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Voice of the Exporter

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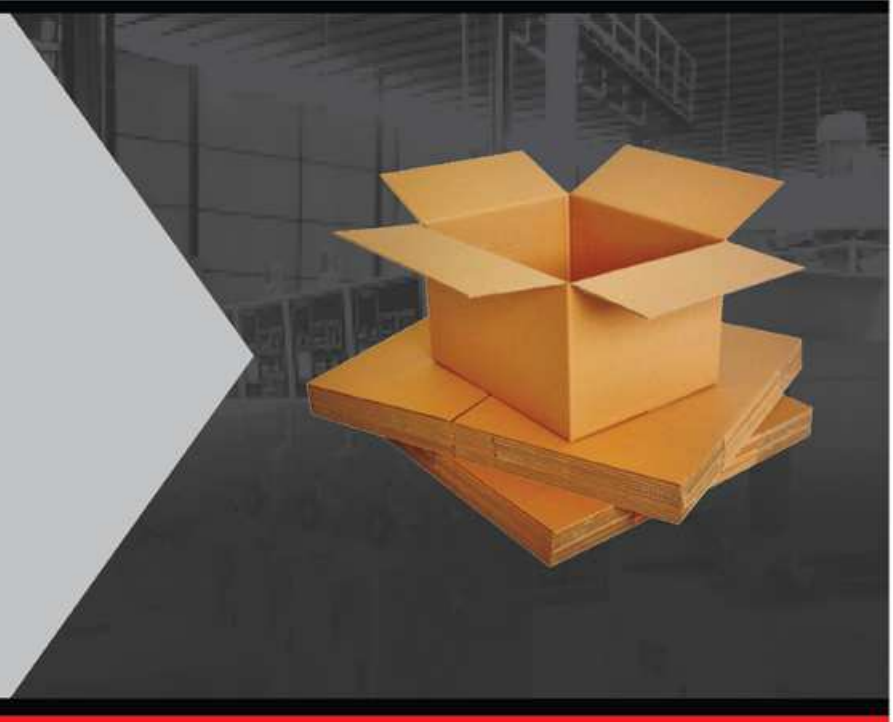
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3. Export Performance **4.** Success Stories **5.** Widespread

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119TH EDITION

Highlights

HIGH LIGHTS

01 ACTIVITIES OF THE CHAMBER

02 STORY FROM THE COVER PAGE

03 EXPORT PERFORMANCE

04 SUCCESS STORIES

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Sri Lanka Exporter

National Chamber of Exporters of Sri Lanka

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SERVICES OF THE CHAMBER

1. Publication of the "Sri Lanka Exporter" Magazine
2. Issue of Certificates of Origin and related Export Documentation
3. Dissemination of Trade Inquiries and Trade Leads
4. Conduct of Training Programmes and Workshops
5. Conduct of Professional Courses through the National Institute of Exports (NIOE)
6. Participation in Trade Fairs, Exhibitions, Trade Delegations etc.
7. Issue of Specialized certificates
8. Assistance for Innovation & Techno Entrepreneurship
9. Assistance for Resource Efficient Cleaner Production
10. Website Facilities
11. Sectoral Meetings
12. Representation of Macro and Individual Issues
13. Support services for Trade Associations
14. Distribution of Members Directory
15. Dissemination of Market Information, Trade Statistics and Buyer Information
16. Linking of Producers with Member Exporters
17. Support SME's under the 'Aspiring Exporters' Programme
18. Support services for women Entrepreneurs and Exporters
19. Issue of Certificates of Ethical Trading (CET)
20. Submission of Proposals for the Annual Budget of the Government
21. Recognition of Export Performance
22. Auditorium Facilities

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EDITORIAL

BY NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA



Safeguarding Sri Lanka's Exports through International Food Safety Standards

In today's globalized world, where international trade is crucial to economic growth, food safety and adherence to international standards are more important than ever. Adopting severe food safety procedures is not an option for a country like Sri Lanka, which has a thriving export business. It is critical to emphasize the importance of preserving food safety and standards, how Sri Lanka may increase exports by adhering to international standards, and why this endeavour is critical to the country's future development.

Food safety and standards are paramount for several reasons. Ensuring the safety of food products builds Consumer Confidence, both domestic and international. When consumers are confident that the products they purchase meet high-quality standards, they are more likely to make repeat purchases and recommend them to others. Unsafe food can cause foodborne illnesses, putting public health at risk. Sri Lanka may safeguard its inhabitants and prevent outbreaks of food-related illnesses by adhering to stringent food safety standards. When considering international trade, a country must fulfil the strict conditions imposed by importing nations in order to effectively engage in global trade. Noncompliance can result in trade barriers, restrictions, or even export bans, which can have a significant impact on a country's economy.

To promote exports through International Food Safety Standards, it is critical for Sri Lanka to align its food production and export procedures with international standards. Encouraging producers and exporters to get globally recognized certifications and accreditations, such as ISO 22000 and HACCP, will assist in ensuring food product quality and safety. These credentials might help companies gain access to foreign markets. It is critical to invest in infrastructure by improving and modernizing food production and processing facilities. This involves updating equipment, improving storage and transportation networks, and investing in research and development for novel food products.

It is critical to provide farmers, producers, and exporters with education and guidance on best practices in food safety. This expertise enables them to fulfil global standards while also adapting to evolving stipulations. Stringent food safety standards must be developed and enforced. Compliance shall be ensured and public health will be protected through effective monitoring and enforcement methods.

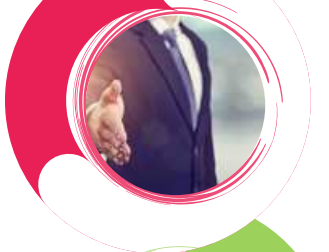
Adopting international food safety standards is not only a means of expanding exports for Sri Lanka but also of ensuring the country's economic viability and residents' well-being. Exports are a major driver of economic growth. Sri Lanka can boost its revenue and improve the quality of life for its population by assuring the quality and safety of its exports.Sri Lanka's global image as a producer of safe, high-quality food products will strengthen, drawing more foreign consumers and investors.

Prioritizing food safety safeguards the public's health. A healthy population leads to a more productive workforce and less strain on the healthcare system. Food safety regulations support sustainable farming practices, which help the environment in the long term.

Food safety and compliance with international standards are critical not just for Sri Lanka's export business, but also for the country's general growth and prosperity. Sri Lanka may improve its position in the global market by accepting these standards and incorporating them into its export strategy, guaranteeing a brighter and healthier future for its people.

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LAUGFS Corporation (Rubber) Limited

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Maliban Biscuit Manufactories (Pvt) Ltd

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Wichy Plantation Company (Pvt) Ltd

31ST NCE EXPORT AWARDS – 2023

ADAPTING TO GLOBAL SHIFTS

SRI LANKAN EXPORTERS EMBRACING CHANGE

NCE Annual Export Awards is the flagship event organized by the Chamber to recognize and reward the achievements of Sri Lankan Exporters of Products and Services and Service Providers in the International Marketplace. The event has been most looked forward to in the Business Calendar of Sri Lanka and has achieved national significance over the years due to its professionalism, and high standard of conduct.

31st Annual Export Awards of NCE

will be conducted at

Hotel Shangri-La, Colombo

on

08th December 2023.



The Story Behind the Trophy

The trophy awarded at the NCE Export Awards has its own story. The Trophy is cylindrical in shape with a globe carrying the world map at its apex. The Globe depicts the International nature of export markets covering the entire world. The Trophy also has the nature of a Light House depicting a beacon showing the path ahead for Sri Lankan exports which are so vital for the economy. The three metal plated arrows round the globe originating from its bottom, and increasing in thickness and pointing upwards depicts growth in exports related to international markets. They also represent the triple bottom line in respect of an enterprise comprising of Profit, People, and the Planet, which is a modern concept for the overall sustainability of an organization. The black color of the trophy conveys 'Authority and Power' in terms of color psychology which is reminiscent of the real nature of exports.

Award Winners Icon



National Chamber of Exporters of Sri Lanka (NCE) has introduced the Award Winners Icon to highlight the success of the Award Winners at the prestigious Annual Export Awards.

All winners are provided with this "Special Logo" by NCE. They have the opportunity to use the relevant winning icon in all their publicity and marketing materials, both locally and internationally.

For More Information

www.nce.lk

General Activities

Application Launched for the 31st Annual Export Awards of the NCE

The NCE officially launched the application process for the 31st Annual Export Awards on July 7, 2023. To apply, interested participants can visit www.nce.lk to download the application form. The event is themed "Adapting to Global Shifts: Sri Lankan Exporters Embracing Changes," signifying the significance of recognizing and responding to the ever-changing global trends. It highlights how Sri Lankan exporters have adjusted their business strategies to effectively tackle these challenges. The theme underscores the importance of adaptability and innovation in navigating evolving market dynamics. It encourages exporters to embrace change as an essential factor in achieving sustainable growth and success in the international marketplace. The deadline for submitting applications is 20th September 2023. The main event will take place on 08th December 2023.



Chinthaka Wegapitiya CEO of Laugfs Corporation (Rubber) Ltd – the Most Outstanding Exporter 2022 receiving the Awards Guidelines by the NCE President

Celebrating a New Chapter:

Inauguration of Our Remarkable Office!

With immense joy and pride, we gathered on 31st August 2023 to mark the ceremonial opening of our new office. This momentous occasion is not just about physical infrastructure; it's a symbol of our commitment to excellence, growth, and a brighter future.

The journey to this day has been one of vision, hard work, and collective effort. Our new office premises stand as a testament to the dedication of every member of our team and the unshakeable support of our esteemed partners.

Our Past Presidents, Patrons, Family Members of Late Deshabandu Patrick Amarasinghe, Mr. L.S.G. Tillekeratne(Former Director Member Services of NCE), Members of the Management Committee, and NCE Secretariat joined us in commemorating this significant milestone.

As we step into this new chapter, let's remember that our office is not just a place of work, but a space where ideas flourish, relationships deepen, and dreams find their wings.



Late Deshabandu Patrick Amarasinghe Memorial Hall

31st August 2023, marks a momentous occasion as we gathered to inaugurate and open the doors of the "Late Deshabandu Patrick Amarasinghe Memorial Hall". This hall stands as a testament to our commitment to preserving and commemorating the stories, the sacrifices, and the enduring spirit that have shaped our shared history.

Within these walls, we have created a space that not only pays homage to the past but also serves as a beacon of knowledge, remembrance, and reflection. The "Late Deshabandu Patrick Amarasinghe Memorial Hall" will stand as a living tribute to the lives and experiences that have contributed to our successful journey at NCE.



May this hall become a sanctuary for remembrance, a place where we honour the memories of those who have paved the way for us and a source of inspiration for generations to come.

Unveiling the portrait of Immediate Past President of NCE

On 31st August 2023, we gathered with great honour and respect to unveil the portrait of our Immediate Past President Mr. Ravi Jayawardena

This portrait serves as a reminder of the dedication, commitment, and vision that Mr. Jayawardena brought to the NCE.

As we unveil this portrait, let us remember the milestones achieved during Mr. Ravi Jayawardena 's tenure, the progress that was made, and the unity that he worked to foster among our members.





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Meetings/Discussions with Stakeholders and Other Interested Parties on Trade-related Activities

NCE Officials Meet with Hon. Ali Sabry, Minister of Foreign Affairs, to Strengthen Collaboration on Overseas Delegations and Digital Platform for Exporters

NCE representatives held a meeting with Honorable Ali Sabry, the Minister of Foreign Affairs, to deliberate on the Chamber's initiatives related to overseas delegations and to explore opportunities for collaboration with Sri Lankan Overseas Missions. During this interaction, the NCE expressed its gratitude to the Minister and the Ministry for their valuable support in facilitating overseas delegations, acknowledging the pivotal role played by Sri Lankan Missions in extending their full support.

Furthermore, the meeting encompassed discussions about the establishment of a digital platform where all Sri Lankan Overseas Missions can regularly update country-specific information. This platform is envisioned to be a valuable resource for exporters, providing them with pertinent information to enhance their international trade endeavors.



NCE's Involvement in Parliament Meeting to Address Concerns About SVAT Removal

NCE President Mr. Jayantha Karunaratne, along with officials Mr. Shiham Marikar, Secretary-General, and Ms. Rukmi Hettiarachchi, Senior Executive for Member Services, took part in a meeting convened by the Sectorial Oversight Committee at the Parliament of Sri Lanka on August 21, 2023. The meeting centered on discussions about the removal of SVAT (Simplified Value Added Tax). Chairman of the Committee, Hon. Gamini Weleboda, sought insights from both public and private sector representatives concerning SVAT removal. During the meeting, the NCE President conveyed exporters' concerns regarding the proposal to eliminate SVAT and underscored its potential adverse effects on the exporting community.



Collaborative Meeting Between NCE Officials and the Ministry of Investment Promotion

Officials from the National Chamber of Exporters (NCE) convened a meeting with Mr. Nayamudeen, the Secretary of the Ministry of Investment Promotion, on September 4th, 2023. The primary agenda of this meeting was to address the challenges encountered by companies registered with the Board of Investment (BOI) when importing RSS Rubber.

NCE members have encountered various obstacles in the importation of RSS Rubber, ranging from delays to bureaucratic hurdles. These challenges have significantly impacted their business operations and global competitiveness.

The Ministry expressed its commitment to collaborating with the NCE to identify and implement solutions for the benefit of NCE members facing these challenges.



Meeting the Officials of the National Intellectual Property Office of Sri Lanka (NIPO)

In a significant development for Sri Lanka's intellectual property landscape, representatives from the National Chamber of Exporters (NCE) recently engaged in a crucial meeting with Mrs. Geethanjali Ranawaka, the esteemed Director General of the National Intellectual Property Office of Sri Lanka (NIPO). The meeting, held on September 6th, 2023, marked a pivotal step toward enhancing the protection and recognition of Sri Lankan brands on the global stage.

The primary objective of this meeting was to address the various challenges and obstacles that have been impeding Sri Lanka's accession to the Madrid Protocol—an international treaty aimed at simplifying and streamlining trademark registration for businesses operating across borders.

Both the NCE and NIPO expressed their unwavering commitment to forging a collaborative partnership to expedite the accession process to the Madrid Protocol. By doing so, they aim to remove the existing barriers that have hindered Sri Lankan brands from gaining the global recognition and protection they rightfully deserve.

The Madrid Protocol, administered by the World Intellectual Property Organization (WIPO), offers a simplified and cost-effective mechanism for businesses to register and protect their trademarks internationally. By joining this international treaty, Sri Lankan businesses will gain access to a streamlined process for registering their trademarks in multiple countries simultaneously. This will not only reduce administrative burdens but also enhance the global visibility and competitiveness of Sri Lankan brands.



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Modules

01. Theories of International Trade and Trade Related Organizations.
02. Accounting for Decision Making.
03. International Trade Process and Customs Procedures Relating to Trans-Border Transactions.
04. Logistics, Marine Insurance, and other Supportive Activities of International Trade.

