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REGISTERED AT THE DEPARTMENT OF POSTS OF SRI LANKA (QD/NEWS/139/2022)



Mr. Jayantha Karunaratne
13th President of the NCE

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SRI LANKA EXPORTER

National Chamber of Exporters of Sri Lanka

No. 131/6, Elvitigala Mawatha, Colombo -08, Sri Lanka.
Hot Line: +94 114651765 | Facsimile: +94 112372818
Publications: sathya.s@nce.lk
Design & Printed by: Sadeepa Publishers (Pvt) Ltd.
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Modern Methods of Increasing Employee Productivity



One of the most important phases in the strategies of developing an organization is employee productivity. This is sometimes referred to as workplace productivity. This means the output of a certain employee in a specific period. No matter if the business is small or big, the success of the business depends on how the employees provide their commitment. For instance, when the employee is satisfied with what he or she gets from the company, it will automatically increase productivity, and it is exactly what an organization needs for its growth.

Considering any type of business organization, the foremost purpose is making profits, and they should know that, employees are a fundamental part of the organization. Also, an employee in an organization adds value in diverse ways. When captivating an occurrence, if somebody asks your employee, 'how is your work place?' and if the answer of your employee is like, 'oh, horrible!'. It means there is an issue in the employee productivity. When the employee is not satisfied with what they get from the organization, the company staff will not be productive enough to complete the goals of the organization and it will be difficult to grow the organization. This is where the organization should pay the attention to the improvement of employee productivity. So an organization to be well oiled employee output should be in the best place.

There are noteworthy benefits that can be gained with the employee productivity. Greater fulfilment is one of such benefits. That is when the employees in the organization feel they are valued by the employer and given the chance to contribute to the organization, they gain the sense of purpose. This sense of purpose will inspire them to strive to do their best to the organization.

Another factor is that; a high level of productivity makes for better customer service. It is a universal thing that we sometimes have to get on with rude customer service. This may be because the employees are not treated well. So, when there is proper employee productivity, they undertake the right

activity to provide a holistic and fulfilling experience for the customers. Where the customers will return, making more profits for the organization.

Having improved engagement within the organization will also be another advantage of employee productivity. When there are more productive, they engage and are more willing to participate and be involved with the business activities within the organization. Likewise, if the employees are not productive, they will spend time in a boring manner.

As it is mentioned there are many more benefits for an organization when there is proper employee productivity. Moreover, there are certain factors that affect employee productivity in an organization. These factors play a significant role in employee productivity as well as in business results. Among those factors, company culture, workplace WFH (Work from Home) ergonomics, diversity within the workplace, training, employees' health and wellness, equipment and technology can be considered as major factors

Further, there are a number of ways where an organization can develop the employee productivity. However, considering the incensement in the workplace productivity, it's not just encouraging the employee to be productive for a short – term result. It should be for a long- term, because when the organization has a productive workplace, this will also bring out the results in certain other ways such as higher engagement levels, great well-being and improved behavior and culture within the organization.

Possibly one of the first place strategies which were found by the National Center for Education Statistics research, for increasing employee productivity is providing needed openings to receive more education. This can be either training provided by the organization or else some kind of higher education that is chosen by the employee. When the organization gives this opportunity it gives rewards to both the employee and the employer. When the employee is more educated and experienced it will add more qualifications to his profile personally. On the other hand, he/ she will be able to deliver fullest commitment to the organization.

In the modern world, almost everything depends on technology. Without proper knowledge of technology, it is inconceivable to maintain proper employee productivity. In the same way, employees who do not have the needed tools for the job are found to be more frustrated and less productive. So, in this case, the organizations should be able to provide at least the fundamental technological equipment for the employees to do their work. Even though there are some challenges of companies being able to afford advanced technologies and equipment it is becoming less challenging with the upcoming cloud computing and mobile device. So, it is another important strategy in providing the needed technological tools the employees need to succeed is another forward step in creating a productive workplace.

Other than these strategies, the organization can maintain employee productivity by strengthening the communication protocols within the company. Typically, businesses that lack open communication between employees tend to invite productivity issues in the workplace. Open communication makes the employees feel relaxed and they will feel directly connected to the organization's objectives.

When there is a goal set to inform of a human being, they will work on reaching that goal. In the same way, if the organization put the employee in a position to aim for a certain goal to achieve, it will motivate the employee and build self-confidence in their ability to succeed in the process. The most significant thing is these goals should be meaningful for the business. Also, once the employee achieves it she/ he should be appreciated as it will help that individual to have confidence on their self and move forward in the field facing and accepting challenges.

All in all, applying a perfect employee productivity plan is not an easy task. It is not easy to lift the employee productivity rate easily with one or two procedures within an organization. The organization should work on building connections with employees, better environments, understanding their concerns, and building proper policies. However, it is essential to focus on employee productivity which will give a unique opportunity to create a better workplace



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The NCE Elects Mr. JAYANTHA KARUNARATNE as its new President

The National Chamber of Exporters (NCE) conducted its 28th Annual General Meeting on the 14th of March 2023 at the hotel Galadari main ballroom. The official AGM was followed by the Post Business Forum and networking session, attended by over 200 Participants comprising Members, Service providers, Chamber Partners, and other special invitees.

The National Chamber of Exporters of Sri Lanka (NCE) became the only trade Chamber in Sri Lanka serving exclusively the Export Sector. The Membership of the Chamber is open to all exporters of products & services and suppliers of products and services to the export industry.



Jayantha karunaratne speaking



Left to right – Rajeev De Silva , Farhath Amith, Thushari Weerkooon, Kaushal Rajapaksa, Jayantha Karunaratne, Dilshan Rajapaksa , Lakshan Algama, Nilrukshi De Silva, Saminda Bandara



NCE Past Presidents

The Membership of the Chamber represents leading exporters of all product and service sectors in Sri Lanka. They range from different scales, Large to Small export-oriented enterprises. The Chamber's services are primarily focused on its Members to promote and sustain international market share and be global brand leaders. Due to this commitment and working towards archiving goals of the Membership the Chamber is nationally identified as the 'VOICE OF THE EXPORTER'.

The official AGM commences at 6 PM when the new council, Management committee was appointed. The Chamber also nominated its Patrons who are past presidents of the Chamber.

The outgoing president Ravi Jayawardane in his address emphasized the importance of resurrecting the Export Development Council (EDC). The EDC should become the house for all export trade economic plans as well as structure strategies for product development, market development, and many more segments in the export field. Most importantly the EDC should Lead the concerns of the exporters to be discussed with the relevant representatives. The EDC could be the common platform to discuss and resolve the issues faced by the exporter community in Sri Lanka to facilitate exporters to overcome constraints arising from policy and operational issues created by various institutes that regulate, operate, and facilitate cross-border trade. "we got a lot of problems to solve". Said, Ravi.



Ravi Jayawardena speaking

In his speech of Mr. Jayewardena, he requested the authorities to pay more attention to the export sector where they should build a smoother and a productive system to upgrade the services to the exporters in the country.

Mr. Jayantha Karunaratne, the newly elected President of the NCE highlighted the service offered by the Chamber for the benefit of their member as well as the Exporters of the Country. He has been associated with the NCE for almost 20 years and services on the management committee and as a Vice president for the past 4 years.

