 companies operating in Sri Lanka with an estimated foreign investment value of Rs.30 billion in manufacturing, telecommunications, garments, IT, education, electronics, hospitality

and chemicals. Some of the specific sectors include telecom networks, tyres, apparel, textiles and fabric, and transport equipment.

A number of sectors have been identified for investment from Australia, given Australia's comparative advantages, technological capabilities and Sri Lanka's own requirements:

- 1) Agriculture, dairy and fisheries
- 2) Tourism and leisure
- 3) Infrastructure projects
(mixed development, hospitals, housing, etc)
- 4) IT and IT enabled services
- 5) Gems and Jewellery
- 6) Service sector projects

Outbound Tourism from Australia

Australia was the 5th source of tourist arrivals to Sri Lanka with 3.5% of the total tourist arrivals in 2021. In 2021 tourist arrivals from Australia decreased by 84.57% compared to 2020 due to the further adverse effects associated with the Covid-19 and measures taken to combat the same.

However, Australian tourists are expected to begin travelling again after restrictions on travel, both inward and outward have now been lifted. Testing requirements for COVID-19 are also expected to be relaxed for inward and outward travellers. Informal reports in the tourism sector indicate

that Australians will be looking for international travel during the latter half of this year and from 2023, remaining cautious about travelling for early 2022 since this is the start of relaxation of COVID restrictions.

While pre-COVID reports show that Australians' most favoured destinations still remain New Zealand and Indonesia, most likely because of proximity, other countries that were seeing an upsurge included

Japan and India. In February 2020, India was the 10th largest destination for Australians. This provides an opportunity to market Sri Lanka as an additional travel destination for those visiting that region.

Year	Tourists Arrivals	Change (%)
2017	81,281	9.11
2018	110,928	36.47
2019	92,674	-16.46
2020	20,283	-78.11
2021	3,129	-84.57

Developing market presence in Australia

Australia maintains high standards for imports, particularly agricultural and food imports. Food imports are governed by an Imported Food Inspection Scheme, overseen by the Department of Agriculture, Water and Environment (DAWE). Foods are categorized into three, based on which the level of inspection may be or less stringent. Exporters seeking to explore this sector should familiarize themselves with the requirements, and whether they comply, or can invest long-term in ensuring compliance with these regulations. Product safety on

manufactured products is also strictly enforced through the Australian consumer safety laws. Apart from the overall requirement for product safety, for which compliance responsibility is placed on the manufacturer or importer, there are also various specific mandatory standards, as well as banned products.

Exporters looking to explore the Australian market should familiarize themselves with these legal frameworks, and make sure they are updated on changes, including new standards that may be introduced.

Companies looking to establish a long-term presence for their products should consider long-term investment to achieve compliance, which can provide a competitive advantage in this market. Companies should also take into account the favorable tariff advantages competing countries when making business decisions, in order to have competitive prices, including costing, sourcing, production, and the use of the Australian GSP-type arrangement which provides duty concessions on some tariff lines for developing countries.

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Japan

Market Trends, Opportunities, and Prospects

Japan's Gross Domestic Product (GDP) totalled \$5.39 trillion in 2020, GDP 60 times larger than Sri Lanka, and GDP per capita 8 times that of China, Japan is Asia's high-tech powerhouse economy, making it the world's third-largest economy after the United States and China. The service sector represents the backbone of the Japanese economy, accounting for 69 percent of total GDP. Industrial Sector followed with 30 percent and the primary sector (agriculture, fisheries, and forestry) accounted for only one percent. Due to declining birth rates, the Japanese population is shrinking and steadily aging. 29 percent of the population is currently over the age of 65 and this number is expected to rise to 35 percent by 2040. Japan has among the world's highest average life expectancies at 88 years for women and 82 years for men in 2020

Japan GSP scheme

Since 1971, Japan's GSP scheme has been granting preferential tariffs to certain developing countries under its Temporary Tariff Measures Law. Sri Lanka is a beneficiary country of this scheme. This scheme which has been granting preferential tariff rate deduction of 4.9 percentage points from 2012 onwards, includes concessions for 337 agricultural & fishery products and 3,216 industrial products.

Japan Sri Lanka trade relations

Japan is one of the significant trade and investment partners for Sri Lanka. In 2021, bilateral Japan Sri Lanka trade in goods was worth \$641 Million. Sri Lanka's goods exports to Japan were \$223 million. Top Sri Lanka exports to Japan include apparel, tea, Coconut products, fish, activated carbon, and quartz. Imports of goods from Japan were \$418 million. Japan was the largest supplier to Sri Lanka until the late 1990s. In 2001, India surpassed Japan as the main supplier. From 2016 to 2019 Sri Lanka's exports to Japan shows a positive trend. On the import front, Sri Lanka's imports from Japan decreased significantly since 2019. The Balance of Trade between the countries has been in favor of Japan.

Level of GSP Tariff Concession available for Sri Lanka Products to Japan

Category	Number GSP eligible products	Average applied duty - %	Average GSP duty - %
Apparel	37	7.8	2.4
Coffee, Tea and Spices	38	19.3	0.8
Rubber and Articles	20	1	0
Gem and Jewellery	14	4.4	0
Fish products	39	5.8	4.6
Coconut based products	15	7.5	3
Preparation of vegetables	65	11.8	6.5
Vegetable fats and oil	20	3.6	0
Plastic and Articles	185	3.7	0

Source: Department of Commerce

Market trends

Japan is an ultimate consumer-led society. Japanese people still spend a huge amount of their income on consumer goods. The Japanese food market was valued at \$789 billion in 2020 with retail sales accounting for \$474 billion (60 percent) and foodservice sales accounting for \$239 billion (30 percent). Japan relies on imports from other countries for the bulk of its food supply. On a caloric basis, Japan's food self-sufficiency rate was 37 percent in 2020 with the remaining 63 percent derived from imported products. However, on a value basis, Japan's food self-sufficiency rate is 67 percent due to comparatively high domestic food prices.

The Japanese market is highly competitive with consumers seeking quality, value, and convenience. Consumers have several options to choose from to satisfy their food

needs: ranging from restaurants, fast food, convenience stores, and a variety of retailers. Major supermarket chains are meeting this demand by introducing their own private labels and many restaurant chains are lowering or changing their prices with new menu offers and special events to stay competitive. Traditional menus and tastes still appeal to the average Japanese consumer and are increasingly influencing Western and other Asian food markets. There is a tendency to prefer domestic products over imports, especially if the price gap is narrow. However, there is always strong consumer interest in new and interesting products. The aging of Japan's population has also focused attention on healthy and functional foods, especially those with high protein content. Lower birth rates have also led to smaller family units, thereby increasing the demand for high-quality and high-value products in smaller packages.



Kapila J. Kumara
First Secretary-Commercial
Sri Lanka Embassy-Tokyo



Market Entry

Some Sri Lankan Tea, coconut, and species exporters have achieved success in the sectors by developing an understanding of the market. Among the successful exporters, the key considerations and actions when exporting into the Japanese are finding the right partner (importer or distributor) and laying the foundation for a long-term relationship. Ensuring implementation of stricter quality control on products, especially product safety. Supplying a fixed amount

within the agreed timeframe, willing to assist in promotional activities to market the product.

When it comes to trade shows in Japan, Japanese buyers often prefer to find new products at large trade shows or specially-targeted trade showcases instead of "cold calls" or requests for introductory meetings with individual companies. Many trade shows in Japan are well-suited for Sri Lanka food and beverage companies -FOODEX Japan held in

March and the Supermarket Trade Show held in February. In 2022 over 33000 buyers visited the FOODEX trade exhibition representing retail/ wholesale trading houses, food and beverages manufacturing companies, direct supermarket buyers etc. These shows allow buyers to view many products at once and provide a platform for exporters to meet with a large volume of prospective importers, retailers, wholesalers, and distributors

Potential Products

Sri Lankan exporters have a potential in the Japanese market in products such as herbal tea, Apparel, Gloves with plastics/rubber, knit/crochet, Tuna (yellowfin), Activated carbon, Gloves of vulcanized rubber, Food preparations, Cut flowers, Herbal products- , Bee honey, Coco peat, Products to the pet market, Quartz,

Dried fruits, organic/natural cosmetics, biscuits and chocolates, Brassieres of all types of textile materials (HS Code 6212- Zero custom duty to Japan) Gloves, Mittens and Mitts (HS Code 6116 – Zero duty under Japan GSP), Men's or boys' underpants and briefs of cotton (HS Code 6107)- custom duty 7.4% (Japan has imported \$0.5 bn in 2019), Jerseys, pullovers, cardigans,

waistcoat (HS Code 6110-Custom duty 10.9%- Japan has imported \$4.5 bn in 2019), Women's or girls' suits (HS Code 6104- Custom duty is 10.9% - Japan has imported \$1.5 bn in 2019). For further information and assistance, interested parties may contact

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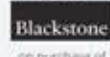
2021