Resource Panel

- **Mr. R. Chris Kariayawasam** - Key Accounts Manager, (Managing a Portfolio of businesses) - Nestle Lanka
- **Mr. Eranda Fernando** - Consultant Economics, NDB
- **Mr. Gamini Maduarachchi** - Ministry of Agriculture, Procrument Specialist | Management Consultant
- **Mr. Achala Chandrasekera** - Director, Sri Lanka Customs
- **Mr. Sudatta De Silva** - Deputy Director, Sri Lanka Customs
- **Mr. Charitha Jayasinghe** - Head of I-Pay LOLC
- **Mr. Dushan Waduwavala** - Deputy General Manager, International Marketing, Alumex PLC
- **Mr. Sunanda Dinesh Kumara** - Cluster Senior Finance Manager, Brandix Group
- **Ms. Priyashi Hewavitharana** - Consultant, HNB General Insurance
- **Mr. Gamini Karunatillake** - Business Consultant
- **Mr. Malika Amarasekara** - Consultant HRM & Legal, Corporate Trainer
- **Mr. Thasim Rafi** - Director Venture Green Pvt Ltd, Co-Founder HUBPOINT
- **Mr. Sanjeeva Jayaweera** - Senior Lecturer, Corporate Trainer, Management Consultant

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Activities related to Member Services







Awareness session on SVAT / TAX Seminar

The NCE recently hosted a seminar regarding the Government's decision to eliminate the SVAT scheme starting from January 1, 2024, which has been a highly debated topic of late. The seminar took place on July 7, 2023, at the Hotel Galadari Main Ballroom and saw a significant turnout of over 240 attendees.

During the event, Mr. Suleiman Nishtar, Partner Tax at Ernst & Young, delivered an enlightening presentation on the subject. This was followed by a panel discussion, which featured experts and exporters from the industry, namely Mr. N. M. M. Mifly, the Deputy Commissioner of Tax Policy and international tax affairs, Ms. Thanuja Ayanthi Perera, Tax Policy Advisor from the Ministry of Finance, Mr. Ganesh Deivanayagam, Chairman of the Tea Exporters Association of Sri Lanka, Mr. Felix A. Fernando, Deputy Chairman of the Joint Apparel Association Forum Sri Lanka (JAAFSL), Mr. Arosha Liyanaarachchi, Executive Vice President of Commercial Banking at Nations Trust Bank PLC, Mr. Suleiman Nishtar, Partner Tax at Ernst & Young, and Mr. Jayantha Karunaratne, the Chairman and Managing Director of Imperial Teas Group Pvt Ltd and also the President of NCE. The panel discussion was expertly moderated by the Chamber Secretary General, Mr. Shiham Marikar, to facilitate insightful conversations. The Nations Trust Bank joined this event as an event partner, creating awareness about their special services that can be obtained digitally and will benefit exporters.

Awareness Session on Trade Agreements

On July 26, 2023, a significant event took place at Hotel Jetwing Colombo 07, offering valuable insights into Sri Lanka's diverse trade agreements. These agreements establish preferential treatment and favourable market access for exporters, boosting their competitiveness and export potential. The objective of the gathering was to equip exporters with the essential knowledge to effectively leverage these agreements.

Mr. K.J. Weerasinghe, Chief Negotiator, Office for International Trade , provided an informative overview of the trade agreements, highlighting their extensive benefits for Sri Lankan exporters. As the Government's Chief Negotiator on Free Trade Agreements (FTA), Mr. Weerasinghe shed light on the broader scope of these agreements. Distinguished speakers, Mr. Sanjeewa Pattiwila and Mr. Sanjeewa Bandara from the Department of Commerce presented in-depth analyses of each trade agreement, elaborating on specific advantages and preferential tariffs available to Sri Lankan exporters. The seminar attracted a diverse audience, including exporters, industry professionals, and trade enthusiasts, all eager to capitalize on the opportunities presented by these agreements. The event facilitated knowledge-sharing and collaboration, encouraging participants to explore potential avenues for business expansion in the global market.



NCE Workshop on Trade Agreements: Leveraging Export Benefits

In collaboration with the Department of Commerce, the National Chamber of Exporters (NCE) recently hosted a series of group sessions focused on Trade Agreements. The workshops aimed to enhance awareness among exporters about the potential benefits of trading under preferential schemes, regional, bilateral, and free trade agreements.

The NCE Workshop on Trade Agreements comprised two informative sessions. The first session took place on 05th September 2023, followed by the second session on 26th September 2023. These sessions were attended by a total of 50 participants eager to expand their knowledge in the field of international trade.

Mr. Sanjeewa Pattiwila, Deputy Director of Commerce, and Mr. Sanjeewa Bandara, Assistant Director of Commerce, played pivotal roles during the workshop. They delivered detailed and insightful presentations that shed light on the intricacies of trade agreements. These presentations covered a wide range of topics, including the advantages of preferential schemes, the significance of regional trade agreements, and the potential of bilateral and free trade agreements in boosting exports.

The NCE and the Department of Commerce are committed to fostering a deeper understanding of trade agreements and their role in promoting export-led growth. The success of these informative sessions underscores the importance of knowledge-sharing in the ever-evolving landscape of international trade.

The NCE Workshop on Trade Agreements served as a valuable platform for exporters to learn, network, and explore new avenues for expanding their businesses. As global trade continues to evolve, staying informed about trade agreements is a critical aspect of success for exporters seeking to maximize their export potential. The NCE remains dedicated to providing such opportunities for growth and learning in the future.







Exporters Fellowship: Fostering a Vibrant Export Community

The National Chamber of Exporters (NCE) recently hosted two enlightening fellowship evenings, shedding light on its extensive activities aimed at benefiting exporters. These events, organized as part of the Membership Drive initiative, took place at the elegant Hotel Jetwing in Colombo on August 11 and September 22, 2023, drawing the participation of approximately 75 prominent exporters from diverse sectors.

The inaugural event saw the esteemed presence of Mr. Lakshan Algama and Mr. Farhath Amith, representing the Chamber Management Committee. Dr. Manisha Rodrigo, the Group Chief Executive Officer of Bopitiya Auto Enterprises/Bopitiya Auto Springs, shared her invaluable experiences as an NCE member. Asia Securities also contributed to the event by providing valuable insights into how exporters can access their exclusive services.

The second evening was graced by the presence of Dr. Kingsley Bernard, Chairman of the Export Development Board (EDB), who attended as a special guest. His participation underscored the collaborative endeavors between the NCE and government institutions, demonstrating a commitment to promote and empower Sri Lanka's burgeoning export industry.

Mr. Indhra Kaushal Rajapaksha, the Managing Director of Kalhari Enterprises, and a representative of the NCE Management Committee, took the stage during the second event. He emphasized the NCE's unwavering dedication to representing the interests of exporters and creating new avenues for growth in Sri Lanka's dynamic export sector.

These fellowship evenings were characterized by lively discussions, the exchange of valuable insights, and the sharing of best practices. They served as a testament to the NCE's relentless commitment to fostering a vibrant export community, promoting innovation, and facilitating the expansion of Sri Lanka's exports on the global stage.

Through such commendable initiatives, the National Chamber of Exporters continues to play a pivotal role in advancing the interests of the export sector, ultimately contributing to the economic prosperity and growth of the nation. As Sri Lanka looks forward to further developing its export prowess, the NCE stands as a strong and reliable partner for exporters, offering support, guidance, and a platform for collaboration in the journey towards global success.













Conduct of the 02nd Member Group Meeting

Through strong links with Sri Lankan missions abroad, trade chambers, and other business-oriented entities, the NCE is working hard to provide members with market access opportunities. Furthermore, the chamber's mission is to lobby on behalf of our member exporters' sectoral challenges, and a series of meetings with important authorities are planned to accomplish this.

We have organized a series of member group meetings to increase awareness of Chamber activities and how members may gain additional benefits from Chamber Services, and the 02nd NCE member group meeting was conducted successfully on 04th August 2023 from 3 to 4 p.m. at the Jetwing Colombo with 35 NCE Member Companies.

Mr. Jayantha Karunaratne, President of the NCE, and Mr. Shiham Marikar, SG/CEO, gave the introductory comments, stressing the Chamber's activities and how members may utilize Chamber Services.

The objectives of this effort were to encourage active involvement from members, enhance awareness of chamber events, and encourage member engagement.

Ms. Subhashini Abeysinghe, Research Director Verité Research and a well-known economist addressed the audience by presenting a brief on National Budget Tracker and areas our exporters should focus on when submitting budget proposals this year, adding value to this event.

The event was conducted in partnership with SLECIC (Sri Lanka Exporter Credit Insurance Corporation) who is a Strategic Partner of NCE.









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NCE Collaborations

UNIDO and NCE Collaborate to Enhance the Certificate of Ethical Trading (CET)

On 4th July 2023, Officials from the United Nations Industrial Development Organization (UNIDO) Sri Lanka office held a meeting with the NCE team at the Chamber Secretariat. The purpose of the meeting was to discuss the collaborative efforts between UNIDO and NCE aimed at elevating the standards of the Certificate of Ethical Trading (CET).



Seylan Bank PLC renewed the Strategic Partnership with NCE

Seylan Bank PLC renewed the strategic partnership with the NCE at Seylan Bank Head Office with the presence of senior officials of both organizations, to boost Sri Lankan exports in global markets.

Through this strategic alliance, Seylan Bank will support member exporters of the Chamber who are either looking to gain a foothold in overseas markets or to expand the markets share they have already established.





SALOTA International (Pvt) Ltd renews the Strategic Partnership with NCE

SALOTA International (Pvt) Ltd, a leading freight forwarding company renewed the strategic partnership with NCE for the year 2023-2024. The partnership was entered upon for a period of one year from July 2023. 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 3PLsolutions.



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www.sagt.com.lk

SAGT PORT OF COLOMBO SRI LANKA

SAGT SUSTAINABILITY

Meeting the Officials of Colombo School of Business and Management (CSBM)

The National Institute of Exports (NIOE), the NCE's education arm, in collaboration with the Colombo School of Business and Management (CSBM), offers a professional qualification in International Trade Management to the Exporter Community and those interested in pursuing a career in International Trade.

Officials from NCE/NIOE and CSBM met today at the NCE Office to discuss developing a customized Diploma Programme for the Exporter community.



Ernst & Young (EY) renews collaboration as the Facilitator for the NCE Export Awards 2023 - Judging process

The well-known multinational audit firm Ernst & Young (EY) , The Strategic Knowledge Partner of NCE , renews their collaboration to become the Facilitator for the Judging process of the NCE Export Awards 2023. They will assist the Chamber by providing professional inputs for the judging process of the Export Awards, to ensure transparency and integrity in the selection of Award Winners, to enable benchmarking of this event with a high profile, and credibility, among the Business Community in Sri Lanka, and especially among Sri Lankan Exporters.



Asia Securities Private Limited renewed the Strategic Partnership with NCE for 2023-2024

Asia Securities Private Limited, a leading investment firm in Sri Lanka led by an internationally experienced management team, renewed its Strategic Partnership with NCE to engage in Chamber activities and provide exclusive services to the Export Community.



Sri Lanka Tea Board Extends Collaboration with NCE

The National Chamber of Exporters (NCE) has extended strategic collaboration with the Sri Lanka Tea Board. This collaboration is specifically designed to enhance the visibility and promotional efforts of our tea-exporter community. We are eagerly looking forward to continuing our joint efforts to empower and elevate our exceptional exporters. Our shared goal is to expand the global reach of Ceylon Tea, reinforcing our nation's position on the global stage.



HNB
YOUR PARTNER IN PROGRESS

NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
Voice of the Exporter

Preventive Controls Qualified Individual (PCQI) Course

Organized by National Chamber of Exporters of Sri Lanka in partnership with HNB



OBTAIN PCQI CERTIFICATION
(FDA APPROVED CURRICULUM)

This is an important certificate for your staff working in food and beverage production and packing facilities. Expand your food exports and secure the market share of USA by conforming to US - FDA regulations on Human Food.

Registrations for the next batch are now open!

Training Method: Online via zoom

Your Investment under the Special Offer:

- **Course / Training Fee : LKR 22,000/-**
  (An amount of Rs. 10,000/- will be waved off under the partnership with Hatton National Bank PLC)
- **Certificate Fee : 60 USD**



For More Details Please Contact on:
Tel: 011 434 4662 E-mail: operations@nce.lk

Training and Development

Certificate Awarding Ceremony for Preventive Controls Qualified Individual (PCQI)



The National Chamber of Exporters of Sri Lanka (NCE), in partnership with Hatton National Bank, awarded Preventative Controls Qualified Individual (PCQI) certificates to 30 Export Company Employees who successfully completed the course. As per the United States Food and Drug Administration (FDA) requirement it is recommended for Export Companies exporting to the USA market to have their own PCQI-trained staff so that the required safety and standard of Export Products are met. This course is designed for exporters who want to satisfy the PCQI training requirements. The Certificate Awarding Ceremony for these 30 certified persons was held at HNB Head Office on August 28, 2023.

NCE Internal Staff Training Session

The NCE organized an internal training session for its staff members on the 14th of September 2023 at the NCE conference Hall.

"Building a path to become the best place to work" is the main theme of this session covering the areas of Empathy and Emotional Intelligence, Problem-Solving and Critical Thinking, and time management. There were interesting group activities followed by presentations and opportunities given to share experiences on subject matters. The session was conducted by Ms. Dilini Gamlathge, Senior Manager, Member Services and Operations, with the support of Ms. Tharushi Karunarathna, Ms. Tharuka Dissanayake University of Kalaniya and Ms. Kamshagini Nallainathan interns from the University of Sri Jayewardenepura



PCQI Training Sessions held on 21st, 22nd & 26th of September

The National Chamber of Exporters of Sri Lanka recently organized a training program known as the 'Preventive Controls Qualified Individual Course (PCQI)' for professionals working in the food production, packaging, and beverage industries. The event, held on September 21st, 22nd, and 26th, 2023, signifies a significant step towards ensuring the highest standards of safety and quality in Sri Lanka's food sector.

The PCQI course is designed to equip participants with the knowledge and skills necessary to effectively implement preventive controls and manage food safety hazards, as mandated by the U.S. Food and Drug Administration (FDA) under the Food Safety Modernization Act (FSMA). This course is not only valuable for exports to the U.S. market but also enhances overall food safety practices in Sri Lanka.



By organizing such training initiatives, the National Chamber of Exporters of Sri Lanka demonstrates its commitment to supporting the country's food industry in maintaining and elevating food safety standards. The knowledge and skills imparted through the PCQI course are essential not only for exports but also for safeguarding the health and well-being of the local population by reducing the risks associated with foodborne illnesses.

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Nuwara Eliya *Delicately Fragrant*

As Nuwara Eliya is unique, so is its tea. Recognized by tea connoisseurs, it has been said that Nuwara Eliya,at 6,240 feet above sea level, is to Ceylon tea what Champagne is to French wine. Brewed light it makes for a very smooth cup of tea that can also be iced for a refreshing difference.



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 peck 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.

WEB: www.pureceylontea.com

Monthly Management and Council Meetings

NCE held its 07th monthly Management Committee & Council Meeting in July

On 20 July 2023, NCE conducted the Monthly Management and Council Meeting at Best Western Elyon Colombo, where important Chamber operational aspects and sectoral issues were discussed, followed by an evening of networking. Mr. Senarath Devendra, Chairman/ Managing Director of Sri Lanka Export Credit Insurance Corporation (SLECIC), and Mr. Jairo A.V. Diaz, International Senior Specialist, United Nations Industrial Development Organization (UNIDO), were invited as Guest Speakers to the Council meeting, who apprised the audience on how member Exporters can obtain valuable services for their respective organizations. For more than three decades, Sri Lanka Export Credit Insurance Corporation (SLECIC) has been the leading provider of trade-related credit insurance solutions and other Guarantee support services for the development of exports. UNIDO, by launching different initiatives, helps Sri Lanka's agricultural and agri-food production industry become more productive, sustainable, diverse, climate-resilient, market-oriented, and inclusive. The networking session was hosted by the SLECIC in collaboration with the NCE.