Speaking on the internal barriers faced by the Sri Lankan Exporters Mr. Jayantha stated that the Chamber will be regularly meeting with relevant stakeholders to discuss and work on a solution as the Exporters are the highest foreign currency earners to the countries and they need to be motivated and encouraged and importantly removing the red tapes and barriers faced by them.

Sri Lanka's export earnings in 2022 hit a record high of USD 13 billion. Earnings from exports in 2022 surpassed USD 13 billion per year for the first time, recording an increase of 4.9% from the previous highest recorded in 2021, This year Exporters are expected to reach 18.5 Bil

USD (for products and series) and I am sure that the Sri Lankan Exporters will rise to the challenges and meet the targets stated Jayantha ..

He further stated that the USD was at LKR 203 at the beginning of last year but it went up to LKR 365 by end of the year. To some extent, depreciated Rupee helped us to increase our sales and to achieve such high targets. However, now we have seen US Dollar coming down to about LKR 315 which is about 13% appreciation over 2 weeks.

Though the appreciation of the Rupee will help to reduce the cost of imports and help reduce consumer prices, the input prices such as commodity prices, interest, electricity, and other overheads should come down drastically for exporters to meet competition. It is to be seen how such a drastic appreciation of the Rupee could help the export industry.

He further stated that he intends to work closely with the members to find ways and means on how we could become more competitive in the international market.

"I wish to promote Innovation and Value addition and encourage our members to engage in R&D to upgrade their products and services by understanding the NEW NEEDS. I intend to work closely with regulatory authorities and create awareness among our members of the updates, regulatory changes, and standards that are needed for our exporters to make them stronger to face the competition, stated Jayantha.

We will also be lobbying strongly with authorities and leaders of our country to introduce long-term policies related to Trade. We have seen in the past that successive governments keep changing policies and plans which makes our business plans unproductive. So we urge the regulators to have a clear long-term consistent plan for industries and exports so that we, the private sector can work, plan and venture into business which will bring productivity, enhance exports and expand our economy stated Jayantha

Mr. Murtaza Jafferjee (Chair – of Advocate Institute) who was the Guest of Honour and Keynote speaker highlighted important areas in Exports of Sri Lanka and also provided insight into Sri Lankan Exports in comparison to other countries in the region. Talking about the Export performance in Sri Lanka, Mr. Jafferjee stated, "Compared to countries like Vietnam and Thailand, Sri Lankan exports have contributed very little to GDP growth. Highlighting the importance of increasing the product basket



Murtaza Jafferjee speaking

and becoming a part of a value chain. He also emphasized the importance of Trade Agreements stating that Trade agreements will provide a lot more opportunities for Sri Lankan exporters to reach new markets and have completive price advantages. He also highlighted the BRANIN drain that has taken place and the recent increase in where Sri Lankan professionals with expertise are moving out of the country. He also said, "retaining talent is going to be your biggest challenge a lot of creative talent who work as freelancers are available on the internet". Concerning the present financial crisis Mr. Jafferjee stated there are three reasons why this current financial crisis happened. Namely; misallocation of resources, reduction in taxes, and failure of institutions.

As a special feature of the event, the NCE strengthened its Certificate of Ethical Trading process by partnering with INDEXPO. The CET is a certification that is introduced exclusively to NCE members who fulfill 8 principles related to Ethical Training. Ethical trade is about having confidence that the products and services in the market have not been made at the expense of workers in global supply chains enjoying their rights.

These principles are internationally recognized and identified based on the results of researches and trade delegations. CET is Exclusively for NCE Members. Non-members cannot apply for the certification. There is a special award in the NCE Annual Exports awards "NCE Challenge trophy for the best ethically trading exporter". The INDEXPO was represented by their President Mr. Canisius Fernando, Mr. Shantha Kuruppumullage - Director/ CEO, and also Mr. Aruna Amardasa - Assistant General Manager.



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15.	Niral Kadawathaarachchi	—	Freight Links International (Pvt) Ltd.
16.	Tiny Samat	—	Greenkeepers (Pvt) Ltd.
17.	Gehan De Silva	—	HDDES Extracts (Pvt) Ltd.
18.	Charithra Hettiarachchi	—	HVA Foods PLC
19.	Jayantha Karunaratne	—	Imperial Teas (Pvt) Ltd.
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35.	Harsha Jayatunga	—	Sierra Cables PLC
36.	Raj Rasiah	—	Smart Marine Lanka (Pvt) Ltd.
37.	Hemali Bandara	—	TexStyle Lanka Exports (Pvt) Ltd.
38.	Prasad Vithanage	—	Tradlanka (Private) Ltd.
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Mr. Karunaratne

is the founder, Chairman and Managing Director of the Imperial Teas Group. His 40+ years of experience in the tea trade began in 1977 when he served as a Tea Taster at a leading tea export company in Sri Lanka. Extensive travel has given him an in depth knowledge of overseas markets and trading concepts and methodologies. He is the immediate Past Chairman of the Colombo Tea Traders Association and it is during his tenure as Chairman of CTTA that Mr. Karunaratne headed and facilitated the transition from an out cry auction system to an e-Auction due to the severe implications caused on the tea industry from the Covid-19 pandemic.

He is also a Past President of the Tea Exporters' Association. Mr. Karunaratne was appointed as the President of the National Chamber of Exporters of Sri Lanka on the 14th of March 2023. He was a Board Member of the Sri Lanka Tea Board and a member of the promotion and marketing committee of the SLTB, former President of the Sri Lanka-Russia Business Council (SLRBC). He is also a member of the American Chamber of Commerce of Sri Lanka.

In September 2007, he led a delegation of the Ceylon Chamber of Commerce of the Trade & Investment Promotion Mission to Russia and the Ukraine. He was also a member of the Sri Lanka Team that conducted negotiations with Russia regarding the latter's proposed accession to the World Trade Organization (WTO).



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NCE Conducts a Seminar on FTA's

As an element of the government's economic reform program to revitalize the domestic economy, it has been proposed to re-arrange with the global economy to enhance export and export-oriented foreign direct investments.

In this regard, free trade agreements with strategically important countries such as India, China, and Thailand will be revived or entered upon to improve the export potential of local industries.

Considering this important subject NCE organized a very important seminar with the objective to create a wide level of awareness among member exporters on how those proposed FTAs will impact Sri Lankan Exporters.

The Seminar was held on 18th January at Hotel Galadari with the participation of 85 member exporters representing different sectors.

The panelist was as below mentioned

Mr.K.J. Weerasingha
An International Trade officer and Chief Negotiator

Pro. Rohan Samaeajeewa
Chairman of LIRNEasia with a demonstrated history of working in the public policy industry

Ms. Subashini Abeysignhe
An economic specializer in International Trade and Director of Verite Research

Mr. Lalith Kahatapitiya
A charted Engineer and Chairman of KIK group of Companies

Dr. Aritha Wichramanayaka
Veteran Corporate and M&A lawyer who heads the Firm's corporate and acquisitions practice











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More Info

Meeting with Producers Programme in Rathnapura District

On 20th January 2023, the Industrial Development Board District Office in Rathnapura organized a "Meet the Producers in Rathanapura District" program for a target group of around 150 producers from Multi- Sectors, and the Chamber was invited to join them in creating a platform between exporters and producers.