Joint Manager and Advisor

LKR 700 Mn Initial Public Offer

2021



on purchase of

LKR 13.9 Bn Acquisition

2017



to

LKR 12.6 Bn Divestiture

2018



to

LKR 5.7 Bn Divestiture

2017



LKR 9.1 Bn Divestiture

2019



LKR 1.9 Bn Divestiture

2017



LKR 1.6 Bn Divestiture

2019



LKR 994 Mn Divestiture

2020



LKR 793 Mn Divestiture

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Code	Description	January, 2022		February, 2022		March, 2022
		Quantity	Value	Quantity	Value	Quantity
S.1001	Apparel	3,830,570 Kg	132,751,936	3,819,039 Kg	130,285,605	4,265,907 Kg
		89,671,440 No	346,166,361	121,608,738 No	326,436,180	90,867,117 No
S.0203	Rubber Finished Products	5,665,705 Kg	34,307,575	5,616,049 Kg	33,898,855	6,053,700 Kg
		3,140,131 No	47,705,635	2,683,610 No	54,426,687	3,952,159 No
S.0101	Tea Packets	7,574,643 Kg	44,576,433	7,957,918 Kg	45,471,249	8,834,350 Kg
S.0103	Tea in Bulk	10,909,389 Kg	42,454,262	12,321,649 Kg	50,867,715	13,262,543 Kg
S.0301	Coconut Kernel Products	16,922,808 Kg	35,618,634	15,692,050 Kg	33,545,572	20,516,091 Kg
		3,160 L	17,391	8,525 L	36,350	3,432 L
S.1002	Textile	4,518,166 Kg	34,883,803	5,874,205 Kg	37,641,794	6,117,113 Kg
		48,899 M2	603,526	43,856 M2	461,472	44,435 M2
S.1901	Electrical & Electronic Products	1,321,214 Kg	23,194,250	1,122,214 Kg	25,330,653	1,407,638 Kg
		6,292,027 No	12,678,993	6,520,356 No	12,400,889	7,056,714 No
S.0801	Edible Fish Products	2,269,273 Kg	24,107,822	1,940,253 Kg	21,166,777	2,244,409 Kg
S.0902	Gems	529,065 Cs	13,171,511	216,054 Cs	7,510,919	279,644 Cs
		40 Kg	132,056	28 Kg	92,852	43 Kg
S.0302	Coconut Fiber Products	36,552,979 Kg	19,310,553	41,433,118 Kg	21,465,814	44,088,821 Kg
		27,024 M2	161,852	16,946 M2	154,174	54,733 M2
		2,904,499 No	1,050,209	3,582,273 No	1,372,346	3,870,257 No
S.1902	Transport Equipment & Parts	5,861,114 Kg	13,421,366	5,876,133 Kg	13,646,516	5,587,124 Kg
		50,619 No	6,382,064	55,980 No	6,568,825	80,861 No
S.0402	Cinnamon	1,562,765 Kg	20,504,239	1,031,745 Kg	12,901,155	916,165 Kg
S.0303	Coconut Shell Products	6,135,081 Kg	12,121,260	5,547,199 Kg	11,346,239	6,959,979 Kg
S.1107	Animal Feed	3,347,322 Kg	12,300,178	9,091,521 Kg	11,272,299	8,229,321 Kg
S.1103	Processed Food	1,600,275 Kg	8,013,822	3,384,827 Kg	15,373,708	2,531,343 Kg
S.0901	Diamonds	16,242 Cs	10,798,099	11,988 Cs	9,793,317	17,188 Cs
S.2201	Toys, Games & Sport Requisites	354,953 Kg	4,528,101	278,920 Kg	4,821,593	277,013 Kg
		335,937 No	3,984,524	502,241 No	5,299,898	1,342,194 No
				10 Ps	167	
S.2101	Petroleum Oils	27,188,218 Kg	18,135,956	25,259,350 Kg	16,963,414	18,096,565 Kg
S.1104	Rice, Cereals, Oil Seed and its Products	8,674,693 Kg	4,765,960	8,361,391 Kg	4,914,568	12,326,551 Kg
S.0401	Pepper	1,452,299 Kg	9,906,443	1,387,125 Kg	9,340,374	1,135,161 Kg
S.9503	New Stamps, Cheque Forms, Banknotes, etc	112,056 Kg	3,368,214	173,392 Kg	5,216,404	87,834 Kg
S.0702	Areca Nuts	725,838 Kg	3,237,938	621,100 Kg	2,349,931	1,031,140 Kg
S.1601	Chemical Products	2,991,969 Kg	6,888,845	2,376,233 Kg	5,103,871	3,020,947 Kg
		413 L	5,177			
		157 M3	846	75 M3	252	
S.1106	Beverages	2,755,349 L	2,373,501	3,231,272 L	3,383,018	4,265,030 L
S.1803	Nails, Screws, Bolts & Nuts of Metal	2,842,010 Kg	5,156,170	3,086,699 Kg	5,205,963	2,664,711 Kg
S.1503	Other Paper & Paper Products	2,234,594 Kg	4,450,085	2,419,098 Kg	6,074,971	2,739,004 Kg
S.1602	Plastic Products	2,083,397 Kg	6,256,828	2,609,562 Kg	6,596,754	2,167,452 Kg
S.1201	Manufactured Tobacco	96,827 Kg	4,027,701	77,127 Kg	6,863,714	137,375 Kg

2							
April, 2022		May, 2022		June, 2022			
Value	Quantity	Value	Quantity	Value	Quantity	Value	Value
123,181,518	3,499,574 Kg	109,399,158	3,257,342 Kg	114,094,672	4,297,977 Kg		138,993,293
301,769,283	89,602,158 No	299,875,921	84,652,731 No	322,594,497	94,574,408 No		387,358,150
30,142,289	5,036,236 Kg	27,837,625	4,820,644 Kg	26,937,256	6,091,220 Kg		37,598,391
51,181,954	2,242,895 No	40,288,175	2,808,025 No	47,062,516	4,039,673 No		61,932,601
44,092,022	6,776,942 Kg	37,044,390	8,136,098 Kg	44,994,835	9,552,229 Kg		57,109,138
46,487,809	10,709,344 Kg	39,932,107	10,569,440 Kg	43,893,359	12,879,243 Kg		53,935,844
37,304,851	18,915,577 Kg	34,951,763	18,422,286 Kg	33,464,774	22,835,624 Kg		45,331,707
13,963	7,039 L	49,466	1,061 L	1,520	5,224 L		42,806
37,525,376	5,365,961 Kg	35,919,897	5,629,195 Kg	45,709,580	5,805,407 Kg		39,857,124
454,115	65,863 M2	590,859	28,236 M2	282,270	95,034 M2		556,525
25,900,203	1,295,144 Kg	24,271,266	1,950,421 Kg	31,466,005	1,531,076 Kg		29,506,576
12,588,547	5,703,441 No	10,113,673	5,223,433 No	10,341,024	5,093,526 No		10,315,259
22,448,168	2,084,348 Kg	21,218,455	1,636,740 Kg	16,827,407	3,548,855 Kg		36,401,685
15,091,603	106,121 Cs	13,762,516	49,397 Cs	5,394,689	229,219 Cs		27,304,778
85,660	37 Kg	100,588	53 Kg	116,248	52 Kg		200,446
20,685,058	35,742,005 Kg	18,856,170	38,916,736 Kg	20,112,102	43,234,158 Kg		21,515,421
238,920	55,690 M2	232,085	42,389 M2	125,666	49,812 M2		167,017
1,264,744	1,904,177 No	937,032	1,980,092 No	1,041,700	3,485,979 No		1,352,782
11,843,908	5,159,970 Kg	11,112,880	4,748,082 Kg	10,447,662	6,334,897 Kg		15,688,874
9,080,530	66,222 No	6,994,219	51,591 No	7,534,287	102,753 No		6,874,617
10,040,625	1,070,108 Kg	11,419,363	1,019,044 Kg	11,693,698	1,465,827 Kg		17,645,137
13,005,889	7,528,973 Kg	15,699,403	7,718,355 Kg	15,848,057	8,002,780 Kg		15,898,443
9,777,730	7,488,150 Kg	9,944,671	3,684,754 Kg	8,749,880	10,091,269 Kg		15,685,652
9,891,100	1,801,633 Kg	7,814,474	1,842,965 Kg	7,379,197	1,364,963 Kg		11,949,412
11,329,284	10,172 Cs	10,027,853	13,534 Cs	10,051,932	15,445 Cs		11,753,891
3,677,748	232,251 Kg	4,096,977	244,693 Kg	3,598,036	255,246 Kg		3,974,136
5,387,700	801,441 No	5,051,874	555,117 No	4,810,466	486,423 No		5,829,633
9,784,986	6,225,983 Kg	4,299,644	10,533,452 Kg	7,077,871	14,743,921 Kg		9,065,473
5,877,131	11,591,641 Kg	5,794,030	13,481,274 Kg	7,341,842	12,765,848 Kg		7,845,186
7,006,446	633,341 Kg	4,134,092	605,676 Kg	4,246,059	932,767 Kg		7,143,523
2,096,069	3,505 Kg	134,904	175,751 Kg	5,737,942	197,254 Kg		7,124,727
3,873,902	1,768,500 Kg	6,462,631	2,468,791 Kg	9,119,374	1,682,310 Kg		5,999,398
7,453,806	1,996,867 Kg	5,213,844	1,992,281 Kg	4,975,920	2,548,559 Kg		5,681,877
			187 M3	587	135 M3		455
					2,115 No		467
3,799,369	4,331,328 L	3,960,921	4,908,364 L	5,144,310	5,595,786 L		5,515,502
4,215,928	2,368,102 Kg	4,592,151	2,831,196 Kg	5,242,366	2,984,312 Kg		5,499,600
5,493,629	1,668,690 Kg	4,839,427	2,510,494 Kg	5,312,819	2,214,310 Kg		5,474,007
5,526,226	1,332,704 Kg	4,228,641	1,932,001 Kg	5,633,070	1,711,575 Kg		5,407,041
5,663,271	193,612 Kg	4,713,329	81,157 Kg	6,276,393	64,192 Kg		5,370,982

