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SRI LANKAN BRANDS IN THE GLOBAL MARKET

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HIGHLIGHTS

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SRI LANKA EXPORTER

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EDITORIAL



Menaka Wanniarachchi

Director Operations NCE
Editor-in-Chief

ECONOMIC STABILITY THE PRESSING PRIORITY

Sri Lanka,

once a model for developing countries, had to face numerous hardships, during the last couple of years. In some cases, the issues were insurmountable.

Starting from the invasion of Covid 19, the nation suffered greatly by pandemic related issues with ripple effects. The country's strict pandemic lockdowns throughout 2020, wounded the most vital industries including

exports and tourism. Ours is a nation which primarily depends on trade, tourism and remittances from workers abroad. So the damage was exponential.

The multibillion dollar loans may stabilize the nation from the depths of its crisis, yet a lack of reforms and further economic hardships may only pull the nation towards anarchy.

The time is right to implement robust economic drives, including implement

mass agriculture to ensure food safety, control corruption, establish political stability and also to sign up Free Trade Agreements with countries like Singapore, Malaysia and China and penetrate on the existing FTAs with India and Pakistan for improved bi-lateral relationships.

Exports are vital, as it is the only sector currently bringing the much needed foreign currency to the country, without which

the country will further plummet economically. Hence supporting to run and sustain exports is mandatory. Export Value Chain has to be continued, supporting all stakeholder organizations to provide an uninterrupted service to exporters.

As IMF has very clearly pointed out, we have to focus on stringent implementation of clear policies and work tirelessly with one vision to bring Sri Lanka back to its glory.

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S R I L A N K A N BRANDS IN THE GLOBAL MARKET

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A description of our brand.

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

Bio Food Exports (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

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

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

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

Direct: +94112318713

Mobile: +94769977688

Email: Buddhika.ccs@keells.com

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

D.K.W-Aqua International (Pvt) Ltd.



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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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

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Web: www.royalcashew.com

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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



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Web: www.hsenidbiz.com

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Web: www.laugfsindustrialtyres.com

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Web: www.lumbiniaquaria.com

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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 texturing and dyeing Polyester and Nylon Yarn in Sri Lanka.

We are a market leader in Polyester and Nylon Yarn Texturing 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.

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Web: mufu@panasia.lk

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



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Winner of the Extra Large Tea & Tea Product Sector Gold Award

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www.impratea.com, www.imperialteasgroup.com
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Samson Rubber Industries (Pvt) Ltd.



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

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

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

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

Web: www.dsityre.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

SGS Lanka (Pvt) Ltd.



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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.

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- Inspection - control quantity and quality, and meet all relevant regulatory requirements across different regions and markets with our world-leading inspection and verification services.
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Toyo Cushion Lanka (Pvt) Ltd.

Toyo Cushion Lanka (Pvt) Limited is a subsidiary of Hayleys Group, the largest conglomerate in Sri Lanka. The company's production facility was set up in 1989 with technical collaboration of foreign partners from Holland and Japan who are pioneers in rubberized coir manufacturing. Our product portfolio consists of Rubberized Coir Moulded Pots, Rubberized Coir Basket Liners, Coco Poles, Car Seats, Needled Coir Weed Suppressors, Rubberized and Needled Coir Sheets/Blocks and Mattresses. Products are exported to all continents covering renowned retail chains. Production facilities are complied with ISO 9001:2015, GMP, BSCI and products are certified with GOLS. Toyo Cushion Lanka (Pvt) Ltd is also a member of International Sleep Products Association (ISPA) and won the Gold Award in the 'Coconut & Coconut Products Sector' consecutively at the NCE Export Awards 2019/20 & 2020/21 depicting its excellence in export performance.

Web: www.hayleysfibre.com

Email: info@hayleysfibre.com



Tradlanka Agricultural Enterprises (Pvt) Ltd.

Tradlanka 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



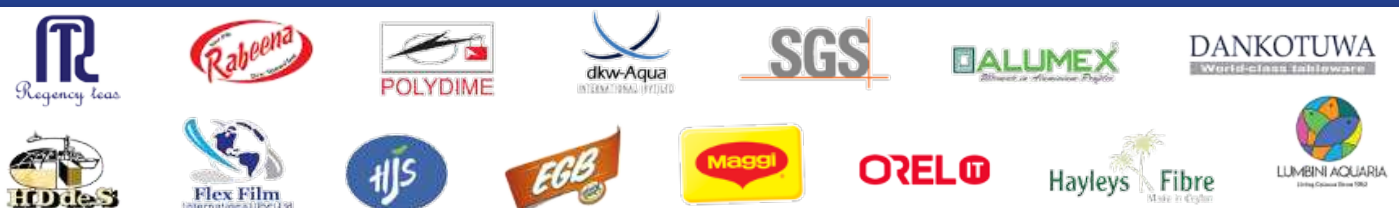
Wichy Plantation Company (Pvt) Ltd.

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



SRI LANKA'S BEST BRANDS TO THE WORLD



LANMIC is a Sri Lankan company founded in 1998 and is in vanguard in processing high quality minerals in Sri Lanka. LANMIC group has expanded up to 5 factories, located at Seethawaka Export Processing Zone, Awissawella and Kalutara industrial Estate with over 500 employees and 3 well equipped modern and R&D laboratories.

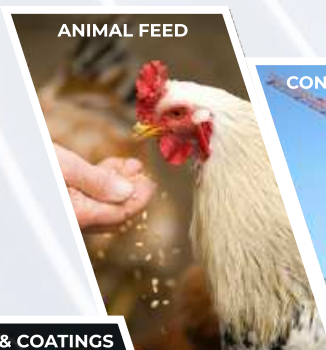
LANMIC is awarded with ISO 9001:2015 and all the products are manufactured under strict quality control methods in accordance with international quality standards and on internationally accepted principles conforming to the norms of the industry.

Specially to ensure the quality consistency of the products, the company has invested in state-of-the-art German Technology from one of the world leading grinding and classification machine suppliers. All the mills are lined with ceramic to prevent any contamination.

LANMIC has been supplying high quality and customised mineral products to all leading local industries and overseas customers and the main products are fine, ultrafine and dispersions of Calcium Carbonate, Dolomite, Zirconium silicate, Quarts, Feldspar, Talc, Mica and Industrial Clays. Also, the company is well equipped with all the facilities to offer customize products with value additions to suite the different requirements of our esteemed customers.



LANMIC EXPORTS PVT LTD



SEE OUR FULL RANGE AT

www.lanmic.com



LankaMineralsandChemicals



LankaMineralsandChemicals



info@lanmic.com | lanmic@sltnet.lk



+94-11-2622453 | +94-11-2625761



Head office- No.75, 2nd lane, Ratmalana | Factory – Lot D2, Seethawaka Industrial Park, Avissawella.

NCE Annual Awards Press Conference

NCE conducted a press conference in association with the 30th NCE Export Awards. The event was held at Hotel Jetwing – Colombo 07 to felicitate sponsors and media for their long standing support towards the Chamber.



SEMINAR ON FINANCIAL PERSPECTIVE FOR SME'S



The NCE organized a workshop-based session partnering with CIMA Sri Lanka on 28th September 2022 at Jetwing, Colombo 07.

This seminar was organized in order to support member exporters in addressing issues related to maintaining steady financial due to volatility of exchange rates, shipping and freight charges and also the inability to open

LCs and provide bank guarantees to overseas buyers.

Mr Mahesh Amarasiri, Group Chief Financial Officer, ACL Cables addressed the audience and also conducted a workshop together with Ms Zahara Ansary, Country

Manager – CIMA Sri Lanka, who also addressed the audience on Emerging Trends in Finance. Mr. Priyantha De Zilva, Senior Manager – Imports of Seylan Bank highlighted very important areas on Trade Finance. This seminar was organized in order

to support member exporters in addressing issues related to maintaining steady financial due to volatility of exchange rates, shipping and freight charges and also the inability to open LCs and provide bank guarantees to overseas buyers.

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NCE PARTNERED WITH HNB



From left: HNB Trade Specialist, Hasanthi De Silva, NCE Secretary- General/CEO, Shiham Marikar, HNB Deputy General Manager – Wholesale Banking Group, Damith Pallewatte and HNB Head of Trade, Rozanne De Almeida at the signing ceremony

Sri Lanka's leading private sector bank, Hatton National Bank PLC has once again joined hands with the National Chamber of Exporters of Sri Lanka (NCE) as a strategic banking partner for the year 2022-2023.

The Partnership proposal has been exchanged at HNB Premises. NCE will engage in activities to create awareness about HNB and its services to member exporter of the Chamber. The Bank will also be sponsoring the 30th NCE Annual Export Awards in 2022, the flagship event of the Chamber. With 254 customer centers across the country, HNB is one of Sri Lanka's largest, most technologically innovative banks.

NCE PARTNERED WITH SALOTA INTERNATIONAL



From left: NCE Director Operations, Menaka Wanniarachchi, Salota International - Director, Nilu Mediwake Wickremasinghe and Salota International - Assistant General Manager - Business Development, Madhu Welikala at the signing ceremony

The Chamber recently joined hands with Salota International, a leading freight forwarding company, as one of the strategic partners of the NCE for year 2022/2023. The partnership was entered upon for a period of one year from October 2022.

SALOTA International is a Freight Forwarding Company currently in operation since 2013, providing a comprehensive service in international trade, covering freight forwarding, Custom brokerage and 3PL solutions.

NCE ENTERED INTO A STRATEGIC PARTNERSHIP WITH COMMERCIAL BANK OF CEYLON



The MoU between the Bank and the Chamber was signed by Commercial Bank's Assistant General Manager – Personal Banking/SME Mr S. Ganeshan and the Director Operations of the National Chamber of Exporters Mrs Menaka Wanniarachchi.

The NCE recently signed up with Commercial Bank of Ceylon to create yet another platform to support Sri Lankan Exporters with emphasis on small and medium enterprises. (SME's)

This partnership will also see the extension of the bank's commitment to encourage and strength SMEs engaged in exports and to deliver a full range of international banking capabilities and expertise for business to grow.