NCE led a group of 25 people from 11 exporting and service-providing companies to Rathanapura for the event. This event was organized with the objective of offering opportunities for these producers to become indirect exporters by supplying their products to the exporters, as well as providing Chamber assistance by industry exporters sharing their experience and identifying industrialist issues and development needs, and assisting these producers to solve those problems.

The Chamber intends to continue such programs in collaboration with the IDB, focusing on producers in different Districts island-wide creating a platform for the exporters and producers to enhance their business activities.



Certificate of Ethical Trading (CET)

NCE awards CET to:



01. Spectra Integrated Logistics (Pvt) Ltd.



02. Advantis Project and Engineering (Pvt) Ltd.



03. Samson Manufactures (Pvt) Ltd.

Three member companies were certified and the certificates were awarded on the 26th of January 2023.

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The World Of Hayleys

Meeting with the High Commissioner of South Africa in Colombo

On the 09th of February 2023, the NCE had a meeting with the High Commissioner of South Africa in Colombo, His Excellency Mr. Sandile Edwin Schlk. At this meeting, the Chamber officials discussed the opportunities for bilateral Trade between Sri Lanka and South Africa, and also updated the Ambassador the upcoming Exporter Delegation to South Africa during June 2023.



Meeting with the Ambassador of Japan to Sri Lanka

On the 20th of February 2023, the NCE participated in a meeting with the Ambassador of Japan to Sri Lanka, Excellency Mr. MIZUKOSHI Hideaki, and Resident Representative of JETRO Colombo Mr. Hiroki Oi. This meeting was conducted to discuss the opportunities for bilateral Trade between Sri Lankan and Japan during the NCE exporter Delegation to Tokyo, Japan which will happen in April 2023.



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Acquisition	Initial Public Offer	Acquisition	Divestiture	Divestiture
2017	2019	2017	2019	2020
Causeway Paints to asian paints	ekuinas sale of A·P·I·I·T	London Stock Exchange Group sale of millennium to AMBEON HOLDINGS PLC	to ACL CABLES	Serendib Leisure to LOLC
LKR 9.1 Bn	LKR 1.9 Bn	LKR 1.6 Bn	LKR 994 Mn	LKR 793 Mn
Divestiture	Divestiture	Divestiture	Divestiture	Divestiture

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Meeting with the suppliers/producers in Hambanthota District

On 15th of February 2023, the Industrial Development Board (IDB) District Office in Hambanthota organized a "Meet the Suppliers/Producers in Hambanthota District" program for a target group of around 30 producers from Multi Sectors, and the Chamber was invited to join them in creating a platform between exporters and producers. NCE led a group of 26 people from 13 exporting and service-providing companies to Hambanthota for the event. This event was organized with the objective of offering opportunities for these producers to become indirect exporters by supplying their products to the exporters, as well as providing Chamber assistance by industry exporters sharing their experience and identifying industrialist issues and development needs, and assisting these producers to solve those problems.









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PCQI Training

The NCE conducted the latest online course on Preventative Controls Qualified Individual (PCQI), from 22nd to 24th February 2023, under partnership with Hatton National Bank PLC(HNB).

The participants who completed the 03-day course will be certified as US Food and Drug Administration (FDA) qualified individuals. This will facilitate their respective organizations to export to the US food and beverage market effectively.

On successful completion of this FDA-approved standardized curriculum, participants received a Food Safety Preventive Controls Alliance (FSPCA) PCQI certificate recognized by the FDA and issued by the Association of Food and Drug Officials (AFDO) and the International Food Protection Training Institute.

Fulfilling the requirements to be a PCQI is a critical step in exporting food and beverages to the United States. This programe was conducted by Kemasorooby Vasenth, a certified instructor in Preventive Controls for Human Food. This course is aimed at exporters seeking to meet the training requirements for the PCQI.



A Webinar on the German Act on Corporate Due Diligence on Supply Chains

Corporate Due Diligence on Supply Chains. Germany has introduced an Act on Corporate due diligence

which has a direct impact on business, especially for imports to Germany. Germany is one of the important markets for Sri Lankan exports. Sri Lankan Exporters are required to comply with the German Act on Corporate Due Diligence when exporting to Germany. To create awareness of the Act and its impact as well as to provide guidelines on how Sri Lankan Exporters should comply, NCE organized a webinar in partnership with FREDRIC NEWMAN FOUNDATION via Zoom. This was held on the 1st of March 2023 at 1.30 pm and continued for one hour until 2.30 pm in Sri Lankan time.

The webinar was successfully done with a participant of around 50. The webinar mainly discussed the following points will discuss at the webinar

1. What is expected by the German Act on Corporate Due Diligence?

2. What is meant by human rights due diligence?

3. Which steps can Sri Lankan companies take to meet expectations from German buyers?

4. How can Sri Lankan companies leverage the competitive did advantage gain from meeting expectations?



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Contact : (94) 11 77 11 722 - 4 , Fax : (94) 11 28 66 555 , Web: www.mikeflora.com

The Dream Home of NCE



Since the inception of the Chamber in 1986, the dream of the membership was to have its office premises. During the past many years, numerous attempts were taken and the dream came into reality on the 9th of March 2023. The new home of the NCE is a suitable place with adequate space to conduct the Chamber operations in addition it's in a convenient location to serve its members. The Chamber continues with its series of programs that will benefit its member exporters and other vital organizations that help the export sector. We sincerely invite members to visit us at our New Home at No 131/6, Elvitigala Mawatha, Colombo – 08, Sri Lanka

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Sri Lankan BRANDS In the Global Market

BRAND PROFILES 02

Alumex PLC.

A description of our brand.
Alumex is driven by a philosophy of continuous innovation. We constantly strive to deliver new and improved aluminium products by seamlessly integrating inventive technology, expertise, and best practices in order to achieve operational excellence and provide maximum value to our customers. As a leading provider of best-in class commercial, industrial, residential and architectural aluminium extrusion profiles in Sri Lanka that shape industries around the world, Alumex includes range of breakthrough innovations through expert capabilities in the world of aluminium manufacturing. Superior product performance has enabled our expansion to international markets.
Web: www.alumexgroup.com | www.lumin.lk

Astron Limited

ASTRON LIMITED was incorporated in 1956 creating a milestone in the pharmaceutical industry by setting up the first pharmaceutical manufacturing facility in Sri Lanka. As a fully Sri Lankan owned company, with a 66-year legacy, Astron Limited continues to research, develop, manufacture, market, and distribute a wide range of quality safe and efficacious healthcare solutions in Pharmaceuticals, Nutritional Supplements, Herbals and Animal Healthcare products to improve the quality of life.
Astron pharmaceutical manufacturing facility is operated under guidelines of the National Medicines Regulatory Authority (NMRA), Sri Lanka in accordance with WHO-GMP. The Nutrition Supplements production facility is certified under ISO 22000:2018 from SLSI for Food Safety Management systems and HACCP principles. The GMP for Herbal products manufacturing facility is certified by globally recognized SGS, Lanka. The Animal Health production facility functions under GMP guidelines of SLSI adhering to CAC/RCP 54:2004 and SLS 1505:2015 standards. Astron being the only accredited pharmaceutical testing laboratory in Sri Lanka, all tests of chemical, mechanical, and microbiological are carried out under the ISO 17025:2017 standards. Astron Limited is certified for ISO 14001:2015 of Environmental Management Systems towards achieving environmental sustainability.
Astron Limited was presented the Gold Award in the "Pharmaceutical products including Medicinal related Ayurvedic & Herbal products" sector recognizing its outstanding performance in overseas markets at the 30th Annual Exports Awards of the National Chamber of Exporters of Sri Lanka (NCE).
Web: www.astron.lk