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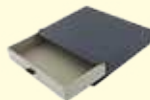
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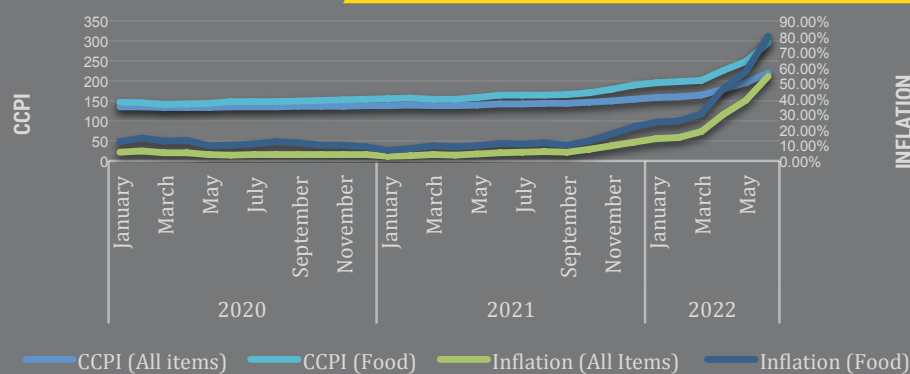
Cover Story

AGRICULTURE, OUR WISEST PURSUIT



Sri Lanka is experiencing its worst economic crisis since it gained independence in 1948. This multidimensional economic crisis led to a food crisis with soaring food prices, shortages of essential food, and decreased income which crippled people's ability to put sufficient and nutritious food on the table. Colombo Consumers Price Index (CCPI) for food increased by a staggering 51% during the first 6 months of 2022 and the inflation was at an alarmingly high 80% in June 2022 (Figure 1). World Food Programme (WFP) notes that about 30% of the population (6.26 million people) are currently food insecure. Malnutrition rates across Sri Lanka will likely aggravate further because a large majority of households are regularly employing food-based coping strategies such as eating less preferred and less nutritious food and reducing the amount of food they eat.

Figure 1: CCPI & Inflation for All Items and Food



Source: DCS (2022)

Causes and Consequences of Food Crisis

Aside from the domestic factors like the economic crisis and chemical fertilizer ban, global developments such as commodity price surges and export restrictions in the world market had a sizeable impact on Sri Lanka's food crisis.

Domestic Economic Crisis

Reduced foreign currency earnings due to a drop in tourism and remittances following the pandemic forced the government to impose import restrictions on several food commodities. The measures adopted included import bans, import control licenses, credit basis requirements, and special commodity levies for a variety of food products including fish meat, milk products, vegetables, wheat, rice, cereal, starches, oils, and coconut products. This has severe negative consequences on the domestic food availability and thereby overall food security of the country.

Ban on Chemical Fertilizer

The government imposed a sudden ban on chemical fertilizer in April 2021 with the aim of becoming first 100% organic country in the world.

While the ban was lifted in November 2021 due to stiff resistance from different stakeholders, both paddy production (39%) and paddy yield (35%) dropped significantly in the Maha 2021/22 season relative to the previous Maha season. Expected drop in paddy production during ongoing Yala 2022 is 57% and significant drops in other crops are also expected (Figure 2). This has had severe implications on Sri Lanka's food security and required that the country import and seek support from different countries to fill the production gap.

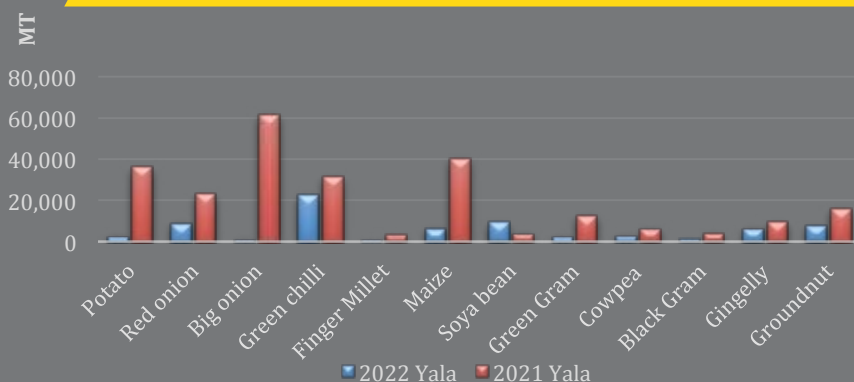
World Commodity Price Surge

After the COVID-19 outbreak, the Russia-Ukraine war started to shake commodity markets and food prices while threatening global food security. Following Russia's invasion of Ukraine in February 2022, global crude oil price (Brent) had increased by around 12% to USD 110.49 a barrel by July 2022, from USD 98.56 a barrel in February 2022 after hitting a high of USD 133.18 in March 2022. Urea prices increased from USD 202/Mt in June 2020 to USD 328/Mt in April 2021 and stood at USD 925/Mt in April 2022.¹ Sri Lanka being a net food, fertilizer and fuel importing country, the volatility of global oil prices, rising international food and intermediate input prices

¹ <https://www.indexmundi.com/commodities/?commodity=urea&months=60>



Figure 2: Production Forecast in Yala 2022 vs Production in Yala 2021



Source: Crop Forecast, Department of Agriculture



Manoj Thibbotuwawa, Ph.D.

Research Fellow/Head
(Agricultural Economics Policy)
Institute of Policy Studies of Sri Lanka

and high logistic costs, coupled with the compounded impact of a steep currency depreciation to drastically contribute to food price inflation.

Food Export Restrictions

Food and fertilizer export restrictions are once again a concern. In May 2022, India banned most wheat exports to safeguard domestic food security for its 1.4 billion people, pushing the global price of wheat to record highs. On the same day, India banned the exportation of sugar as well. Indonesia has imposed a domestic market obligation on palm oil to ensure 10 million tons of palm oil remains at home. According to IFPRI, as of May 2022, more than 20 countries had imposed food export bans and licensing for goods having about 10.6% traded calories. The results of such measures, including increasing prices, food shortages and food insecurity have disastrous consequences for vulnerable people in food-importing countries like Sri Lanka which are already affected by the COVID-19 pandemic.

Way Forward

This food crisis in the short run is a humanitarian problem. Thus, short-term relief measures such as targeted food ration schemes covering essentials and targeted nutritional assistance programs such as the school meal program and Thriposhna program should be facilitated with donor

support. Community gardens and school gardens are also good ways of cooperatively cultivating in private lands, religious places, or schools and sharing the harvest for mutual benefits.

The long-term solutions to the food crisis should come from developing domestic agriculture to increase the local production of a diverse group of nutritious foods and strengthen the food system to face future shocks. Thus, importation and proper distribution of fertilizer should be rolled out as an immediate requirement on a priority basis. Integrated Plant Nutrition Management and Good Agricultural Practices (GAP) programs should be promoted to maximize the efficiency of using both organic and chemical fertilizers. Public and private investments in R&D will also improve the productivity of available cultivations.

Further, integrating smallholders with modern value chains can be undertaken through trader-farmer contracts, contract grower systems and public-private-producer-partnerships (4P). Value chain digitization will improve value chain efficiency by shortening supply chains and minimizing information asymmetry. Finally, domestic food production, food imports, domestic and world market prices, input availability, and transportation and logistics systems should all be continuously monitored to ensure national food availability and maintain household access to food.

SAMPATH BANK encourages exporters to be the saving grace of our nation at this time of need



SAMPATH
WE
PRESENT
YOUR FUTURE

As Sri Lanka faces an unprecedented economic crisis and the lack of sufficient foreign exchange being one of the foremost issues which needs to be resolved, time is of the essence in terms of tackling this burning issue.

While inbound tourism and migrant worker remittances have been a steadfast pillar of growth when considering the nation's reserves, they are no longer sufficient or as reliable and dependable, given the global and national issues that developed during the recent years.

However, the export sector continues to showcase immense potential in addressing the need of the hour. Sampath Bank strongly believes that the key

to unlocking Sri Lanka from this crisis, lies in the hands of our local exporters.

This is why Sampath Bank has made it an obligation to fulfill its national duty of supporting exporters thereby supporting the country in rising above these trying times.

Not only is Sri Lanka's exports sector the final frontier in bolstering our foreign reserves, it is the only sector that can be incentivized to grow based on intrinsic factors. While the Government of Sri Lanka continues to offer its own incentives to exporters, we as a responsible financial institution have taken steps to participate in this essential national exercise as well.

Shashi Kandambi Jassim
Senior Deputy General Manager - International Banking Sampath Bank PLC.

Ms. Shashi Kandambi Jassim, Senior Deputy General Manager – International Banking explaining about the export unit of Sampath Bank said that it is a dedicated unit fully geared to assist exporters in addressing issues they may face during their export transaction process, with hands on experience in the various aspects of this process, ready to provide advice on sustainable business growth, as well as inform exporters about special concessions and benefits available to them.