Classified as a Higher-tier Domestic Systemically Important Bank (D-SIB) by the Central Bank of Sri Lanka, Commercial Bank is the single largest lender to the SME sector among all state-owned, private and specialized banks in the country, and channels more than 16% of Sri Lanka's export volumes.

SUSTAINABLE SUPPLY CHAINS – DRIVER FOR MARKET ACCESS TO THE EU AND GERMANY

NCE participated at the business delegation hosted by Friedrich Naumann Stiftung, Berlin, from Sri Lanka to Berlin during 15th to 19th August. They met to discuss about BGA and IPD activities on supporting exports from Sri Lanka, and the upcoming legislation on due diligence in Germany and how businesses in Sri Lanka can position themselves in the export market.



MEETING WITH THE AMBASSADOR OF THE REPUBLIC OF CUBA

We visited the Ambassador of the Republic of Cuba, H.E. Andres Marcelo Gonzalez Garrido, on his invitation to discuss bi-lateral trade between the two countries. The recently introduced “Development principles of Economic collaborations of CUBA was discussed during the meeting where Cuba has taken new measures for wholesale trade, retail and relations of non-state actors with foreign trade operations in Cuba.



NCE COLLABORATION WITH THE TERTIARY AND VOCATIONAL EDUCATION

COMMISSION (TVEC)

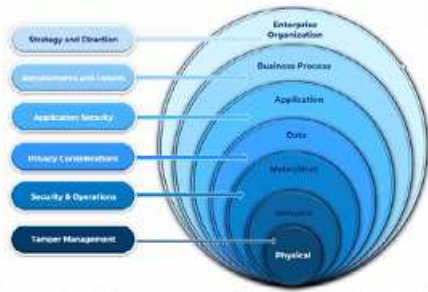
In order to address the shortage of labour as highlighted during a recent council meeting, the NCE met with the Director General of Tertiary and Vocational Education Commission (TVEC) on 20th June 2022. As a follow up, NCE conducted a survey among members to identify the requirements of skilled workers and a report was submitted to TVEC to connect with required workers. The Chamber intends signing a non-disclosure agreement with TVEC regarding information sharing purposes.

NCE COLLABORATION WITH SRI LANKA ACCREDITATION BOARD (SLAB)

The NCE had a discussion with Chairman of Sri Lanka Accreditation Board to discuss the possibility of obtaining endorsement for Certificate of Ethical Trading issued by the NCE. The Chamber also conducted a survey among members to identify requirements of the certification, standards and product testing which are not currently available in Sri Lanka. Such report was submitted to SLAB on 11th July 2022.

WEBINAR ON INFORMATION AND CYBER SECURITY

Layered Security Model



NCE together with SLT Mobitel, the principal strategic partner of the Chamber conducted a very important webinar on “Information and Cyber Security”. The main objective of this webinar was to make organizations cyber secure to keep the information safe from possible hackers. This webinar was held on 10th August 2022 on zoom platform. A team of expertise addressed the audience on subject areas.

WEBINAR ON CERTIFICATE OF ETHICAL TRADING



The NCE in partnership with Sampath Bank, conducted a very important webinar on “Certificate of Ethical Trading” (CET) on 21st September 2022 on zoom platform. The main objective of this webinar is to highlight the importance of obtaining this valuable certificate by Sri Lankan Exporters as a competitive edge in the international market.

NCE CONFERRED CERTIFICATE OF ETHICAL TRADING TO MEMBER ORGANIZATIONS BACKED BY SAMPATH BANK



The NCE in partnership with Sampath Bank Plc conferred Certificate of Ethical Trading (CET) to member organizations who have been qualified under this certification program. This event was held at Sampath Bank, Head Office recently in the presence of senior officials from both organizations. The Chamber has introduced a special service for issuance of a valuable certificate to its member exporters who follow ethical trading and conformity to good environmental and social practices, based on 08 principles. Sampath Bank plc has partnered with NCE to support this significantly important initiative to encourage and support ethically trading exporters.

NCE PRESENTED THE 'CERTIFICATE OF ETHICAL TRADING' (CET) TO BIO FOOD EXPORTS (PVT) LTD.



Mr. Sharen Mandawala – Director of Bio Food Exports (Pvt) Ltd. receiving the certificate from Mr. Shiham Marikar, SG/CEO of the Chamber

Bio Food Exports (Pvt) Ltd

has been certified as an Ethical Trading Organization by the NCE and the Chamber presented the “Certificate of Ethical Trading” to the company at the NCE Secretariat.

Bio Food Exports (Pvt) Ltd. is a market Leader, supplying Trading of organic coconut-based products, organic oat products, organic Tea products, organic Sauces, organic salt, organic honey and organic vinegar.

NCE CONDUCTED THE THIRD BATCH OF PCQI TRAINING



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

The National Chamber of Exporters of Sri Lanka (NCE) and the United States Agency for International Development (USAID) conducted the third 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 three-day, 20-hour course was offered on August 3rd, 4th, and 5th from 9:00 a.m. - 5:00 p.m. (IST)

beverages to the United States.

The training was conducted by Kemasorooby Vasenth, a certified instructor in Preventive Controls for Human Food.

NCE CONDUCTED PCQI CERTIFICATE AWARDING CEREMONY



Representing NCE, Mr. Ravi Jayawardena, President of NCE, Mr. Indra Kaushal Rajapaksa- Vice President of NCE, Mr. Shiham Marikar, Secretary General/ Chief Executive Officer and two other Secretary staff joined the event and from USAID side Mr. Micah Globerson- Contract Officer Representative- USAID, Mr. Malith Gunasekara, Chief of Party, USAID PARTNER, Mr. Hasitha Wijesundara-Team Lead- USAID PARTNER and Ms. Duvindi Illankoon-Senior Project Analyst, USAID PARTNER, with few others officials were present at the event.

The NCE in partnership with United States Agency for International Development (USAID) offered 03 online courses to Export Enterprises providing the opportunity for their staff (30 Trainees) to obtain the qualification as 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.

A Certificate Awarding Ceremony was held on 27th September 2022 at Hotel Granbell, Colombo 03, where the trainees who successfully completed the above-stated PCQI Training Programs were recognized and awarded a certificate of course participation.

ANNUAL GENERAL MEETING OF THE NATIONAL INSTITUTE OF EXPORTS (NIOE)

The third Annual General Meeting of the National Institute of Exports (NIOE), the educational arm of the NCE was held on virtual platform on 29th August 2022 to adopt audited accounts for the financial year 2021/2022. Also the auditors B.R de Silva & Company was reappointed together with the Board of Directors during the meeting. With the new appointments, the Board of Directors of of the National Institute of Exports (NIOE), will now consist following five members.



Chairman
Mr. Ravi Jayawardena



Director
Mr. Jayantha Karunaratne



Director
Mr. Rajeev De Silva



Director
Dr. Jagath Peiris



Director
Mr. Sarada De Silva

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1504-2-31



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'PARTNERSHIP FINDER' LAUNCHED BY BOI



The Board of Investment of Sri Lanka (BOI) recently introduced a Partnership Finder Database - a platform for Sri Lankan Businesses to connect with overseas partners to further their business interests. The primary objective is to provide a platform for local enterprises to showcase capability and appetite for successful international partnerships, enabled by the guidance of the BOI.

The BOI hopes to take the concept of business matchmaking beyond the traditional realm of matching suppliers and buyers through its Partnership Finder. In fact, one of the greater expectations of this platform is for it to serve as a virtual marketplace for not just goods and services, but ideas and innovation. As part of its commitment towards fostering innovation, the BOI already supports "Hatch", a coworking business incubator housed on Sir Baron Jayatilake Mawatha in Colombo's historic business district in Fort, which is incidentally the original premises of the Board of Investment, or the Greater Colombo Economic Commission as it was named at inception. This location frequently hosts events on the latest tech and newest ideas, providing a learning environment for startups in addition to the basic services needed to innovate, grow and succeed.



Renuka M Weerakone
Director General
Board of Investment of Sri Lanka

The Partnership Finder however, serves not only these newer innovators or primary growth stage ventures, but also the more mature businesses looking for growth and development. To this end, it can be considered a welcome support to the local export fraternity as they search for new partners and market opportunities across the globe.

The BOI curates partner information according to the business activity, categorizing Agriculture, Apparel, Infrastructure, Knowledge Services, Manufacturing, Services, Tourism & Leisure, and Utilities such as power and energy.

Collaboration opportunities are listed as below:

- Foreign company/Individual Investor seeking a Sri Lankan collaborator

- Sri Lankan company/Individual Investor seeking a foreign collaborator
- Sri Lankan company/Individual Investor seeking a Sri Lankan collaborator
- Seeking a Startup or Innovation

Local Companies can thereby welcome interest in terms of technical collaborations, investment and new opportunities. The BOI firmly believes that such a platform will assist local exporters and entrepreneurs to capitalize on the trade shifts experienced in a global marketplace that is still settling from the aftershocks of the Covid-19 pandemic.

Considering the significant contribution of BOI Enterprises to National Exports, the Partnership Finder can be seen as a natural extension of the BOI's services to its investors in terms of after-care, facilitating new connections via a trusted platform that is backed by the Machinery of State. This will no doubt serve to further the yeoman service of Sri Lanka's export community as they reach new heights of economic contribution.

Exporters may log into the BOI database partnership finder at: <https://application.boi.lk/PF/partnershipfinder>



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- ✱ Online BL submission system
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SALOTA International

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TRADE BETWEEN SRI LANKA AND FRANCE

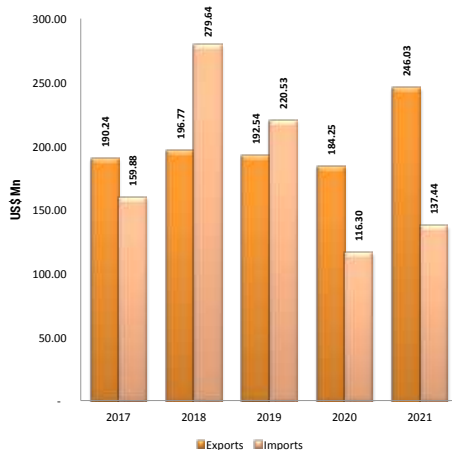
France At a Glance

France is world's eighth-largest economy by the GDP worth 2937.47 billion US dollars in 2021, The GDP value of France represents 2.20 percent of the world economy (source: World Bank) and it holds Europe's largest banking, aerospace and nuclear industries, the second largest agricultural and chemical industries and the third largest communications technology and pharmaceutical sectors.