NCE held its 08th monthly Management Committee & Council Meeting in August

NCE held the Monthly Management and Council Meeting at the Chamber Premises on August 17, 2023, when important Chamber operating aspects and sectoral concerns were discussed, followed by an evening of networking. The networking event was conducted in collaboration with Seylan Bank PLC, an NCE Strategic Partner.

Mr Ramesh Jayasekara, Director/CEO of Seylan Bank PLC, briefed the Council members on the Exclusive Services that the bank provides to the Exporter Community

NCE held its 09th monthly Management Committee & Council Meeting in September 2023

The National Chamber of Exporters (NCE) convened its monthly Management Committee & Council Meeting on September 20, 2023, at the Best Western Hotel. The meeting commenced with a comprehensive overview of the chamber's activities conducted throughout the month. A significant highlight of the meeting was the presence of Hon. Manusha Nanayakkara, Minister of Labour & Foreign Employment, Sri Lanka, accompanied by his consultant/ secretary, Mr. Shan Yahampath. The Minister presented the initiatives undertaken for amending labour laws, acknowledging the NCE's proposals that had been submitted. Council Members had the opportunity to engage with the Minister, seeking clarification on pertinent questions and discussing sector-specific issues. Following the meeting, a networking event provided a platform for knowledge sharing and collaboration among attendees. TCC Info Tech Pvt Ltd, the event's main sponsor, shared valuable insights on how their services can assist exporters in their endeavours.





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WELCOMING POSSIBILITIES


THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA (NCE)
BUSINESS DELEGATION TO,
THE UNITED KINGDOM
11TH - 15TH
SEPTEMBER 2023
IN COORDINATION WITH
THE SRI LANKA HIGH COMMISSION IN THE UK

NCE Exporters' Delegation visited the UK for B2B Meetings

The National Chamber of Exporters of Sri Lanka, the NCE, is proud to announce that an overseas exporters' business delegation to the UK took place during 10th to the 17th of September 2023. The business delegation was organised at the invitation extended by Her Excellency Saroja Sirisena, the High Commissioner of Sri Lanka in the United Kingdom. It was an exciting initiative aimed at further fostering trade and investment ties and exploring new opportunities in one of the world's key markets and the 2nd biggest export market of Sri Lanka, the UK.

The objectives and related programmes during the delegation were to connect the UK and Sri Lankan businesses on trade and investment. During the visit, the business delegates met with the UK businesses that have an interest in trade and investments with Sri Lanka. Business contacts in the UK were able to meet with Sri Lanka's best ethically sourced and manufactured products & services exporters and establish valuable business relationships. Two key B2B sessions and the networking receptions to meet with the Sri Lanka business delegation was arranged by the Sri Lanka High Commission in London and Birmingham.

This delegation underscores our commitment to promoting international trade for Sri Lankan exporters, providing a platform to showcase their products and engage with potential partners, buyers and investor collaborators in the UK. Through this endeavour, NCE seeks to enhance bilateral trade, exchange knowledge, and pave the way for a fruitful collaboration between Sri Lanka and the UK. The delegation consisted of multi-sectoral exporters and provided the delegates and their companies with many benefits. The delegates were able to explore the UK market, thereby diversifying their customer base and reducing dependency on a single market. The Delegation facilitated direct interaction with potential buyers, distributors, and partners, allowing exporters to establish valuable relationships and networks for future business collaborations. The delegation covered sectors such as Ceylon value-added tea, coconut products, value-added spices and extractions, herbal and natural products, fruits and vegetables, electric and bicycles, solid rubber tyres and granites and quartz tops for property, construction and interior etc.

On the 13th of September, the High Commission of Sri Lanka in the UK organized a highly professional and productive B2B and networking session at the High Commission premises. The event was supported by the Sri Lanka- UK Chamber of Commerce (SLUKCC) and it was attended by over 50 UK business contacts including members from the Department for Business and Trade, UK and the Commonwealth Enterprise and Investment Council.





Addressing the gathering High Commissioner Saroja Sirisena stated that this event was held after a hiatus due to the Covid-19 pandemic and the considerable challenges faced by Sri Lanka in 2022. Her Excellency appreciated the great commitment of the NCE to make a reality in bringing the business delegation to the UK in close collaboration with the High Commission and also the support provided by the members of SL-UKCC and the UK companies who have come to the B2B meetings specially during the crucial time when Sri Lanka is easing out of its economic difficulties. Sri Lanka exports nearly a total of USD 1 billion worth to the UK with a global share of nearly a 10%. Under the recently implemented UK-DCTS, new and expanded product coverage has created a window of opportunity and Sri Lanka has to utilize it to the maximum.

The High Commissioner also stated that "Sri Lanka is now inching forward toward growth trajectory. Tourism is reviving while introducing new programmes like the recently announced "Digital Nomad Visa program" in 2023. Tourism arrivals have surpassed 900,000. I am confident that very soon it will have well-over a 1 million arrivals and I am pleased to say that the UK has been the second biggest contributor of inbound tourists and also the second largest single export market for Sri Lanka".



The Sri Lanka – United Kingdom Chamber of Commerce (SLUKC) also played an important role in inviting their members for B2B with the visiting Exporters delegation. The Sri Lanka – UK Chamber of Commerce under the auspicious of the Sri Lanka High Commission in the UK was formed with a view to strengthening the bilateral trade relations, promoting of investment, tourism and Small and Medium Enterprises. The Chamber comprises core groups of its membership to promote the diverse sectors including tea, apparel, Fintech & IT, food & beverages, tourism, and services. The President of SLUKC Mr. Shehan Silva assured the fullest support and will be working closely with the NCE in promoting Bilateral trade with the UK and Sri Lanka.

NCE signs MOU with Greater Birmingham Chambers of Commerce

During the visit to the UK the NCE in partnership with the Sri Lanka High Commission and the Greater Birmingham Chambers of Commerce (GBCC) organized another fruitful B2B session and networking lunch at the GBCC. The event was followed by few company site visits and discussions held at Birmingham Wholesale Market, Birmingham International Airport and two solid rubber tyres importers in Birmingham. International director of the GBCC Mandy Haque welcomed the delegation, while speeches were delivered by the GBCC President Deb Leary, Shiham Marikar, and Minister (Commercial) at the High Commission Somasena Mahadiulwewa. During the B2B session with a view to further expansion of trade and investment links between the Greater Birmingham and Sri Lanka it was signed a Memorandum of Understanding (MoU) between the two trade chambers.

GBCC President Deb Leary stressed the importance of signing the MoU with Sri Lanka saying "Signing the MoU is important not just because the NCE of Sri Lanka recognises the Sri Lankan chamber as an ethical trading body, but because Sri Lanka has put themselves as a driver of ethical trading practices on a global scale." Minister (Commercial) for the Sri Lanka High Commission Somasena Mahadiulwewa said: "Best wishes and a big thank for both the GBCC and the NCE for making this significant day in Birmingham also a reality. "The UK market is the second biggest export market of Sri Lanka and we are confident that both the trade chambers will reap the fruits of this event and it will further increase bilateral trade and more opportunities through networking, particularly the benefits of the recently implemented UK-DCTS", he further added.







The GBCC Endorses the Ethical Trading Certificate programme of the NCE

The Certificate of Ethical Trading (CET) issued by the NCE is a credible certificate that confirms adherence to Good Trading Practices. The CET is offered exclusively to the NCE members only. The GBCC shall endorse the CET offered by NCE to its members that confirms the adherence to internationally accepted criteria's such as - Trading Practices , Payment of a Statuary Wages, Non –use of Child Labour and Forced Labour, Non-Discrimination, Gender Equity and Freedom of Association , Working Conditions , Capacity Building , Promotion of Good Values and Safeguard Environment.

After the signing ceremony, Shiham Marikar said: "Our vision is to get on board all members of our chamber qualify for this certificate of ethical trading because we are a country that depends a lot on exports. The GBCC president Deb Leary stated in her address that the GBCC endorses the CET as the BBCC also are in the same view and Encouraging and creating Ethical Trading amount their members and greater business communities.





Meeting with the CEO of the UK Ethical Trading Initiative (ETI)

On 12th as facilitated by the Sri Lanka High Commission a meeting with the Executive Director of Ethical Trading Initiatives (ETI) Mr. Peter McAllister was held at the Sri Lanka High Commission. ETI is a leading alliance of trade unions, NGOs and companies, working together with key stakeholders to promote practical solutions to end the abuse of human rights at work. The Meeting focused on a possible collaboration between the NCE and ETI to endorse and work towards promoting Ethical Trading Practices among NCE members.



Meeting with the UK Commercial Horticultural Association (CHA)

On 15th September a separate meeting was held with Amanda Sizer Barett– Director General of CHA. The CHA is the British trade association for manufacturers and suppliers of plants, products and services to commercial horticultural growers throughout the world. The meeting was attended by the Shiham Marikar and NCE member Mr. Farhath Amith of Fanam International, a leading Exporter representing the Agriculture sector. The meeting was focused on connecting Sri Lanka's Horticulture exporters with the members of CHA and also working on projects related to modernizing the Sri Lankan Horticulture Sector where CHA could play a vital role.

Future Delegations

Future delegations of the NCE are to visit South Africa, South Korea, Turkey, Jordan , India , Australia and the UAE. By joining these delegations the Sri Lankan exporters could increase export opportunities by showcasing products and services to a new market, exporters can identify potential business leads, negotiate deals, and secure contracts, ultimately boosting export opportunities and revenue streams.

The President of the NCE Mr. Jayantha Karunaratne invites exporters to join the future delegations and promote and enhance brand visibility and awareness in the target market, leading to a stronger brand presence and improved brand recognition among international stakeholders. It also provides a platform for knowledge sharing, best practice exchange, and learning from industry peers, government officials, and experts, empowering exporters with valuable insights to improve their export strategies. Being part of an official delegation enhances credibility and trust in the eyes of potential international partners, signalling that the exporters are supported by recognized industry and government entities stated by the NCE President. Exporters could contact the Chamber by sending an email to nce@nce.lk to receive further information on these planned future delegations.



Fanam International (Pvt) Ltd.

PRODUCT SECTOR: LIVESTOCK, HORTICULTURE, FLORICULTURE & AGRICULTURE

+94 75522 5577,
+94 77777 5334

fanam@sltnet.lk
farhath.amith@fanaminternational.com

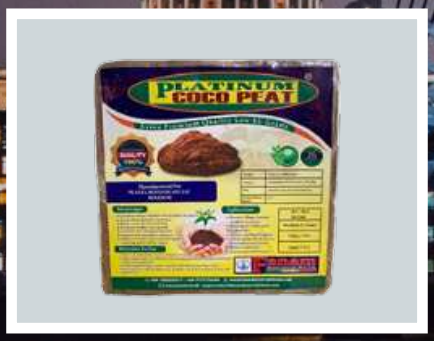
www.fanaminternational.com

Company Profile

Fanam International (Pvt)) Ltd successor's to Fanam International established in 1986. Its commercial activities are Export, Re-Export & Entreport Trade started – off on Export of Agricultural Commodities with its first export commodity KAPOK Fiber to Canada in August 1986. A consistent decade of Exports from 1986 – 1996 with a product range of Spices, Fresh Coconut, Desiccated Coconut and Coir Fiber Products to Mauritius, Cloves to Tunisia and Coir Fiber to South Africa in that region. During 1992 – 1997 company was within 5 or Top Ranked Exporter of Fresh Coconut to Pakistan and Mauritius in succession.

Until 1996 company's product basket expanded to many categories – Coconut Kernel and Coconut Coir Fiber Products, Spices, Fresh Fruits and Vegetables, Cover-Crop Plant Seeds. In a decade of export it has reached markets in South Asia, Far East, Middle East, Europe and African Continents covering 22 countries across.In 1997 when it ventured to Maldives, it added Planting Materials to its product category with a vast product list in its basket which includes Plants, Seeds, Organic and Chemical Fertilizers and Pesticides.Company gained immense popularity in Maldives as Planting Materials Exporter.Company owned an Ornamental Fresh Water Fish Farm for a period of 02 years between 1998 – 2000.

Since year 2000 to date, expanded its product line to Livestock Exports and the company is better known today as Livestock and Fertilizers Export Company.Truly, Fanam International(Pvt) Ltd is the second most experienced Livestock and Livestock Pharmaceuticals Export Company in Sri Lanka and until now due to its vast experience in many product sectors with a span of 37 years is well distinguished as a MULTI-SECTORAL Export Company in Sri Lanka.



Products introduced to the UK Market

1. Landscape Plants
2. Fresh Cut-Foliage (for decoration)
3. Livestock (Goat, Cattle, Poultry Chicks)
4. Organic Fertilizers (Compost, Manure, Potting Mix)
5. Plant Substrates (Coco Peat, Coco Husk Chips, Grow Bags)

Other Products:

1. Fresh Fruits and Vegetables

Certifications

- ISO 9001
- ISO 14001

Imperial Tea Exports (Pvt) Ltd.

PRODUCT SECTOR: TEA EXPORTS.

+9471 020 6250

www.impratea.com
www.imperialteasgroup.com

hemanthas@impratea.lk

Company Profile

From humble beginnings in 1994, Imperial Tea Exports (Pvt) Ltd has grown by leaps and bounds, making its mark in the global tea industry. In addition to Sri Lanka, the company has branch offices in Australia and Russia, a subsidiary in Kenya and a joint venture in China. The Imperial Teas Group is now a diversified group of companies with an annual turnover exceeding USD 78 million. Recognized as one of the Top 10 Value Added Tea Exporters of Sri Lanka. Imperial operates from a state-of-the-art production facility which is FSSC 22000 (V5.1), ISO 22000(2018), ISO 14001(2015), ISO 9001:2015, HACCP, GMP, NASAA and USDA Organic Certified. Over the years the company has acquired a number of accolades including key awards from the National Chamber of Exporters of Sri Lanka such as;

- Winner of the Most Outstanding Exporter Award for Export Excellence - 3 times
- Winner of the Best Sri Lankan Brand Exporter Gold Award 11 times
- Winner of the Extra Large Tea & Tea Product Sector Gold Award
- Winner of the Best Performer in Emerging Markets Special Award Imperial Teas has been able to achieve recognition through the adoption of stringent quality control measures, conforming to internationally accepted and recognized quality systems of manufacture. This has enabled Imperial Teas to be successful in marketing company-owned brands in addition to contract on private labels.



Products introduced to the UK Market

Please refer to the online catalogue Link,
www.ourproductcatalogue.com

Certifications

- GMP
- HACCP
- ISO 22000:2018
- ISO 9001:2015
- ISO 14001:2015
- USDA Organic
- NASAA Organic
- Rainforest Alliance

LAUGFS Corporation (Rubber) Ltd.

PRODUCT SECTOR: INDUSTRIAL SOLID RUBBER TIRES.

