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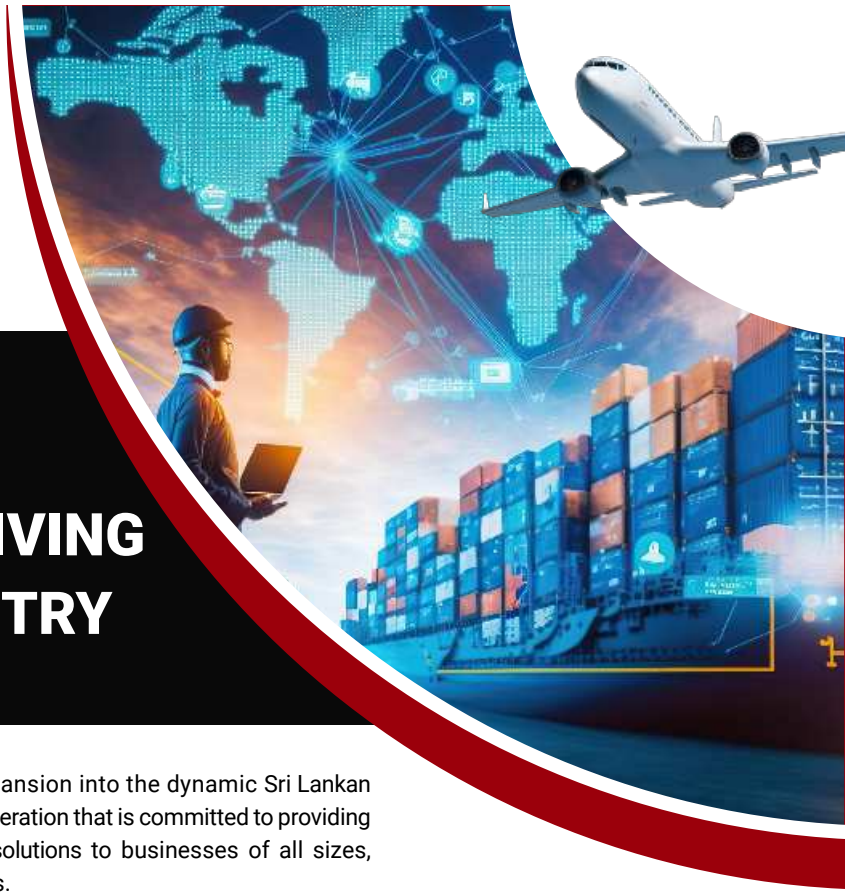
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# Highlights

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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 THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

# Encouraging Sri Lankan Brands to Access Global Opportunities



In an interconnected world where the marketplace knows no bounds, the significance of establishing a strong presence for Sri Lankan brands on the international stage cannot be overstated. Sri Lanka, renowned for its rich cultural heritage, breathtaking landscapes, and diverse craftsmanship, possesses a treasure trove of unique products and services waiting to be showcased to the world. The endeavour to highlight Sri Lankan brands globally is not merely a commercial pursuit but a cultural and economic imperative.

At the heart of this effort lies the recognition of the intrinsic value embedded within Sri Lankan products. From its globally coveted tea to its intricately woven textiles, Sri Lanka boasts a plethora of offerings that bear the hallmark of quality, authenticity, and tradition. By shining a spotlight on these indigenous brands, Sri Lanka not only celebrates its heritage but also fosters economic growth and sustains local communities.

One of the primary benefits of promoting Sri Lankan brands internationally is the enhancement of the country's reputation as a hub of excellence and innovation. Through effective branding and marketing strategies, Sri Lanka can carve out a distinctive identity in the global marketplace, thereby attracting investment and tourism, and fostering partnerships with international counterparts. This, in turn, paves the way for economic advancement and the creation of employment opportunities, ultimately uplifting the standard of living for its citizens.

Furthermore, the promotion of Sri Lankan brands catalyzes cultural exchange and mutual understanding. By sharing its stories, traditions, and craftsmanship with the world, Sri Lanka fosters cross-cultural appreciation and dialogue, bridging gaps and fostering empathy among nations. In an era marked by globalization, the promotion of cultural diversity through brand representation is paramount in nurturing a more inclusive and harmonious global community.

Moreover, highlighting Sri Lankan brands on the international stage contributes to sustainable development and environmental conservation. Many Sri Lankan products, such as handloom textiles and organic teas, are produced through eco-friendly practices that prioritize environmental stewardship. By promoting these brands, Sri Lanka not only champions sustainable consumption but also incentivizes other industries to adopt environmentally responsible practices, thus mitigating the adverse effects of climate change.

The importance of highlighting Sri Lankan brands in the international arena cannot be overstated. Beyond mere economic gains, this endeavour holds the promise of celebrating cultural heritage, fostering cross-cultural understanding, and promoting sustainable development. As Sri Lanka continues its journey towards global prominence, concerted efforts must be made to showcase the nation's diverse offerings to the world, thereby enriching lives and forging lasting connections across borders.

# Certificate OF ETHICAL TRADING

*To maintain a competitive edge in the market, exporters must adhere to Fair and Ethical Trading Practices, safeguard the environment, and promote sustainable development.*

*Understanding the significance, the National Chamber of Exporters of Sri Lanka (NCE) issues a 'Certificate of Ethical Trading' to its Member Exporters who adhere to Ethical Trading Practices, Good Governance, and conformity to sound environmental and social practices based on the 08 Principles which are listed below.*

## PRINCIPLE 1

### Trading Practices

Trades with considering for the social, economic and environmental well-being of the country and prevents them from being exploited for the profit of others. Also, adopts trading and operational policies that are acceptable to all Stakeholders.

## PRINCIPLE 2

### Payment of Statutory Wages

Pay wages and statuary commitments to all its employees according to National requirements

## PRINCIPLE 3

### Child Labour and Forced Labour

Not employ anyone under the minimum age declared by the labour law and no involuntary, forced or bonded labour is used.

## PRINCIPLE 4

### Non-Discrimination, Gender Equity and Freedom of Association

Not to support discrimination in all aspects and provide equal pay & opportunities for women and men. Providing special training and encouragement to women to take leadership and provide a harassment-free work environment to all (women & men).

## PRINCIPLE 5

### Working Conditions

To provide a healthy and safe workplace for all its employees.

## PRINCIPLE 6

### Capacity Building

To develop management / technical skills for employees to create better productivity and opportunities in the workplace.

## PRINCIPLE 7

### Promotion of Good Values

Promotion of Good Values

## PRINCIPLE 8

### Environment

To use environmentally friendly raw materials and production methods and safeguard nature.

*NCE partners with Ind-Expo Certification Limited for technical evaluation of the Certificate of Ethical Treading, enhancing credibility and providing transparent evaluation methods. Ind-Expo is a non-profit organization accredited by the Sri Lanka Accreditation Board and the International Accreditation Forum.*

*This initialtion aims to assist and guide Member Exporters in developing the Systems and Practices in their Enterprises based on Evaluations.*

*NCE is the first and only trade Chamber in Sri Lanka to issue a Certificate of Ethical Trading of Good Governance.*

### This service will bring significant benefits to exporters as follows:

1. A Credible Certificate from The National Chamber of Exporters of Sri Lanka that Confirms adherence to Good Trading Practices, ethical behavior and adherence to the legislations related to labour, environment and Industries.
2. Provides enterprise a competitive edge in international markets.
3. Serves to attract the attention of stakeholders in the international marketplace, particularly buyers who prioritize ethical considerations.
4. By adhering to ethical standards, companies can reduce the risk of reputational damage, legal issues, and other negative consequences associated with unethical practices.