The gamut of services Sampath Bank offers exporters expands to both financial and non financial services:

- Accessibility – We offer our services to exporters, wherever they are located in the island, serving them through our 229 branches spread islandwide. Special emphasis has been placed on areas which serve as industrial export hubs for specific industries. Exporters can access all the required services from these branches as well as all the online banking facilities that we offer.
- Advisory services - With over 35 years of experience in the field, we are no stranger to how export businesses operate. We are ready to share valuable information gained from this experience and practical approaches & solutions to diverse challenges we have seen exporters having to face over the years ranging from how to capture the right export markets, supporting marketing activities, finding the right suppliers for packaging or even obtaining certifications, we put our clients on the right path.
- If its an entrepreneur who wants to start an export-oriented business and needs advice on how to get off the ground, we at Sampath Bank are there to guide them along.
- Pre shipment financing and post shipment financing - Exporters often have to import raw materials in order for their production processes to move forward with manufacturing. Sampath Bank is ready to provide these facilities to exporters in currency which is required. For exporters who source raw materials locally, we are prepared to provide Rupee loans as well. We also discount export bills to shorten working capital cycle of exporters
- Assistance in handling trade documentation - We understand that with an export business, comes an immense amount of tedious documentation. Sampath Bank is geared to handle all documentation related to the functions of an export business, so that that company can place more focus on its priorities.

Customers who are interested in venturing into the export space are encouraged to contact us on 077 457 7970 or 076 578 9104, so that we can join hands in addressing the current national crisis. As a responsible corporate citizen, we have made it a priority to ensure that the export sector of Sri Lanka flourishes in a manner that has not been seen before.





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HNB together with **Cord360.com** - Sri Lanka's first B2B digital marketplace for exporters, brings a host of benefits for businesses to reach new global markets with easy access to finance solutions.

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Fitch Rating: AA- (Kas) Hatton National Bank is a Licensed Commercial Bank supervised by the Central Bank of Sri Lanka. Hatton National Bank PLC - PQ B2



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Fresh & Processed Agricultural
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Exporters Sri Lanka (NCE)

Tradlanka Agricultural Enterprises (Pvt) Ltd., established in 1988 is an ISO22000, HACCP and GMP Certified Food Processor who has been adjudged as one of the Best Food Processors in Sri Lanka by the Food Processors Association of Sri Lanka.

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.

We have also been recognized as Sri Lanka's Best Exporter, in the Agriculture Bulk Sector, Agriculture Value Added Sector, Fresh & Processed Agricultural Export Crops Sector by the National Chamber of Exporters of Sri Lanka for the Years 2017, 2018, 2019 & 2021. Additionally, ARIYA Rice was recognized as the SLIM SME Export Brand of the Year 2021 by the Sri Lanka Institute of Marketing.

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.

To explore a wide range of finest quality Sri Lankan Food Products, please get in touch with us at ARIYA FOOD.

Other Export Products



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Factory/Mill:
2nd Mile Post, New Puttalam Road, Anuradhapura, Sri Lanka.
Tel: +94 25 2222722, +94 25 2235186
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Web: www.ariyafood.com



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



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



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



TAPROBANE SEAFOODS

leads the shrimp farming thrust to global markets



TAPROBANE



Dilan Fernando
Director - Taprobane Seafoods

Amidst the severe foreign exchange crisis facing the country today, Sri Lanka's fisheries industry provides a silver lining. In 2021, fisheries exports exceeded forecasts to achieve the highest export value in history of USD 318 Million as against USD 215 Million in 2020 despite prevailing pandemic-induced challenges. Aquaculture is one of the main sub-sectors of the fisheries sector, the other being coastal and deep-sea fishing. Aquaculture, especially shrimp farming, had a checkered past due to mismanagement and non-adoption of new technologies and improvements

within the shrimp farming industry. This changed in 2019 when Taprobane Seafoods in partnership with NAQDA successfully introduced Vannamei Shrimp farming in Puttalam. This increased production from 6,000 Mt to 14,000 Mt in 2020, which was a doubling of production (an increase of 162%) of which Vannamei accounted for 90%.

The path to familiarizing stakeholders with the benefits of shrimp farming has been a challenging one. Taprobane Seafoods (TSF) had to navigate outdated regulations and misconceptions from both regulators

and industry players for more than three years before seeing progress. The government had banned wild brood stock for post larvae as disease and outbreaks were rampant. However, Taprobane lobbied to have a new species of disease-free shrimp, SPF brood stock, imported. Now, the government has acquiesced and the impact of Taprobane's efforts are clearly visible in the output and increased export value earned by many, directly and indirectly supported by shrimp farming.

Taprobane Seafoods' firm resolve to build Sri Lanka's reputation in shrimp exports has helped bring the industry to the level it is today. The company's success story began with the committed and visionary leadership of Timothy O'Reilly, Dilan Fernando, Sathya Rathnayake and Cheng Niruttinanon - Executive Chairman of Thai Union, also sits on the board of directors. Taprobane Seafoods, as the most integrated seafood company in Sri Lanka, was strengthened recently with its partnership with the Atman Group, a multi-family office based in Sri Lanka and Asia focusing on emerging investment opportunities across Asia and building strategic partnerships. The Group's business interests include investments in hospitality, leisure, agriculture, real estate, and renewable energy. Together, the aim is to target USD 250Mn revenues by FY 2026.

Taprobane's business model is highly sustainable as the company sources much of its Vannamei shrimp from 3rd party farmers for processing. The company has introduced a loyalty programme to reward farmers for their loyalty and hard work with the highest returns as well as reducing competition from other processing companies

for harvested shrimp. In turn, farmers can avail of all farming inputs based on discounted prices. The programme is a way for TSF to further establish a strong supply of Vannamei Shrimp whilst ensuring quality through input supply. In time, the company plans to engage more farmers to make the switch from Black Tiger to Vannamei. Currently there are 1,000 to 1,350 shrimp farms that cover more than 7,400 acres of out-grow ponds, the majority from the North-western province.

Encouraged by the positive outcome spearheaded by Taprobane and the export potential of Vannamei shrimp exports, the government is pushing Private and Public partnerships in Rekawa and Batticaloa, calling for tenders to farm unutilised land for farming. Over 5,000 acres in Batticaloa and Hambantota are being considered for expression of interest, which adds even more farming land to expand fisheries. With this in mind, the government is also offering shrimp farmers a low interest loan to support them to scale up their businesses.

Value added shrimps exported from Sri Lanka have gained much traction in the USA, Japan, and Singapore. Value added shrimps such as Nobashi and butterfly cut are popular in Japanese markets whilst head-on, headless, shell on, peeled and cooked shrimps are popular in the USA and other Asian markets. These are all exported from Sri Lanka in significant quantities.

In recent years Sri Lanka has been steadily increasing its share in the international market. The United Kingdom is the main market for Sri Lankan tuna, followed by



Timothy O'Reilly
Managing Director - Taprobane Seafoods

France, Italy, Netherlands and Germany etc. In 2018, edible fish product exports brought a total revenue of USD 266Mn. There are about 32 EU approved processing plants in Sri Lanka. The country successfully complies with the stringent regulations imposed by importing countries and adheres to HACCP, BRP, Friend of The Sea and other food security environment friendly requirements. With rapid technological advancements and increased shipping fleet capacity and the culturing of new inland species in Sri Lanka, the stage is set for significant expansion of the sector in the years to come. A new era of prosperity in the shrimp sector has already begun and the Seafood Exporters Association is focused on driving this growth sustainably, to make the seafood sector a Billion Dollar Industry within the next 3 years.

Taprobane Seafoods produces premium quality seafood products for iconic brands such as Whole Foods USA, which requires complying with stringent quality and sourcing standards. The company is also the leader and pioneer of pasteurized Blue Swimming Crab and SPF Vannamei Shrimp and is the driving force behind Sri Lanka's first-ever eco-recommended fishery and Asia's only Blue Swimming Crab fishery in Palk Bay and the Gulf of Mannar.

Crab processing in Kilinochchi



Pamoda Pallage Sustainability Officer Taprobane Seafoods
Michele Stark Executive Advisor, Seafood Advisory Ltd.
Timothy O'Reilly Managing Director Taprobane Seafoods

The company is led by a vision to be the global leader in sustainable and socially responsible aquaculture based on high-quality standards, social responsibility, sustainability, integrity, and success. They are focused on diversity and inclusion (D&I) and its long-term commitment to all sustainability related

initiatives, the company recently joined the UN Global Compact and is the only seafood company in Sri Lanka network to be part of it. The Company was awarded the SMETA ETI accreditation for its sustainable labour policies and was recently awarded the prestigious 3-star status by Best Aquaculture



The Taprobane Seafoods Hatchery, Nainamadama

Practices (BAP), the world's leading certification authority in Aquaculture Practices. Taprobane Seafoods stands by their Blue Change goals which are to support and respect the protection of internationally proclaimed human rights, ensuring

safe and legal labor, health, productivity and resilience of the global environment now and for the next generations and above all to work against corruption in all its forms.

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EXPACK CORRUGATED

Established in 1998, Expack Corrugated Cartons PLC is an ISO certified, award winning manufacturer and marketer of high quality printed corrugated cartons catering to all leading local and multinational entities with their packaging solutions. Currently being in the forefront of the local corrugated packaging industry is a WRAP - Gold certified manufacture with a wide range of standard and tailor-made packaging solutions. The company has been awarded for the 4th consecutive occasion being a “ Best Place to work in Sri Lanka and with special recognition for the 3rd occasion a “ Best Place to work in Asia “ by the Great Place to

work Inc, Sri Lankan chapter of USA.

Our state-of-the-art corrugated packaging plant and R&D laboratory is one of the best in Sri Lanka. While our comprehensive computerized manufacturing and stock managing systems assist with Just-in-time supply, our own extensive storage facilities and fleet of vehicles help us schedule deliveries . The company had extraordinary success during their IPO, to being listed in the Colombo Stock Exchange was over subscribed more than 11 times. Expack is subsidiary of Aberdeen Holdings.