+9477 748 8639

www.laugfsindustrialtyres.com

chinthaka@laugfs.lk

Company Profile

LAUGFS Corporation (Rubber) Ltd is a Sri Lankan Solid rubber tyre manufacturing company with a specialized focus on manufacturing and exporting a full spectrum of industrial tyres for a variety of industrial applications, including material handling, construction, mining, port trailers and ground support equipment for a multitude of industrial operations.







Products introduced to the UK Market

1. Resilient Tyres
2. Press On Tyres
3. SKS
4. Cured On Tyres
5. Dual Assembly Tyres

Certifications

- ISO 9001-2015
- ISO 14001-2015
- ISO 50001 - 2018
- REACH Certificate

Link Natural

Link Natural Products (Pvt) Ltd.

PRODUCT SECTOR: HERBAL HEALTH CARE AND PERSONAL CARE, ESSENTIAL OILS & AYURVEDA PRODUCTS.

+9470 654 6870

chamari@linknaturalproducts.com

www.linknaturalproducts.com

Company Profile

Link Natural Products is the premier manufacturer of a range of herbal products based on the ancient wisdom of Ayurveda. Our flagship brand Link Samahan, a 100 % natural herbal drink is exported over 30 countries including USA, UK, Russia, Japan, India, Czech Republic, Russia, Ukraine, Australia, NZ etc and has won the confidence of consumers locally and internationally.

The company prides itself on the state-of-the-art modern Research and Development Centre that is the core of researching, formulating, developing and setting high standards for commercial production at its FDA audit compliant facility, while dedicating a keen eye to maintain the stringent quality and regulatory standards of all products that leave its gates to reach the market locally and internationally.

Gaining approval and listing for Samahan at the network of COSTCO in Japan, Lulu Hypermarkets in GCC, Kaldi Coffee Farm Japan among many other reputed retailers are testaments to the high standards of safety, efficacy and quality of Samahan and the rest of the products manufactured and marketed by Link Natural. Link Natural, for many years is home to internationally trusted and time-tested products such as Samahan, Sudantha, Swastha Amurtha, Swastha Triphala, Musclegard, SP Balm, Kesha etc. that have provided consumers with holistic wellness for generations. Earth Essence, consisting of a complete range of herbal personal care products, is the company's latest introduction to the market.





Products introduced to the UK Market

1. Link Samahan
2. Sudantha
3. Swastha Amurtha
4. Swastha Triphala
5. Musclegard
6. SP Balm
7. Kesha
8. Earth Essence personal care range.

Certifications

- HALAL
- KOSHER
- ISO 90001
- ISO 14001
- FSSC 22000
- ISO 22000
- GMP
- HACCP

Crystalstone

Ruhunu Lanka Minerals (Pvt) Ltd.

PRODUCT SECTOR: CONSTRUCTION / INTERIOR DESIGN / ENGINEERED STONE SURFACES & QUARTZ SURFACING.

+9477 350 8794
+9476 095 4644
+94 760 954655

farook@crystalstone.lk
manasa@crystalstone.lk
arosha@crystalstone.lk

www.crystalstone.lk

Company Profile

The pioneer in Quartz surfaces in Sri Lanka, Crystalstone is the supplier of choice to leading Construction and Installation companies in the country. Crystalstone, ISO 14001, ISO 45001 and ISO 9001 certified, constantly aims to set new standards at the cutting edge of product quality and craftsmanship.

Crystalstone manufactures surfaces for future living producing world-class durable, non-porous, heat & scratch-resistant, anti-microbial and hygienic Quartz Engineered Stone Surfaces for a variety of applications from kitchen counters to vanities to flooring to cladding to furniture.Crystalstone is the surface of future living. Form, function, and design are combined in a single slab - the perfect choice for your dream home. As a member of the CeyQuartz group, a leading quartz resource owner and producer with over 25 years of experience in exporting Quartz, Crystalstone has direct access to the most extensive resource in Sri Lanka, the ideal choice for manufacturing quartz slabs due to unique qualities found nowhere else in the world.





Products introduced to the UK Market

Quartz Engineered Stone Surfaces (Slabs) Quartz engineered stone surfaces combine the best of natural stone with modern manufacturing processes. This results in a surface that's comparable (and often superior) in beauty to granite and marble while offering greater durability due to its non-porous nature combined with the inherent natural properties of Quartz, which is second only to Diamonds in the Moh's Scale on Hardness.

Slab Sizes Thickness:

1. 3200 X 1600 mm 15mm/20mm/30mm
2. 3200 X 1300 mm 15mm/20mm/30mm
3. 3000 X 800 mm 15mm/20mm/30mm Design Options, Calacatta, Carrara, Mono Colors.

Certifications

- National Building and Research Organization of Sri Lanka
- Water Absorption and Density
- Tensile Adhesion Strength
- Flexural Strenth (Dry & Wet)
- MOH'S Hardness
- Thermal Shock Resistance
- Chemical Resistance

Senikma Holdings (Pvt) Ltd.

PRODUCT SECTOR: COCONUT KERNEL PRODUCTS, DEHYDRATED FRUITS & SPICES.

marketing@senikmaholdings.com

www.senikmaholdings.com

Company Profile

There's a recipe for success that we at Senikma perfected with two key ingredients; the highest quality products, and a team of passionate, dedicated individuals ready to share Sri Lanka's wholesome little treasure with the world. We set out to meet a growing demand for premium organic coconut products, dehydrated fruits, spices and herbal products in the global marketplace, a transformative journey that took us to tranquil, time-tested coconut estates and deserving smallholder plots. In our search for the perfect palm and produce, we stumbled upon a network of people who have honed our knowledge, elevated our expertise, made us more environmentally aware and fueled our passion to do what we do conscientiously and sustainably. In our quest to make Senikma a world-class operation, we have left no stones unturned. Beyond the qualifications and extensive training lies a desire to first understand our consumers and identify how our products can better their lifestyles. That is why we have Preventive Controls Qualified Individuals (PCQIs) spearheading our quality control procedures, so that our standards are benchmarked in complete adherence to FDA regulated requirements. We encourage and empower, and support both professional and personal development within a nurturing work environment at Senikma, so that as our business grows, our team grows alongside it.



Products introduced to the UK Market

1. Coconut Oil
2. Desiccated Coconut
3. Coconut Milk powder
4. Dehydrated mango
5. Dehydrated banana
6. Dehydrated papaya
7. Dehydrated pineapple
8. Ceylon Cinnamon
9. Cloves
10. Pepper
11. ginger
12. Turmeric etc

Certifications

- USDA
- NOP
- EU
- JAS
- Kosher
- GMP
- HACCP
- ISO 22000
- BRC

City Cycle Industries Manufacturing (Pvt) Ltd.

PRODUCT SECTOR: MANUFACTURING OF BICYCLES & ELECTRIC BICYCLES.

+9477 768 7388

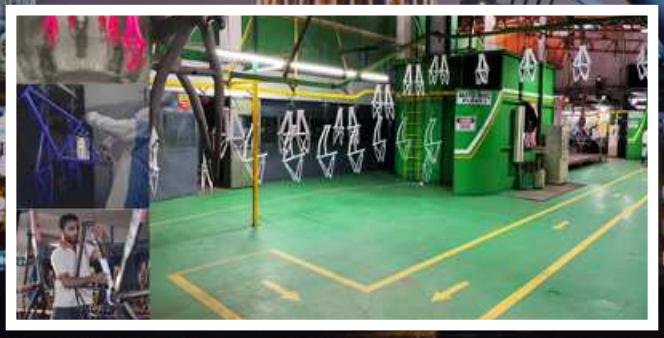
ceo@lumala.lk

www.lumala.lk

Company Profile

CCIM are the pioneers in manufacturing bicycles & exporters since 1985 and has a range of products from kids to adults. We are a 5-decade old establishment, with our brand Lumala originating from Japan, which means strength or power in Japanese, with the rising of the Yen, our Chairman dealing with Shinwa Lumala for over 10 years at the time, offered to purchase their brand, machinery and technology & start manufacturing bicycles in Sri-Lanka. We have been manufacturing bicycles for over 3 decades & exporting to Europe, Africa, Asia-Pacific for over 2 decades.

With a capacity to manufacture 2000 Bikes/ day, with over 300+ dealer network island wide, we have launched Lycan brand bicycles & e-bikes, with the hope of promoting it to international markets and our vision is to make Sri Lanka a cycling friendly nation like Netherlands. CCIM has now ventured into manufacturing E-bikes to the B2B sectors for the domestic market such as Uber Eats – Sri Lanka. Furthermore, with it's in-house facility to manufacture steel frame for cargo bikes are also a focal point for CCIM.



Products introduced to the UK Market

1. Electric Bicycles
2. Bicycles

STAY Naturals (Pvt) Ltd.

PRODUCT SECTOR: SPICES & BOTANICAL EXTRACTS.

+94 775 410911
+94 716 584456

lahiru@staynaturals.com
thiwyadharsan@staynaturals.com

www.staynaturals.com

Company Profile

STAY Naturals Private Limited is a FSSC 22000, HACCP, USDA/EU Organic, Kosher and Halal certified manufacturer of Essential Oils, Oleoresins, Nutraceuticals and Seasonings and is the largest Sri Lankan origin Nutmeg Oil supplier to the world. Operating within the Flavour and Fragrance space for over a decade, STAY Naturals Private Limited caters to some of the world's largest flavour and ingredient houses, maintaining consistency and quality in each step of the way. With manufacturing facilities located in the central hills of Matale Sri Lanka, and a dedicated manufacturing facility with Research & Innovation labs in Jurong District Singapore, STAY Naturals leverages its global expertise to deliver fast, customer centric, exciting flavour and fragrance solutions to its trusted partners globally.

STAY Naturals Private Limited is a Sri Lanka Board of Investment (BOI) company, that provides a superior value addition to Sri Lankan spices such as Black Pepper, Nutmeg, Clove, Cinnamon and Citronella and focusses heavily on the concepts of sustainability and value creation towards its supply chain. Embracing the concept of Determined Goodness, STAY Naturals Private Limited aims to bring excitement and innovation, whilst ensuring sustainability in all aspects of its business.



Products introduced to the UK Market

1. Essential Oils
2. Oleoresins
3. Nutraceuticals
4. Seasonings

Certifications

- FSSC 22000
- ISO 22000
- HACCP
- Halal
- Kosher
- USDA
- EU Oranic

Testimonials from Delegates

Chamari Wickramathilake
Head of Exports & Regulatory Affairs
Link Natural Products (Pvt) Ltd

On behalf of Link Natural Products, I would like to express my sincere thanks to NCE and the Sri Lankan High Commission in London for organizing this business delegation to UK. It gave us an opportunity to showcase our herbal product portfolio to the UK business audience at well-organized B2B sessions. We are glad to see their interest on the herbal product which clearly shows the market potential for our products in UK. We were able to get valuable market insights during our market visits and networking sessions which definitely useful in our strategy formulation. We are continuing the negotiations with contacts, we made and quite confident that we will be able to establish a successful export business with UK.

Increasing consumer preference for natural/ herbal products makes UK as a market with a greater potential for us. It's encouraging to see herbal supplements getting traction, specially after pandemic. We believe our high quality product range including our flagship product Link Samahan will be well accepted by UK consumers.

I'm sure the all exporters who participated at this delegation truly benefitted and we believe NCE will organize similar delegations to other potential export destinations as well.

Nayana Ranatunga
CEO/Director
Senikma Holdings (Pvt) Ltd

This is my first ever delegation in my 20 years of international business. I never had a good faith on delegations as I always had the doubt whether it will full fill our expectations as business entrepreneurs. However, I decided to join the NCE delegation to UK in 2023 as we were positioning our brand in UK during this time period. The delegation was organized by NCE in collaboration with High commission of UK was undoubtably a successful event. We were able to establish many new avenues in expanding our business as it was supported by accredited organizations like NCE & High commission of UK. As the brand is novel to the market going ahead with accredited organizations pave the way for success in building new business connections. Additionally, the activity plan and meeting schedules were perfectly arranged. I would recommend the entrepreneurs to take advantage of the delegations arranged by accredited entities like NCE to overcome difficulties that are being faced during this challenging global environment.

Chinthaka Wegapitiya
Chief Executive Officer
LAUGFS Corporation (Rubber) Limited

I'm pleased and thankful to NCE for their timely action to organize a business delegation to the UK. The overall organization of the delegation by NCE, together with the High Commission of Sri Lanka in the UK, is commendable. During the visit to the UK, we managed to meet several highly potential clients and potential business partners and are happy to say the hard work of NCE and the high commission will be paid off. The visit to Birmingham was well organized, and we met good potential clients and secured a new dealer for Industrial Tires. I recommend exporters looking for opportunities to reach international markets join NCE business delegations, and I'm sure guaranteed results are on your way.

Farhath N. Amith
Director
Fanam International (Pvt) Ltd

NCE arranged a Business Delegation to England from October 10 – 17 in conjunction with The Sri Lanka High Commission in London.

Fanam International (Pvt) Ltd with professionalism and Expertise with over Three and Half decades in Agriculture and Horticulture Product Sectors promoted a range of Coco Coir Plant Substrate and Fresh Cut-Foliage among potential buyers mostly expatriate Sri Lankan business community representing Horticulture sector were present at B2B Meetings and Networking Sessions held at the Mission.

Further meetings expanded with more participation at B2B Meetings held at The Grater Birmingham Chamber of Commerce, Birmingham.

The Chamber facilitated field visits to Birmingham Wholesale Market and Birmingham International Airport. I had the opportunity for productive and cordial meeting with Director General Commercial Horticulture Association (CHA) in London.

The Visits, Meetings and Interactive Sessions totally are well organized by Mdm HE and her dynamic officials the Minister (Commercial) and Second Secretary (Commercial) for facilitating business opportunities and concluding a successful visit to England. Grate job Secretary General and Team NCE.

Lahiru Jayasinghe
Chief Executive Officer
STAY Naturals (Pvt) Ltd

Participating in the NCE delegation towards UK created a great opportunity for STAY Naturals to network and obtain critical contact points within the flavour and fragrance space in UK. Our visit generated significant number of market qualified leads and sales qualified leads and by referral secured more than double dozen of B2B meetings on location with a promising pipeline of opportunities to action.

We anticipate significant export revenue to be generated from this visit towards the nation and hope to continue with more inflow from the leads secured. Also, we take this opportunity to thank National Chamber of Exporters (NCE) and hope more delegations such as this will be formulated to other markets so that Sri Lankan businesses can explore further on generating foreign currency towards the nation.