France is the second largest consumer market in Europe with a population of 67.3 million and has imported 585.6 billion Euro worth of goods in the year 2021. The main imported items included fuel (17%), electronics (11%), chemicals (8%) and metal products (8%). About two thirds of these imported products come from within the European Union with Germany (18%), Belgium (9%), Italy (9%) and Spain (7%) as the main trading partners while outside the European Union, China, Asia, North Africa and South America are other main sourcing markets.

Chart - 01

SRI LANKA'S TRADE WITH FRANCE



Sri Lanka's Exports to France

France was the 12th export market for Sri Lanka with a share of 2.01% of total export in 2021. The value of Sri Lanka's

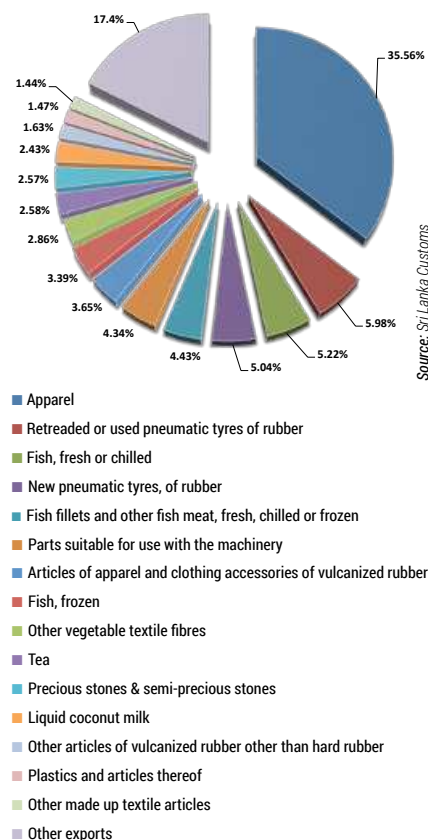


Gayan Rajapakse
First Secretary (Commercial)
Embassy of Sri Lanka in France

exports to France reached its peak level in 2021 at 246.03 million US dollars showing an impressive growth of 33.53% compared to 2020. Apparel had been the dominant export item, accounting for 35.56% of Sri Lanka's exports to France in 2021.

Chart - 02

SRI LANKA'S MAJOR EXPORT ITEMS TO FRANCE (2021) sector wise percentage



Identified potential items which could be further promoted in France are as follows;

- Frozen fish/ salmon fish/ fish fillets and other fresh Seafood
- Fresh fruits- Banana/Durian/Coconut/ Pineapple – do not need a phytosanitary certificate (EUROPHYT) for import in to the EU.
- Black tea
- Garments and clothing
- Footwear
- Precious Stones/Gems
- Coconut Milk
- Gloves with plastics/rubber

Imports from France

France was the 23rd import partner of Sri Lanka with the value of 137.44 million US dollars, share of 0.69% in total imports to the country in 2021. With the value of 18.77million US dollars, the Pharmaceutical products had been the major import item, which holds 13.66% import share, while Turbo-jets, turbo-propellers and other gas turbines (12.77%), Medicaments (8.02%), Nuclear reactors, boilers, machinery and mechanical appliances (7.71%), Organic chemicals (5.50%) and Milking machines and dairy machinery (5.74 %) are the other main import items in 2021 respectively.

Value of both exports and imports increased in 2021 compared to 2020. Trade balance of 108.59 million US dollars reported in 2021 in favor of Sri Lanka. However, the trade balance between the two countries has been erratic in past few years.

Preferential Trade

The European Community was the first to implement their Generalized System of Preferences (GSP) scheme in 1971. The current EU's GSP scheme entered into force from 01st of January, 2014 and will last at

the end of 2023. The new EU-GSP 10-year Cycle is expected from 01st of January, 2024 to 31st December, 2033 (2024-2033). The GSP Plus (GSP+) is a special component of the GSP scheme that provides additional trade incentives to developing countries already benefitting from GSP covering duty free access for over 7200 products. Being a member of the European Union, France provides preferential access for Sri Lanka's exports under EU GSP+ scheme.

Sri Lanka's export to France under GSP scheme during the last 5 years are as follows;

Chart - 03

SRI LANKA EXPORTS TO FRANCE UNDER EU GSP SCHEME values in USD Million



Even though Covid Pandemic situation existed during the year 2021, export from Sri Lanka to France marked a growth of 26% in compared with 2020 under the EU GSP scheme.

The French consumer base is varied and sophisticated with high spending power. There is good potential for quality, carefully-packaged and competitively-priced products. Growing interest in responsible consumption as well as healthy and sustainable products also presents opportunities.

France is the third-biggest e-commerce market in Europe after the UK and Germany, with over 40 million shoppers actively buying online (Mediametrie, 2020). Its online retail market has exceeded over 11.5 billion Euros by the end of 2020.

Compliance with the EU Rules and Regulations

EU Rules and Regulations based on Food Safety,

Product Safety, Chemical Safety, Labeling, Necessary Certifications, Mandatory- legislative, Mandatory- Buyer imposed and Voluntary and Mandatory Customs Procedures should be strictly followed in exporting to EU market.

European Union Notification System for Plant Health Interceptions –(EUROPHYT) and Rapid Alert System for Food and Feed (RASFF) Notifications are detected at EU Boarders as Non-compliances of Exports to EU markets.

Other Important Aspects for Expansion of Exports to the EU Market;

- Focus on the concepts of Fair Trade/ Organic/ Zero Waste Products etc.
- Participation at the trade exhibitions
- Contribution to the online public consultations
- Active participation in the virtual business networking activities
- Continue follow up with the new trade contacts
- Upgrade the product presentation, packaging, labeling standards

New concepts

● EU Green Deal

Carbon border adjustment mechanism (CBAM), announced in the European Green Deal, will serve to meet the objective of a climate-neutral EU by 2050 in line with the Paris Agreement by addressing risks of carbon leakage. It foresees in an import levy on EU imports of electricity, cement, aluminium, fertilizer and iron and steel products, depending on the emission content of production and the difference between the EU ETS price and any carbon price paid in the production country. It is meant to come into force in January 2026 after a year transition period.

The European Commission presented 13 policy measures on 14th July 2021 to reduce greenhouse gas emissions by 55% in 2030, from their 1990 levels. Among these proposals are a new additional EU Emissions Trading System (ETS).

One third of the 1.8 trillion Euro investments

from the Next Generation EU Recovery Plan, and the EU's seven-year budget will finance the European Green Deal.

Potential products under EU Green Deal:

- E-bikes
- Coir
- Organic products

● Introduction of Novel Food

Novel Food 'can be newly developed, innovative food, food produced using new technologies and production processes, as well as food which is or has been traditionally eaten outside of the EU.

Examples of Novel Food include new sources of vitamin K (menaquinone) or extracts from existing food (Antarctic Krill oil rich in phosphor lipids from Euphausia superba), agricultural products from third countries (chia seeds, noni fruit juice), or food derived

from new production processes (UV-treated food (milk, bread, mushrooms and yeast).

More details in this regard is accessible through;

https://ec.europa.eu/food/safety/Novel_food/authorisations/union-list-Novel-foods_en

Investment Relations

France is the 12th largest FDI partner of Sri Lanka. A value of 77 million US dollars FDI s are recorded from France between years of 2005-2020 with its highest single year FDI value of 28 million US dollars recorded in year 2019. A bilateral investment treaty (Promotion and Investment Protection Agreement) and an Agreement on Avoidance of Double Taxation are in force between the two countries.

Tourism Relations

France was the 6th largest source of tourist traffic to Sri Lanka in 2021 with a share of 5% of the total world arrivals. The highest number of tourist arrivals from France (106, 449 tourists) recorded in the year 2018 and thereafter decreased the number due to travel restrictions and the COVID- 19 pandemic. However increasing demand took place in early 2022 and it is expected that Sri Lanka will reach its previous position soon in term of tourism since Sri Lanka has a much potential for tourism in France.