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Bopitiya Auto enterprises is one of the leading and fastest growing quality brand manufacturer, distributor and exporter of automotive fastening and suspension components like Bronze bushes, U-bolts, Shackle brackets, Silent block bushes, Auto rubber components, Leaf springs & accessories for the international utility, commercial and muli-axel vehicles, trailers and special purpose vehicles.
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Bopitiya Auto always makes the path to excellence in manufacturing fastening and suspension automotive components by innovating products according to the Sri Lankan road conditions and customer expectations so that the industry will go into heights day by day with customer satisfaction. With the experience of 42 years, Bopitiya Auto enterprises today has become a pioneer in motor spare parts industry in Sri Lanka
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Contact: Buddhika Abayakoon - Head of International Marketing – Consumer Foods Sector I Assistant I Vice President –JKH
Address: Ceylon Cold Stores PLC. 148, Vauxhall Street, Colombo 02, Sri Lanka Direct: +94112318713 Mobile: +94769977688
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Fanam International (Pvt) Ltd.

PLATINUM COCO PEAT
Fanam International (Pvt) Ltd.

Since 1986. Our Business Activity and Sectors are Agriculture, Coconut Coir, and Livestock & Poultry.We cater Products for Growers and Planters Market, Livestock and Poultry for Farmers and Breeders in the Animal Husbandry.Our core export products are Plant Substrates and Organic Growing Medium which includes Organic Compost, Organic Manure and Organic Potting Mix manufacturing a line of six Specialty Products for Agriculture and Horticulture Applications.
PLATINUM ®Coco Peat is Premium Grade substrate which is treated, 100% Natural and Organic, has anti-fungal and natural rooting hormone properties, low EC and suitable for hot summer and cold winter Climates. We Market in a variety of forms as compressed 25kg bulk bale, 5kg blocks, 650gm briquettes, Planter bags and as Grow bags.
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Web: www.royalcashew.com

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HDDeS

HDDES GROUP is a collection of companies that revolves in a corporate environment in the tropical paradise of Sri Lanka, since1982. 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.
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All products manufactured by the company are produced under stringent quality control standards which are complaint to ISO22000 and HACCP awarded by SGS and endorsed by UKAS Management Systems.
Lanka Canneries is the market leader in Sri Lanka for its product range and also exports to over 35 countries around the globe with its presence in Tesco PLC and ASDA Walmart UK.
Web: www.lankacanneries.com

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Web: www.nestle.lk

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Plant Based is a Sri Lankan Brand dedicated to providing high-quality meat and dairy alternatives to consumers who are looking for healthier, more ethical food options. We are using natural and sustainable ingredients to create products that are not only delicious butalso good for the environment. Our main objective is to create innovative tasty vegan products that are healthy for consumers and sustainable for the planet while creating a positive impact on the livelihood of our local farmers & rural communities.
Our signature vegan burger patty and vegan nuggets are made from young jackfruit and oyster mushrooms as the main ingredients, providing a plant-based alternative to traditional meat products without sacrificing taste or texture. Our product line includes a variety of vegan meat and dairy alternatives, including Vegan Burger Patty, Nuggets, Cashew Cheese, Cheese Spread, Soy Milk, Oat Milk Powder, and more. We are committed to expanding our product line and continuing to provide innovative plant-based alternatives to consumers in Sri Lanka and beyond.
Web: plantbased.lk

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

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Straight-Line international's contributions to the coir industry to help support the fact that Sri Lanka is the world's best source of coir, is its own home grown brand COIR365. Coir products under this brand carry the guarantee of availability, a single fixed price and a consistent above average standard of product quality exceeding international standards all year round. This is a company that endeavours to provide nothing short of the exceptional in terms of quality in coir and coir-based substrate products.
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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.
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We have also been recognized as Sri Lanka's Best Exporter, in the Agriculture Bulk Sector, Agriculture Value Added Sector, Fresh & Processed Agricultural Export Crops Sector by the National Chamber of Exporters of Sri Lanka for the Years 2017, 2018, 2019 & 2021 for Small and Medium Categories.
We offer both Natural and Certified Organic food products, with the primary objective of promoting good health and well-being. Our Organic Certification from Control Union, offers a wide range of Organic food products under the ARIYA Organics identity with USDA, EU and JAS Organic Certifications
We are exporting our range to over 25 countries and our main export countries include USA, Canada, UK, France, Germany, Italy, Australia, China, Hong Kong, Singapore, Saudi Arabia, UAE, Kuwait, Oman, Qatar, Bahrain, Botswana and Maldives.
Our ARIYA food products are listed with some of the leading Supermarket and Hypermarket Chains such as LuLu, Carrefour, SPAR, Monoprix, Nesto, Safari, Ansar Gallery, Al Maya, Al Meera, Quality, Family Food Centre, West Zone, Fathima, Mustafa Centre Singapore and STO Supermarkets in Maldives.
Web: www.ariyafood.com

Wichy Plantation Company (Pvt) Ltd.

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



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e: sgs.lanka@sgs.com
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We are dedicated and focused to build a healthy nation.

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ASTRON LIMITED

Spotlighting opportunities in Africa

"Africa has her mysteries, and even a wise man cannot understand them. But a wise man respects them" says Miriam Makeba. Considered the second largest and the most populated continent in the world, the fast-growing population and markets in this country present important opportunities for business. Being the second largest continent of the world Africa has unlocked gates to many growing businesses. According to a report by the 'Brookings' website, it is said that there are more than 400 companies that earn annual revenues of 1$ billion or more. They are also fast-growing and lucrative compared to their global peers.

Africa can be considered a continent of about 54 independent countries which are rich in a blend of native people, cultures, economics, and history. This is also considered by many scientists to be the origin of mankind. This is home to vast deserts and tropical rainforests. Arabic is the most widely spoken language there are around 2000 various languages spoken in Africa and each of those languages has a different dialect.

The fast-growing population and markets in Africa give important opportunities for business. On the other hand, great innovation and investment from businesses are vital to achieving the country's unfulfilled demand for certain goods and services. This closes the gaps in its infrastructure, creates jobs and helps to get rid of scarceness.

According to the research done it is mentioned that the population of Africa is growing fast and it is projected to reach 1.7 Billion by 2030. This growth will occur in cities, moving as the fastest urbanizing region in the whole world. While this incensement happens there will be rises in income all over the continent which will generate new business opportunities in the consumer sector market. According to the report by Brookings, the annual spending by African consumers and businesses will reach up to $6.66 trillion by 2030, and will outgrow the market in various sectors where they have unmet needs, including foods, beverages, medicines, financial services, healthcare, and education.