Tariq Miflal
CEO/Executive Director
LUMALA | LYCAN

I am writing this letter on behalf of City Cycle Industries (Lumala | Lycan), a renowned bicycle and e-bike manufacturer based in Sri Lanka. Recently, we had the opportunity to visit the United Kingdom with a proficient delegation that orchestrated various crucial meetings with account executives, marketing professionals, and business setup consultants. The delegation's proficient coordination and commitment to ensuring the productive use of our time in the UK facilitated insightful and fruitful discussions. These meetings have not only broadened our understanding of the UK bicycle and e-bike market but also highlighted substantial business opportunities that align with our strategic objectives for international expansion. The insights garnered from these encounters have been invaluable in refining our approach to entering the UK market. From comprehensive market analysis and regulatory compliance to devising effective marketing strategies and establishing potential collaborations, the delegation has played a pivotal role in setting a solid foundation for Lumala's expansion endeavors in the UK. We are now better equipped and significantly more informed to navigate the intricacies of the UK market, thanks to the expert guidance and support provided by the delegation and the esteemed professionals we had the pleasure of meeting. The possibilities for us in the UK are now clearer and more tangible, setting the stage for a promising and prosperous venture in the region. We express our sincere gratitude to the delegation and all the dedicated professionals involved in making our visit to the UK a resounding success. We eagerly anticipate the continued growth and strengthening of these newfound relationships as we embark on this exciting chapter of expanding our presence in the United Kingdom

A. F. M. Farook
Director / Chief Operating Officer

K. K. R. Manasa
Pathmalal Head of Sales

A. Chaminda Abeywarne
Senior Brand Manger
Ruhunu Lanka Minerals (Pvt) Ltd

In a recent delegation to the UK, Crystalstone Sri Lanka made significant strides towards enhancing our global presence and business opportunities on an international stage. Taking place in London and Birmingham, the event was made possible by the National Chamber of Exporters and facilitated by the Sri Lankan High Commission in London and the Birmingham Chamber of Commerce. Our visit was marked by fruitful interactions, networking, and valuable collaborations that are expected to open new doors for our enterprise.

Over the course of one week, we engaged with a diverse range of stakeholders, both in the business-to-business (B2B) and business-to-consumer (B2C) sectors. This inclusive approach resulted in a myriad of promising opportunities, forging valuable connections and potential partnerships that will bide well for the company's growth and expansion in the future.

The event itself was impeccably organized and meticulously planned, thanks in no small part to the support of the Sri Lankan High Commission in London and the Birmingham Chamber of Commerce. These organizations ensured that the delegation was well-received and had the necessary resources to maximize our impact. Additionally, the National Chamber of Exporters of Sri Lanka played a crucial role in Crystalstone's success, as their professionalism, organizational prowess, and effective support proved instrumental in facilitating a seamless and productive experience for us.

Reflecting on the outcome, we would like to express our immense satisfaction with the results of the delegation. The knowledge and opportunities gained during our visit underscores the value of such international engagements and reinforces our commitment to expanding Crystalstone's global footprint.

Hemantha Samaranayake
Head Of Quality Assurance
Imperial Tea Exports (Pvt) Ltd

"As a leading tea export company in Sri Lanka, Imperial Tea Exports (Pvt) Ltd, had a remarkable opportunity to represent the business delegation to the UK, organized by the National Chamber of Exporters - Sri Lanka from September 11th to 17th, 2023. This experience provided us with invaluable chances to meet potential buyers, explore emerging market trends, understand market behaviors, and establish relationships with diplomats.

I am confident that this experience will pave new pathways for our business and mark a significant step towards expanding into the UK and the European Union. We are already in the process of cultivating positive business connections stemming from the B to B sessions held at the High Commission of London and the Birmingham Chamber with potential sector business people. We are optimistic that our flagship brand, Impra, will become a household name in the UK in the near future.

I would like to take this moment to extend my heartfelt thanks to the National Chamber of Exporters for their tireless efforts and exceptional event organizing capabilities, which played a crucial role in ensuring the success of this mission."



"What should Sri Lankan Exporters have to develop in terms of modernizations related to Food Sector Exports to meet with new needs in international markets"



Rizvi Zaheed
Chairman Sri Lanka Agripreneurs' Forum, Chairman Oceanpick Pvt Ltd, Former Head of the Agriculture Sector at Hayleys Group

Sri Lankan food and beverage exports have created strong niches and market relationships over the past three decades using inherent strengths of the country's agri base. Apart from the traditional tree crops of tea and coconut where impressive value addition has taken place, exports of spice-based products and fruit and vegetable products have progressed reasonably despite some policy and market infirmities. On the positive side various initiatives ranging from the support provided by the Sri Lanka Export Development Board, the Agriculture Sector Modernization Project, supported by the World Bank and the European Union, as well as other industry and donor agencies have led to improvements to the entire agri and food products export sector.

Fundamental among these is the increasing awareness of the opportunities for investment and expansion of agribusinesses, particularly those in global markets. The splurge in demand for artisanal foods, plant-based meat substitutes, wellness foods, vegan and superfoods derived from natural and sustainable agri value chains offers exciting opportunities for exporters from Sri Lanka.

The question is how Sri Lanka leverages its intrinsic strengths and take strong and sustainable shares in global markets arising from these new trends. We also have to act fast as other competing countries such as India, Bangladesh, Thailand, Malaysia, Vietnam, Indonesia, the Philippines and several African countries have already leveraged themselves to take advantage of these opportunities.

Clearly the answer lies in modernization of the entire agri value chain from growing and processing to marketing, quality and logistics.

01. PARTNERSHIPS WITH GROWERS

As the starting point of the value chain is the growing and agronomy aspects where consistent volumes are required to build and sustain export customers, modernization efforts have to be main focus.

Existing growers and farmers do not have the required resources and technologies, so partnerships have to be developed and strengthened where exporters form linkages with farmers, farmer groups, plantations. Nucleus farms and out grower models have proven to the very effective in improving productivity and yields which help reduce the unit cost of production, so essential in offering competitive prices.

Thus, it is in the long-term interest of an exporter to develop and maintain partnerships with growers with investment in growing technologies and support in areas such as post-harvest technologies too. Modernization of the growing process in a win-win partnership between growers and exporters is therefore essential for creating the necessary eco-system for profitable and sustainable exports for all stakeholders. What is helping this strategy is the renewed support from international and local agencies for sustainable agricultural modernization and transformation. Exporters and growers can thus expect to garner support from donor programs and initiatives which are currently available and, in the pipeline, too. Agencies such as the Sri Lanka Agripreneurs' Forum the Chambers of Commerce, including the National Chamber of Exporters would be readily available to assist in the formation or strengthening of such much needed collaborative partnerships.



02. TECHNOLOGY AS A DRIVER OF GROWTH

Agricultural Technology or AgTech is gradually getting introduced across all realms of agriculture and food production in Sri Lanka. From the early days of introduction of greenhouse and drip irrigation systems, agri entrepreneurs are now interested in exploring advanced sensor and satellite based agri production technologies. Introduction of Agtech platforms such as AGROWORLD *https:/agroworld.lk* which is now going beyond the pilot stage to commercial application is set to transform the sector. What is needed is for all stakeholders, including food exporters to embrace these new and emerging technologies to help fast track the transformation.

Jak fruit is an excellent example of how a high potential export product in value added form can be a profitable export product with the use of technology. The global market for jak fruit-based products alone is estimated at USD 2.8 billion of the total plant-based meat substitute market of USD 13 billion in 2022 and is projected to grow at a CAGR of 44% from 2023 to 2030. Moringa is another example offering huge potential while the tea, coconut, spices and fruit and vegetables segments can contribute significantly to export growth with rapid modernization.

Upgrading of processing technologies to achieve productivity and cost efficiencies while meeting critical quality parameters are key to support the transformation. Many initiatives at policy and industry level are already being introduced and constraints to wider use of such technologies by more processors and exporters are being addressed. In the interim an interesting development is the increasing use of contract processing and packaging facilities by those companies who have surplus capacities as well as institutions like TRACE who manage such facilities.

03. TRAINING & CAPACITY BUILDING

Exporters whether operating as traders or who have factories, packhouses and have built value chains, are well advised to create high performing organizations and teams. This would lend to creating an organization culture that supports modernization of every aspect of the business. Innovative and well-trained management teams and employees will not just look for the best initiatives to modernize the organization but will be enabled to speedily implement such modernization measures. Use of IT and web-based applications that support e-commerce are powerful tools for communicating a company's product offering and for effective market research.

There are many opportunities for providing formal training and capacity development for export-oriented companies but the multitude of internet resources provide greater options for the management teams to be empowered to win and sustain customers and markets. The responsibility for business owners and top management is therefore to facilitate the creation of working environments where employes are empowered and equipped with the right modern tools and skills to win in global markets.

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Export services we offer:

- Advising / Transferring / Confirmation of Letter of Credit
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Fitch Rating: AA- (lka) Hatton National Bank is a Licensed Commercial Bank supervised by the Central Bank of Sri Lanka. Hatton National Bank PLC - PQ 82



"What should Sri Lankan Exporters have to develop in terms of modernizations related to Food Sector Exports to meet with new needs of the international markets"



Prof. K.K.D.S. Ranaweera
Senior Professor of Food Science and Technology,
Chair/Department of Food Science and Technology,
University of Sri Jayewardenepura,Nugegoda, Sri Lanka.

The key to being a sustainable exporter is keeping an eye on food trends throughout the world, seizing opportunities presented by advances in science and technology, and infusing the food supply chain with moral principles.

In the context of fostering a resilient economy, it is imperative to implement substantial and comprehensive reforms within our export food sector. These reforms should encompass a range of transformative measures, such as the formulation of effective regulations, the mobilization of all players across the supply chain, and, notably, the modernization of the sector as a whole. In order to enhance its global prominence and economic impact within this specific environment, scientific advancement is necessary. This can be accomplished by integrating technological improvements in a synergistic manner, by the supply chain stakeholders committing themselves unwaveringly, and by steadfastly upholding safety and quality standards throughout the entire chain. The said strategic positioning of the Sri Lankan brand can be achieved through the effective integration of contemporary processing technology into the value chain.

It is evident that Sri Lanka, given its rich agricultural heritage and wide range of food commodities, has the potential to establish a presence in the global market. This can be achieved by focusing on the following key factors.

01. Quality Control and Food Security

Export markets have a strong preference for products that possess assured quality and safety measures. The necessity to maintain stringent food standards has witnessed a surge owing to the growing global awareness among consumers regarding food safety and quality. Such devotion offers a huge competitive advantage to any country that wants to export food products. Sri Lanka can and should build consumer confidence in the safety and quality of its food offerings both domestically and overseas by implementing strict quality assurance and food safety regulations. In order to build enduring connections with export partners and develop the Sri Lankan brand, confidence is essential.

It is recommended that Sri Lankan exporters allocate resources towards the implementation of sophisticated quality and safety assurance protocols, such as Global GAP, HACCP, ISO 22000, BRC, and others, where appropriate and applicable. The enhancement of the credibility of Sri Lankan food exports could be significantly bolstered via the integration of certifications that adhere to the quality and safety standards established by the importing country.

02. Facilitating Traceability

Transparency and traceability are of paramount importance in gaining access to export markets, particularly in the food industry, as they facilitate the capacity of businesses to monitor the movement of their products along the whole supply chain, spanning from the initial acquisition of raw materials to the final delivery to the end consumer. One of the key benefits associated with the implementation of traceability measures is the opportunity to attain a comprehensive level of visibility across the whole value chain. This mitigates the potential for product recalls and market rejections, thereby safeguarding a company's brand reputation and financial stability. Conversely, the incorporation of traceability and openness in business practices offers the supplementary advantage of bolstering brand recognition. The implementation of traceability systems that monitor the entire supply chain, from the origin of items to their final destination, could potentially assist Sri Lankan exporters in delivering precise and reliable product information. The enhancement of supply chains can be facilitated through the deliberate integration of novel inputs, such as blockchain technology.

03. Product Innovation and Diversification

It is imperative for Sri Lankan exporters to explore strategies aimed at diversifying their range of products and developing innovative food items that align with evolving consumer preferences. The utilization of conventional ingredients in contemporary culinary goods might serve as a unique marketing strategy in global markets. It is imperative to contemplate the underlying significance of the matter at hand. Exporters may exhibit increased vulnerability to market fluctuations, alterations in customer tastes, or disruptions in the supply chain when their operations are limited to the sale of a single product. The ability of a corporation to endure external shocks is enhanced when it engages in diversification, which serves to distribute risk and decrease dependence on a singular source of income.

Moreover, the presence of diverse marketplaces across nations and cultures gives rise to distinct preferences and requirements, hence rendering product variety highly desirable. This increases the probability of identifying profitable business segments and optimizing market dominance. The implementation of innovative strategies and the expansion of product offerings might serve as differentiating factors for a firm in relation to its competitors. In highly saturated marketplaces, products that possess distinct and unique characteristics possess the ability to differentiate themselves, evoke enthusiasm, and attain a competitive edge.



04. Digital marketing and e-commerce

The advent of digital technology has significantly transformed the manner in which consumers discover and purchase goods and services. E-commerce and digital marketing strategies play a crucial role in facilitating market entry into foreign markets. To effectively expand their access to a broader international audience, Sri Lankan exporters had to allocate resources towards establishing a robust online presence and effectively leveraging e-commerce platforms. Digital marketing enables precise audience targeting.

Digital marketing and e-commerce enable businesses to establish immediate connections with prospective clients globally, thereby eliminating the constraints imposed by geographical boundaries. E-commerce enables customers residing in different time zones to engage in shopping activities at their convenience, as it operates continuously without time restrictions. The accessibility of a product or service has the potential to significantly enhance sales and foster strong client loyalty. The cost-effectiveness of digital marketing often surpasses that of traditional marketing tactics. The facilitation of brand expansion in foreign markets is enhanced through the utilization of digital marketing strategies and the establishment of a robust online presence. Customer engagement can be enhanced by the utilization of interactive elements such as live chat functionality, customer feedback, and active participation on social media platforms. Prompt and personalized interactions contribute to a favourable perception and foster enhanced levels of confidence.

Furthermore, a variety of factors exist that serve as constituents of modernization, which have the potential to support global market expansion. Among the various strategies, it is crucial to employ inclusive economic concepts, regularly conduct market research, establish connections with consumer groups, ensure the availability of efficient infrastructure and logistics, such as appropriate transportation, storage, and cold chain facilities, stay informed about the intricate network of international regulations, and maintain a strong and organic relationship with stakeholders involved in the supply chains.

BOXES

FOR VALUE ADDED PRODUCTS



Wine Presenter



Tea Presenter with glass lid

For presentation of:
Tea, Herbs, Spices, Chocolates, Premium Wines & Spirits, Ayurveda Body oils, Herbal Shampoos, Perfumes, Cutlery & Crockery, Glass ware, Jewelry, Tobacco humidors, Cigars Etc.