*The Chamber invites its members to obtain this certificate to demonstrate itself in the international market.*




# NCE Members awarded with CET

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, Labour, Ethical behavior, Environment & Society

# Certificate of Ethical Trading

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, Labour, Ethical behavior, Environment & Society

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Ceyline Maritime Services (Pvt) Ltd

Ceylon Cold Store PLC

Ceylon Jewelry Manufacturers (Pvt) Ltd

Colombo Export & Import Agencies (Pvt) Ltd

D Samson Industries (Pvt) Ltd

Dankotuwa Porcelain PLC

Derana Marketing Services (Pvt) Ltd

Diamond Cutters Limited

Diamond International Lanka (Pvt) Ltd

Dipped Products PLC

dkw-Aqua International (Pvt) Ltd

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Farmchemie Manufacturers (Pvt) Ltd

Flex Film International (Pvt) Ltd

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Kandric Tea Beverages Lanka

Kandygs Handlooms Exports (Pvt) Ltd

Keells Food Products PLC

Laugfs Corporation (Rubber) Limited

Lumbini Aquaria International (Pvt) Ltd

Mabroc Teas (Pvt) Ltd

Macksons Paint Lanka (Pvt) Ltd

# Certificate of Ethical Trading

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Neil Fernando & Company (Pvt) Ltd

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Oceaneeds (Pvt) Ltd

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Spectra Integrated Logistics (Pvt) Ltd

Spectra Logistics (Pvt) Ltd

Statesman Hats (Pvt) Ltd

Taprobane Seafoods (Pvt) Ltd

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### Main Benefits

- A Credible Certificate of value from the National Chamber of Exporters of Sri Lanka.
- Comply with international standards on ethical behavior, labour, environment etc.
- Confirms adherence to Good Trading Practices.
- Provides your enterprise a competitive advantage in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.
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## GENERAL ACTIVITIES

### Welcoming the year 2024 with Traditional Ceremony

In a symbolic gesture to mark the advent of the new year, the National Chamber of Exporters of Sri Lanka (NCE) commenced its activities with a traditional oil lamp ceremony, followed by a celebratory New Year breakfast. The event, graced by the presence of the NCE President and members of the Management Committee, emphasized the organization's unwavering commitment to supporting Sri Lankan exporters.




### 29th Annual General Meeting of the NCE

On 06th March 2004, the NCE convened its 29th Annual General Meeting at the Grand Ballroom, Galadari Hotel Colombo. Mr. Jayantha Karunaratne, representing Imperial Tea Exports, was re-elected as President for the second consecutive year, along with the reappointment of the rest of the Committee Members, Council and Patrons.




***Members of the Management Committee (MC) who were re-elected for year 2024***

***From the left :*** *Mr. Farhath Amith( Representative from the Council to MC), Mr. Lakshan Algama Perera ( Hony. Asst. Treasurer, Mrs. Thushari Weerakoon (Hony. Secretary), Mr. Indhra Kaushal Rajapaksa (Vice President), Mr. Jayantha Karunaratne (President), Mr. Dilshan Rajapakse ( Vice President), Mr. Sami Bandara (Hony. Asst. Secretary) Mrs. Nilrukshi De Silva (Representative from the Council to MC) & Mr. Charith Yalagala ( Hony. Treasurer)*




***NCE Patrons appointed for 2024***

***From the left:*** *Mr. Ramal Jasinghe, Dr.D.K. Rakapaksa, Mrs. Ramya Weerakoon & Mr. Sarada De Silva*

## NCE Council Members Elected for 2024

| | |
|---|---|
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| Mr. Sirimal Fernando | **Astron Limited** |
| Mr. Pirasanth Sivagnanam | **Cargills Convenient Foods Ltd** |
| Mr. Nadeeja Karunathilaka | **Ceylon Biscuits Limited** |
| Mr. Suhayl Sangani | **Ceylon Jewelry Manufacturers (Pvt) Ltd** |
| Mr. A F M Farook | **CeyQuartz MBI (Pvt) Ltd** |
| Mr. Dilshan Rajapakse | **D. Samson Industries (Pvt) Ltd** |
| Mr. Udaya N. Sirisena | **dkw-Aqua International (Pvt) Ltd** |
| Mrs. Mano Sheriff | **DSL Lanka (Pvt) Ltd** |
| Mr. Aasiri Gunasekera | **Ernst & Young** |
| Mr. Sanjay Siriwardena | **Fairfirst Insurance Limited** |
| Mr. Farhath Amith | **Fanam International (Pvt) Ltd** |
| Mr. Edward Fernando | **Green Keepers (Pvt) Ltd** |
| Dr. Ruwan Wathugala | **Green Way Asia Lanka (Pvt) Ltd** |
| Mr. Sethpriya Dassanayake | **HVA FOODS PLC** |
| Mr.Jayantha Karunaratne | **Imperial Teas (Pvt) Ltd** |
| Mr. T. Krishnakumar | **International Distillers Ltd** |
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| Mr. Indhra Kaushal Rajapaksa | **Kalhari Enterprises (Pvt) Ltd** |
| Mr. Gamini Saparamadu | **Kent Display (Pvt) Ltd** |
| Mr. B M A C Wegapitiya | **LAUGFS Corporation (Rubber) Ltd** |
| Mr. Malintha Fernando | **Lihini Sea Foods (pvt) ltd** |
| Mr. Vibhu Perera | **Lumbini Aquaria International (Pvt) Ltd** |
| Mrs. Nilrukshi De Silva | **Macksons Paint Industries (Pvt) Ltd** |
| Mr. Sean Van Dort | **MAS Capital (Pvt) Ltd** |
| Mr. Sumedha Hasthanayake | **Mike Flora International (Pvt) Ltd** |
| Ms. Nilmini Kumari Fernando | **Neil Fernando & Co (Pvt) Ltd** |
| Mrs. Dawn S Austin | **Nidro Supply (Pvt) Ltd** |
| Dr. Upendra Pieris | **OREL IT (Pvt) Ltd** |
| Mrs. Thushari Weerakoon | **Ramya Horticulture (Pvt) Ltd** |
| Mr. Chanuka Jayasinghe | **Samson International PLC** |
| Mr. Anura Fonseka | **Shermans Logistics (Pvt) Ltd** |
| Mr. W. D. C. Harsha Jayatunga | **Sierra Cables PLC** |
| Mr. Raj Rasiah | **Smart Marine Lanka (Pvt) Ltd** |
| Mrs. Hemali Bandara | **TexStyle Lanka Exports (Pvt) Ltd** |
| Mr. Prasad Vithanage | **Tradlanka Agricultural Enterprises (Pvt) Ltd** |
| Mr. E. Dhanuka Samawickrama | **Trendywear Adhikarigama (Pvt) Ltd** |




Subsequently, a Post Business Forum took place, graced by the presence of Her Excellency Julie Chung, the US Ambassador to Sri Lanka.