Another profitable opportunity for the investors is; Africa pushing to close its infrastructure gap. The poor infrastructure is one of the crucial weaknesses to investment and growth in Africa. However, even with this lagging infrastructure, Africa has made significant progress. For instance, the annual investment in infrastructure has doubled to about $80 billion in one year since the start of this century. This shows how it represents a great opportunity for investors and certain upcoming entrepreneurs in helping to solve Africa's infrastructure challenges.

Being home to some of the world fastest- growing economies the demand for consumer and capital goods are always high in their local markets. For this purpose, most African economies are said to depend on imports to please the needs and requirements of their large populace.

Considering the facts that are mentioned in the 'African business pages' exporting to Africa looks much more lucrative than in the past. Already countries like India, US, Brazil, and China have increased their business dealings with the African continent. Among the reasons to export to Africa, it is seen that they host the majority of the top ten fastest-growing countries in the world. Even the IMF estimates that economic growth in the areas like sub-Saharan will be overcome in 225 with a percentage of 6.5. 2025 will be another year in Africa where close to 65% of their labor force is expected to have some kind of secondary-level education. Another important fact according to the African Business Pages is that the world bank believes if the current growth rates continue, most African countries will reach 'middle income' (US$1,000 per person a year) by 2025. As there are around 125 million families where income exceeds $5000 they can spend more than half of their income on flexible spending. The great news is that they expect this amount to cross 150 million by the year 2025.

There is a variety of products that the African content imports. If any organization is looking to break into the African market, there are many means to try out as an exporter. When it comes to the topic of pharmaceutical products, Africa has a big demand for items such as medical drugs, vitamins as well as health supplements. As there are Africans who suffer from a variety of health conditions mostly in the

rural areas which have underprivileged entrée to drugs adds more bulk to this demand.

Exports of raw materials such as iron and steel which are mostly needed in the African market are indeed another profitable business. That is because Africa cannot produce those metals due to the lack of funds and the high demand in their urban areas.

Automobile spare parts and cars come with a lot of new regulations and charge with the high usage of vehicles and demand for cars in that continent. Spare tires, batteries, lubricants, and different other mechanical pieces which are needed for repairs are also in high demand in Africa. Therefore, many countries have been exporting a wide variety of automobile parts making a neat profit with those export sales.

Even if other countries try to move away from plastic, the demand for plastic raw materials is in great demand. The reason lies in the results of the urbanization process that took place in the past decades. With the people increasing living in the cities, the need for objects at low prices came in need. Mostly in countries like Nigeria half of their population lives in the urban areas. Because of these reasons, the need for plastic materials and objects became a real struggle.

With the rise of population and urbanization textiles and different clothing, demand increased. Textile items of clothing can be considered one of the main exports to Africa. However, the best thing to do when exporting clothes to Africa is to export to the urban areas. The rural and still developing areas will not have good sales of the exported clothes.

When it comes to food and beverages, rice is being imported to Africa in high quantities in recent years. As countries like Nigeria are huge fans of rice there is never enough on the market. This great demand for rice is a good opportunity for foreign exporters. Even if African countries start to harvest rice, it will not be sufficient to cover the high demand. In the present state, most Africans consume rice imported from countries such as India, China, Thailand, Pakistan, and Malaysia.

Given these details, there are enormous opportunities in Africa to export goods. The only thing to keep in mind is to have a sound knowledge of the market. The business that produces machinery and equipment, chemicals, petroleum products, scientific instruments, or foodstuffs has a great opportunity in hand. After all these, it is important to have an agent who can travel to the specific target market and establish a network of customers in Africa. This will allow the organization to concentrate on supply and production. According to the data in the 'African Business Pages' some countries such as Nigeria offer both free-of-charge and fee-based market research tools to help possible exporters from various countries to analyze the market and gain insight into specific sectors.

Sri Lanka's interactions with Africa are as old as the country's history. There are records of African visitors that were frequent in Sri Lanka in the early times. It is similarly said that the descendants of these early settlers still live in Sri Lanka in communities in areas such as Sirabiadiya, Trincomalee, Batticaloa, and Negombo. Talking about the ties with Africa, since independence Sri Lanka has held together diplomatic ties with Africa through several multilateral fora. As a result, today Sri Lanka has strong diplomatic ties with 45 African States. Additionally, Sri Lanka has 10 Honorary Consuls in the African region.

Economically, Sri Lankan engagement with Africa can be considered at a budding stage currently. There is significant potential to increase trade, investments, and people-to-people ties in a beneficial means for Sri Lanka. Sri Lanka's trade with the African region has grown steadily over recent years, though it remains a small part of the country's total trade.

A fact to consider is, despite efforts to improve Sri Lanka's economic relationships with Africa, there are said to be many cavities. These include the lack of quality infrastructure, limited knowledge f markets among Sri Lankan businesses, and high trade costs. There is the main strength of Sri Lanka to improve export quantity is its strong diplomatic presence in the region covers 45 of 54 countries.

In terms of opportunities, Africa is one of the world's fastest-growing countries as mentioned in the previous sections. However, there are still limitations and hazards that could arise concerning the barriers to trade between Sri Lanka and Africa. Limited connectivity is a noticeable challenge. Despite sharing an ocean with Africa, there is still a sizeable distance between Sri Lanka and the region. Additionally, Sri Lanka does not have any FTAs (Free Trade Agreements) with African countries which may become a reason in some cases for limited encouragement to engage in trade with these countries. Thus, in the hope of ensuring strong diplomatic ties and favorable conditions for growing economic relations, Sri Lanka may consider focusing programs with African economies. All in all, it will be a great chance for Sri Lankan exporters to increase ties with major regional organizations such as East African Community, and Southern African Development Community through FTAs. With these regional groupings, it will open easy access to gain a grander market.