Cigar Humidor



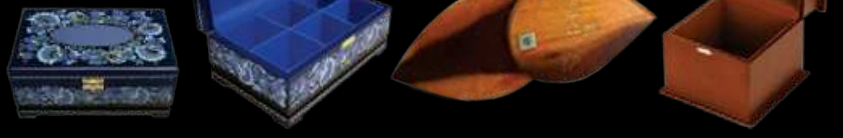
Wrist Watch Collectors Box with glass lid (8 - 16 Watches)



Two Layer Tea Display Box

Wooden Boxes

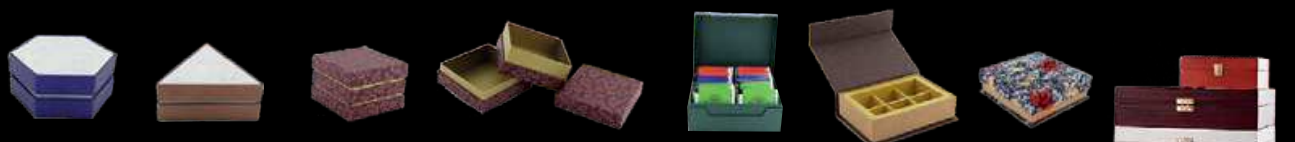
- Kiln dried solid wood from managed plantations
- Engineered wood
- MDF (medium density wood fiber board)
- A range of interior liners - food grade, satin & velvet
- Gloss or matt exterior paint
- Brass/Copper/Silver name plates
- Metal stay hinges and clasps

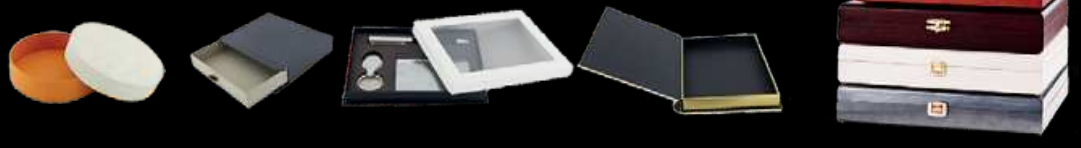


Rigid Board Decorative Boxes

- 1-3 mm rigid paper board
- Food grade paper and adhesives

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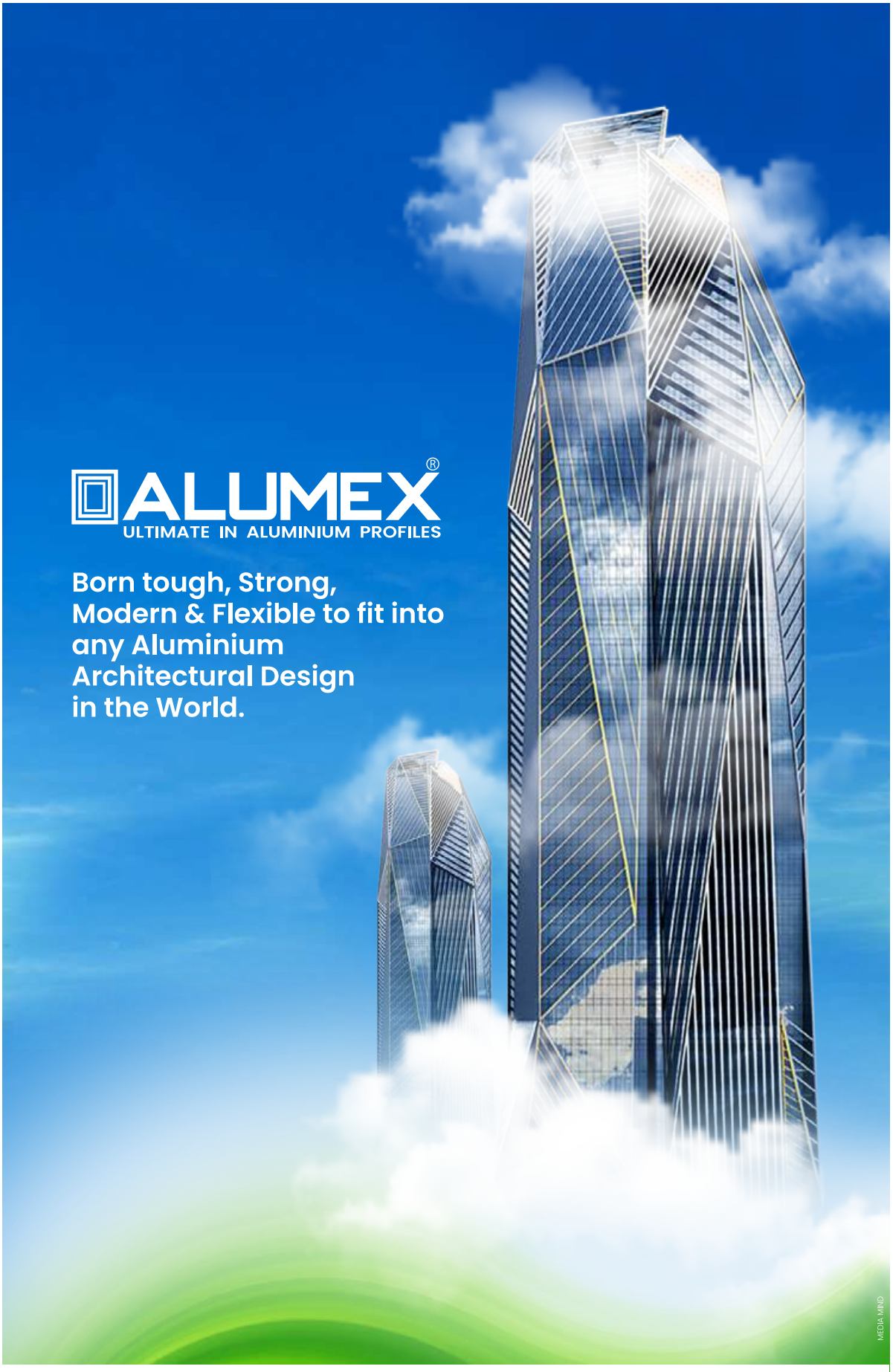


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CODE	DESCRIPTION	January, 2022 VALUE	February, 2022 VALUE	March, 2022 VALUE	April, 2022 VALUE	May, 2022 VALUE	June, 2022 VALUE	July, 2022 VALUE	August, 2022 VALUE
S.10	Apparel & Textile	514,405,626	494,825,051	462,930,292	445,785,835	482,681,020	566,765,092	550,049,062	565,367,343
S.01	Tea	91,226,234	100,861,568	94,680,823	80,443,005	93,688,830	116,478,006	117,526,383	124,406,231
S.02	Rubber & Rubber Based Products	87,101,959	93,178,055	86,024,774	71,274,534	76,693,925	102,347,417	89,244,214	99,830,261
S.19	Engineering Products	57,477,220	61,931,060	63,845,489	54,819,805	61,855,703	64,286,855	73,166,504	69,540,710
S.03	Coconut & Coconut based Products	68,279,898	67,920,495	72,513,425	70,725,920	70,593,820	84,308,176	67,156,297	71,212,566
S.11	Food, Feed & Beverages	30,742,966	38,011,036	32,791,382	30,922,391	32,161,736	45,530,072	37,869,277	42,739,795
S.04	Spices, Essential Oils & Oleoresins	34,971,067	27,150,070	23,460,569	21,545,402	21,487,682	31,741,838	33,928,770	40,108,856
S.09	Diamonds, Gems & Jewellery	25,081,775	19,463,930	28,155,334	25,494,275	16,848,237	40,853,424	36,388,891	42,540,416
S.21	Petroleum Products	34,018,852	16,963,414	9,784,986	4,299,644	7,086,005	9,065,473	4,036,083	22,441,939
S.17	Non-metallic Mineral Products	9,794,866	10,525,690	8,469,935	7,135,370	8,622,147	10,337,805	8,345,740	9,594,565
S.08	Fish & Fisheries Products	25,886,088	22,613,461	24,028,703	22,245,270	18,095,864	39,457,104	22,010,362	27,844,788
S.22	Other Manufactures	17,648,355	19,053,686	17,723,167	18,924,424	17,469,716	18,079,495	21,006,640	22,688,856
S.18	Base Metal Products	14,185,745	17,397,745	18,573,456	13,337,014	14,109,460	14,451,674	14,656,141	13,508,118
S.16	Chemicals & Plastic Products	13,151,697	11,700,877	12,980,032	9,442,485	10,609,577	11,089,839	11,710,092	10,798,182
S.95	Miscellaneous Products	3,674,025	5,612,168	2,427,563	558,430	5,946,764	7,661,126	1,412,784	4,308,906
S.15	Paper & Paper Products	10,665,487	12,491,771	11,794,773	10,284,137	11,417,276	11,539,188	7,877,473	10,032,362
S.12	Tobacco	6,312,802	8,942,167	8,491,928	5,577,512	6,999,294	7,491,162	9,029,778	7,354,345
S.05	Fruits, Nuts and Vegetables	5,514,062	3,869,975	4,695,641	4,407,698	4,087,366	7,372,646	5,136,030	7,095,304
S.14	Wood & Wooden Products	3,991,156	4,142,432	4,901,391	3,472,780	4,271,345	4,418,157	4,646,935	4,749,292
S.07	Other Export Crops	5,339,486	3,859,415	5,795,714	8,281,485	10,831,427	8,897,951	8,463,784	11,561,915
S.13	Leather Products	1,111,987	1,707,074	1,646,996	2,045,126	1,842,260	2,602,503	1,791,648	3,478,150
S.20	Footwear and Parts	831,713	2,440,577	3,495,343	3,371,478	1,639,906	1,747,172	2,440,335	1,036,379
S.06	Cut Flowers & Foliage	1,217,686	1,360,917	1,407,436	949,445	1,105,946	1,696,044	826,568	1,489,656
	Total :	1,062,630,751	1,046,022,636	1,000,619,151	915,343,467	980,145,307	1,208,218,216	1,128,719,792	1,213,728,933

Value in US Dollars

Information Technology Division Sri Lanka Export Development Board

September, 2022	October, 2022	November, 2022	December, 2022	January, 2023	February, 2023	March, 2023	April, 2023	May, 2023	June, 2023	July, 2023	August, 2023
VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE	VALUE
479,873,414	441,896,762	448,644,560	480,296,042	423,121,694	430,157,305	416,149,710	342,819,787	412,428,276	428,435,701	427,478,490	434,972,682
117,814,799	108,704,969	105,671,950	107,297,849	99,562,244	104,564,197	110,148,469	93,390,144	116,329,958	111,525,118	115,200,402	119,633,481
82,179,318	86,305,513	69,751,108	74,473,114	75,861,692	76,572,980	91,203,303	55,391,070	76,844,319	73,906,085	79,319,451	80,173,010
66,855,895	79,025,878	61,041,090	62,959,138	60,464,971	66,089,920	71,782,553	66,797,076	67,194,230	65,668,373	62,066,399	115,582,071
65,872,971	72,394,758	51,265,831	54,861,079	48,208,028	54,507,031	59,856,486	51,618,797	66,655,302	58,579,318	63,349,989	63,901,543
28,433,133	30,509,235	41,800,729	34,837,700	32,400,508	31,406,248	36,416,390	30,072,577	44,290,460	34,894,856	36,217,346	46,082,340
40,847,072	36,396,172	27,289,673	31,374,084	34,479,024	34,483,808	32,562,022	21,084,695	27,132,881	29,469,599	37,518,445	47,926,827
58,868,071	44,279,697	31,031,225	30,761,116	46,511,712	22,576,885	30,891,286	25,248,753	31,428,584	45,177,945	27,090,198	37,633,106
33,255,754	79,302,502	32,642,576	30,322,743	77,840,420	24,424,910	24,457,904	13,635,655	21,891,125	27,535,855	54,249,300	23,555,878
9,206,069	9,786,906	8,387,999	27,044,910	9,673,905	7,371,403	9,078,638	6,618,611	9,889,362	7,720,077	9,212,235	8,713,527
18,677,889	21,393,970	25,051,541	23,465,236	23,151,089	21,989,394	28,076,954	26,984,570	25,330,944	19,944,739	19,050,121	19,681,543
19,550,274	19,964,297	16,092,726	18,929,875	14,396,014	15,854,128	18,610,864	15,311,122	15,628,034	18,563,536	17,363,089	20,243,505
14,380,923	13,964,797	15,492,297	12,641,766	10,252,609	14,455,927	17,383,342	14,735,592	15,299,861	13,340,268	14,631,795	15,519,117
11,737,885	9,294,008	9,533,014	9,745,762	8,045,667	10,455,351	11,324,951	8,909,616	9,407,803	9,328,898	10,462,906	9,550,631
469,128	81,741	2,230,361	9,560,318	6,645,652	2,631,875	4,482,013	7,392,692	1,483,529	1,143,080	7,555,647	6,838,034
10,322,069	9,231,413	8,297,130	9,034,689	8,817,421	8,782,411	8,774,756	7,903,060	9,123,041	8,641,536	8,005,833	7,609,186
7,002,567	7,706,603	5,866,511	8,385,438	5,516,319	8,132,954	10,738,874	4,928,098	9,039,319	6,960,881	9,603,726	6,642,599
5,520,029	6,137,836	6,407,228	6,340,398	5,721,623	5,602,130	6,545,923	5,721,272	6,926,272	5,817,927	5,709,433	5,690,823
4,729,577	4,887,589	4,327,351	4,024,585	4,493,348	3,935,303	6,121,627	3,341,513	4,451,823	3,733,606	5,232,844	4,384,417
11,347,114	8,459,490	6,786,280	2,789,657	2,137,990	2,546,461	2,567,260	6,786,272	13,504,809	10,429,269	12,322,360	11,383,551
3,932,870	2,148,281	1,739,525	1,846,924	1,429,002	2,393,995	1,857,240	2,435,174	2,255,052	2,315,329	2,672,464	2,299,307
1,753,261	1,723,972	1,582,953	1,837,483	2,048,781	1,771,190	1,993,104	1,810,478	1,841,815	1,574,893	1,896,871	2,661,984
1,345,288	1,190,270	910,034	1,161,132	1,159,899	1,327,856	1,326,780	1,196,360	1,310,261	1,572,544	1,031,572	946,645
1,093,975,370	1,094,786,660	981,843,688	1,043,991,042	1,001,939,610	952,033,662	1,002,350,449	814,132,984	989,687,058	986,279,431	1,027,240,917	1,091,625,807

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ROYAL CASHEWS

A Sri Lankan Success Built on a Devotion to Quality & Excellence

In Sri Lanka, where emerald fields and luscious treetops stretch to meet azure skies, a tale of unyielding dedication to quality, entrepreneurial spirit, and a commitment to excellence is unfolding. That is the captivating journey of Royal Cashews, a company that has revolutionized the cashew industry, by ensuring the highest food safety and quality standards, while contributing to the economic prosperity of Sri Lanka down to the grass roots level.

DRIVEN BY THE SPIRIT OF EXCELLENCE

Founded in 1999 by the visionary Dr Ruwan Wathugala, Royal Cashews embarked on its remarkable journey with an unwavering focus on quality. While on the cusp of his journey into the field of medicine, the young Dr Wathugala found himself in a contemplative mood. As an eager medical student at the time, a burning question lingered in his mind: "How can I stand on my own two feet while delivering value to others, thus giving back to the country for the free education I had benefitted from?"

This quest for independence and value creation would change the course of his life and set the stage for a remarkable journey into the cashew industry, under the banner of Royal Cashews – a nod to his alma mater. Hailing from Gampaha, a region popular for cashew processing, and with a personal fondness for Sri Lankan "cadju" himself, a chance to enter into the cashew industry was alluring.

Dr Wathugala's journey into the world of cashews was born out of a devotion to quality and a desire to put his favourite "cadju" on the world map. He reflects, "From the very beginning, I was passionate about creating a high-quality product that would not only meet international standards but exceed them. I believed that Sri Lankan cashews had the potential to be the best in the world."

The journey was not without its challenges, however. Dr Wathugala began by collecting cashew produce on his motorcycle, and personally packaging his products, attesting to his love and devotion. This hands-on experience provided him with invaluable insights into the business at its most basic level, and it was not long before he sought to expand his knowledge and expertise, driven by his natural curiosity.