Mr. Jayantha Karunarne as the re-elected President of NCE in his speech highlighted the challenges faced by Sri Lankan exporters, NCE's initiatives to address these challenges, and the importance of collaboration and support from various stakeholders in promoting exports and strengthening the export ecosystem in Sri Lanka.




The U.S. Ambassador to Sri Lanka during her keynote address emphasized the importance of ethical trade practices and sustainable growth amidst global challenges. Commending Sri Lanka's progress since the economic crisis, the Ambassador acknowledged ongoing challenges such as food insecurity and environmental sustainability. Highlighting the significance of ethical corporate practices and inclusivity, particularly regarding women in the workplace, the Ambassador outlined various U.S. assistance programs aimed at enhancing regulatory transparency, market competitiveness, and environmental sustainability. Stressing the urgency of addressing climate change's impact on global business, the Ambassador underscored the United States' commitment to supporting Sri Lanka's economic development and fostering people-to-people ties for a prosperous future.

The event was attended by Special invitees, Chamber Strategic Partners, and Member Exporters and concluded with a fellowship, fostering camaraderie among the attendees.

## Certificate of Ethical Trading (CET)

NCE presented the "Certificate of Ethical Trading (CET)" to another four member companies during the 29th NCE AGM held on the 06th of March at Hotel Galadari in collaboration with INDEXPO, which follows ethical trading, and good environmental and social practices based on the 08 Principles.

The certification recognizes companies that adhere to high standards of ethical conduct in their business operations. These principles encompass fair treatment of workers, safe working conditions, respect for the environment, and engagement with local communities.

By awarding the CET, the NCE aims to promote ethical practices within the export sector and encourage more companies to adopt sustainable and responsible business practices. The certification not only benefits the companies receiving it but also enhances Sri Lanka's reputation as a responsible trading partner in the global market.



*Derana Marketing Services (Pvt) Ltd*



*Noritake Lanka Porcelain (Pvt) Ltd*



*Arpitalian Compact Soles (Pvt) Ltd*



*Talawakelle Tea Estates PLC*

## A Token of Appreciation to the Industry Experts who assisted Chamber activities

The NCE recognized and appreciated the valuable contributions of the resource personnel who served in various events during the year 2023, enriching the chamber's activities and fostering growth in the export sector at the 29th NCE AGM held on 06th of March at Hotel Galadari.

These experts in their respective fields, play a crucial role in sharing knowledge, insights, and best practices with NCE members and stakeholders. They contribute to seminars, workshops, and training sessions organized by the NCE, covering a wide range of topics such as export strategies, trade agreements, market trends, regulatory compliance, and sustainable practices.

The NCE expressed its gratitude to these Industry Experts for their dedication and commitment to advancing the export industry in Sri Lanka. Their continued support and expertise are invaluable in driving the chamber's initiatives and fostering a thriving export community.



***Mr. Sanjeewa Bandara***
*Assistant Director of Commerce*
*Department of Commerce*



***Mr. Sanjeewa Pattiwila***
*Deputy Director of Commerce*
*Department of Commerce*



***Mr. Channa Gunawardena***
*Chairman*
*Sri Lanka Logistics & Freight Forwarders Association (SLFFA)*



***Mr. Felix Fernando***
*Vice President*
*Joint Apparel Association Forum Sri Lanka (JAAFSL)*



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***Mr. Chandimal Weerasinghe***
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# TRADE DELEGATIONS AND MARKET ACCESS ACTIVITIES

## Exploring Trade Collaboration with Russia

On 24th January 2024, the NCE engaged in a Zoom meeting with officials from the Sri Lankan Mission in Russia to explore the possibility of organizing a collaborative trade delegation.

The primary focus of this discussion was to strengthen economic connections and create mutually beneficial trade opportunities between our two nations. The proposed trade delegation aims to serve as a platform for businesses in both Sri Lanka and Russia to connect, explore collaborations, and build robust trade networks. The NCE is keen on developing a more significant economic partnership and is committed to working closely with the Sri Lankan Mission in Russia to ensure the success of this initiative.



In pursuit of this goal, a 02nd strategic meeting was convened with the Embassy of the Democratic Socialist Republic of Sri Lanka and the Chamber of Commerce and Industry of Russia during February 2024. Discussions centred on facilitating direct engagements between businesses from both nations to foster trade and investment opportunities.



## NCE & Australia Lanka Business Council Join Forces for Trade Delegation to Australia

In a strategic move aimed at strengthening trade ties between Sri Lanka and Australia, NCE recently met with Ms. Dilkie Perera, National President of the Australia Lanka Business Council. This meeting signifies the collaborative efforts gearing up for a significant trade delegation to Melbourne from 11th to 16th March 2024. In partnership with the Consulate General of Sri Lanka in Melbourne and the Australia-Sri Lanka Business Council, this initiative aims to strengthen bilateral trade and investment relations.




## NCE EXPORTERS DELEGATION TO MELBOURNE, AUSTRALIA

The NCE in coordination with the Sri Lankan Consulate in Melbourne and the Sri Lanka Australia Business Council, recently organized a business visit to Melbourne, Australia, from March 11th to 15th, 2024. The visit included a 12-member business delegation from Sri Lanka representing various sectors such as food products, printing packaging/labelling, paper products, electrical, handlooms, paints, tiles, rubber, footwear, and apparel.

An important milestone of the visit was the signing of a Memorandum of Understanding (MOU) between NCE and the Sri Lanka Australia Business Council, further enhancing bilateral trade relations.









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# MEETINGS/DISCUSSIONS WITH STAKEHOLDERS AND OTHER INTERESTED PARTIES ON TRADE-RELATED ACTIVITIES

## Exploring Collaborative Opportunities with JICA to Support Exporters.

The Officials from the NCE engaged in a productive meeting with representatives from the Japan International Cooperation Agency (JICA) in 10th January 2024. The primary objective of this meeting was to provide JICA officials with a comprehensive overview of the upcoming activities planned by the Chamber for the benefit of exporters.

During the meeting, the NCE officials had the opportunity to brief JICA representatives on the diverse range of initiatives and programs that the Chamber has lined up to support and enhance the capabilities of exporters. The discussion delved into the potential areas of collaboration between the NCE and JICA, with a focus on leveraging mutual expertise to assist exporters in ongoing activities and exploring new opportunities in the export sector.



## Stakeholders Consultation Meeting on the Economic and Technology Corporation Agreement (ECTA) between Sri Lanka and India

NCE represented the Stakeholders Consultation Meeting on the Economic and Technology Corporation Agreement (ECTA) between Sri Lanka and India held on 23rd January 2024. During this meeting, the Chief Negotiator shared crucial insights into the ongoing discussions, highlighting the importance of the contribution of the exporters to shaping the agreement.