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04 EXPORT PERFORMANCE

Value in US Dollars

Code	Description	January 2022	February 2022	March 2022	April 2022	May 2022
		Value	Value	Value	Value	Value
S.10	Apparel & Textile	514,405,626	494,825,051	462,930,292	445,785,835	482,681,020
S.01	Tea	91,226,234	100,861,568	94,680,823	80,443,005	93,688,830
S.02	Rubber & Rubber Based Products	87,101,959	93,178,055	86,024,774	71,274,534	76,693,925
S.19	Engineering Products	57,477,220	61,931,060	63,845,489	54,819,805	61,855,703
S.03	Coconut & Coconut based Products	68,279,898	67,920,495	72,513,425	70,725,920	70,593,820
S.11	Food, Feed & Beverages	30,742,966	38,011,036	32,791,382	30,922,391	32,161,736
S.04	Spices, Essential Oils & Oleoresins	34,971,067	27,150,070	23,460,569	21,545,402	21,487,682
S.09	Diamonds, Gems & Jewellery	25,081,775	19,463,930	28,155,334	25,494,275	16,848,237
S.21	Petroleum Products	34,018,852	16,963,414	9,784,986	4,299,644	7,086,005
S.17	Non-metallic Mineral Products	9,794,866	10,525,690	8,469,935	7,135,370	8,622,147
S.08	Fish & Fisheries Products	25,886,088	22,613,461	24,028,703	22,245,270	18,095,864
S.22	Other Manufactures	17,648,355	19,053,686	17,723,167	18,924,424	17,469,716
S.18	Base Metal Products	14,185,745	17,397,745	18,573,456	13,337,014	14,109,460
S.16	Chemicals & Plastic Products	13,151,697	11,700,877	12,980,032	9,442,485	10,609,577
S.95	Miscellaneous Products	3,674,025	5,612,168	2,427,563	558,430	5,946,764
S.15	Paper & Paper Products	10,665,487	12,491,771	11,794,773	10,284,137	11,417,276
S.12	Tobacco	6,312,802	8,942,167	8,491,928	5,577,512	6,999,294
S.05	Fruits, Nuts and Vegetables	5,514,062	3,869,975	4,695,641	4,407,698	4,087,366
S.14	Wood & Wooden Products	3,991,156	4,142,432	4,901,391	3,472,780	4,271,345
S.07	Other Export Crops	5,339,486	3,859,415	5,795,714	8,281,485	10,831,427
S.13	Leather Products	1,111,987	1,707,074	1,646,996	2,045,126	1,842,260
S.20	Footwear and Parts	831,713	2,440,577	3,495,343	3,371,478	1,639,906
S.06	Cut Flowers & Foliage	1,217,686	1,360,917	1,407,436	949,445	1,105,946
	Total	1,062,630,751	1,046,022,636	1,000,619,151	915,343,467	980,145,307

Information Technology Division/Sri Lanka Export Development Board

June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023
Value	Value	Value	Value	Value	Value	Value	Value
566,765,092	550,049,062	565,367,343	479,873,414	441,896,762	448,644,560	480,296,042	423,121,694
116,478,006	117,526,383	124,406,231	117,814,799	108,704,969	105,671,950	107,297,849	99,562,244
102,347,417	89,244,214	99,830,261	82,179,318	86,305,513	69,751,108	74,473,114	75,861,692
64,286,855	73,166,504	69,540,710	66,855,895	79,025,878	61,041,090	62,959,138	60,464,971
84,308,176	67,156,297	71,212,566	65,872,971	72,394,758	51,265,831	54,861,079	48,208,028
45,530,072	37,869,277	42,739,795	28,433,133	30,509,235	41,800,729	34,837,700	32,400,508
31,741,838	33,928,770	40,108,856	40,847,072	36,396,172	27,289,673	31,374,084	34,479,024
40,853,424	36,388,891	42,540,416	58,868,071	44,279,697	31,031,225	30,761,116	46,511,712
9,065,473	4,036,083	22,441,939	33,255,754	79,302,502	32,642,576	30,322,743	77,840,420
10,337,805	8,345,740	9,594,565	9,206,069	9,786,906	8,387,999	27,044,910	9,673,905
39,457,104	22,010,362	27,844,788	18,677,889	21,393,970	25,051,541	23,465,236	23,151,089
18,079,495	21,006,640	22,688,856	19,550,274	19,964,297	16,092,726	18,929,875	14,396,014
14,451,674	14,656,141	13,508,118	14,380,923	13,964,797	15,492,297	12,641,766	10,252,609
11,089,839	11,710,092	10,798,182	11,737,885	9,294,008	9,533,014	9,745,762	8,045,667
7,661,126	1,412,784	4,308,906	469,128	81,741	2,230,361	9,560,318	6,645,652
11,539,188	7,877,473	10,032,362	10,322,069	9,231,413	8,297,130	9,034,689	8,817,421
7,491,162	9,029,778	7,354,345	7,002,567	7,706,603	5,866,511	8,385,438	5,516,319
7,372,646	5,136,030	7,095,304	5,520,029	6,137,836	6,407,228	6,340,398	5,721,623
4,418,157	4,646,935	4,749,292	4,729,577	4,887,589	4,327,351	4,024,585	4,493,348
8,897,951	8,463,784	11,561,915	11,347,114	8,459,490	6,786,280	2,789,657	2,137,990
2,602,503	1,791,648	3,478,150	3,932,870	2,148,281	1,739,525	1,846,924	1,429,002
1,747,172	2,440,335	1,036,379	1,753,261	1,723,972	1,582,953	1,837,483	2,048,781
1,696,044	826,568	1,489,656	1,345,288	1,190,270	910,034	1,161,132	1,159,899
1,208,218,216	1,128,719,792	1,213,728,933	1,093,975,370	1,094,786,660	981,843,688	1,043,991,042	1,001,939,610



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Susantha Rupathunga
Senior Executive (NCE)

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The National Chamber of Exporters (NCE) started to attest and issue the Certificate of Origin (CO) on the 1st of January 1998. The NCE is a designated Chamber by the Department of Commerce of Sri Lanka to issue Certificates of Origin and certification of other related documents required by exporters. The service is accessible to both members and non-members of the Chamber.

Members of the NCE are offered a concessionary rate for these services. The issuing of the CO first started as a manual process in 1998. Later, in the year of 2015, the NCE started delivering the CO online (ncesrilanka.com). A major upgrade to the system was carried out in 2021 and since then the NCE offers Digital CO,s as well as digital attestation of all other Exporter related documents such as CO , Commercial Invoice, Health Certificate, Packing list, Phytosanitary Certificate, Inspection Certificate , Customer Statement, Freight Invoice, Bill of Lading as well as CUSDEC attestation

According to the reports by the senior executive heading the CO division, he stated, "The NCE has increased its number of new customers annually, a fully automated system is available with us for digitally signed country of origin documents and other export related documents. The digital option will speed up the process reducing the time taken and also the number of visits to the Chamber to obtain the certificates. The service is complemented by a team of efficient staff members who will attend to your requirements without any undue delays".

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Uda Pussellawa *Exquisitely Tangy*

The tea grown on the Uda Pussellawa mountain range experiences two periods of superior quality. The traditional eastern quality season from July to September is the peak but the dry, cold conditions of the first quarter of the year yield a range of rosy teas.Of medium body and subtle character, these teas produce a majestic flavor.





Dimbula *Refreshingly Mellow*

Dimbula is, perhaps, the most famous name associated with Ceylon Tea. The plantations located at 3,500 to 5,500 feet above sea level, cover the western slopes of the district. The monsoon rains and the cold dry weather produce a range of teas, from full bodied to light and delicate.





Uva *Exotically Aromatic*

Grown at an elevation between 3,000 to 5,000 feet above sea level, on the eastern slopes of Sri Lanka's central mountains, the Uva teas have a truly unique flavor. These teas are commonly used in many different blends but, with their different characteristics, they can also be enjoyed on their own.





Kandy *Intensely Fullbodied*

Mid country teas grown on plantations at 2,000 to 4,000 feet above sea level, produce a full bodied tea. Ideal for those who like their tea strong and bursting with flavor. Best served with milk.





Sabaragamuwa *Exceptionally Stylish*

Sabaragamuwa agro -climatic region ranging from sea level to about 2,500 feet is also referred as low grown tea and typically known for their stylish leaf appearance and larger particle size. The blackness of the dry leaf is a distinctive feature, as are the deep red colour of the infused brew of its Black Tea and its smooth and full-bodied liquors.