Ensuring product quality is a key priority at EX-PACK in their day-to-day activities. The



YOUR CARTON YOUR WAY



Zulficar Ghouse
Director - Ex-pack Corrugated Cartons (PLC)

manufacturing plant has a dedicated quality control and quality assurance team who ensures that each product meets their quality standards.

To ensure high quality of products EX-PACK has adopted several mechanisms such as incoming material inspection, in-process quality inspection, maintaining non-conformity records, adopting product recall procedures, and implementing comprehensive customer complaint tracking systems. Furthermore, the Company has also installed state-of-art machinery in their manufacturing facilities and ensure that they are regularly serviced to ensure high quality production and minimal breakdowns.

Further, Expack HR takes Employee training and development very seriously where substantial annual investments are made to develop employee skills and capabilities in continuous manner. Capacity building, learning organization concepts are effectively implemented to ensure “high performing work forces ‘with right organizational culture and climate settings.

All these efforts blended with continuous process improvements to facilitate and sustain high quality packaging solutions has often gives Expack cutting edge over competition at the marketplace.

At Expack “QUALITY” is sustainable, a well-planned, deliberate, & strategic approach rather than a spontaneous process, which from higher management to operational levels are committed. EX-PACK is the leading corrugated cartons manufacturer in Sri Lanka due to its impeccable service quality maintained over a decade. The Company can deliver their products

to customers with limited lead time through Just-in-Time manufacturing and inhouse warehouse and transport capabilities. Over the years Expack has been able to reduce their lead time from five days in 2016 to one to three days in 2022.

Due to its inhouse Research and Development (R&D) capabilities the company can customize their orders according to customer needs. Furthermore, with the help of their (R&D) team EX-PACK has been able to improve the quality and functionalities of their products whilst also introducing innovative products such as the special carton designed for the Tuna fisheries industry.

In fact, by well understanding varying customers’ requirements with their owned value chains in respective industries, Expack has been able offer differentiated high quality customer service and customer care. Often, such exceptional customer service goes beyond mere official or contractual obligations as we make to the exact customer demand to not to satisfy customer but to delight them. In terms of on time deliveries (OTD) , quick response time to customer calls, effective compliant handing with true and practical solutions to create value to the valued customers . Further Expack as a team work very closely with its customers base to harness extended value creation by proposing packing optimized packaging solutions. Such solutions, come through in depth Research & Development and New product development efforts sometimes batter packaging offered at more competitive prices and also creating cost reductions in augmented areas like, weight of the cartons, reduced



Ex-pack Team
Ex-pack Corrugated Cartons (PLC)

shipping or air freight cost, enhanced shelf lives and brand values.

Expack as an integral part of its strategic marketing approach, pays serious attention to Customer Relationship Management and Relationship Marketing. They make a significant portion of the total Expack Value chain, and it has created a distinguished advantage to Expack in an intensely competitive local corrugated packaging market.

Through carefully selected profitable customers in diverse market segments in B2B (Business to Business) markets, mutually befitting , eternally value creating, and trustworthy business relationships are created, sustained, and preserve for future.

Expack Corrugated Cartons is maintaining a strong affiliation with the National Chamber of Exporters of Sri Lanka over last 10 years. Expack being one of the main strategic partners of



Kelaniya Ex-pack Factory view
Ex-pack Corrugated Cartons (PLC)

NCE, the only private sector chamber serving Sri Lankan Exporters has been one of the Principal Sponsors of the prestigious NCE Annual Export Awards during the past 10 years, supporting the exporter fraternity of the country. This

long-standing business partnership is serving both organizations with an array of mutually agreed benefits, through an annually renewed partnership agreement.



Shiham Marikar - SG/CEO exchanges MoU
Zulficar Ghouse - Director Expack Corrugated Cartons.
Deepal Perera - Head of Sales, Expack Corrugated
Menaka Wanniarachchi - Director Operations NCE are also in the picture.

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Indika Marasinghe
Director - Scanwell Customs Brokers (Pvt) Ltd.

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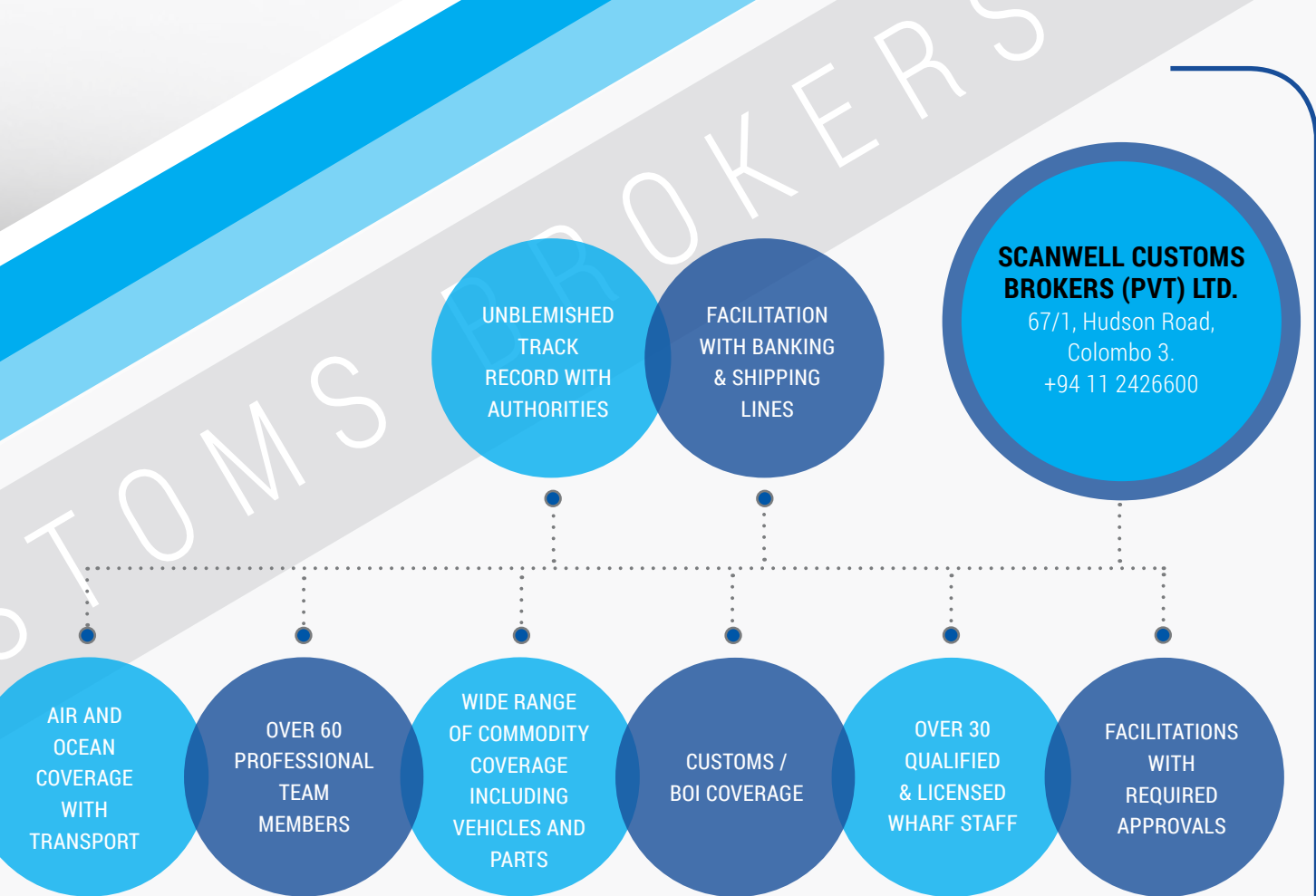
A qualified team with license to act as declarant handle our custom brokerage aspect of supply chain enhancing the 3PL of Brokerage.

Knowhow of the local procedures backed by the persistent involvement in the work at hand enables

the client to be assured of the timely clearance of their goods from customs. Be it by Ocean or Air the proficiency of the work carried out by the team is unmatched.

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Moving with concept of globalization and highlighting the focus to move commodities of one geographical location to another, making use of the advanced technology and innovation, we would extend our expertise in logistics industry for our valued patrons. Our extensive global coverage of own offices and exclusive agents benchmark the highest of service



Scanwell Customs Brokers (Pvt) Ltd.