## NCE and LMD collaboration for the Advancement of the Exporter Community

Representatives from the NCE had the pleasure of meeting with officials from LMD Magazine during January 2024 to discuss the potential collaboration for the mutual benefit of our respective organizations and, more importantly, to enhance the support and services provided to the Exporter Community.

The meeting provided an insightful platform for exchanging ideas and perspectives on the challenges faced by exporters in today's global market. Recognizing the synergy between both organizations, developing a strategic partnership between the NCE and LMD Magazine could significantly contribute to the growth and prosperity of the Exporter Community.



## Meeting with GIZ to Empower Sri Lanka's Export Community

The officials from the NCE engaged in a highly productive meeting with representatives from GIZ Sri Lanka during January 2024. The primary focus of this collaborative encounter was to explore meaningful opportunities aimed at bolstering support for exporters. A key objective of the meeting was to provide GIZ officials with a comprehensive overview of the upcoming activities planned by the Chamber, with a special emphasis on the impending Due Diligence initiative and the critical need to raise awareness about it within the Exporter Community.

The discussion delved into potential areas of collaboration between the NCE and GIZ, particularly concentrating on the strategic use of mutual expertise to assist exporters in their ongoing activities and to explore innovative opportunities within the dynamic export sector.



## Meeting with the Ambassador of the Kingdom of the Netherlands

Officials from the NCE met with the H.E. the Ambassador of the Kingdom of the Netherlands during January 2024 to present a gesture of gratitude, acknowledging the Netherlands as a preeminent buyer whose significant contributions have positively impacted the economic landscape of Sri Lanka. This token of appreciation highlights the collaborative efforts and the mutually beneficial economic relationship between the two nations.



## Meeting with the US Ambassador

Officials of the NCE convened with the H. E. Ambassador of the United States to extend gratitude to the USA during February 2024, a vital trade partner whose substantial buying has significantly bolstered Sri Lanka's economy. This acknowledgement underscores the collaborative endeavours and mutually advantageous economic relations between Sri Lanka and the United States.





## NCE meeting with the World Bank Representatives

Representing the Council of the Chamber, a few Officials from the NCE met with the World Bank Representatives for a crucial discussion centered on customs clearance on imports and exports of goods in Sri Lanka on 14th February 2024 at the World Bank Country Office. The discussion was focused on various aspects, including but not limited to Understanding current customs clearance processes and regulations about the import and export of goods, specifically those related to food and agricultural products, identifying common challenges encountered during customs clearance procedures, exploring strategies to streamline customs clearance processes to facilitate trade, discussing emerging trends and regulatory changes affecting customs clearance.



## The National Trade Facilitation Committee (NTFC)

The National Trade Facilitation Committee (NTFC) of Sri Lanka, mandated by Article 23.2 of the WTO Trade Facilitation Agreement (TFA) since its establishment in June 2014, plays a pivotal role in coordinating interagency efforts for the implementation of the TFA and other trade facilitation initiatives in the country. Comprising Twelve (12) Government Agencies and Seven (7) Private Sector Chambers, the committee, in line with Sri Lanka's commitment to the WTO-TFA, actively engages public and private sector stakeholders involved in cross-border trade.

NTFC
National Trade Facilitation Committee
Sri Lanka

The NCE is an active member of the said committee. The NTFC has been instrumental in facilitating quarterly meetings to discuss progress and developments. The recent Third and Fourth Quarterly Meetings in January 2024 focused on updating members about the digitization status of government agencies through a new reporting tool.

## Trade National Single Window System Project

As part of Sri Lanka's commitment to the WTO-TFA, the establishment of the National Single Window System is classified as a Category C Commitment. Recognizing its importance in streamlining internal trade flows, the Ministry of Finance, Economic Stabilization, and National Policies received approval from the Cabinet of Ministers on June 21, 2022, through Cabinet Memorandum NO. 22/0801/504/016. This approval led to the formation of a High-Level Steering Committee (HLSC) for the National Single Window Project, chaired by the Secretary to the Treasury.

The NCE actively participates in the High-Level Steering Committee, contributing to discussions on the most suitable approach for the implementation of the National Single Window (NSW) project. In this regard, a recent meeting addressed the establishment of the Project Implementation Unit, marking a significant step forward in realizing the goals outlined by the WTO-TFA and the national priorities of Sri Lanka.

## EU-Sri Lanka Working Group on Trade and Economic Cooperation (WGTEC)



In anticipation of the forthcoming session of the EU-Sri Lanka Working Group on Trade and Economic Cooperation (WGTEC) scheduled for February 6, 2024, conducted virtually, a crucial preparatory meeting took place on January 29, 2024, at the Department of Commerce. The National Chamber of Exporters of Sri Lanka (NCE) attended this preliminary meeting representing the exporter community.

The agenda for the WGTEC session is comprehensive, encompassing crucial discussions on the overview of economies, market access issues, proposals to enhance bilateral trade flows, and the Generalized System of Preferences (GSP) Scheme, among other pertinent matters. The preparatory meeting served as a platform for stakeholders, including the NCE, to express concerns and provide valuable input that directly impacts the exporter community.

## Participation in Workshop on WTO-TFA Articles 7.8 Expedited Shipment and E-Commerce



A Workshop on WTO-TFA Articles 7.8 Expedited Shipment and E-Commerce was held on February 16th, 2024, at the Galle Face Hotel in Colombo, that was organized jointly by the Sri Lanka National Trade Facilitation Committee (NTFC), NTFC Secretariat, and the World aiming to provide essential technical assistance to both government agencies and the private sector in effectively implementing WTO-TFA Article 7.8, focusing on expedited shipments and discussions around E-Commerce.

Two NCE Officials participated in this workshop and were engaged in thoughtful discussions and received expert guidance, gaining valuable insights into addressing existing gaps and challenges in facilitating smooth trade operations. The workshop provided a platform for fruitful exchanges of ideas, experiences, and best practices, ultimately contributing to enhancing Sri Lanka's trade facilitation mechanisms.

## Presentation of Position Paper- Food and Beverage Industry



Industrial Development Board (IDB) collaborating with UNIDO and FAO organized a meeting to seek feedback on a joint Public Private Action Plan to be proposed to food competent Authorities for the Food and Beverage Industry to play a more formative role in the reform. NCE official attended this meeting was held on 14th March at UN Compound, Colombo 07

This initiative is supported by a European Union funded project titled, "Best Standardized Practices for Agri-food Sector Development" (BESPA-FOOD), co-implemented by the United Nations Industrial Development Organization (UNIDO) and the Food and Agriculture Organization(FAO).

## Consolation Workshop on Development of National Tariff Policy

The Ministry of Finance, Economic Stabilization, and National Policies, in collaboration with the World Bank and in conjunction with key stakeholders, is currently developing a framework for the National Tariff Policy. To solicit feedback and insights from the business community, a workshop was convened on March 14, 2024, at the Galle Face Hotel. NCE represented the Exporter Community at the workshop.



## Meeting with Officials of Halal Accreditation Council (Gte) Ltd

On 26th March 2024, NCE Officials engaged in constructive dialogue with Halal Accreditation Council (Gte) Ltd to enhance quality standards for Food and Beverage Exporters, fostering awareness of Halal certification.