Ruhuna *Distinctively Unique*

The Southern part of Sri Lanka, though not traditionally known for its tea growing, does produce an exceptional tea. Grown from sea level to about 2,000 feet, the particular condition of the soil gives the leaves blackness and imparts in the brew a strong and distinctive taste. A perfect cup for those who like their tea thick and sweet, with or without milk.

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The importance of the Ethically Trading

The rise of the conscious consumer has been accelerated by the unprecedented events of the COVID—19 pandemic. Thus, quality, safety, and equality are becoming more important for consumers and retailers who look forward to satisfying the demands of their customers. Due to these reasons now has become the best time for companies to adopt Ethical trading.

Considering this concept of ethical trading, it's about having the assurance that the products and services we buy have not been made at the expense of workers in global supply chains relishing their rights. Going back to history, the ethical trade movement began in the 1990s when the campaigns and media brought attention to the harsh conditions faced by the workers who were producing clothes, shoes, toys, foods, and other consumables for multinational companies. It includes a breadth of international labor rights which are namely, working hours, health and safety, freedom of association, child labor discrimination, and living wages. Also, ethical trade encompasses companies taking a series of noticeable actions to identify the problems and to progress the working conditions.

Ethical trade is a wild-growing field both in terms of interests and practice. Thus, companies can use codes such as the Ethical trading initiative base code for guidance on what to include. The U. Ks Ethical trading initiative is an alliance of organizations that works together to promote and support ethical codes of labor throughout the supply chain. The Ethical Trading Initiative promotes by giving voice to the local workers, transparent business practices, and government intervention to protect workers' rights. When it comes to Ethical trade, it can be regarded as a term that is now commonly used by numerous businesses broadly speaking. It has also come to refer to the working conditions and rights of those in global supply chains.

According to the Ethical Trading Initiative, they say that 'Ethical trade is about creating confidence that your products and services aren't made at the expense of workers' rights. More and more companies now recognize that ethical trade is simply essential business practice'.

Ethical trade not only creates enormous benefits for people around the world, but it also represents an opportunity for brands. The reason for this is that ethical trade changes the entire buying cycle. There is a rise in conscious consumers. Unlike the old customer, the new customer profile is different because they are more aware of issues like the quality and safety of products, where they have come from, who have made them, and how workers have been treated during production. Thus buying behavior I changing and the relationship between global business organizations and the customer who support them transforms by the rise of this conscious consumer. According to a report statement by Deloitte, they state that. "the COVID-19 pandemic has not changed only the served consumers to think about their buying habits. With the shift out of the pandemic, brands that sift t businesses model reflects a more equitable and conscientious approach to trade will likely benefit from consumer loyalty"

Another very important reason to shift to ethical business is that it will soon become a legal requirement to do. Considering countries like Australia. In the US to the EU regulations are being developed to tackle e modern slavery, child labor, protection of human rights, and fair wages. Hence, becoming an ethical business at present reduces the likelihood of falling out of the law in the near future.

Similarly, financial performance data has clearly shown that

investors prefer ethical businesses and they want to invest more in such organizations. The best example is that the Global Sustainable Investment Review reveals an increase of 15% in sustainable and responsible investments (SRI) in the last two years. Ethical trading always gives a good Commercial opportunity.

Considering the Ethical Trading Initiative there are some positive impacts that grab the attention. Among those, one of the largest impacts is an improvement in working conditions. These conditions include training on emergency drills, improved fire safety chemical use and etc. changes in the health and safety sector also empower the workers to feel safe and cared for at work. Thus the quality of their work will be more.

When the working hours are reasonable, the workers with families get the chance to enjoy the extra free time with them and the workers who want to work more than the usual hours get the chance to enjoy some extra money for overtime. Other than these, avoiding child labor will move the business towards an ethical trading business.

Considering the workers' and managers' relations is another important fact in an ethical trade process. Open and clear communication between the companies, managers, and employees is the basic ethical working condition. This establishment helps to increase communication productivity and allows everyone to open their voices.

On the other hand, physical and social well-being is another sector that improves with the principles of ethical trade. Studies have shown that "physical and social benefits are being felt by all workers and have effects not just in the workplace but also at home". Following these, as the workers are less vulnerable to social problems resulting from income instability and health problems ultimately get the chance to escape poverty.

Promoting environmental sustainability and protecting animal rights is also a part of the Ethical trading process. And there are merits in an integrated approach to managing social and environmental impacts.

Certain steps can be taken to become an environmentally friendly organization such as; the intention to reduce and prevent pollution wherever possible. Take measures to reduce waste in all areas of the business. For example, material waste is recycled where possible; fit toilets with water-reducing flushing systems; fitting low voltage lighting where practical and keeping power usage at a minimum during and outside working hours; usage of waste paper for note taking and confidential documents and shreds for mail order packaging; off-cuts in the material produced in the manufacturing process and re-used to produce other items.

Investor and buyers' protection is important. Ethical and trade practices are vital for a developing country like Sri Lanka. Sri Lanka participates in the export sector in a very vital manner. Thus Ethical Trading is as vital as the business. This ethical trading has brought Sri Lanka into a global trading hub. According to the Sri Lanka Export Development Board, ethical and sustainable manufacturing has been deep-rooted in Sri Lankan industries since ancient times. The country is still in the process of developing a universal investor and buyer protection framework in addition to the bilateral investment promotion and protection treaties.

In modern international trade, it is becoming very significant for exporters to conform to Fair & Ethical Trading Practices, protect of environment and adhere to sustainable development to maintain a competitive advantage in the market.

Understanding the significance, the National Chamber of Exporters of Sri Lanka (NCE) as a special service, issues the 'Certificate of Ethical Trading' to its Member Exporters who follow Ethical Trading Practices, Good Governance, and conformity to sound environmental and social practices based on below mention 08 Principles of Good Governance which have been developed by the Chamber.

This includes eight principles as follows;

Principle 1
Trading Practices – To operate with concern for the social, economic, and environmental well-being of Sri Lanka and prevent them been exploited for the profit of others.

Principle 2
payment of Statutory wages – pay wages and statuary commitments to all its employees according to National requirements.

Principle 3
child Labor and forced labor Not employ anyone under the age of 18 and no involuntary, forced or bonded labor is used.

principle 4
Non–Discrimination, Gender Equity and Freedom of Association – not to support decimation on all aspects and provide equal pay and opportunities for women and men. Request members to provide special training and encouragement to women to take leadership and provide a harassment free work environment to all (women and men)

principle 5
working conditions –to provide a healthy and safe workplace all its employees.

principle 6
capacity building – to develop management/ technical skills for employees to create better productivity and opportunities in work place.

Principle 7
promotion of Good Values – promotion of Good Values

Principle 8
Environment – To use environmentally friendly raw materials and production methods a safe guard nature.

The Chamber will assist and guide Member Exporters in the development of the Systems and Practices in their Enterprises based on Evaluation and Audits carried out. It is noted NCE is the first and only trade Chamber in Sri Lanka to issue a Certificate of Ethical Trading of Good Governance.