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Code	Description	January, 2022		February, 2022		Quantity
		Quantity	Value	Quantity	Value	
S.2299	Other Manufactures nes	183,811 Kg	2,922,939	109,639 Kg	2,248,955	102,956 Kg
		628,841 No	2,096,843	668,706 No	2,867,333	607,034 No
S.1899	Other Products of Base Metal	1,597,637 Kg	6,540,107	1,290,959 Kg	6,259,051	1,657,791 Kg
		37 No	774	52 No	4,894	154 No
S.1501	Pulp of Wood, Waste & Scrap of Paper /Paper Boards	12,035,128 Kg	4,031,788	14,187,633 Kg	4,922,292	12,884,459 Kg
S.1703	Ceramics & Porcelain Products	405,969 Kg	2,159,165	538,541 Kg	2,416,976	709,935 Kg
		27,327 M2	294,929	175,709 M2	589,252	49,348 M2
		5,570 No	122,782	4,694 No	110,159	3,860 No
S.0501	Fruits	3,033,926 Kg	3,105,022	2,790,605 Kg	2,081,669	3,595,753 Kg
S.0503	Vegetables	1,573,703 Kg	2,364,003	1,023,837 Kg	1,749,121	1,315,675 Kg
S.1704	Other Mineral Products	6,292,572 Kg	3,749,031	10,905,252 Kg	4,924,527	5,770,523 Kg
		501 M2	8,182	660 M2	5,395	57 M2
S.0802	Ornamental Fish	40,302 Kg	1,778,265	34,318 Kg	1,446,685	36,718 Kg
S.1804	Refined Copper & Lead Alloys	502,946 Kg	1,560,144	158,106 Kg	564,962	1,408,161 Kg
S.0201	Natural Rubber	1,788,563 Kg	5,088,386	1,867,291 Kg	4,852,456	1,867,784 Kg
S.1102	Sugars, Sugar Confectionery & Bakery Products	1,086,785 Kg	1,924,750	854,337 Kg	1,721,151	1,079,121 Kg
S.1401	Furniture & Seats	14,016 Kg	94,104	63,328 Kg	345,710	26,139 Kg
		24,531 No	2,535,673	20,732 No	2,237,379	33,082 No
S.0701	Betel Leaves	242,164 Kg	980,497	212,372 Kg	856,667	402,164 Kg
S.0404	Nutmeg & Mace	141,865 Kg	1,266,392	34,372 Kg	395,727	161,056 Kg
S.1202	Unmanufactured Tobacco	109,692 Kg	2,285,101	83,504 Kg	2,078,453	93,057 Kg
S.1101	Processed Vegetables, Fruits & Juices	759,436 Kg	1,339,577	741,443 Kg	1,312,943	883,973 Kg
S.0199	Other Tea	494,142 Kg	1,793,538	381,030 Kg	1,322,567	519,460 Kg
S.1903	Other Engineering Products	18,369 Kg	1,383,616	29,092 Kg	1,704,061	44,542 Kg
		14,232 No	334,026	3,326 No	2,187,162	3,879 No
S.1701	Natural Sands	4,055,800 Kg	1,808,280	3,868,500 Kg	1,507,568	3,034,395 Kg
S.1502	Stationery	924,823 Kg	2,183,614	400,221 Kg	1,494,509	675,151 Kg
S.2203	Brooms & Brusher of Other Fibers	289,628 Kg	110,502	312,567 Kg	32,559	477,113 Kg
		1,829,839 No	2,085,862	1,498,702 No	1,768,225	1,950,490 No
S.2001	Footwear	96,659 Ps	727,818	558,503 Ps	2,304,767	616,501 Ps
S.0104	Instant Tea	181,529 Kg	1,413,429	246,399 Kg	2,183,309	207,267 Kg
S.0602	Foliage	158,332 Kg	848,055	283,984 Kg	1,096,604	298,690 Kg
		1,598,855 No	214,912	2,254,467 No	239,264	1,997,497 No
S.0406	Essential Oils	25,820 Kg	1,226,816	37,910 Kg	1,821,035	55,311 Kg
S.0403	Cloves	133,158 Kg	1,088,867	183,198 Kg	1,870,934	225,951 Kg
S.0102	Tea Bags	177,792 Kg	712,259	179,551 Kg	741,366	306,989 Kg
S.0903	Jewellery	7,054 Kg	979,991	1,285 Kg	2,066,415	1,605 Kg
S.1302	Travel Goods, Bags etc.	6,475 Kg	276,578	10,000 Kg	600,309	12,094 Kg
		13,113 No	81,544	24,481 No	280,139	27,990 No
S.2202	Mattresses & Mattress Supporters	24,462 Kg	175,572	57,223 Kg	388,207	52,361 Kg
		23,924 No	1,430,157	13,734 No	1,257,802	13,616 No

March, 2022		April, 2022		May, 2022		June, 2022	
Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity
2,160,249	168,024 Kg	3,120,959	150,612 Kg	3,164,336	79,262 Kg	2,712,069	
3,108,996	976,756 No	2,937,910	1,253,053 No	2,620,332	2,586,207 No	2,121,711	
7,333,058	1,447,369 Kg	5,303,621	955,329 Kg	6,859,506	947,391 Kg	4,792,960	
15,216	89 No	388	50 No	8,745	4,261 No	17,158	
4,368,865	10,378,450 Kg	3,927,700	10,643,869 Kg	4,068,671	12,181,440 Kg	4,264,797	
2,476,223	507,756 Kg	1,795,813	572,360 Kg	2,956,079	645,677 Kg	3,438,629	
461,028	27,787 M2	290,188	436,006 M2	366,243	48,726 M2	509,650	
81,614	3,631 No	76,965	1,905 No	52,026	6,256 No	177,687	
2,520,855	3,948,808 Kg	2,605,390	3,529,124 Kg	2,233,288	4,365,051 Kg	3,748,488	
2,126,181	1,206,142 Kg	1,742,183	1,321,151 Kg	1,761,029	1,729,801 Kg	3,479,376	
3,466,016	4,177,021 Kg	2,927,784	6,074,897 Kg	2,975,139	5,811,581 Kg	3,397,063	
6,073	798 M2	164,753	1,320 M2	9,134	386 M2	65,477	
1,580,535	23,401 Kg	1,026,244	27,268 Kg	1,267,695	68,191 Kg	3,055,419	
3,931,938	614,178 Kg	1,926,117	275,240 Kg	1,122,004	1,196,283 Kg	3,045,164	
4,698,805	1,120,137 Kg	3,148,734	978,428 Kg	2,694,153	979,911 Kg	2,809,787	
2,045,153	859,438 Kg	1,677,021	1,069,690 Kg	2,085,818	1,055,850 Kg	2,464,907	
147,112	26,087 Kg	148,687	51,376 Kg	301,683	33,513 Kg	171,254	
2,916,439	28,144 No	2,163,384	20,551 No	2,356,083	107,598 No	2,251,694	
1,351,530	162,736 Kg	598,424	209,910 Kg	829,778	642,873 Kg	2,169,003	
986,728	70,566 Kg	622,884	142,538 Kg	850,213	241,692 Kg	2,163,939	
2,828,657	32,843 Kg	864,183	52,705 Kg	722,901	101,644 Kg	2,120,180	
1,340,662	1,112,139 Kg	1,708,813	874,639 Kg	1,443,546	1,247,425 Kg	2,051,887	
1,430,887	362,779 Kg	1,228,602	573,895 Kg	1,882,257	553,851 Kg	1,960,529	
1,736,760	15,419 Kg	1,801,496	45,734 Kg	1,693,658	20,005 Kg	1,440,740	
2,695,541	3,352 No	467,329	5,031 No	371,379	9,455 No	436,569	
1,235,451	2,722,573 Kg	1,068,434	2,353,756 Kg	1,084,614	4,238,950 Kg	1,863,994	
1,932,279	427,611 Kg	1,517,011	569,849 Kg	2,035,786	504,809 Kg	1,800,384	
161,283	116,270 Kg	37,481	175,328 Kg	56,113	263,083 Kg	75,811	
1,741,896	1,619,892 No	1,898,934	1,464,736 No	1,674,619	1,505,725 No	1,677,275	
3,323,207	712,442 Ps	3,143,087	397,238 Ps	1,605,285	237,370 Ps	1,689,995	
1,447,466	155,370 Kg	1,132,817	256,248 Kg	1,932,355	209,904 Kg	1,645,692	
1,032,761	232,347 Kg	830,758	183,879 Kg	798,759	399,246 Kg	1,433,112	
123,195	1,255,472 No	95,067	1,312,029 No	138,927	1,114,137 No	160,936	
2,460,749	43,533 Kg	2,110,090	74,533 Kg	2,747,713	44,759 Kg	1,537,219	
1,821,485	224,469 Kg	1,614,629	125,426 Kg	1,289,499	144,767 Kg	1,502,855	
1,058,819	229,366 Kg	818,171	147,169 Kg	783,556	305,719 Kg	1,477,640	
1,343,811	1,419 Kg	1,313,172	1,482 Kg	1,285,063	5,259 Kg	1,456,652	
510,254	12,541 Kg	623,375	13,616 Kg	617,016	22,540 Kg	1,059,061	
244,521	58,306 No	330,213	12,856 No	110,993	40,493 No	339,336	
320,348	66,155 Kg	452,285	49,284 Kg	300,618	67,994 Kg	438,496	
986,558	13,025 No	820,032	11,345 No	875,543	13,009 No	742,189	

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Kommon Poll is an artificial intelligence assistant that makes tracking online public sentiment and performing social listening easy by automating day-to-day tasks that

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Partners with National Innovation Agency to Support Adoption of Biogas Technology

The present energy crisis has made Sri Lankans keenly aware of the need for energy security.

Many alternative energy sources are available, which can help ensure Sri Lanka never needs to face an energy crisis again. One of the most promising such sources is biogas, the combustible gases derived from biodegradable waste products, including agricultural waste, manure, municipal waste, plant material, sewage, green waste, food waste and other sources. Understanding the potential of this technology for sustainable energy generation, DFCC Bank, Sri Lanka's pioneer in financing renewable energy, has joined hands with the recently established National Innovation Agency, which was enacted by the parliamentary Act No. 22 of 2019, to promote biogas technology, as the Agency's financial services provider, and to create broader awareness about this sustainable alternative.

Discussing the benefits and strengths of the technology, Professor Ajith de Alwis, Chief Innovation Officer at the National

Innovation Agency said, "Biogas has a triple benefit as waste becomes raw material, hence accomplishing recycling and sustainable disposal, while the output derived from that waste is transformed into a sustainable energy source and can also be used as an organic fertilizer. Therefore, this process stands unique as the only process that does not generate waste but instead uses waste as the input. In the agricultural sector, in particular, this technology is greatly beneficial. It is an incredibly efficient, convenient, and sustainable way of managing waste and then using that waste to generate energy for communities and commercial activity while also being a tenable organic fertilizer, helping to reduce the demand and need for artificial fertilizers. This can then be transposed to the household level and for various industries producing substantial amounts of organic and biodegradable waste. At the larger community and social level, it can help reduce energy costs and our carbon footprint while providing an effective and efficient method of waste disposal,

often onsite or in the nearby vicinity. We hope to see this technology promoted further and popularized, which is why we have partnered with DFCC Bank."