# TRAINING AND DEVELOPMENT

## NCE Internal Staff Training Session

The NCE conducted an internal training session for its staff members on March 15th, 2024, at the NCE Conference Hall. The training aimed to enhance knowledge related to ISO 9001:2015, a set of standards for quality management systems.

During the session, staff members learned about the key principles of ISO 9001:2015, including customer focus, leadership, engagement of people, process approach, improvement, evidence-based decision-making, and relationship management. They also gained insights into how these principles can be applied in their day-to-day work to improve quality and efficiency. The session was conducted by Ms. Rukmi Hettiarachchi, Senior Executive - Member Services of NCE.






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## ACTIVITIES RELATED TO MEMBER SERVICES

### NCE highlighted the latest developments of VAT and TIEP scheme

The NCE organized a seminar for exporters to disseminate information on important topics related to exports. The seminar was conducted on 15th February (Thursday) 2024 from 2 p.m. to 5 p.m. at the Hotel Galadari, Bougainvillea Hall with the participation of around 140 exporters. The event commenced with an enlightening presentation by: Mr. Suresh Perera, Principal, Head of Tax & Regulatory Division, KPMG; Mr.P.N.Kumara, followed by two presentations by Senior Deputy Commissioner, Sri Lanka Inland Revenue Department and Mr. R.H.R.W. Kamalsiri, Director of Customs, Industries and Services Division, Sri Lanka Customs.





















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.




# 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

# MONTHLY MANAGEMENT COMMITTEE AND COUNCIL MEETINGS

## 01st NCE Council and Management Committee meeting for the year 2024

The 01st Management Committee & Council and meetings of the National Chamber of Exporters of Sri Lanka (NCE) for 2024 were held on January 23 at the NCE Secretariat. Members discussed challenges and opportunities, focusing on strategic planning for future events and initiatives to boost Sri Lanka's export sector. The meetings emphasized collaboration and shared vision among members. Insights gained will shape NCE's future activities, guiding efforts to support members and enhance Sri Lanka's export success.

During the said meeting Kandygs Handlooms Exports (Ltd) was awarded the Certificate of Ethical Trading (CET).










## The 02nd NCE Council and Management Committee meeting for the year 2024

The 02nd Management Committee & Council meetings of the National Chamber of Exporters of Sri Lanka (NCE) for the year 2024 convened on February 29th, 2024, at the NCE Secretariat. This marked the final gathering of the current Council and Office bearers for the fiscal year 2023-2024. The session included the nomination of the new Council and Office Bearers for the upcoming fiscal year 2024-2025 by the Outgoing Council. These nominations are subject to ratification at the forthcoming Annual General Meeting (AGM).

## The 03rd NCE Management Committee meeting for the year 2024

The National Chamber of Enterprises (NCE) convened its third Management Committee meeting of the year, marking the first gathering subsequent to the Annual General Meeting where office bearers were re-elected. At this session, the Secretary General/Chief Executive Officer provided comprehensive updates to the management committee regarding the Chamber's ongoing activities.





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NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

*"Celebrating Excellence in Sri Lankan Exports"*




# SRI LANKAN EXPORT BRANDS





Sri Lanka's export industry boasts an array of products that stand as symbols of the nation's rich heritage, impeccable craftsmanship, and dedication to excellence. From the renowned Ceylon Tea to the intricate garments, each export narrates a story of tradition, innovation, and quality.

Ceylon Tea, a jewel in Sri Lanka's crown, is celebrated worldwide for its distinctive flavour and aroma. The garment industry, another cornerstone of the economy, showcases the country's prowess in textile manufacturing, with numerous brands exporting their creations to discerning customers across the globe. Sri Lanka's expertise extends beyond textiles to rubber-based products, including tyres and gloves, which meet stringent international standards.

The island nation is also renowned for its spices, particularly cinnamon, pepper, and cloves, which are prized for their exceptional quality and flavour. Coconut-based products, such as oil and desiccated coconut, are another export staple, reflecting the country's abundance of natural resources. Additionally, Sri Lanka's gemstone and jewellery industry shines brightly, offering exquisite sapphires, rubies, and other precious stones to international markets.

What distinguishes Sri Lankan exports is not only their tangible quality but also the intangible essence of authenticity and the cultural legacy they embody. Rooted in centuries of tradition, these exports are crafted with care, often using eco-conscious methods that preserve the island's natural resources. Moreover, Sri Lankan exporters seamlessly blend age-old techniques with modern innovations, ensuring they remain at the forefront of global competition.

Central to the success of Sri Lankan exports is the art of storytelling. Each product carries with it a narrative that captures the imagination of consumers worldwide, evoking images of skilled artisans weaving intricate patterns or plucking tea leaves from lush plantations. By cultivating a strong brand identity rooted in the essence of "Made in Sri Lanka," exporters can establish a lasting connection with their audience, fostering trust and loyalty.

However, navigating the global market presents its challenges. Sri Lankan brands must overcome stereotypes and misconceptions about products from developing economies, while also addressing logistical complexities and regulatory hurdles. Yet, by embracing innovation, staying true to their commitment to quality, and forging strategic partnerships, Sri Lankan exporters can overcome these obstacles and continue to thrive on the international stage.

*By : The National Chamber of Exporters of Sri Lanka*

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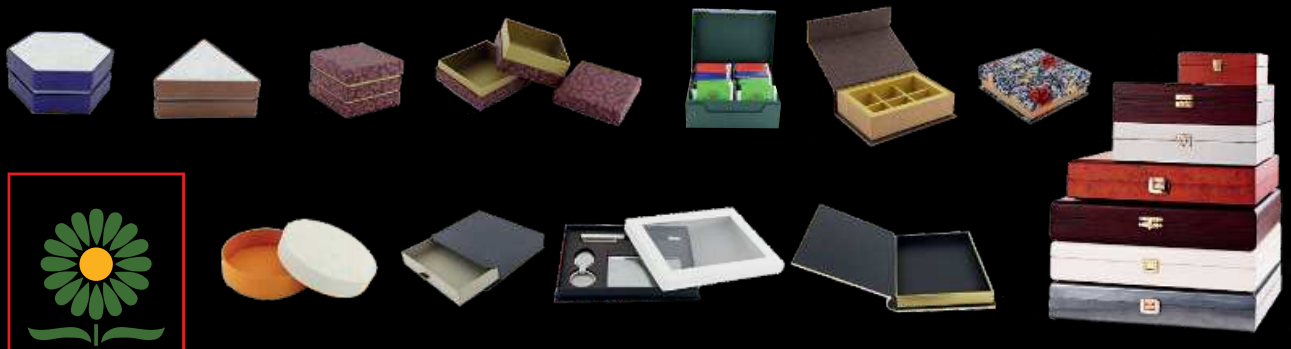




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# ELEVATING SRI LANKA'S EXPORT INDUSTRY: THE STRATEGIC IMPERATIVE OF BRAND DEVELOPMENT



**Suranjith Swaris**
Certified Professional Marketer (Asia Pacific), Practicing Marketer (SL) \MBA (UK), PGDip.Proj Mgmt(UK), PGDip.M(SL), CMA (Australia), MSLIM, MCMA
**BUSINESS & MARKETING CONSULTANT**
**MSME Business Trainer, Coach & Mentor**

In the heart of the Indian Ocean lies the island nation of Sri Lanka, a land rich in natural resources and cultural heritage. Renowned for its exports of mainly with agricultural products such as tea, rubber, coconut, spices due to the unique advantage of the geographical location. Apparel & textiles, Sea Foods, Gem & Jewelry are other key exports segments which have been developed later to capture world market opportunities.