This service will bring significant benefits to exporters as follows;

- A Credible Certificate of value from The National Chamber of Exporters of Sri Lanka.
- Confirms adherence to Good Trading Practices.
- Confirms ethical behavior and adherence to the legislations related to labor, environment and Industries.
- Provides your enterprise a competitive edge in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.

The Chamber invites its members to obtain this certificate to demonstrate itself in the international market. Let's look into some testimonials from 3 of our members who have already gained the CET- certified companies

CERTIFICATE OF ETHICAL TRADING

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

"Privileged to have CET from NCE to create world awareness and credibility for our products"



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

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



Mano Sekaram
Founder and CEO
99x

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



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Brand influencing and marketing in the age of social media



In this era of Social media, brand influencing has become a vexing challenge. In previous decades, it was the custom to hand over the media marketing responsibility to an advertising company. However, today Social media marketing is a powerful way for every type of business of all sizes. This type of modern social media marketing trend helps the organization to reach more customers within a short period.

Social Media Marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. However, this doesn't mean simply creating a business account on famous platforms like Facebook, YouTube, and Instagram and creating posts whenever you feel. Social media marketing needs a developing strategy with objectives. These sets of strategic objectives should be able to optimize the respective profiles.

There are numerous benefits of social media marketing in this era. The widespread usage of social media is one of the most effective free pathways for marketing any business. One of the best advantages of this is, it enables the owner to turn the business into an active participant in the market. As the business starts to share photos, posts, and other materials on the platforms, the audience can familiarize themselves and connect with the business with the trust they have gained automatically through social media platforms.

Also, this type of marketing benefits the business to increase brand awareness. The visual nature of social media platforms allows any businessperson to build their visual identity easily and promote to a vast audience improving brand awareness. On the other hand, this method will also serve in the process of building relationships in both direct and indirect ways of communication.

When talking about influencers, the biggest blunder that many people tend to do is the failure to see the difference between celebrities and influencers. Influencers have an enthusiastic audience. The audience does not follow them because of any brand, they only care about the opinions of the influencer. In every society, there is a vast number of influencers and they are not always the youth. They can be of any age and can handle a smartphone.

Influencers, unlike celebrities, can be anywhere. Also, they can be anyone. What makes them influencers is their large followings on social media. They can be a popular fashion photographer, model, author, or simply a tutor. Within any industry, there are influential people. The organizations must find the correct influencer matching to their brand influencing strategy. An early example of influencer marketing involved YouTube celebrity PewDiePie who teamed up with the makers of horror films set in the French catacombs. He created a series of videos that made his 111 million subscribers happy.

According to the statistics shown by the Influencer Marketing Hub, they have mentioned that influencer marketing has grown to $16. Billion in 2022 and there has been a 465% increase in searches for the phrase 'influencer marketing' on Google since 2016. Another fact to add, 90 % of their survey respondents believe influencer marketing to be an effective form of marketing. So in short, we can assume that most of the audience in society tends to trust influencers when buying brands. So, with ample content and more technology facilities, influencer marketing will allow brands to extend their reach and drive results with content that directly speaks to their target audience.

These results are identified as the key results from the Influencer Marketing Hub in their 2022 study. While there has been a sizable increase in searches for influencer marketing, influencer marketing-focused platforms, and agencies have more than doubled in two years. Also, they have proven that high average earned media value per $1 spent on influencer marketing. Another highlighting result is that many firms now budget from both influencer marketing and content marketing. The majority of firms intend to increase their influencer marketing budgets in the upcoming yearly plans.

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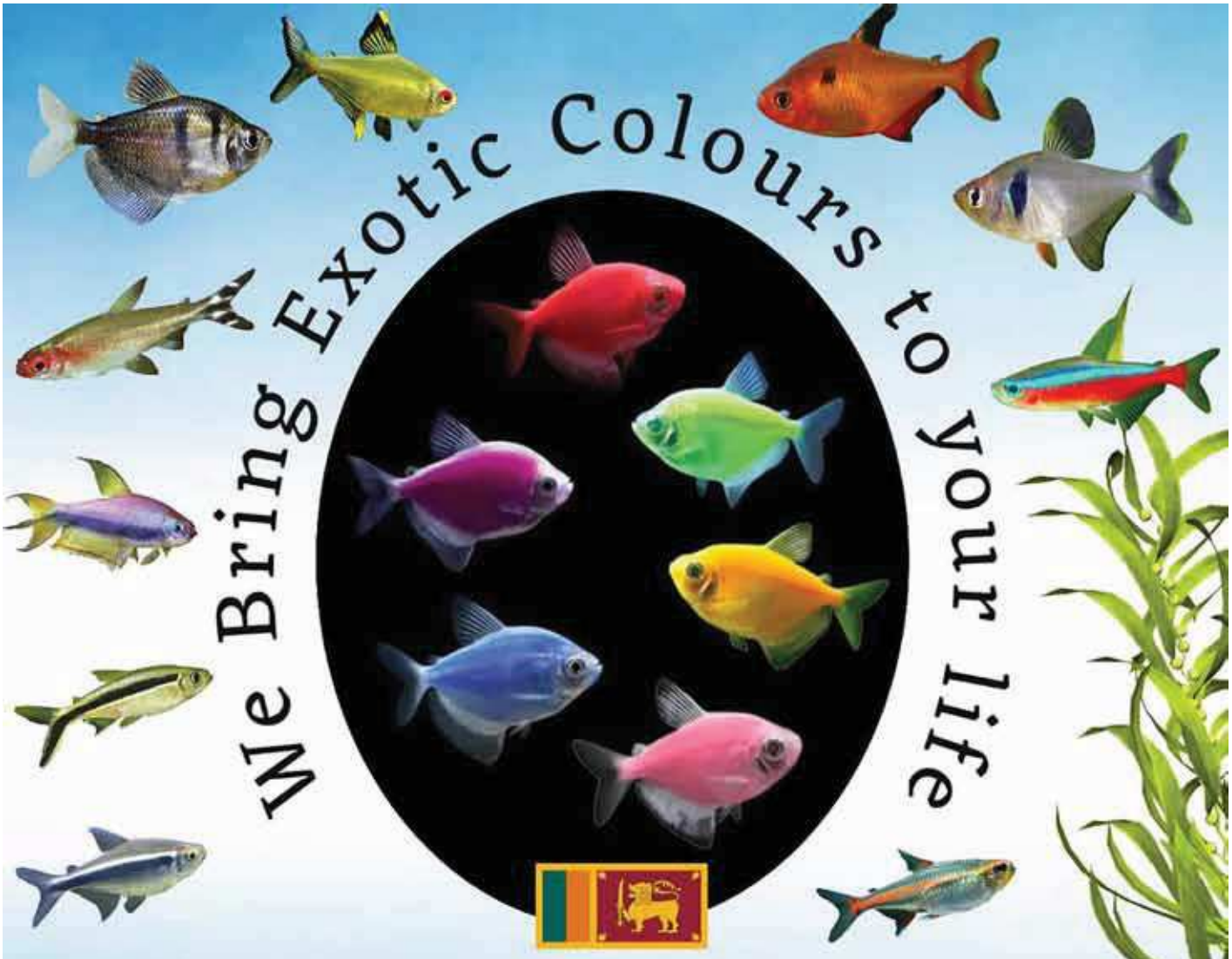
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