The SVP – Offshore Banking, Remittances and Business Development at DFCC Bank, Anton Arumugam said, "A pioneer in sustainability, sustainable development, and sustainable finance, DFCC Bank was the first bank in Sri Lanka to adopt a formal sustainability strategy and framework. As a result, it has emerged as a leader in promoting female entrepreneurship through its DFCC Aloka proposition, sustainable lifestyle habits such as cycling to work and many other initiatives, both within the bank as an organization and in the wider economy. DFCC Bank believes that a new era of responsible, equitable prosperity for all Sri Lankans is on the horizon and can be achieved through a greater focus on sustainability, collaboration, and ethical practices across the economy. Therefore, as a financier committed to promoting sustainable development and wealth

creation in Sri Lanka, we believe that this is one of the high-potential technologies we need to invest in, promote and create awareness about

as a nation. As a result, we are pleased to enter into this partnership with the National Innovation Agency, which is doing excellent work to develop

and promote this technology under its Eco-innovation pillar. Finally, this also addresses the current cardinal issue in minimising foreign currency outflow.”



DFCC Bank Partners with National Innovation Agency to Support Adoption of Biogas Technology

From Left to Right - Senaka Jayasinghe, Assistant Vice President, Marketing & Sustainability - DFCC Bank PLC, Chandana Wanigasena, Assistant Vice President, MSME - DFCC Bank PLC, Anton Arumugam, Senior Vice President, Offshore Banking, Remittances & Business Development - DFCC Bank PLC, Prof. Ajith de Alwis, Chief Innovation Officer - NIA, Dr. Sachie Panawala, Innovation Officer - NIA, Navodi Wickramasinghe, Innovation Officer - NIA



About DFCC Bank

DFCC Bank is a full-service Commercial Bank with a legacy of 66 years that offers a range of commercial and development banking services. The Bank's Sustainability Strategy 2020–2030 envisions it becoming one of the leading banks that will contribute toward greater resilience, including the creation of Resilient Businesses that contribute to sustainable economic growth by extending support to Green Financing and, Sustainable and Social Entrepreneurs. The Bank has won awards for being the 'Most Trusted Retail Banking Brand' and the 'Best Customer Service Banking Brand' in Sri Lanka, 2021 from the prestigious Global Brands Magazine, UK, and was awarded 'Market leader in Cash Management 2021' by Euromoney. DFCC Bank was ranked amongst Business Today's Top 40 Corporates in Sri Lanka. DFCC Bank is rated [SL] A+ by ICRA Lanka Limited and A+ (lka) by Fitch Ratings Lanka Limited as a licensed specialized bank supervised by the Central Bank of Sri Lanka.



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Who We Are

Scanwell Logistics commands a global presence across 65 locations, making us one of the biggest, Asia based Freight Forwarders and Logistics Solution Providers. As a total solution provider, we offer the complete gamut of services from international freight forwarding to in-land distribution, ensuring the customers received customized solutions enhanced by the strength of localized expertise and an international presence.

Beginning of a Journey

In 1981, operating out of Hongkong, Scanwell Logistics commenced services providing end-to-end logistics solutions, on a regional and

international scale. With 37 years of accredited expertise we now command a global presence that's dispersed across multiple regions helping reach remote locations across the globe.

Scanwell Colombo

In 1989, with the decision to further expand into the Asiatic region, Scanwell established new operations in the commercial capital and logistics hub - Colombo. Scanwell Logistics Colombo was established as an exclusive, independent agent with services being decentralized through the port city office. The Colombo based office is now the center of operations for our branch offices in both Bangladesh and India, making it a strategic maneuver that has streamlined operations across the neighboring countries and within the region. Scanwell Logistics Colombo commenced operations with an expert team of 15 employees, who were fully dedicated to providing a dynamic portfolio of solutions. Now, after three decades of operations we are recognized for our best ethical practices within Sri Lanka's freight industry. In addition, owing to the hard work and prowess of 90 expert personal, our shipment volume continues to grow substantially each year, as our team of specialists plan and execute logistical





“PIONEERS IN GLOBAL LOGISTICS WITH LOCAL EXPERTISE”

solutions for importation and exportation of cargo which includes commodities such as apparel, perishables, tea, coco peat and many more.

A Global Reach

We strive to meet our customers constant demand in the speed to deliver. Today Scanwell has a global presence across 65 locations in the world. Our network of offices is dispersed throughout Asia, North America, Europe and the Middle East that enables better global connectivity.

Our Solutions

- Air & Ocean Freight
- Handling of special projects & oversized commodities
- Multi-country consolidation
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- Vendor Management
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- Specialized services of imports through the bond for the export industry offering a clearance & delivery within 24 Hrs of container being discharged from Vessel

- On time feeding of raw materials to production units
- Custom brokerage and forwarding including vehicles & project cargo
- Airline representation (GSA)
- Foreign investment & facilitations through our partners & Multi-functional logistics services
- International Courier
- Support services to Logistics such as IT and Customer Care

Our Corporate Social responsibility

As a corporate citizen we bear a sense of responsibility for the well being of disadvantaged individuals in our communities, in fulfilling our obligations to society. We have joined hands with Bridge 2 Peace, a registered non-profit organization formed as an immediate response to the devastation wreaked by the 2004 tsunami. Fundamentally, Bridge 2 Peace provides the rural communities in Lunugamvehera, Batticaloa and Diyathalawa with early childhood education, teacher training and vocational skills building programs, structured to facilitate learning and to empower children of impoverished families.



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Malik Wickremenayake
Deputy General Manager - Operations (Seylan Bank PLC)

guides SMEs towards expanding their footprint in the export sector

As Sri Lanka undergoes its most unprecedented economic crisis since independence, one of the biggest concerns has been the diminishing foreign exchange reserves and addressing this issue has become essential to restore its struggling industries. Malik Wickramanayake, Deputy General Manager – Operations, speaks about the current need to develop the export sector, encourage worker remittances and how Seylan Bank makes it priority to support these goals.

Q Within your area of expertise, what are the biggest challenges the industry is facing right now and how can we overcome them?

A We all know that the national economy needs to be uplifted by every means possible at present, and increasing our exports to acquire more foreign revenue is critical. As a bank, we have been exploring all possible avenues in which we can support the export sector.

While worker remittances have been a key contributor to the growth of foreign reserves, the drop in worker remittances and the use of unofficial channels to remit money has affected the country's available reserves, driving down the country's revenue sources.

However, under these trying circumstances, the export sector showcases immense potential that requires nurturing. Seylan Bank believes that local exporters hold the key to helping Sri Lanka emerge from this crisis, and has made it a goal to encourage exporters, especially within the SME sector, thereby supporting the country to navigate through the hard times.

Being one of the more promising areas in growing Sri Lanka's foreign reserves, local manufacturers affected by the ongoing economic crisis and forex crunch need to be revived through incentives. While government incentivization programmes can help local manufacturers grow their

business, Seylan Bank is also focused on supporting local businesses navigate the current crisis.

Q Why has Seylan Bank selected the SME sector to be encouraged for exports?

A We have identified local SME exporters as an area of focus because there is so much potential here. In addition, despite a significant portion of SMEs entering the export sector, they sometimes lack guidance on best practices to expand their business.

Seylan Bank recognizes that investing in the SME sector is vital for the growth of the country's economy, especially given the restrictions faced by the import sector at present. Therefore, the bank has taken considerable efforts to empower SME exporters to become knowledgeable and competent trading partners for their overseas buyers. SMEs with demonstrable sophistication in dealing with foreign contacts, along the export chain will have greater success in

retaining business, and the knowledge-sharing by the bank on the finer points of export trade form a key element of the process.

Therefore, through our programmes that are dedicated towards Seylan Bank's trade clients, we have stepped up to impart knowledge, insights, and technical experience to SMEs by providing suggestions on how best to develop their ventures.

Q What measures do you take to impart this knowledge and support SMEs?

A Our Export trade team is a highly specialized and dedicated unit. We have some of the most knowledgeable and experienced team members fully geared to assist SME clients in addressing their requirements regarding engagements in import and export activities. We have also identified the infinite potential of exports beyond the traditional fare, and therefore have a diversified portfolio of SME exporters under our wing, ranging from cinnamon, tea, seafood and apparel.

The department plays a mentoring role especially tailored for SMEs, since

some of these entities are fairly new to the export sector. From guidance on increasing their bottom line, negotiating terms for export, and post shipment finance to assisting with imports of raw material required for exports, the bank imparts its proven expertise for the benefit of its SME clients.

The plethora of services offered by Seylan Bank to exporters include comprehensive advisory services, as the bank has understood that the highly technical nature of trade can prove to be a barrier for entry for most SMEs. Accordingly, the bank provides subject matter expertise to SMEs looking to grow their export trade despite the prevailing economic volatilities. Exporters will receive guidance on approaches and solutions to the diverse challenges they face in the trade process, from sorting out the immense amount of documentation to the practical aspects such as capturing the right export markets to get their businesses off the ground.

We impart our knowledge to our customers about when to do what. We give them suggestions to develop their business.

It is important to fund and support local SMEs to bring foreign revenue into the country and Seylan Bank is dedicated towards facilitating this national enterprise. In addition to working closely to push our existing business partners to channel more funds through us, we are also exploring new potential groups we can establish relationships with.

Malik Wickramanayake heads multiple divisions within Seylan Bank Overseeing Banking operations, Trade Services, Retail remittances, International Financial services, Procurement & Services, Corporate Real estate, Credit Administration, and Business Process Re-engineering. Having joined the banking and finance industry as a Management Trainee, he went on to serve the HSBC Group for 20 years, spending the latter decade at the HSBC Regional Office in the Middle East where he oversaw the operations function for 6 countries in the region. After a long and successful stint with HSBC, Wickramanayake joined Seylan Bank with the intention of giving back his expertise to the local banking sector.