Sri Lanka has long been a key player in the global marketplace. It's encouraging to witnessed new export industries such as ICT/BPM, electronic components are slowly growing. Most exporters are relying on commodity based bulk exports. However, amidst the hustle of trade and commerce, there exists a critical need for Sri Lankan exporters to shift their focus from bulk commodity exports to the development of export brands. This strategic pivot is not just about adding value; it's about securing a sustainable future for Sri Lanka's economy.

Sri Lanka's export story is one of resilience and resourcefulness. For decades, the country has relied on the export of commodities in bulk quantities, leveraging its abundant natural resources to meet global demand. While this approach has yielded tangible benefits, it has also left Sri Lanka vulnerable to the vagaries of global commodity markets and intense competition from other exporting nations. More often than not, Sri Lankan exporters have opted for the path of least resistance, exporting their goods in bulk without giving much thought to value addition or brand differentiation.

However, in an era defined by rapid globalization, shifting consumer preferences, and disruptive technological advancements, the paradigm of commodity trading is no longer sustainable. To truly accelerate economic development and secure a competitive edge in the global marketplace, Sri Lanka must embrace brand development as a long-term strategic imperative.

### "A Product is something that is made in the factory, a Brand is something that is brought by a consumer"

At its core, brand development is about creating a distinct identity, perception, and value proposition that sets a product or service apart from its competitors. It goes beyond the mere act of selling; it's about crafting an emotional connection with consumers, fostering trust, and building loyalty that transcends transactional exchanges.

You as a Brand exporter should always focus your Brand Purpose. Hence you should always find answers to the below question,

### "What would my consumers miss if my brand didn't exist?"

By investing in brand development, Sri Lankan exporters have the opportunity to elevate their offerings from mere commodities to coveted brands that command premium prices and inspire unwavering consumer loyalty.

Brand development fosters customer loyalty and advocacy, thereby establishing a sustainable competitive advantage for Sri Lankan exporters. Brands evoke emotions and establish connections with consumers, engendering a sense of trust, reliability, and affinity that transcends the product itself. By nurturing strong brand relationships, exporters can cultivate a loyal customer base that is willing to pay premium prices for products and services that align with their values and preferences. This not only drives revenue growth but also insulates exporters from price-based competition and market fluctuations.

### "Elevating Sri Lanka's Global Reputation through Export Brands"

Export brands serve as powerful ambassadors for Sri Lanka on the global stage, shaping perceptions, driving demand, and enhancing the country's reputation as a producer of high-quality goods and services. A well-developed export brand not only communicates the quality and authenticity of Sri Lankan products but also encapsulates the nation's rich cultural heritage, values, and ethos. By leveraging export brands, Sri Lanka can elevate its global standing, attract foreign investment, and open up new avenues for economic growth and development.

### "Navigating the Challenges of Export Brand Development"

However, the journey towards export brand development is not without its challenges and complexities. It requires a concerted effort and investment of time, resources, and expertise to build, nurture, and sustain a strong export brand. Sri Lankan exporters must undertake market research, invest in product development, design compelling branding strategies, and leverage digital and traditional marketing channels to effectively promote their export brands in international markets. Additionally, exporters must navigate regulatory frameworks, intellectual property rights, and cultural nuances to ensure the success of their export brands in diverse and dynamic global markets.

Despite these challenges, the rewards of brand development far outweigh the costs. By investing in export brands, Sri Lanka has the opportunity to unlock new sources of value, drive sustainable economic growth, and secure a competitive edge in the global marketplace. It's time for Sri Lankan exporters to accelerate brand development as a strategic imperative for navigating the complexities of the modern global economy and realizing the full potential of the island nation's export industry.

### "Unlocking Export Branding Success with Annual NCE Export Award"

Participating in the Annual NCE Export Awards and placing a strong emphasis on the branding section offers exporters an exceptional platform to gain insight into areas of focus for enhancing their brand development endeavors. By carefully assessing the branding section of the entry kit, exporters can glean valuable insights into key aspects of export branding, guiding them in refining their strategies and positioning their brands more effectively in the global market. This process enables exporters to better understand the intricacies of export branding, identify areas for improvement, and refine their brand messaging to resonate more effectively with target audiences. Ultimately, participating in the NCE Export Awards empowers exporters to accelerate their brand development journey, fostering greater visibility, credibility, and success in the competitive international marketplace.




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# Sri Lankan Export Brands

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Our dedication to excellence commences with meticulous sourcing, production techniques, and quality control procedures. Every spice undergoes thorough quality checks to guarantee unparalleled freshness, flavor, and uniformity, adhering to the exacting standards of our worldwide customer base.

Join us in spreading the Spice flavours of Sri Lanka to every corner of the globe.

*Discover the authentic taste of Sri Lanka with Bughary Bio Spices Pvt Ltd – your trusted partner for quality spices.*

**Website :** www.bugharybiospices.com **Email :** info@bugharybiospices.com **Number :** +94 81 247 6414

## CARGO BOAT COMPANY LIMITED

Cargo Boat Co. Ltd. Since 1944

Since its inception in 1944, Cargo Boat Company Limited has expanded its operations from a Shipping Agency to a provider of Integrated Logistics Services covering Air & Ocean freight forwarding, Customs Brokerage, Warehousing & Distribution.

Our competencies in the international freight forwarding industry, coupled with a network of highly reputed worldwide partners have been key to gaining complete customer confidence in our services.

We will continue to grow with innovative systems to help customers better manage their supply chain needs across several verticals such as Manufacturing, FMCG, Tech, Fashion and many more. Manned by a team of seasoned professionals, we are uniquely positioned to provide cost-effective logistic solutions to our customers. With a comprehensive service portfolio, enhanced information technology and global partnerships, Cargo Boat Co Ltd will continue to deliver excellence to our customers.

**Website :** www.cargo-boat.com **Email :** cargobc@cargo-boat.com **Number :** +94 11 742 2240-2

## CEYLON BISCUITS LIMITED

Ceylon Biscuits Limited (CBL) Ceylon Biscuits Limited (CBL), a subsidiary of the CBL Group, is a leading confectionery manufacturer in Sri Lanka and home to the market leading Munchee brand. With a wide range of sweet, savoury and cream filled biscuits, crackers and wafers, chocolates and cakes CBL is among the country's largest confectionery exporters contributing 79% of Sri Lanka's total confectionery exports volume and with presence in over 65+ countries and, business operations in Ghana, Bangladesh and India. Established in 1968, CBL's commitment to food safety and quality has earned the company numerous accolades and the trust of its consumers across the world. CBL and the Munchee brand are also a strong driver of growth for communities in its value chain, empowering communities through scholarships, rural community infrastructure, sports, arts and culture, and more. CBL's strength lies not only in product portfolio but also in its ability to cater to evolving consumer needs. With intensive R&D capabilities, in-house laboratory facilities, state of the art machinery, stringent quality processes and dedicated teams CBL is equipped and ready to cater to diverse consumer requirements across the globe under its own brand name or through private labelling.