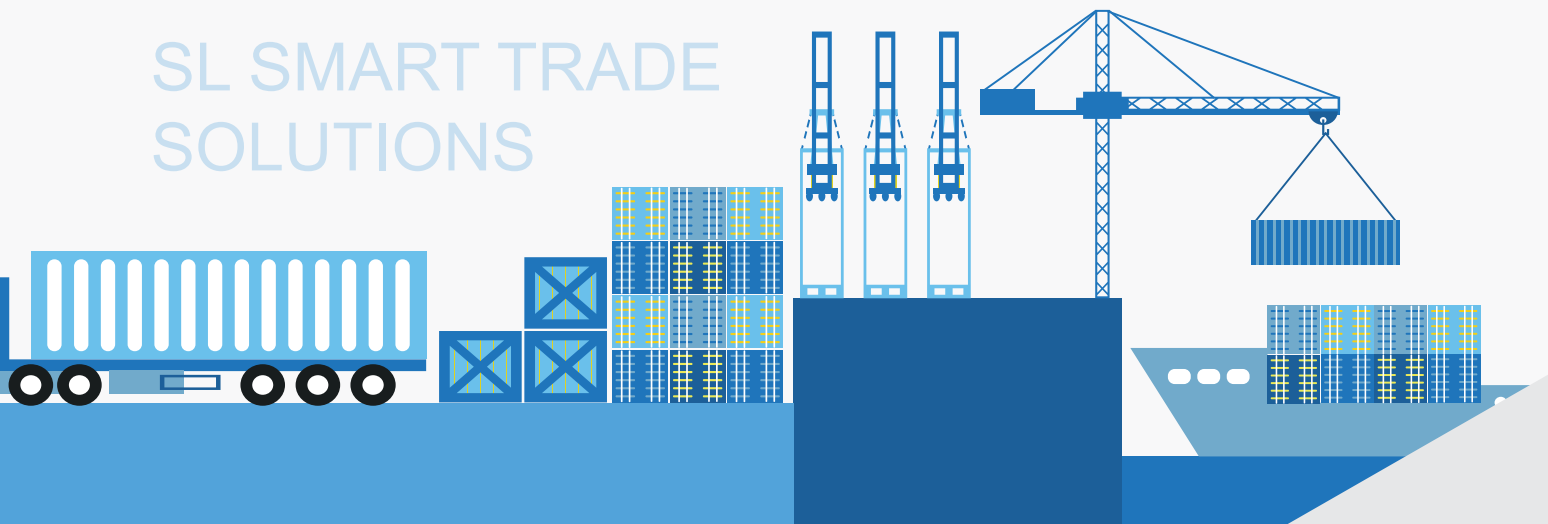
levels with most economical cost structures enabling the customer to reap the benefits.

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Sri Lankan BRANDS In International Markets

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Web: www.alumexgroup.com , www.lumin.lk

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

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

Email: Buddhika.ccs@keells.com

Web: www.elephanthouse.lk

Dankotuwa Porcelain PLC.



Dankotuwa Porcelain PLC, a subsidiary of Ambeon Holdings PLC commenced its commercial operations in 1984. Performing exceptionally well in the export-oriented market and the local market, it's one of the top three porcelain manufacturers in the country. Dankotuwa has a strong presence in India, Middle East, Australia, Europe, and America with a comparatively minor market presence in the African region. From superior glazing technologies, personalized designs and endless options, the company continues to create timeless and modern collection of porcelainware that expresses exclusive dining experience for every occasion. The high whiteness levels and luxurious gold and platinum designs have made Dankotuwa Porcelain the preferred choice whether it is for extravagant indulgences or gifting purposes, catering to the diversity of the international palate within the scope of lifestyle-based products, casual eating to high-end dining.

Web: www.dankotuwa.com

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Founded in 2008, the manufacturing plant of dkw-Aqua is located among tea plantations in the town of Hatton. It produces high quality HDPE and LLDPE flexible packaging under the Quality Management System ISO 9001:2015. The GMP and HACCP certified facility possesses ISO 22000-2018 and FSSC 22000-2018 certifications covering the production of food contact packaging and ISO 13485-2016 certification covering production of medical devices. The facility is equipped with product testing and uninterruptible power supply.

We also produce compostable bags and films satisfying OK Compost Industrial (EN 13432) and OK Compost Home criteria for the European markets upon request. Bags and films are produced with FDA approved raw materials complying with CONEG regulations in USA. Production process consists of mono layer, A/B and A/B/A structure blown film extrusion, printing Rotogravure up to 8 colours & Flexography up to 6 colours and conversion capability for sheets, bags, bags on roll and personal protective garments. The role of being a leader in any industry is challenging. Being innovative in exploiting market opportunities and conditions we will continue staying positive in the face of challenges ahead.

Email: apl@aqualk.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.

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Web: www.fanaminternational.com

Flex Film International (Pvt) Ltd.



Founded in 2011, we manufacture high quality LLDPE and HDPE flexible packaging at our manufacturing plant located in Nalla, Giriulla, exclusively for export to USA and Europe. Our workforce is dedicated, well trained and multi-disciplined. The GMP and HACCP certified facility possesses ISO 22000-2018 and FSSC 22000-2018 certifications for the production of food contact packaging. Having ISO 14001 certification ensures that we have taken steps to minimise our impact on the environment. The facility is equipped with product testing, uninterruptible power supply, renewable energy and post industrial plastic recycling.

Bags and films are produced with FDA approved raw materials complying with CONEG regulations in USA. Production process consists of mono layer and / A/B/A film structure extrusion, rotogravure printing up to 4 colours and conversion capability for multiple configurations of bag, sheets and accessories. The role of being a leader in any industry is challenging. Being innovative in exploiting market opportunities and conditions we will continue staying positive in the face of challenges ahead.

Email: apl@aqualk.com

Green Way Asia Lanka (PVT) Ltd.



MOMENTS. MADE MAGICAL.

We all live for those special moments in our lives. From the big, life-defining occasions like our children's first birthdays, to the simple, everyday pleasures such as spending time with family or watching our favourite TV shows with loved ones. And at Royal Cashew we believe everyone deserves to make those moments as magical as possible. To enjoy them to their fullest and make their memories more memorable.

That's why we produce the perfect accompaniment to enhance those occasions. Expertly sourcing the finest raw cashews from local farmers, who embrace and utilise the perfect growing conditions for which Sri Lanka is renown. Employing a passionate, dedicated workforce – with production expertise at every stage of the value-chain – to skilfully enhance and lovingly craft only natural ingredients. Creating exquisite flavours for every palette, whatever the occasion. Because in an busy, impatient and hectic world, where time is more precious than ever, everyone deserves a moment of pure quality. And there's no finer quality than a Royal cashew. Royal Cashews Moments. Made Magical.

Web: www.royalcashew.com





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As a responsible corporation, HDDDES consistently elevates Sri Lanka to the next level by nurturing our authentic Sri Lankan values. Giving our customers the best natural and organic products grown in our fields contributes to the establishment and creation of a healthy lifestyle for the future.



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- Floral Extracts
- Herbs
- Tea Extracts
- Liquid Smoke
- Vanilla
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HDDDES EXTRACTS (PVT) LTD.
No.2, Police Park Avenue, Colombo 5, Sri Lanka

Tel : +94 11 2438739 | Fax : +94 11 2440556
e-mail : info@hddes.com | Web : www.hddes.com

HDDES Extracts (Pvt) Ltd.



HDDES GROUP is a collection of companies that revolves in a corporate environment in the tropical paradise of Sri Lanka, since 1982. HDDES takes great pride in being one of the few companies that manufacture and exports Organic and Conventional Spices, Essential oils, Oleoresins, Herbal Extracts, Floral Extracts, Hydrolates, Natural Aromatic Chemicals, Coconut based products & Instant Tea. Thus promoting the true Sri Lankan identity to the entire world whilst overcoming barriers of traditional business stereotypes to achieve various business dimensions in areas such as world-renowned Flavour and Fragrance Houses, Pharmaceutical and Nutraceutical Companies, Food and Beverages industries and Aromatherapy industries. Products of HDDES are certified as per various international quality standards such as EEC No.834/2007 & EC 889/2008, USDA- NOP, JAS, Fairtrade, FDA, Kosher & HALAL standards. Also, HDDES production facility is certified for FSSC 22000, ISO 22000 & SMETA. Products of HDDES are manufactured using high-quality raw materials. The whole production chain is carefully monitored through a high tech surveillance system. HDDES own highly sophisticated laboratory ensures product consistency and quality all throughout

Web: www.hddes.com

HJS Condiments Limited



HJS Condiments Limited is a member of the prestigious large conglomerate, Hayleys PLC, being a part of Hayleys Agriculture Holdings. Nearly 29 years, the main business of the company is value addition and exporting of processed fruits and vegetable, mainly pickle cucumber with the company vision of "To be a leading pickle and exotic fruits and vegetables manufacturer and exporter in Asia and to remain the number one processed fruits and vegetables supplier and exporter in Sri Lanka. Its supply chain Sunfrost (Pvt) Limited is also a subsidiary of Hayleys which commenced in 1988. HJS Condiments Limited accounts for 62.5% of processed fruits and vegetable export of the country and its products are currently export to 52 countries including Japan, Spain, Malaysia, Singapore, USA, UK, China, Holland, Belgium, Middle East countries etc.

The majority of our products are directly exported to leading supermarkets, departmental stores and food service companies such as Mc Donald's, Burger King, Subway, Hungry Jack's, Hardees, Aldi, Lulu etc.

Web: www.hjs-srilanka.com

hSenid Business Solutions



With over 25 years of experience, hSenid Business Solutions PLC strives to keep up as an indigenous multinational, taking care of over 1,000,000 users of 1300+ organizations across 20+ diversified industries in 40 countries while operating from 6 countries. hSenid specializes not only in HRIS but also caters to a wide spectrum of HR needs with Human Resource Outsourcing and Employee Tracking Solutions & Access Control. We commenced operations in 1997, when Dinesh Saparamadu, the company's visionary founder, agreed to take on the task of creating a human resources software system for one of the largest companies in Sri Lanka. With the success of this project and on-time project completion, the company landed its first significant client and developed a cutting-edge new HR solution. Ever since then, the hSenid brand has grown rapidly, creating novel solutions and establishing a strong presence in both domestic and foreign markets.

Web: www.hsenidbiz.com

LA Internaitional (Pvt) Ltd.



Earth's Finest is the No.1* Organic Coconut Brand in the UAE market.

At Earth's Finest we deliver the finest and genuine organic products to keep you and your family healthy. Our passion is to help you create healthy and nutritious food using our products, inspiring healthy eating habits so that we can have healthier and happier communities.