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Nadeem Shums

Head of Sales and Marketing, John Keells Properties and Vice President (*John Keells Holdings*)

Overcoming the current situational obstacles to prove why it's the right time to invest in Sri Lanka's property development

As Sri Lanka's leading developer, John Keells Properties (JKP), is a key entity in reshaping the country's real estate future. Integral to portraying the advantage of investing in the current local property market, JKP speaks about the industry's foreseeable time ahead despite the prevailing conditions experienced globally and locally. With the expertise and real estate acumen they have gained over the years, through aspiring ventures such as The Monarch, OnThree20, The Emperor and 7th Sense, JKP has unlocked new levels of development with ground-breaking initiatives such as Cinnamon Life, TRI-ZEN and Sunrise Ridge Holiday Homes. Each of their projects are a result of holistic thinking, nurturing

astounding ideologies and works of thorough commitment. By identifying locations through tedious selection processes and designing spaces uniquely crafted around the evolving lifestyles of people, JKP always matches the tastes and preferences of its patrons to create the ultimate living experience. Hence, curating living masterpieces to proposition and uplift everyday lives of people, is an owned specialty of John Keells Properties. Equipped with these profound experiences, JKP is able to forecast some key insights in the industry that is vital in shaping the people's perception towards developments taking place in the country.

As of recent, JKP has observed a change in the approach and behaviour towards certain aspects within the industry that has evolved to something amicable to involved parties. To start with, investors are now looking for hassle free

investment options where they could get a healthy return on their investment with minimal involvement in finding tenants, handling repairs and other aspects. Mainly in the leisure-linked segment, more developers are interested in offering the option to manage properties on behalf of investors.

Similarly, it has become evident that the expansion of the local highway network has paved the way for more developments springing up closer to the highway access points in the periphery of the city of Colombo. An increase in the number of leisure-linked developments coming up in the hill country and along the coastline especially in the southern coast of the island, is visibly seen as a result.

Additionally, a slowdown of new projects is also expected in the short to medium term, showing that developers with remaining inventory from completed developments are



TRI-ZEN Apartments, A Metropolitan Living Space

well positioned. While most of the developments in the luxury and mid-tier segments have sold approximately 60-80 percent of the inventory, clearly signifying that investment towards real estate is still an incontestable decision among interested cohorts.

In this light, Nadeem Shums Vice President and Head of Sales and Marketing in the Property Development Sector of John Keells PLC, shared further insights on why this is an advisable investment during an economic setback. “Real estate has always been considered a good hedge against inflation. In a time of crisis, investors look for safe havens to put

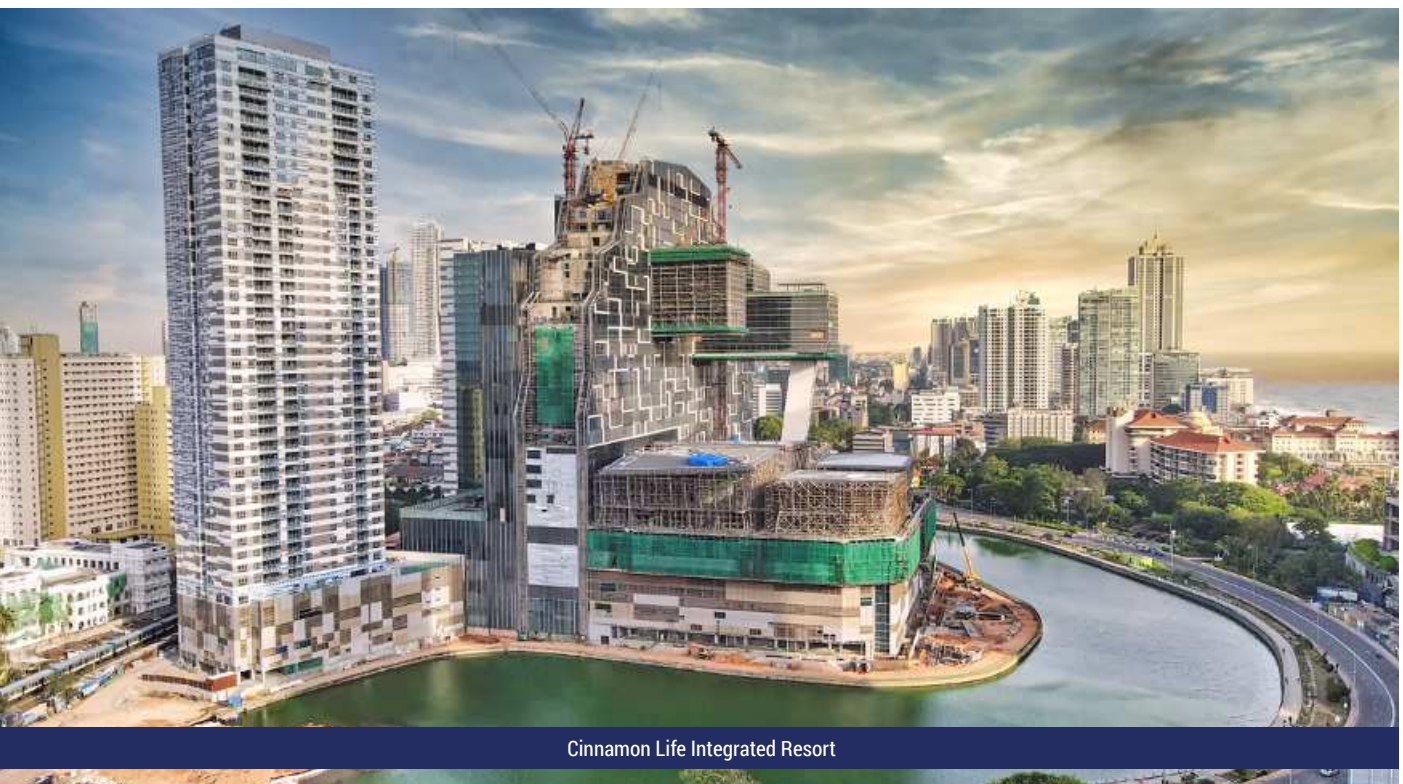
their money into and real estate is one of the most preferred alternatives.”

He continues, “The high construction costs prevailing today, means that you cannot replace the developments that have been completed or are close to completion in the future. Therefore, anyone looking at purchasing an apartment today will most certainly benefit as construction costs and land prices will only continue to increase over time.”

Moreover, the benefit of buying an apartment is not only limited to prices but also to quality of living. Undoubtedly, the perception of liveability with regard to apartments

have vastly evolved over the years with awareness on innovative propositions of integrated living such as in Cinnamon Life, modern living as designed in TRI-ZEN and even with increasing need for functional requirements such as safety and convenience. Earlier this year, JKP celebrated the topping off ceremony for the above said smart residences, TRI-ZEN, with the completion of the structural work for its three towers. While last year, they announced the latest addition to their repertoire of landmark residential developments, Sunrise Ridge, a 16 Holiday Home development project located in Digana within the Victoria Golf Resort.

Along with these monumental milestones, John Keells Properties is happy to join hands with the National Chamber of Exporters of Sri Lanka (NCE), in sponsoring as a strategic partner for the year. JKP is honoured to collaborate with the revered institution and is looking forward to being part of the NCE Awards to be held in December.



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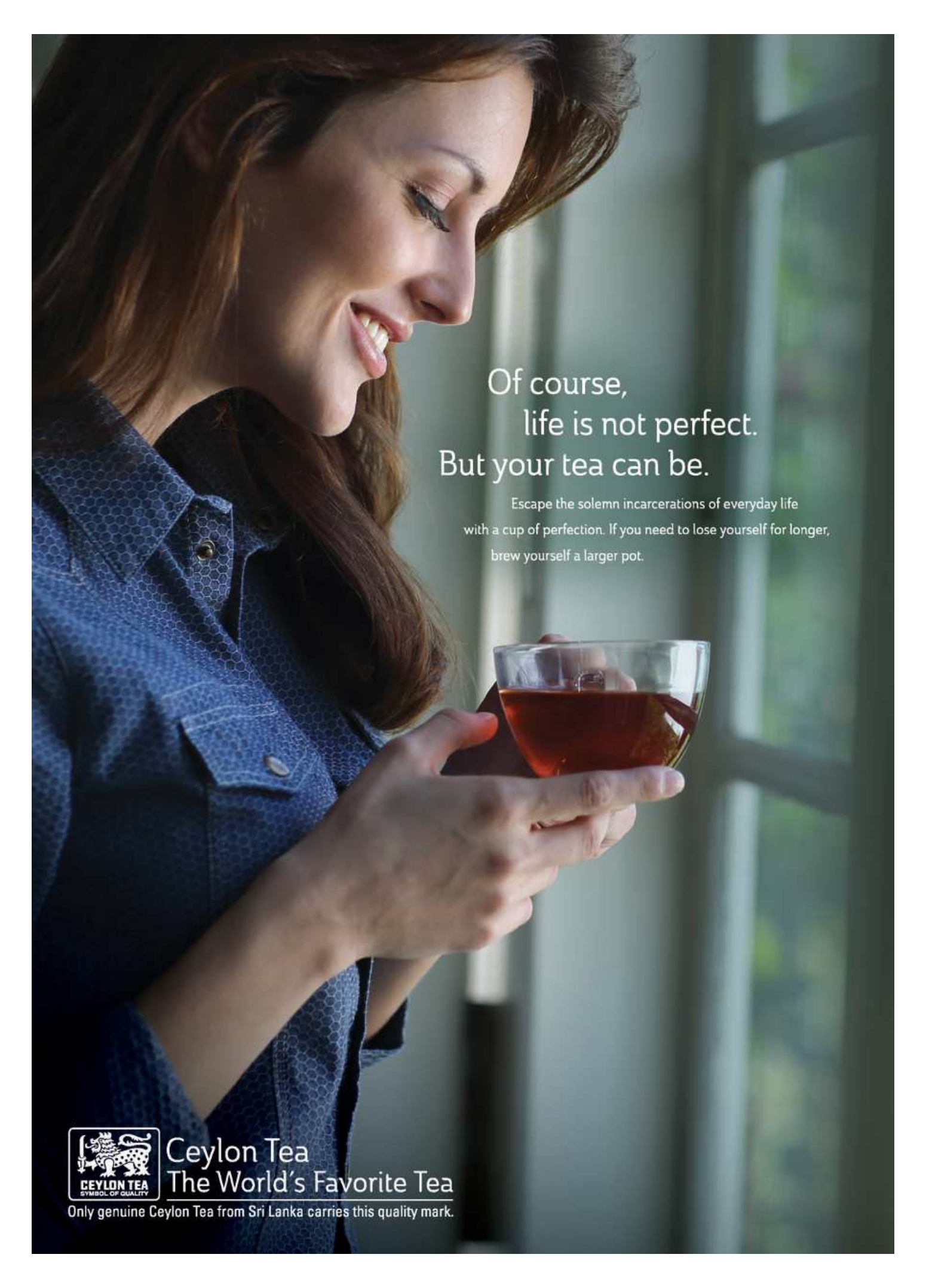
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A woman with long brown hair, wearing a blue patterned button-down shirt, is shown in profile, smiling and looking down at a clear glass cup of tea she is holding with both hands. The background is a blurred window with a view of greenery outside.