**Website :** www.cbllk.com **Email :** export.cbl@cbllk.com

## CIC AGRI PRODUCE EXPORT (PVT) LTD

CIC Agri Produce Export (Pvt) Ltd, an integral entity under the umbrella of the highly diversified CIC Holdings PLC, boasts a sterling corporate reputation forged through an unwavering commitment to excellence. Distinguishing ourselves as the sole Seed-to-Shelf company in Sri Lanka, we meticulously manage over 10,000 acres of farmland and collaborate with a vast network of 20,000 farmers. This synergy yields a diverse array of top-tier products, ranging from Seeds, Particularly Seed paddy, Rice, Fruits, and Vegetables. Our mission transcends mere agricultural pursuits; we aspire to evoke daily smiles by infusing vitality into people's lives. United in purpose, we strive to coalesce efforts for a collective endeavor to fashion a superior world, where each harvest represents not only sustenance but also a step towards a brighter and more harmonious future.

**Website :** www.cic.lk **Email :** inforice@cicagri.com / dasun@cicagri.com **Number :** +94 11 222 9785 / +94 76 490 4079

## COLOMBO EXPORT AND IMPORT AGENCIES (PVT) LTD

(CEIAL), established in 1979, is a manufacturer and one of Sri Lanka's oldest trading houses.

CEIAL is a pioneer in the manufacturing, processing and export of high-quality coconut derivatives and authentic Sri Lankan spices. The company utilizes the latest technology and the finest ingredients to ensure that its products are of the highest standards. The superiority of CEIAL products is guaranteed by numerous international certifications, product certifications including USDA organic, EU organic, Vegan, JAS , Bio suisse, Fairtrade, Kosher and Halal. Our facilities are also certified BRC, ISO:22000, HACCP, Ethical trading and GMP to assure the buyers high quality goods with exceptional customer care. With an ever-expanding global clientele and nearly four decades of excellence under its belt, CEIAL is renowned not only for its unique vision but also for its impeccable services and enduring partnerships with both its clients and suppliers.

**Website :** www.ceial.com **Email :** contact@ceialgroup.com **Number :** +94 11 255 0071

## CRYSTALSTONE (PVT) LTD

Uncover the essence of Crystalstone, Sri Lanka's leading manufacturer of premium quartz surfaces, trusted by prominent construction and installation firms. As a proud member of the esteemed Ceyquartz group, we hold prestigious certifications in iso 14001, iso 9001, and iso 45001. Our dedication to innovation and unwavering commitment to uncompromising quality establish pioneering industry benchmarks. Immerse yourself in the future of luxurious living with Crystalstone!

Crystalstone, a distinguished entity within the CeyQuartz Group of Companies, operates with a seamlessly integrated approach. This grants us complete control over our raw materials, as CeyQuartz oversees quartz mining and processing, while Crystalstone excels in the art of crafting engineered stone surfaces.

**Website :** www.crystalstone.lk **Email :** info@crytalstone.lk **Number :** +94 77 315 0111

## DART GLOBAL LOGISTICS (PVT) LTD

With over four decades of experience, Dart Global Logistics is renowned worldwide for its comprehensive logistic solutions, serving multiple industries with unparalleled flexibility, efficiency, and competitive pricing. With 44 offices spanning 14 countries, alongside numerous joint ventures and exclusive agencies globally, we ensure expansive coverage and personalized service. Leveraging cutting-edge office automation, advanced IT infrastructure, and top-notch handling equipment, we guarantee seamless operations across all our locations. Our dedicated team prioritizes customer satisfaction, offering personalized involvement and value-added services to meet the unique requirements of exporters and importers. At Dart Global Logistics, our commitment to excellence drives our success, making us a trusted partner for clients seeking reliable and timely delivery solutions worldwide.

We Pride in managing tonnes of trust.

***Our locations:*** *Singapore | Bangladesh | Cambodia | China | India | Indonesia | Madagascar | Mauritius | Myanmar | Pakistan | Sri Lanka | UAE | USA | Vietnam*

**Website :** www.dartglobal.com **Email :** info.cmb@dartglobal.com **Number :** +94 11 460 9600

## EXPELOGIX (PVT) LTD

One of the leading providers of integrated logistics solutions in Sri Lanka today, Expelogix Pvt Ltd, was incorporated in 2012. We represent Expeditors International of Washington, Inc., USA, a Fortune 500 logistics company with a global network of offices in over 60 countries on six continents. Backed by the strength of the Hayleys Group – the largest and most diversified business conglomerate in Sri Lanka, we offer highly optimized and customized supply chain solutions with unified technology systems, ensuring total commitment to quality in people and customer service. Our services include; Air Cargo and Forwarding, Ocean Cargo and forwarding, Customs House Brokering, Warehousing, Distribution and Order Management

**Website :** www.expelogix.com **Email :** info@expelogix.com **Number :** +94 11 740 0500

## HALAL ACCREDITATION COUNCIL (GUARANTEE) LTD

The Halal Accreditation Council (Guarantee) Limited, or HAC, incorporated under the Companies' Act No. 7 of 2007, is the only entity that issues Halal compliance certification in Sri Lanka based on professional and internationally accepted Halal standards.

With more than 8000+ products certified locally, HAC is advancing the national export strategy, facilitating Sri Lankan exporters to tap into the expanding Global Halal food industry projected to reach US$1.67 trillion by 2025. Sri Lanka's Halal-certified product exports were estimated at US$1.7 billion in 2022 indicating availability of much scope for gaining market share.

The Halal Accreditation Council (HAC) for the 2nd consecutive year, was conferred with Gold at the 31st National Chamber of Exporters (NCE) Export Awards, acknowledging its role as a key enabler in Sri Lanka's export economy.

**Website :** www.hac.lk **Email :** info@hac.lk **Number :** +94 11 742 5225

## FANAM INTERNATIONAL (PVT) LTD

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.

**Website :** www.fanaminternational.com **Email : fanam@sltnet.lk / farhath.amith@fanaminternational.com**
**Number :** +94 75 522 5577 / +94 77 777 5334

## HAYLEYS AGRICULTURE HOLDINGS LIMITED

Hayleys Agriculture drives local economic growth through robust export initiatives, leveraging Sri Lanka's agricultural richness and innovative methods. This approach fosters global expansion by creating revenue and jobs, supporting local farmers, and enhancing Sri Lanka's global reputation. With a sustainability focus, the company ensures enduring economic benefits for communities nationwide.

Island Magic Beverages utilises Sri Lanka's tropical fruits, especially the King Coconut, known as a superfood rich in antioxidants and essential nutrients. Island Magic Jackfruit from HJS Condiments Limited revolutionises the vegan meat substitute market, while CocoLife by Hayleys prioritises Coconut kernel-based products, supporting local farmers and sustainable agriculture.