Earth's Finest Organic Coconut Oil and Coconut Milk products are made from fresh coconuts, which have been harvested from organically certified plantations in Sri Lanka. The finest coconuts are handpicked and carefully processed to obtain the rich taste and aroma of the coconut.

We are committed to sustainability to create a Greener planet. As we believe human health is intrinsically connected to the health of the planet. That's why we are actively changing our packaging to sustainable solutions.

Web: www.earths-finest.com



www.mclarenscontainers.lk

LIQUID

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We provide liquid cargo customers with alternative packaging solutions for liquids (food & chemical grade), ranging from ISO Tank Containers, Flexi Tanks (used inside 20ftGP Containers), to Intermediary Bulk Containers (IBC'S). Once the liquid cargo is loaded we can carry out transport & shipping services to any local or international destination.

We are also equipped to carry out liquid cargo transferring between Storage Tanks / ISO Tanks / Bowsers to Flexi Bags / IBC's / Steel Drums etc. We offer a warehousing solution for IBC's at our facility in Welisara, Sri Lanka. We also engage in Sales of ISO Tank Containers, Flexi bags and IBC Tanks.



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CONTACT
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Lumbini Aquaria International (Pvt) Ltd.



Lumbini Aquaria being the pioneer and the Largest Exporter of Ornamental Fish & Aquatic Plants in Sri Lanka has been exporting high quality Fresh Water Fish, Cold Water Fish, Marine Fish, Invertebrates and Aquatic Plants since 1952.

70 years of experience and our stability enables us to provide the requirement of ornamental fish whilst maintaining high quality standards. Lumbini is capable in processing and export any order within 5 to 6 days of receiving an order depending on flight availability. Our Professional, Experienced and Dedicated staff are committed to satisfy our esteemed customers around the world.

Web: www.lumbiniaquaria.com

Lustre Design Corporation (Pvt) Ltd.



Lustre Design Corporation (pvt) Ltd is a recently established company, which provides high quality Gem cutting services to the local and international market. Key goal of Lustre is to highlight and educate both consumers and businesses within the industry, the importance of not only the gemstone, but also the cut that is associated with it.

Lustre Design Corporation, specializes in inventing gem cutting and polishing designs. Our customers provide rough gemstones, which are then processed individually by hand through the stages of performing, calibrating, cutting and polishing as per client requirements. We add value to the gemstones and re-export it back to our customers in the international markets. The payments for our services are charged and received in US dollars, contributing to the influx of foreign exchange to the country.

Web: www.lustredesignsco.com

Nestlé Lanka PLC.



In keeping with our commitment to take Sri Lankan products global, Nestlé 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.

Web: www.nestle.lk

Orel IT (Pvt) Ltd.



OREL IT, founded in 2010, is a top-tier IT solutions company that has excelled in both the Sri Lankan and worldwide IT markets during its time in business. Our firm functions with a great focus on Artificial Intelligence, Data Services, Engineering Services, and Managed Services ranging over 12 distinct industries, delivering an array of high-quality services with a young and passionate team of IT professionals with top capabilities. Despite its humble beginnings as a two-person corporate fraternity, OREL IT has grown to include multiple league locations at Colombo, Galle, and Kurunegala districts. OREL IT's prominence is enhanced by the fact that it is Sri Lanka's largest IT services provider, with over 4500 people.

OREL IT, discerned indeed as the industry 4.0 leader in Sri Lanka, owing to its extensive spectrum of services geared to meet our clients' complicated needs from concept to product delivery. OREL IT, in particular, has gone above and beyond to provide an exceptional customer service experience to all of our clients in small, medium, and large organizations, while also boosting their business values through streamlined processes. Due to the quality of our services, we had indeed been bestowed with several awards from various reputed awarding bodies.

Web: www.orelit.com

Pan Asia Colored Yarns (Pvt) Ltd.



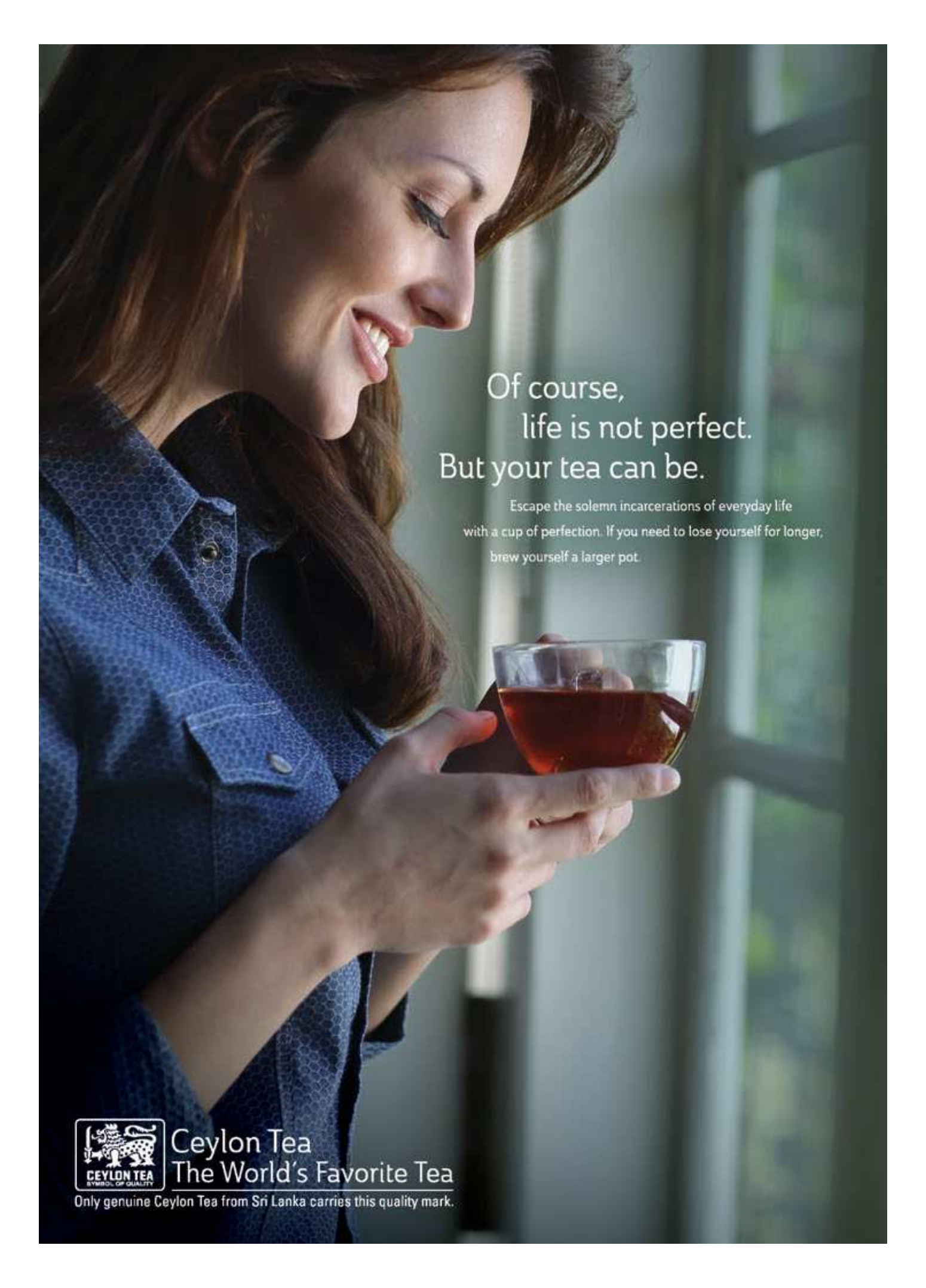
Pan Asia Coloured Yarns (Pvt) Ltd is a market leader in supplying Greige and Dyed Yarn to the apparel and accessories sector for over 30 years.

Our core focus is in the field of texturising and dyeing Polyester and Nylon Yarn in Sri Lanka.

We are a market leader in Polyester and Nylon Yarn Texturising and Dyeing of Synthetic Yarns – Dye to Match (DTM). Our state-of-the-art facilities based out of Ekala and Sapugaskanda Industrial Zones also provide value added services such as Yarn Twisting, Rewinding and other ancillary yarn operations.

Pan Asia Coloured Yarns always strives to ensure that we adhere to the best in quality internationally 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 OEKO-TEX 100 - Textiles tested for harmful substances (Class 1, Annex 6) and Global Recycled Standard (GRS).

Web: mufu@panasia.lk

A woman with long brown hair, wearing a blue patterned button-down shirt, is shown in profile, smiling and looking down at a clear glass cup of tea she is holding with both hands. The background is a blurred window with vertical bars, suggesting an indoor setting with natural light.

Of course,
life is not perfect.
But your tea can be.

Escape the solemn incarcerations of everyday life
with a cup of perfection. If you need to lose yourself for longer,
brew yourself a larger pot.



Ceylon Tea
The World's Favorite Tea

Only genuine Ceylon Tea from Sri Lanka carries this quality mark.

Polydime International (Pvt) Ltd.



The Polydime group is a family owned establishment associated with the Plastics industry for over 2 decades. The company has a diverse portfolio of 6 product groups processed in three factories in Sri Lanka and one in India. Employing over 600 staff, servicing the local market and export to 35 countries both directly and indirectly. Polydime is the largest processor of recycled plastic film with the full value chain from waste collection to end product processing and distribution. The company has its own innovation center for product development with the future in mind.

Web: www.polydime.com

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 paradise isle or beyond her shores, the delectable taste of RABEENA traverses the globe to prompt an unimaginable explosion of the tastebuds.