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Halin Hettigoda
Assistant General Manager - International Banking

Breaking into the Export Market: **DO'S AND DON'TS**

Sampath Bank's Asst. General Manager *International Banking shares expert insights*

While Sri Lanka continues to push through the current economic situation, it is important to focus on what we have and what we can make out of it. As a result, many efforts and initiatives have been put forward by multiple parties. As a leading financial institution in the country, Sampath Bank PLC believes that the export industry holds the key to bring us out of the current Dollar crisis. However, there are not enough businesses that are breaking into the market, or those with access to correct resources or people to do so, despite them existing.

On the other side of the coin, immense potential exists in Sri Lanka as the Island Nation's vast potential remains untapped. It goes without saying that now, more than ever, is the time to tap it.

Sampath Bank's Asst. General Manager *International Banking, Halin Hettigoda shares more on the subject in this insightful article:*



Are you comprehensively export-ready?

The most important factor to success is having a vision. Without

being a visionary, an idea by itself is simply not enough. Other key qualities that would aid success are persistence, strategic views, formidability, and analytical thinking.

Generally, the consensus is that to build a strategic business, you simply need i) a product, ii) a process, iii) a target market, iv) resources, and v) funding. However, this is not the case, in most of instances, there is also a need for a business model (how/what you're doing, where to obtain resources, where and how to handle the manufacturing

processes, who are you connected to, what markets, etc.) and business strategies, which will lead to a strong strategic export business framework.



Understanding the Sri Lankan market

In order to understand the market, you must know the consumers' needs, consumer culture and behavior, the business environment you're planning to market to, your competitors, and even the political sphere. When it comes to international trade, an exporter must also look at market intelligence; Free/ Preferential Trade Agreements; import/export controls and restrictions; duties, tariffs, and taxes; non-tariff barriers (quotas, embargos, sanctions, etc.), and political stability.

Regardless of what values those factors come up with, it's important to maintain quality, price, communication, ability to think out-of-the-box, regulatory

compliances, and proper logistics. Another important factor to consider is building up a sustainable business.

Understanding all of these factors is something that many first time exporters find daunting. However, Sri Lanka's EDB in its multiple roles acts as a promoter, facilitator, knowledge provider, monitor, and policy advisor. Exporters must harness the support which they can gain from the EDB to make their operations flourish.



Digital Marketing and E-Commerce platforms in the new age

For example, when considering the sale of a teddy bear online, the customers' needs should be fulfilled by your product, how it should appear, and how the logistics - from payment to transport - needed to be arranged in different scenarios.

There are four main payment options for online payments, i) website and IPG, ii) payment link, iii) established sites, and iv) e-remittance. It is worth noting that the options with high cost provide more control and less hassle, whereas low-cost and less hassle equates to more risk in the process.



Export markets: A bank's duty

A bank has a duty in providing export financing and related services. Sampath Bank is committed to support start-ups and SMEs to develop their businesses which will lead to generate a sustainable foreign revenue to Sri Lanka.

Opening of foreign currency accounts and arranging credit facilities are required to grow the business as well as facilitate international transactions. In terms of financing for an export, the same can be received under different circumstances.

With regards to trade financing, Banks support pre-shipment and post-shipment financing. Banks also service exporters and their financial requirements by way of Letters of Guarantee, bid bonds and performance bonds.



Ethical Trading Certification

Recently, Sampath Bank PLC entered into a strategic partnership with Sri Lanka's National Chamber of Exporters (NCE). As part of this collaboration, the Bank sponsors the award for 'Ethical Trading Certification'.

NCE and the Bank has so far awarded seven entities who had completed the NCE certification program with the 'Ethical Trading Certification' as part of fuelling Sri Lanka's export drive.

Forming a partnership with the NCE, the Bank is committed to maintain a long and mutually beneficial working relationship as a means of boosting Sri Lankan exports in the overseas market.

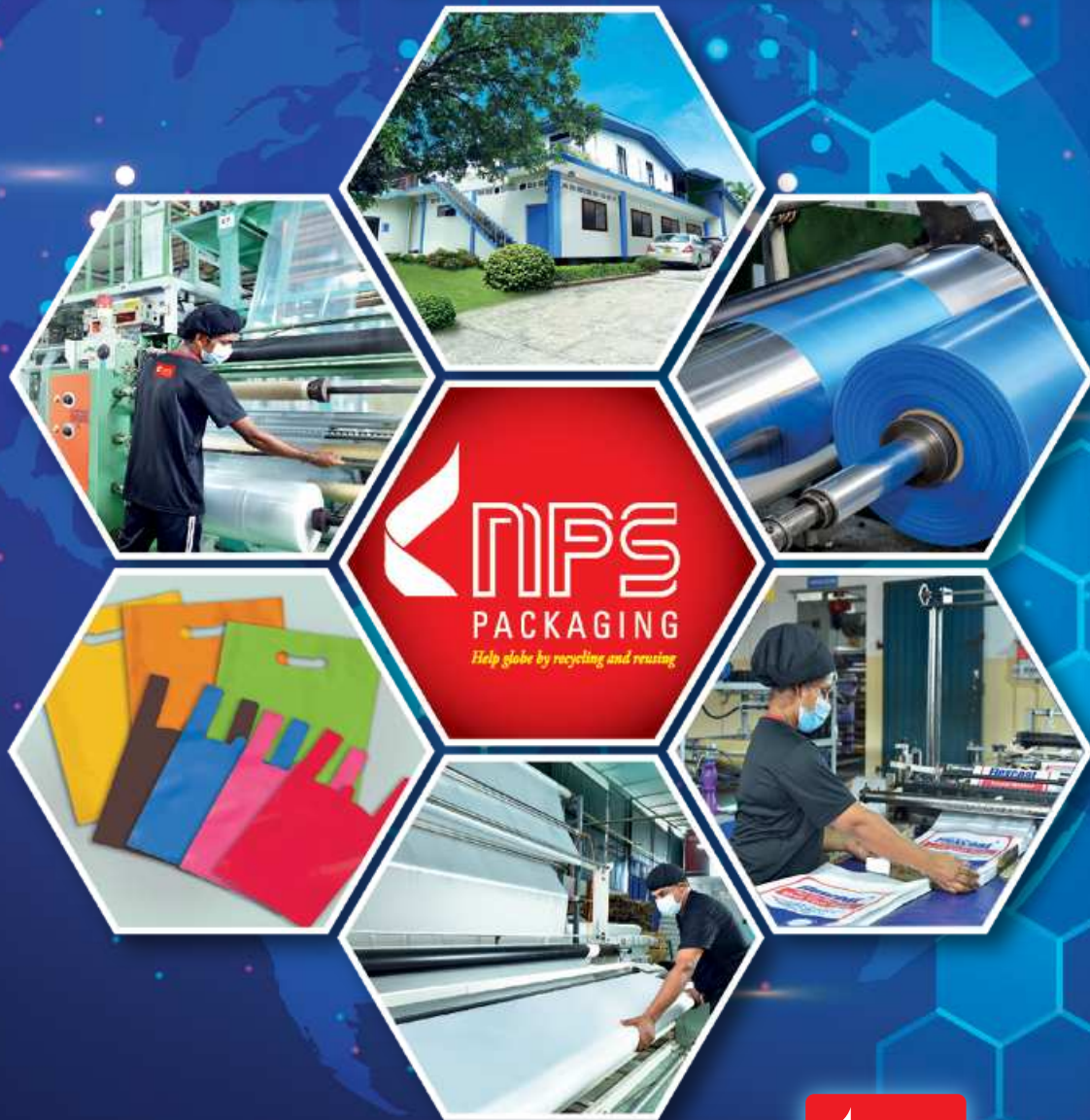
This ceremony was graced by M. Shiham Marikar, Secretary General and Chief Executive Officer of the National Chamber of Exporters, seven winning export entities and employees of Sampath Bank. A total of thirty entities participated in this 'Ethical Trading' initiative, which will be continued in the near future.



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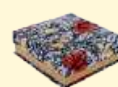
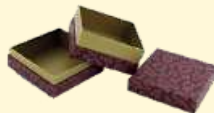
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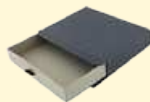
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Impact of Sri Lanka's Economic Crisis on the Exports Sector

by
Nimaya Dahanayake
and Janaka Wijayasiri



Sri Lanka's deepening economic crisis runs the serious risk of impacting the export recovery achieved to date. In the context of the economic crisis, understanding the challenges posed to the country's external sector performance, one of Sri Lanka's main sources of foreign exchange, is crucial. At present, exports of goods and services, which account for 17.7% of GDP as of 2021, have been adversely affected by several factors including most significantly, the worsening fuel and energy crisis.

was designed to boost Sri Lanka's dwindling foreign exchange reserves but led to complications in the ability of exporters and suppliers to import raw materials that would be required for their export production processes.

An ill-advised policy decision of banning chemical fertilizer resulted in a 15% drop in tea production and export earnings in the first quarter of 2022. The lack of foreign reserves made it difficult to secure the requisite fertilizer from abroad for agriculture production including tea. In April this year, the price of a kilogram of tea surpassed Rs. 1500, for the first time in 127 years, as production fell.