BECOMING A CASHEW MAESTRO

Dr Wathugala's first steps led him to local processors operating at a domestic level. Here, amidst the aroma of roasted cashews, he gained valuable insights into the basics of the cashew business. Recognizing that true mastery required a broader perspective, he extended his reach to various government agencies and professional bodies. The Sri Lanka Cashew Corporation became an invaluable resource, providing him with critical insights into the intricacies of cashew processing.

The Packaging Institute offered him a glimpse into the art of packaging, a crucial aspect of presenting cashews to the world – in fact, Royal Cashews was the first to experiment with top-quality branding and packaging to appeal to a wider audience. The Export Development Board became a pivotal partner as well, guiding him through the intricacies of international trade and export. Dr Wathugala's dedication to quality and excellence was evident as he engaged with these organizations, absorbing knowledge like a sponge, and tirelessly working to enhance his understanding of cashew processing, roasting, and packaging.

Royal Cashews' commitment to quality and excellence soon began to yield remarkable results. Over the years, it has grown into one of Sri Lanka's largest producers and exporters of Ceylon Cashew. Meanwhile, Dr Wathugala's vision became clearer: to empower local farmers through knowledge sharing, technological advances, and fair business practices.

ROYAL
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· 1999 ·

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A GROWING GLOBAL SUCCESS STORY

Royal Cashews' success now extends to a range of global markets across 20+ countries, where its cashew nut products are creating magical moments for consumers. Dr Wathugala proudly notes, "Sri Lankan cashews are the largest and tastiest cashews in the world, and Royal Cashews has been on a mission to take Sri Lankan cashews to the international stage, representing not only a product but also the local cultivators and the nation. In line with our modern branding goals, our aim is to share the magic of Sri Lankan cashew with the world, so that every bite is a moment made magical."

From its inception as a one-person venture to a group of three private limited liability companies, Royal Cashews has come a long way. Its founder's passion for cashew and his unwavering commitment to quality have guided the company to become Sri Lanka's largest, most sustainable, and ethical processor and exporter of cashew nuts and cashew nut products.

EXCEPTIONAL QUALITY BUILT ON SUSTAINABLE AND ETHICAL PRACTICES

The company sources the finest raw cashews from over 10,000 local farmers, all of whom embrace Sri Lanka's perfect cashew-growing terroir. Dr Wathugala emphasizes, "Ethical and sustainable cashew creates communities where everyone can thrive, from the grower to the end-user."

What sets Royal Cashews apart is its uncompromising commitment to food safety and quality. The company's journey towards excellence has been marked by achieving ISO 14001:2015 Environmental Management Systems Standard Certification, ISO 22000:2018 Food Safety Management Systems Standard Certification, HACCP, GMP Certifications, and CET Certifications (Certificate of conformity on Ethical Trading Practices).

Dr Wathugala explains, "Our processing and packaging of cashews are carried out 100% by machines, operated by staff trained in line with international standards. This has allowed us to standardize, monitor and control our processes unlike any other manufacturer. As a result, customers around the world can be guaranteed that every single cashew from Royal Cashews is of the finest quality."

With food safety and quality standards at the core of Royal Cashews' ethos, the company's cashew kernels undergo a rigorous 7-day processing and packaging journey, with less than 5% human intervention. This commitment to hygiene and quality ensures consistently exceptional cashew products.

Royal Cashews' exceptional commitment and dedication to quality, sustainability and ethicality is attested to by a range of awards and accolades. These include "Best Ethical Trading Exporter of the Year" Special Gold Award at the National Export Awards Ceremony and the "Fresh and Processed Agricultural Export Crops Sector" Gold Award. The company has also secured numerous other awards, including those for excellent packaging and eco-friendly practices.

WHAT THE FUTURE HOLDS

Discussing the company's future outlook, Dr Wathugala said, "We hope to expand further and bring in more foreign revenue into the country by relying on value addition and brand value, which we pioneered in this industry. Our commitment to food safety, quality and excellence remains stronger than ever, and I believe it will continue to guide Royal Cashews, not just a brand but as a symbol of Sri Lankan pride; a story of success, and a celebration of what can be achieved if you have a dream and pursue it!"



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EMPOWERING
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Seylan Bank offers comprehensive support services and knowledge sharing



Since its inception, Seylan Bank has been at the forefront of empowering Small and Medium Enterprises (SMEs) with its ground-breaking 'Export Expert' service, a transformative initiative that underlines the bank's commitment to supporting SMEs and exporters especially in the face of pandemic-induced challenges and economic uncertainties.

Seylan Bank's 'Export Expert' service is a testament to its unwavering dedication to SMEs, offering a comprehensive and simplified financial solution tailored to the unique needs of these enterprises. In a time when Sri Lanka's government is actively promoting exports to strengthen the economy, this innovative service equips exporters with the knowledge and tools they need to confidently step onto the global stage.

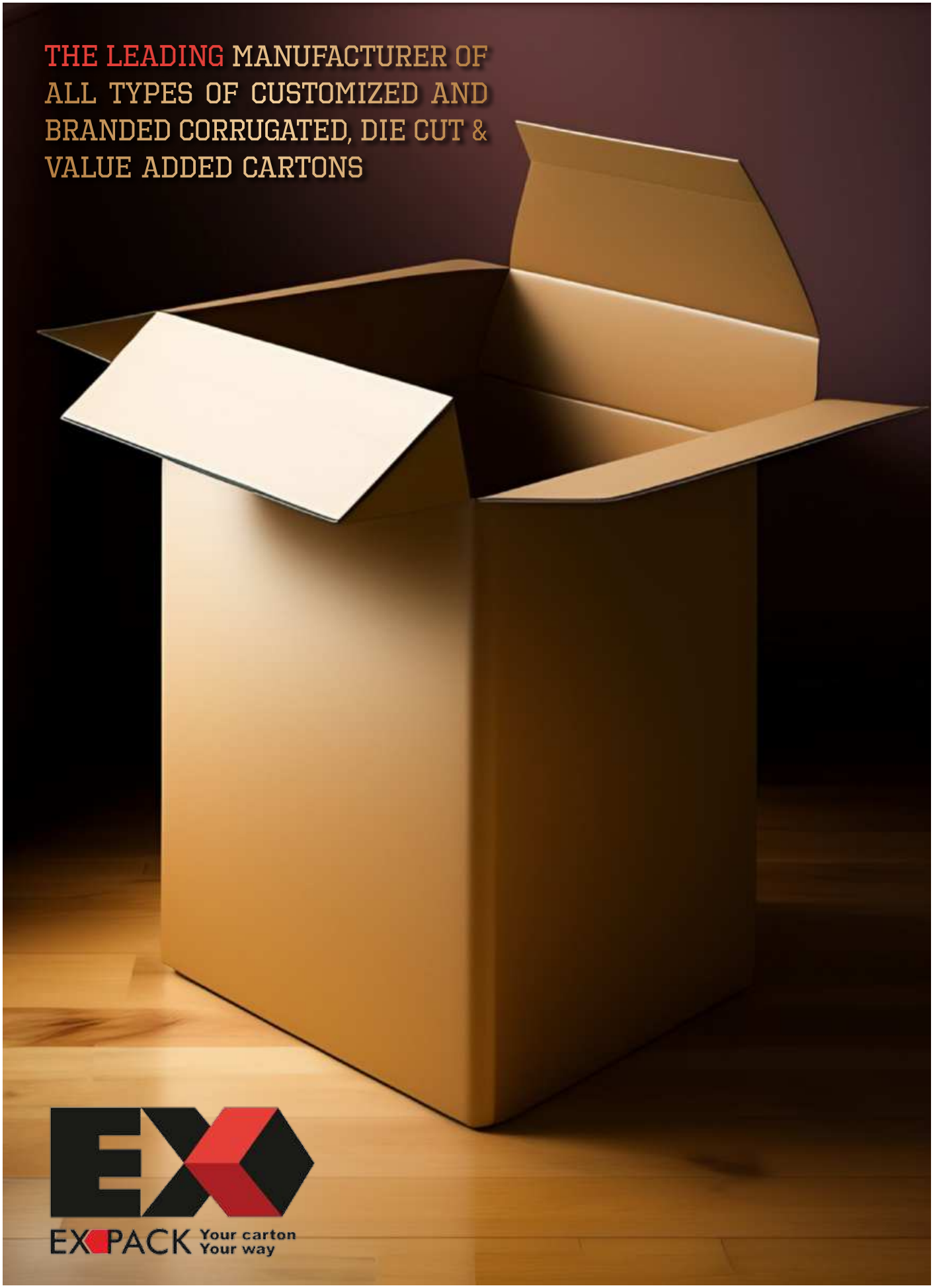
Recognizing the intricate challenges exporters face when navigating international trade, Seylan Bank provides a suite of specialised financial solutions. These range from expert guidance on export documentation and documentary credits to secure confirmation services and pre-shipment facilities. This holistic support simplifies cross-border transactions, reducing risks, instilling confidence, and empowering SMEs to seize global opportunities.

One of the Export Expert service's most significant advantages is its role in enhancing the competitiveness of Sri Lankan products globally. Seylan Bank's competitive exchange rates enable SMEs to offer their goods at attractive prices, granting them a distinct edge in international trade. Furthermore, the availability of attractive loan facilities with competitive interest rates encourages SMEs to invest boldly in their export endeavours, fostering growth and innovation.

Dilan Wijegoonawardena, Assistant General Manager – International at Seylan Bank PLC, stated, "Our unwavering commitment at Seylan Bank lies in propelling the triumph of Sri Lankan SMEs on the global stage. Through our Export Expert service, we provide indispensable support, expert guidance, and tailored financial solutions. We enable our export customers to thrive amidst international opportunities. Seylan Bank promises to be the mentor required by export-oriented businesses, and we are confident that our efforts will contribute to Sri Lanka's economy at large."

Seylan Bank's expansive global network, spanning over 500 banks across 100 countries, provides the means to establish robust global trade relationships. This extensive reach empowers SMEs to broaden their horizons and explore new markets with confidence. Moreover, the accessibility of Export Expert services at over 170 Seylan Bank branches across the country ensures a seamless and convenient process, enabling SMEs to tap into international opportunities without unnecessary hurdles.

In an era marked by economic shifts and uncertainties, Seylan Bank's Export Expert service has emerged as a beacon of support for businesses seeking to thrive in the global export landscape. With tailor-made financial solutions, enhanced competitiveness, and a far-reaching global network, Seylan Bank empowers Sri Lankans to break barriers and capture international markets. As Seylan Bank continues to champion the cause of our export sector, these enterprises stand poised to drive Sri Lanka's export growth and contribute to the nation's economic resilience and prosperity.


THE LEADING MANUFACTURER OF
ALL TYPES OF CUSTOMIZED AND
BRANDED CORRUGATED, DIE CUT &
VALUE ADDED CARTONS
EXPACK Your carton
Your way

EX PACK Your carton Your way

EXPACK
CORRUGATED CARTONS PLC

exemplary **growth** and excellence

Expack Corrugated Cartons PLC, has established itself as being synonymous with the corrugated carton manufacturing industry in the country, providing end-to-end packaging solutions to renowned organizations and brands both local and international. With over 25 years of progressive excellence and innovation amidst the many challenges faced throughout the years, we have grown stronger and more resilient. This has made us more attuned to our client's bespoke needs and more conscious of enhancing the team spirit within all strata of our organization. Our core beliefs and values revolve around diversity, equity, and inclusivity.

Ex-Packs' commitment to uphold and enhance its quality and safety standards is reflected in its ISO 9001-2015, ISO 14001-2015, WRAP, SMETA and FSC COC certifications. EX-PACK also partnered with building engineering consultancy co-energy in obtaining LEED and Carbon Neutral certifications for their factory in Sapugaskanda for the 2nd consecutive year, as part of its unwavering commitment towards sustainability, responsible production, and environmental conservation. Hence it truly means that Expack is a triple bottom line oriented and concern enterprise with people, planet and profits.

The distinctive workplace culture at EX-PACK has resulted in our being ranked among the Best Workplaces in Asia for four years, by Great Place to Work. Additionally, we have been named Best Workplaces in Sri Lanka for the fifth successive year.

The synergy we have with our clients and with the emphasis we place on actively encouraging and empowering our workforce, has resulted in our achieving record-breaking tonnage for several consecutive years. Ex-Pack has thus become a formidable force in the Corrugated Carton Industry in Sri Lanka. It was also nominated as the best corrugated factory in Sri Lanka by PUM Netherlands.

Over the years, EX-PACK has been honored with numerous accolades and recognitions. The NCE Gold Export Award for Most Outstanding Service Providers to Exporters (Large Category), CNCI Top 10 Award (Extra Large Category), Lanka Star 'Innovative Packaging' Awards including NCCSL-National Business Excellence Awards, Lanka CSR Awards and Green Awards. It was also the first corrugated carton manufacturer in the country to receive Worldwide Responsible Accredited Production (WRAP) certification.

As a part of our ongoing CSR initiative, our own Expack Medicare Medical Clinic has treated over 50,000 patients to date. Each year, we allocate funds for issuing schoolbooks and financial assistance for up to 4 years for undergraduates to all children on our staff cadre. We also provide financial assistance for the children of our employees and service providers who passed year 5 scholarship examination. We also undertake Industrial visits and career guidance programs that are conducted for A/L students from the schools in the Kelaniya Educational Zone.

We make a special effort to accommodate the employment of differently abled persons in a bid to support them and absorb them into our cadre as contributing members of our staff and the community. Under Women Empowerment, we extend equal opportunity status throughout our organization. We also have an annual celebration of International Women's Day.

Ex-Pack organizes the annual distribution of vegetable plants to employees on 1st January as a sustainability initiative. As an added CSR project, we have designed and erected bus shelters for the convenience of commuters on the Pattiwila Mudungoda Road and at the Sapugaskanda junctionWhile we have been dignified with the awards and accolades bestowed upon us, to be recognized as one of The Most Respected Entities is indeed an honor.

We believe that our unswerving commitment to our products and working alongside our clients to develop products that meet their individual needs has earned us the respect we now enjoy locally and internationally.

Thailand and Halal Council

drive US Dollar revenue initiatives via Sri Lanka bilateral - trade endeavors

The Government of Thailand hosted a Sri Lankan trade delegation from August 16th to 19th, 2023, with a primary objective of fostering constructive discussions on bilateral trade involving Halal certified products. The aim of this momentous visit was to fortify export US dollar revenue and enhance the burgeoning ties between Thailand and Sri Lanka.

The delegation, comprised of nine distinguished members, represented by key corporate entities which included, the Royal Thai Embassy, The Halal Accreditation Council, John Keells Holdings, Pyramid Wilmar, Transtrade International, Benjarong, and Pulses Splitting & Processing Industry, all of whom brought their expertise and enthusiasm to the table.

The meetings and engagements that transpired during this delegation visit have paved the way for an exciting new phase of economic collaboration between Thailand and Sri Lanka. Indications suggest that a formal ratification of a free trade agreement (FTA) between these two nations will take place in early 2024, further solidifying their economic partnership.

The Government of Thailand has harnessed its Halal industry to boost export revenue and establish itself as a global heavyweight in the Halal market. Notably, Halal food exports from the country experienced a remarkable surge from $247 million in 2003 to an astonishing estimated figure of $6.1 billion in the year 2021/22, underscoring its pivotal role in driving this phenomenal growth.