Web: www.rabeena.com

Regency Teas (Pvt) Ltd.



Regency Teas was founded 25 years ago in the year 1997 to market premium Ceylon teas to the world. We focus on value addition, resulting in over 95% of our turnover being in tea bags and loose-leaf tea packs. The company has over 20 tea bagging machines with the capacity to produce 75 million tea bags per month. Our products are exported to over 35 countries worldwide. The factory spanning 90,000 square feet is ISO 22000 and FSSC 22000 certified, and is capable of packing teas with Organic, Rainforest-Alliance, Kosher and Halal certifications. The factory is equipped with knotted tea bagging machines (staple free) which are the latest trend in Europe and other developed regions. Other key highlights include an own cold storage facility to store herbs and flavors sourced from over 20 countries worldwide, and the recent investment in a state-of-the-art infrared tea cleaning and color separating machine.

For further information please refer the company website at; **Web:** www.regencyteas.com

For enquiries please contact; Mr. Shane Perera – Director **Email:** shane@regencyteas.com

Sanken Overseas (Pvt) Ltd.



We are the overseas construction arm of Sri Lankan based Sanken Group of companies. We deal primarily in civil engineering services coupled with intricate knowledge and vast experience in projects beyond geographic boundaries.

Our services entail technology both cutting edge and eco-friendly to provide our clients services beyond expectation, within the most effective budget.

Hailing from the parent Sanken Company, we are no stranger to success. Our ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 accreditations enable us to extend impeccable solutions beyond the shores of Sri Lanka

Web: www.sankenoverseas.com

Senikma Holdings (Pvt) Ltd.



7Ray, a product brand of Senikma Holdings (Pvt) Ltd since 2021, was established with the motive of supplying the global market with premium quality agricultural products. Our brand stands firm on the 7 pillars of: Responsiveness, Accountability, Integrity, Innovativeness, Teamwork, Social Responsibility, and Excellence.

We embarked on this journey from our very own certified organic lands that helped us cultivate, harvest, and process all products we produced under good agriculture management practices. In encouraging growing together, we hold hands with our neighboring farmers who supply us with products that are grown and harvested under the supervision of a Senikma quality controlling team. Unique taste of Ceylon's agricultural produce is then brought to the global market, all the while creating and developing opportunities for small to medium scale farmers, aiding their livelihoods.

7 Ray products range from spices, dehydrated fruits, and herbs to coconut-based products that are all produced only from 100% natural ingredients and free of any additives or artificial flavors. Therefore, we are proud to label our products as pure and unadulterated.

In our commitment to ensuring nourishing and healthy products for our customers at 7 Ray and to promote our healthy ingredients and products within Sri Lanka, we have established our signature store which is located at 23/C, Borella Cross road, Borella.

Web: www.senikmaholdings.com

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SGS Lanka (Pvt) Ltd.



We are SGS – the world's leading testing, inspection and certification company. We are recognized as the global benchmark for quality and integrity. Our 96,000 employees operate a network of 2,700 offices and laboratories around the world.

Our value to society is enabling a better, safer and more interconnected world. We enable a better world by helping businesses everywhere to work efficiently, deliver with quality, and trade with integrity and trust. We enable a safer world by ensuring that the environment where you work and live is secure and clean, and that the products you use or consume are safe. We enable a more interconnected world by helping new technology reach consumers quickly and affordably, ensuring IT and data security, and using AI and IoT to develop smart cities.

Wherever you are, whatever your industry, our experts worldwide provide independent services that make a difference in people's lives:

- Testing - reduce risks, shorten time to market and test the quality, safety and performance of your products against relevant health, safety and regulatory standards with our global network of testing facilities.
- Inspection - control quantity and quality, and meet all relevant regulatory requirements across different regions and markets with our world-leading inspection and verification services.
- Certification - ensure that your products, processes, systems or services meet national and international standards and regulations with our comprehensive certification services.

Web: www.sgs.com

Tratlanka Agricultural Enterprises (Pvt) Ltd.



Tratlanka Agricultural Enterprises (Pvt) Ltd., established in 1988 is a Sri Lankan company that manufactures and exports a wide range of Natural & Organic Certified Food Products under the ARIYA Brand.

We are ISO22000, HACCP and GMP Certified Food Processor who has been adjudged as one of the Best Food Processors in Sri Lanka by the Food Processors Association in Sri Lanka.

We have also been recognized as Sri Lanka's Best Exporter, in the Agriculture Bulk Sector, Agriculture Value Added Sector, Fresh & Processed Agricultural Export Crops Sector by the National Chamber of Exporters of Sri Lanka for the Years 2017, 2018, 2019 & 2021 for Small and Medium Categories.

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 under the ARIYA Organics identity with USDA, EU and JAS Organic Certifications.

We are exporting our range to over 25 countries and our main export countries include USA, Canada, UK, France, Germany, Italy, Australia, China, Hong Kong, Singapore, Saudi Arabia, UAE, Kuwait, Oman, Qatar, Bahrain, Botswana and Maldives.

Our ARIYA food products are listed with some of the leading Supermarket and Hypermarket Chains such as LuLu, Carrefour, SPAR, Monoprix, Nesto, Safari, Ansar Gallery, Al Maya, Al Meera, Quality, Family Food Centre, West Zone, Fathima, Mustafa Centre Singapore and STO Supermarkets in Maldives.

Web: www.ariyafood.com

Wichy Plantation Company (Pvt) Ltd.



The WICHY Plantation logo is the brand's true identity marker. Overall the logo is simple and straightforward. It evokes a sense of classic sophistication as well as a feel of modest affordability. The green 'W' is not only a reference to the name WICHY but is also a symbol of the iconic branches of the coconut tree itself; stable but assuredly open and inviting. The two shades of Green are used strategically. The lighter green is friendly and signifies the company priorities in health, wellness and prosperity, while the darker shade stretched taller reflects the brand's commitment towards continued advancement and growth. Together the image and these shades of green portray the brands inherent connection with nature and the promise to preserve and protect, through sustainability. You can find more details about us at

Web: www.wichy.com



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Overcoming the Economic Crisis

Impact of some Employment related issues

Kanishka Weerasinghe

The author is an Attorney-at-Law and former Director General of the Employers' Federation of Ceylon & State Counsel of the Attorney General's Department. He is also a member of the Tertiary and Vocational Education Commission (TVEC).



Sri Lankan business has demonstrated resilience when faced with challenges brought upon by crisis in the past. We managed to navigate the difficult times affecting our economy and social development in more ways than one.

The present crisis is unprecedented, and the depletion of foreign reserves is a body blow to business. The political instability as well as higher energy and food prices is likely to make the situation more difficult.

The current crisis has led to the further shrinking of the economy and businesses are faced with multiple challenges merely to survive. Paying salaries is a huge burden and the high cost a living has made it difficult for employees and those engaged in self-employment, especially people earning a daily income, to eke a living. It has been forecast that more than 50% of the population would find it difficult to consume 3 meals a day and that malnutrition amongst children is likely to rise.

Employees have sought higher wages resulting in additional pressure on businesses already under financial stress. The slow progress made in the recovery effort by the government has also inflamed the country.

Though the country's export sector has fared well, the downturn in certain sectors has meant that business will find it difficult to find a formula to address the burning issues affecting employees. Aside from leading to lower productivity, this situation

is likely to lead to disputes at the workplace. More troubling is the trend of employees unlikely to return to work and the large numbers migrating overseas. Replacing lost skills has become a challenge and will exacerbate a complicated situation.

Finding ways to retain employees as well as deploy personnel when addressing issues such as commuting to work is imperative. Working double shifts with additional days of rest & recuperation is a common feature. Such work practices also require supporting facilities to ensure the health and safety of employees. Systems have worked well when facilitated through good workplace cooperation practices based on 'social dialogue'.

Upholding worker rights is in focus with important export destinations such as the European Union encouraging Sri Lanka to do so despite the difficulties. This is an important norm to follow and is closely aligned with the sustainable business principles that responsible business in the country follows. It will make business more resilient and allow them to emerge from the crisis as winners strengthening their credibility with employees.

Ensuring employee income to remain at levels that provide them with basic needs and linking productivity to wages would be crucial if businesses are to succeed. It will support the national endeavor of issues of the most vulnerable. Creating income security

through multiple interventions would have to be thought as part of the recovery effort whilst ensuring social parity.

The lack of an organized SMEs sector which contributes to approx. 50% of GDP has continued to be an *Achilles heel* in this regard. The difficulties in accessing finance, markets and technical expertise should be addressed on a priority basis whilst encouraging those in this segment to work collectively.

In developing fiscal policies, state will have to foster policies that encourage workplace dialogue and training as well as the certification of skills based on the NVQ framework. Promoting the 'skills passport' framework would not only benefit those entering the workforce but also allow our country to be promoted as a 'skills destination' to facilitate more foreign direct investment.

Creation of jobs will need to be supported through a robust reform agenda of existing employment laws.

Policymakers and stakeholders will be required to address priority issues such as rightsizing and making the public service more efficient. As called for by the citizenry by this country it would also be imperative to implement a principled approach to eliminate corruption in all sectors. Similarly ensuring that we support democratic institutions, and the rule of Law is equally important if we are to overcome this crisis and its root causes.



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Project Locations: QATAR, BANGLADESH, INDIA, MYANMAR, SRI LANKA, MALDIVES, SEYCHELLES, LIBERIA, KENYA, MALAWI, MICRONESIA, SOLOMON ISLANDS, FIJI, AUSTRALIA, TONGA.

Awards: 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 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