Fuel Crisis

Lack of fuel has disrupted the day-to-day operations of industries in the export sector. Many export-driven businesses invested in generators, as a means of ensuring the smooth operation of their businesses. The lack of diesel to operate the generators in factories and offices, together with the high fuel costs, has adversely affected these businesses.

In addition to this, the fuel crisis has also made it almost impossible for workers to travel to work with an almost 50% decline in operative public transport. This is especially problematic for those industries where it is impossible to

How has the economic crisis affected exports?

Policy Missteps

Certain policy decisions by the Sri Lankan government have adversely affected exporters in general, while others are specific to some sectors. For example, a Government gazette published in March this year required the repatriation of foreign exchange earnings within 180 days of transactions. This move

transition to a Work from Home (WFH) model. Furthermore, jet fuel shortage has forced airlines to limit payload of each flight, cutting down both passenger and cargo capacities and driving up fares and air freight rates.

The ongoing fuel crisis and its impact on exporters are further exacerbated by the government's lack of a plan to streamline the distribution of fuel. As highlighted by an industry representative, the government should ideally allow exporters to receive some prioritization at certain centralized depots. The lack thereof has deprived exporters of key resources required to run their businesses.

Electricity Crisis

Frequent and long hours of power cuts have disrupted the energy supply for exporters, affecting agricultural, industrial and services sectors. Disruption has affected the operation of factories/businesses and the production processes therein, at times requiring some factories to halt production altogether. The apparel sector may not be able to achieve its 6 billion USD target for the year 2022, in light of the prolonged power cuts.

Foreign Currency Crisis

The shortage of dollars has made it difficult for exporters and importers to import raw materials and other goods that may be required for export production processes. The threat this poses to exporters' production is significant, particularly for those industries that rely on imports for value addition/production purposes. Forex restrictions are likely to further dissuade exporters with foreign ownership from investing in Sri Lanka.

Loss of Buyer Confidence

The loss of buyer confidence in certain industries has also posed a threat to key industrial sectors like the apparel sector. There is a serious concern that an estimated 30% – 40% of orders intended for Sri Lanka could be diverted to other neighbouring countries like India. Given the significance of these sectors as

sources of foreign exchange, the diversion would be detrimental to Sri Lanka's forex situation.

Impacts on R & D and Innovation

As exporters spend more on fuel and energy than on research and development, it is easy for the latter to be overlooked. This will undoubtedly have an impact on the ability of exporters' to enter new markets and adapt to the emerging needs of the international market. One of the important concerns raised by an industry representative in this regard was that almost all exporters are not currently involved in any research or development of export-oriented products.

Brain Drain

The number of individuals that want to migrate from Sri Lanka has doubled, according to a survey published last November. This is a serious concern for the future of export industries that depend on a skilled workforce. Despite pegging salaries to the US dollar to ensure that their workers get paid adequately in some exported services, there has been an uptick in people migrating abroad looking for stability and security.

Path ahead

Exporters have displayed resilience and responded to the crisis by taking initiatives to ride through difficult times. The main ask of the exporters from the government is to restore stability and trust and confidence in the country through economic and political reforms. An early resolution to the energy and fuel crisis is a necessity and exporters have suggested: prioritizing and streamlining the distribution of fuel to operate the factories and informing about the power cuts in advance so that production could be planned accordingly.

An unbridged version of the article originally appeared on Centre for a Smart Future website on 5 August 2022. <https://www.csf-asia.org/>



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Nimaya is a researcher with the Centre for a Smart Future, and graduated in Economics and Management from the University of London International Programmes. She is currently completing studies at Law Faculty, University of Colombo. She was selected as a member of the Sri Lankan Moot Court Team that qualified for the global rounds of the John H. Jackson Moot Court Competition in Geneva.



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Fellow at the Centre for
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Dr. Janaka is a Visiting Fellow at the Centre for a Smart Future, and has extensive experience working on international trade and trade policy. He was previously the Head of the International Economics Policy Unit at the Institute of Policy Studies of Sri Lanka. Janaka holds a PhD from Monash University, Australia.



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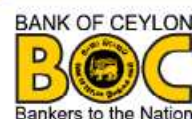


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TALKING
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Sri Lanka's Battle for Food Security

“World Food Day is observed on 16 October to promote awareness and action to ensure regular access to nutritious food for all. This year's theme is 'Leave NO ONE Behind'. The blog examines Sri Lanka's struggle to safeguard food and nutrition security amidst the ongoing economic crisis and outlines policy steps to tackle the challenge.

Sri Lanka's economic crisis continues to affect the lives and livelihoods of its people, with the burden being highest on the poor and vulnerable. The situation has progressed from bad to worse, with debt problems spiralling down to impact every aspect of the economy adversely.

Sri Lanka's Food Crisis

Global disruptions including COVID-19, the climate crisis and Russia's invasion of Ukraine earlier this year, have impacted food supplies worldwide. However, Sri Lanka's food insecurity is largely a result of the prevailing economic crisis coupled with short-sighted policies enforced by local policymakers. The overnight ban on chemical fertiliser imports has been costly and generated a lower harvest. Although the ban has since been reversed, it continues to have ripple effects on the food system. The drastic drop in domestic yield has driven policymakers to spend more money importing necessary commodities previously produced locally, including staples like rice. This move has been detrimental at a time when foreign reserves are

lacking. Additionally, import controls imposed by the government have led to certain food items becoming scarce. These supply shortages have led to increases in the prices of essential foods. With food inflation reaching 95% in September, Sri Lanka ranks among the top five countries with the highest food price inflation.

As food becomes scarce and prices continue to rise, more people – the poor in particular – cannot afford proper meals. Adding to the problem are inflationary pressures, the inability of wages to keep up with inflation and income losses induced by the economic crisis. Thus, households are left in a predicament to reduce expenses, including cutting down on consumption expenditure. A World Food Programme (WFP) survey

reveals that 79% of households are adopting food-based coping strategies to deal with the crisis. This affects both the quality and quantity of food consumed. Families are likely to resort to cheaper and unhealthy alternatives (78% of families) due to the inability to afford high-quality, nutritious food. They are also likely to reduce portion sizes (49%) or skip meals

Sri Lanka's Deteriorating Food Security



Sources: Central Bank of Sri Lanka, World Bank, World Food Programme, (2022) & Food and Agriculture Organization (2021).

entirely (39%), resulting in individuals not meeting their required daily calorie intake. For children, eating less directly impacts growth and contributes to increasing the already high rates of child malnutrition in the country. For adults – considering the rapidly ageing population in Sri Lanka – undernourishment implies severe strains on the healthcare system in the future.

Sri Lanka: Household Food-based Coping Strategies



Sources: World Food Programme, (2022).

Government Action to Combat Food Insecurity

The interim Budget proposed to allocate LKR 46,600 million for crisis-related initiatives, including providing LKR 10,000 per food-insecure family and an additional monthly allowance of LKR 2,500 for pregnant mothers for four months respectively. A further LKR 400 million was allocated for the Department of Agriculture to provide farmers with seeds/planting material urgently and LKR 40 billion for fertiliser for paddy cultivation for the 2022/2023 'Maha' season. Additionally, the government recently initiated a National Food Security Programme. The interim Budget also proposed establishing youth agriculture companies, writing off paddy farmers' outstanding loans, etc. While the success of these initiatives is yet to be realised, it will depend entirely on the effectiveness of implementation. However, the pressure for timely success is high and critical for combating food insecurity.

Overcoming Hunger and Achieving Food Security

While long-term strategies are needed to counter the underlying causes of food insecurity and ensure sustainable domestic production, swift action must be taken to tackle the challenge of ensuring people do not go hungry at present. Supporting immediate food needs amid the prevailing economic crisis requires a twofold effort: protecting the (1) poor and (2) farming community. In this regard, targeted measures to support the poor and near-poor through policy interventions and strengthened social safety nets are vital. The government has already allocated funds in this regard; however, successful implementation depends on accurately identifying groups at risk of starvation and providing them with immediate food assistance through subsidised products or cash transfers.

Attention should also be directed towards middle-income earners, who often get left behind in aid processes but may be in dire need of support given Sri Lanka's current economic standing. Measures should also be taken to guarantee food availability across all parts of the country, thus ensuring equitable access. Protecting farmers' livelihoods require adequate fertiliser availability at reasonable prices. More efficient use of fertiliser and high-quality seeds also play a role

in ensuring limited supplies last longer. This will secure a harvest that can better support domestic demand next season. The government can also repurpose idle land for crop production and encourage small-scale farming.

Given the debt crisis, although import restrictions on certain foods are needed, they tend to be counterproductive. As evident from the global food crisis in 2008, trade restrictions drove up food prices rather than subsidising them. Moreover, stricter regulations should be in place to ensure consumers are not overcharged for high-demand items, as was evident for milk powder and fuel earlier this year. Minimising the high levels of food wastage (approximately 3,963 tonnes per day) also plays a crucial role in satisfying immediate food needs. Not stockpiling food, purchasing homegrown products, and consuming leftovers at a later stage/restaurants donating leftovers to the poor are ways households and businesses can contribute to combating food insecurity.

A food crisis during an economic crisis is a catastrophic scenario. Given that over one-third of the population is presently food insecure, it is imperative that Sri Lanka promptly takes corrective action. While several measures have been introduced in this regard, they must be subject to timely revaluations to gauge effectiveness. Given the prevailing resource constraints, it is natural for government support to target the poor and vulnerable solely. However, working towards acquiring international assistance to support immediate food needs, especially targeting those just above the poverty line and groups traditionally excluded from aid programmes, may also be required. These actions must be coupled with medium- to long-term initiatives that ensure sustainable food production in the future. Moreover, policymakers must be willing to be flexible and change their course of action if needed, given the volatility of the current situation. The consequences of not doing so will leave lasting impacts on the lives and livelihoods of the people.



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<https://www.ips.lk/talkingeconomics/2022/10/18/food-fight-sri-lankas-battle-for-food-security/>



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