Moreover, Thailand has confidently secured its position as the world's 15th largest exporter of Halal products, further strengthened by the certification of over 4,000 F&B manufacturing facilities by The Central Islamic Council of Thailand (CICOT), which encompasses an impressive array of 166,000 products.

Highlighting its unwavering commitment to nurturing the Halal food industry, the Thai government took the pioneering step of establishing the Thai Halal Science Centre within the esteemed Chulalongkorn University. Recognized as the "World's First" institution of its kind, it seamlessly combines theology, science, and technology to elevate the global Halal sector through innovation and cutting-edge research in creating Halal food and ingredients.

During the delegation's visit, they engaged in extensive trade-related discussions with representatives from prominent institutions such as The Thai–Sri Lanka Chamber of Commerce, The Mexican–Thai Chamber, and the Pakistan–Thai Chamber. Additionally, the delegation actively explored potential business opportunities with CPF Food & Beverage Company Limited and KCG Corporation Public Company Limited, both renowned manufacturers of Halal-certified products.

The mission of the Halal Accreditation Council (HAC) resonates harmoniously with the objective of enabling exporters to actively participate in the highly competitive global Halal market. In Sri Lanka, the Halal Accreditation Council has left an indelible mark by certifying over 240 manufacturing facilities, producing a staggering 8,000 Halal-certified products. These products contributed significantly to an estimated USD 1.7 billion in exports in 2022, constituting 60% of total food and beverage exports and 13% of the country's overall exports. With the global Halal market valued at an impressive US Dollars 2 trillion, HAC remains steadfast in its efforts to empower exporters to reach their full potential, in perfect alignment with Sri Lanka's growth strategy.



The Sri Lankan trade delegation with Dr Winai Dahlan and team from the Halal Science Center, Chulalongkorn University



The Sri Lankan trade delegation with members from the Thai – Sri Lanka Chamber of Commerce



Industrial visit by the delegation



From left to Right: Mr. Ruzny Nisfer, Officer, Royal Thai Embassy, Mrs. Ranella Jayasuriya, Assistance Vice President, John Keells Holdings, Mr. Lionel Fernando, Managing Director, Benjarong Pvt Ltd, Mr. Priyantha Kolonnage, General Manager, Pyramid Wilmar (Pvt) Ltd , Mr. Peerapat Tongrod, First Secretary, Royal Thai Embassy, Mr. Aakif A Wahab, CEO – Director, Halal Accreditation Council, Mr. Somsak Medan, Vice Secretary General of The Islamic Council of Thailand, Mr. Rizan Nazeer, Managing Director, Transtrade International, Dr. A.C. Mahmud, Managing Director, Pulses Spilitting & Processing Industry (Pvt) Ltd, Mr. Nafas Nazeer, Head of Quality Assurance, Halal Accreditation Council, Mr, Khathawut Lohmud, Head of International Affairs and PR, The Islamic Council of Thailand



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Sri Lanka Export Credit Insurance Corporation (SLECIC) was incorporated by the Parliament Act No. 15 of 1978 and commenced operations in 1979 mainly to promote and safeguard exports from Sri Lanka. This year we have completed 44 years of service to the discerning exporters and economy of Sri Lanka and today we feel the importance of SLECIC more than ever before as a unique service provider in bringing much needed foreign exchange inflow to the country. We are driven by our Vision to "Fuel economic growth through International Trade". Our Mission constantly reminds us that "We are in the business of providing protection, support and information". At the moment SLECIC has the monopoly in Sri Lanka in providing Export Credit Insurance Solutions to Sri Lankan exporters and with the Government Guarantee. With SLECIC's solid financial wealth and the backing by the Government Guarantee we could come forward as a Government entity to support and promote the exports in the country which no one else can provide.

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S.C.J. Devendra (FCA, FCMA)
Chairman & Managing Director
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In addition to the export Credit solutions, we have a product called APARA, which is a Cost of Passage Guarantee provided for the people who find employment abroad who brings invaluable source of foreign exchange to the country. This we promote along with the Foreign Employment Bureau and State Banks.

As we move forward with a new focus defining the words **information, support and protection for exporters** SLECIC has relaunched the product *Bizinfo,* which permits lending institution to evaluate existing and new buyers of exporters when authorizing export credit. Partnerships with several agencies with regional specialization in providing status reports of buyers help to ensure accuracy of information provided.

With our policies we strive to provide a safety net so that no Sri Lankan company will suffer as a result of non-payment of their receivables. Over the years we have settled claims to the satisfaction of many Exporters.

SLECIC today supplement its core products with a lineup of other products that provide total Credit solutions to exporters. One of the most significant features in relation to Credit Insurance policy issued was the whole turnover policy where the exporter is sharing his entire portfolio of exports with us and thereby the exporter gets a competitive premium rates for all his exports as well as SLECIC mitigates the risk creating a win-win situation for both.

SLECIC is intending to provide E-friendly solutions to discerning exporters where they would be able to connect with SLECIC and directly submit their applications and Declarations Online from their offices. And also we are hoping to streamline our processes and thereby reduce the time taken to issue Credit Limits and Guarantee as well as processing of Claims.

Our future is focusing on the SME Sector Exporters of Sri Lanka which we feel that we could play an important role in fostering and developing of our economy through them. We have had discussions with reinsurers globally where we could reinsure and provide the protection for the SMEs for their exports.

In addition to that we are in the process of negotiating with a foreign party who are willing to join hands with SLECIC to provide financing facilities for the exporters especially at the time of Post-shipments stage.

Presently, we are catering only for the Sri Lankan Exporters. In the long run with our joint venture partner a global giant, we are hoping to provide the same facility of export Credit Insurance to any of the exporters in the region and globally. In addition to that we are planning to provide financing facility as well. Presently the agreement is being understudied and hopefully we should be able to finalise as soon as possible.

As we look to the future with plans and aspirations borne out of business oriented Corporate Vision and Mission and renewed vigor resulting from the restructuring process, we must also pay attention to the terms of reference SLECIC bears in relation to the government of Sri Lanka. While it has been our intention to recreate our image to be that of a business oriented organization and act with dynamism, SLECIC is still part of the government of Sri Lanka This fact presents SLECIC many challenges in day to day activities. It also presents many opportunities to enhance its contribution to supporting the economic wellbeing of the nation. However, we are trying to full fill this destiny as dynamic business oriented far seeing Export Credit Agency which is proactive to the needs of Sri Lanka's Export Industry. SLECIC has become one of the few profitable State Owned Enterprises and has contributed immensely to the national economy. In the next few years we will see many changes in the scope of operations of SLECIC and its Products and Services portfolio.

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10 SALOTA INTERNATIONAL (PVT) LTD Years of Excellence



A trailblazer by nature, Mr. Kolitha Wickremasinghe is the fouding Managing Director of SALOTA International (Private) Limited an international freight forwarding service provider which has been in operation since 2013. Mr.Wickremasinghe counts more than 25 years of experience in the Shipping & Logistics industries. Having joined the industry in 1992, he has served in several multinational giants in the trade both locally and overseas.

Vision of the Company "Trend setters in logistics, beyond borders"

With a humble beginning 10 years ago, SALOTA has shown a rapid growth in the business and become a market leader by catering to certain niche businesses in the industry. SALOTA is one of the best choices amongst many logistic providers in the industry and has become a trend setter in Sri Lanka by introducing many firsts to the logistic industry.

With the local market share rapidly established and increased, Kolitha has expanded the business beyond borders. Kolitha proudly announces that his vision for expanding the business beyond borders became a success with starting operations in Bahrain and Canada under SALOTA flag. Director, Nilu Mediwake Wickremasinghe, Kolitha's Spouse and the Management team are always behind these successes.

Leadership of the Managing Director

The success story of SALOTA during the past 10-year period attributed to the leadership qualities demonstrated by Kolitha. The experience he has gained from his past local and foreign employments given much needed confidence in his leadership know-how. He has brought the business to greater heights through hard work and follows simple philosophy to sustain the growth, "If you look after your staff well, they will look after your business well". He always believes in relationship building and the genuine need to serve customer are key to success. Kolitha believes in being transparent and sincere with stakeholders.

Innovations

In the changing world where Artificial Intelligence (AI) is taking over, SALOTA understands the need for the constant technology upgrades. This will provide a seamless flow of information to both agents and the clients equally. Thereby SALOTA invested largely in an in-house software development to keep pace with the market dynamics. The company has set trends in the market with 'SALBMS' – a homegrown proprietary IT pladorm which was developed by the dedicated IT team of SALOTA. SALBMS can handle the entire supply chain operation until the consignment is reached its destination indisputably. SALBMS also enables to follow up on every shipment as well as collect important data and assure safety of goods during at each stage of the delivery.

Social Responsibility

Under Kolitha's guidance, SALOTA International engages in various CSR projects which includes long term scholarships for students in deserving families, supporting well being of rural families, donations and upgrading facilities of hospitals and schools in need etc.

The Company also operates a paperless environment while driving is companywide initiative to reduce the electricity consumption, in driving environment sustainability.

Diversification

As far as the logistics industry is concerned, SALOTA serves a large spectrum of industries from personal effects to project related cargo. SALOTA International operates in multiply industries linked to Supply Chain such as Freight Forwarding, Custom House Brokering, Air Freight, Sea Freight, Offshore business, Warehousing, NVOCC operations. All these Industries work hand in hand to meet the demands of valued customers.





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ISO 22000-2018, **HACCP**, **GMP**, **EU** and **SL Organic** Certification which reflects the Company's commitment to the highest standards of quality and food safety. **NIDRO**'s dedication to excellence further extends to ethical compliance in its business practices. It proudly owns globally recognized Ethical Trade Certification, and, was adjudged the Best Ethical Exporter in 2022 at the last NCE Awards event. NIDRO's Environmental Sustainability Policy underscores its dedication to upholding environmental standards and promoting a socially responsible approach in all its operations.

NIDRO's commitment to exceptional quality, stringent food safety standards, ethical business practices and safeguarding the natural environment is entrusted to a team of exceptional personnel who receive on the job training. They are motivated and trained to deliver service which is dedicated to embracing the Company's core mission of '**Making Ethical Business Work**'.

NIDRO, through its unrelenting pursuance of product and service excellence, has emerged as a unique and unmatched Supply Chain Solution Provider for the discerning HORECA (Hotel, Restaurant, and Catering) Industry.

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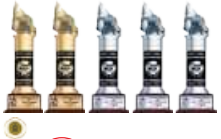
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Wolfgang Heinze is the Head of Offices for Sri Lanka and Bangladesh for the Friedrich Naumann Foundation for Freedom. The Foundation has been working in the country for almost 50 years works as a non-partisan platform for policy discussions.

GERMANY'S SUPPLY CHAIN DUE DILIGENCE LAW: A Global Model with Implications for Sri Lankan Exporters

In a world ever more conscious of ethical and environmental concerns, Germany is taking a pioneering step forward. The Supply Chain Due Diligence Law, recently enacted in Germany, has far-reaching implications not only for businesses within its borders but also for global trade partners, including Sri Lanka.

Germany, renowned for its engineering precision and economic prowess, is once again championing progressive legislation with its Supply Chain Law. Effective from January 1, 2023, this legislation reflects the global movement towards more ethical and sustainable business practices. The United States, France, United Kingdom, Netherlands and other countries in the West have similar laws in place. Furthermore, the European Union is drafting a comparable law. Given the growing commitments by these countries and in relation to the recent move to restructure supply chains, these developments are unlikely to be a temporary trend but permanent policy.

Unveiling a Complex Web

At its core, the law revolves around the principle of transparency and accountability. It mandates that large German companies scrutinize and disclose the environmental and human rights impacts of their entire supply chains, including overseas suppliers. This regulation casts a broad net, covering not only those directly under German jurisdiction but also extending its gaze across the globe. Early implementation has seen big companies in Germany shifting the responsibility down to their suppliers, both in Germany and abroad. However, recent developments indicate that this practice will not be viable in the future and that German companies will be held responsible. This will lead to further scrutiny from these companies into their supply chains.



A Focus on Labor, Human and Environmental Rights

One of the most impactful aspects of this law is its commitment to human rights and labor standards. German firms are now obliged to ensure their suppliers meet strict criteria, encompassing the prohibition of child labor, forced labor, and violations of basic human rights.

Environmental sustainability is another cornerstone of the Supply Chain Law. Companies are now tasked with evaluating and mitigating the environmental consequences of their supply chains. This ranges from carbon emissions to resource management and waste reduction. Such dedication to environmental responsibility resonates with Germany's commitment to addressing climate change and promoting eco-conscious practices.

Implications for Sri Lankan Exporters

Sri Lanka, a nation with a burgeoning export sector, finds itself affected by this new German legislation. Historically, Sri Lanka has enjoyed fruitful trade relations with Germany, especially in the textile and apparel industry. However, the Supply Chain Law means Sri Lankan exporters must now adhere to rigorous sustainability standards to remain competitive in the German market. Given similar legislation in other countries, this development is not unique to exports to Germany. The expected regulation on EU level will also add to the growing list of countries expecting sustainable products.

Challenges and Opportunities

The law demands that Sri Lankan exporters take a more robust approach to ethical and environmental considerations. They must not only ensure compliance with these standards but also transparently report on their adherence. This scrutiny places an added responsibility on Sri Lankan companies to maintain and strengthen their commitment to ethical practices and sustainability.

While Sri Lankan companies will have to bear the crucial part of this development, there is also a role to play for the Sri Lankan government in strengthening sustainable business practices and in the enforcement of existing laws and regulations.

While compliance with the Supply Chain Law presents challenges, it also offers opportunities. For example, Si Lanka's clothing manufacturing sector is known for its emphasis on ethical and sustainable practices. Given the reputation for high-quality garments and a focus on worker welfare and responsibility, there is a window of opportunity to harness the industry's commitment to sustainable production for a greater market share.

Overall, Sri Lankan exporters who can demonstrate their dedication to sustainability and ethical principles are likely to find themselves in high demand within the German market and a growing market worldwide. This is an opportunity for Sri Lanka to emerge as a leading exporter of ethically and sustainably produced goods, enhancing its global reputation as a responsible trade partner.

The Friedrich Naumann Foundation, with the support from eminent partners such as the NCE, has contributed towards a successful adaptation. It published information materials, supported trainings by NCE, EDB, AHK and others and organized a trip to Germany to meet and discuss with key stakeholders in government, business and NGOs. It is currently crafting a policy paper on the impact of the law for Sri Lanka.

Conclusion

Germany's Sustainable Supply Chain Law signifies a critical turning point in the pursuit of ethical and sustainable business practices and is an indicator for the future of western sustainable supply chain demands. Its impact on Sri Lanka's export sector cannot be underestimated. As Sri Lankan businesses adapt to meet the stringent requirements of this law, they have the potential to thrive in a market increasingly focused on sustainability. Furthermore, this presents an opportunity for Sri Lanka to establish itself as a leading exporter of sustainable and ethically produced goods, further solidifying its place in the global supply chain.

While the path to compliance may be challenging, it is a journey that Sri Lanka, like many nations, must undertake to secure its economic future in a rapidly evolving global marketplace. As Germany sets an example for the world, other nations are following suit, making adherence to such ethical and sustainable standards a global imperative. In the realm of responsible commerce, Germany's Sustainable Supply Chain Law sets a new course, and Sri Lanka must navigate these waters to secure its place in the global trade landscape.

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