Hayleys Agro Biotech Pvt. Ltd. excels in tissue culture (TC) plantlet production, serving global markets with premium-quality plants. Quality Seed Company Limited is the only Sri Lankan exporter of F1 hybrid flower seeds and maintains high standards through advanced production facilities.

**Website :** www.hayleysagriculture.com **Email :** info@agro.hayleys.com **Number :** +94 11 268 8960

## INTEROCEAN CONTAINERS (PVT) LTD

Interocean Containers started in 1975, providing services as an agency company for international container leasing. Today, we are an ISO 9001:2015 certified company with nearly 50 years in the business, offering a variety of products and services:

■ Freight Forwarding ■ Non-Vessel Owning Common Carrier (NVOCC) Agency ■ ISO Tank Agency ■ Marine Container Trading & Rental

■ Container Conversions ■ Supply of Flexibags & Intermediate Bulk Containers (IBCs)

Our experienced team, combined with our advanced IT infrastructure, allows us to deliver a wide range of services in the sectors listed above.

We specialize in the sale of containers from top international leasing companies throughout Sri Lanka and the Indian Subcontinent. As a leading container buyer in Sri Lanka, we keep a significant inventory of both 20-foot and 40-foot standard and refrigerated containers.

To learn more about Interocean Containers and our services, please visit our website at www.ioc.lk

**Website :** www.ioc.lk **Email :** info@ioc.lk **Number :** + 94 11 464 5887 / +94 77 778 9646 / +94 77 161 6000 / +94 77 113 3715

## LANMIC EXPORTS (PVT) LTD

Established in 1998, LANMIC Exports (Pvt) Ltd resides in the Avissawella Export Zone and is a pioneer in the processing and exporting of high-quality minerals in Sri Lanka. Over 500 dedicated employees and a modern R&D laboratory enable us to provide our customers with the best possible products.

LANMIC Exports has been supplying a wide array of high quality and customised mineral products to all leading local industries and overseas customers, and the main products are fine, ultrafine and dispersions of Calcium Carbonate, Dolomite, Zirconium silicate, Quarts, Feldspar, Talc, Mica and Industrial Clays.

With ISO 9001:2015 certification, LANMIC Exports ensures that our products are subject to a strict quality control process aligned with international standards and industry standards. Also, the company is well equipped with all the facilities to offer customize products with value additions to suite the different requirements of our esteemed customers.

**Website :** www.lanmic.com **Email :** info@lanmic.com **Number :** +94 36 222 2020

## LAUGFS CORPORATION (RUBBER) LTD

A renowned manufacturer of high-quality solid rubber tires for industrial off-the-road applications. Our company is committed to delivering top-tier mobility solutions that enhance the efficiency, safety, productivity, and mobility of the off-the-road sector worldwide. We take pride in our cutting-edge technology and continuous research that drive us to push the boundaries of high-quality tire manufacturing. Our mobility solutions include off-the-road tires for material handling, construction, mining, and port operations that boast advanced features, durability, and superior performance, even in the harshest environments.

As a socially responsible company, we're dedicated to minimizing our environmental footprint by exploring eco-friendly materials and practices to contribute to a greener future. Our customers are our top priority, and we aim to build long-lasting relationships by providing exceptional customer service, tailored solutions, and prompt support through our customer-centric approach that ensures their unique requirements are met with precision and care.

Headquartered in Sri Lanka, LAUGFS Rubber has established a global presence, serving clients across continents. Our distribution network in the USA and Europe, along with strategic partnerships, enables us to reach businesses of all sizes, offering them the reliability and performance that they need to meet their customer demands.

**Website :** www.laugfsindustrialtyres.com **Email :** info.rubber@laugfs.lk **Number :** +94 11 556 6222

## MANISHA EXPORTS (PVT) LTD

MANISHA EXPORTS (PVT) LTD is a leading Sri Lankan manufacturer and 100% exporter of coconut fiber and coconut substrates. We serve more than 100 customers all over the world by being a total solution provider for wide range of applications under growing media, horticulture, erosion control, bedding and large variety of industrial applications. MANISHA EXPORTS has years of domain expertise in coconut products and processes, but what sets it apart from the competition is its capacity to combine traditional knowledge with modern, high-tech production methods and cutting-edge research to produce consistently outstanding eco friendly products with premium quality to address global needs. The Company strives to build premium-quality, sustainable product lines, inspire and produce eco-friendly solutions to address global needs and problems, and cause no harm to the environment. We have a wide range of products — Mix fibre, mattress fibre, Machine twisted fibre, Grow bags, 5kg/25kg cocopeat/chips blocks, weed mats, 500g/650g briquettes etc. Company has been awarded 'Best Exporter -Coconut Fibre Products' for four years consecutively 2019/20, 2020/21,2021/22 and 2022/23 at the presidential export awards hosted by Export Development Board of Sri Lanka.

**Website :** www.manishaexports.lk **Email :** info@manishagroup.lk **Number :** +94 77 758 0372

## MASS LOGISTICS INTERNATIONAL (PVT) LTD

Outsourcing in Shipping (Total Logistics Solutions)

MASS Logistics International (Pvt) Ltd., is as an organization offering various logistic solutions to our customers. Our services include offering shipping solutions, planning logistics, advising customers the best solution, assisting their organizations, and also offering freight broking. We believe that we have the drive and the commitment to make things happen and have the right connections to Sri Lankan Customers through our long term involvement in the shipping trade.

**S.A.D.Sumanasiri (Managing Director/CEO ) Mobile :** +94 71 273 4659

**Website :** www.masslog.com **Email :** sads@masslog.com **Number :** +94 11 204 0412 / +94 71 273 4659

## MCLARENS CONTAINERS (PVT) LTD

McLARENS CONTAINERS (PVT) LTD.

McLarens Containers (Pvt) Ltd., a pioneer in container depot operations in Sri Lanka, has been in business since 1979.

McLarens Containers an ISO 9001:2015 quality management system certified company and over Four and half decades of existence, has transformed into a versatile and leading logistics provider in Sri Lanka. At present providing a wide range of logistics services to International Container Leasing Companies, Shipping Lines, NVOCC Operators, importers & Exporters as outlined below.

■ Container storage and handling ■ Container cleaning and repair ■ ISO Tank Container operations ■ Carrier Transicold authorised Reefer Container Repair Centre ■ Reefer electricity plugging ■ Warehousing and Logistics services ■ Project Cargo Handling

■ Flexi Tanks and Intermediary Bulk Container operations ■ Container transport ■ Container conversion & trading

To learn more and explore our full range of logistics solutions, visit our website at **www.mclarenscontainers.lk**

**Website :** www.mclarenscontainers.lk **Email :** info@mcdepot.lk

**Number :** +94 11 482 7000 / +94 77 778 9646 / +94 77 161 6000 / +94 76 031 1788

## MCLARENS LOGISTICS LTD.

McLARENS LOGISTICS LTD.

McLarens Logistics Ltd. is a fully-fledged NVOCC Agent, Shipping and Freight Forwarding Company that has become a leading provider of integrated logistics services in Sri Lanka since its establishment in 2003. The company is certified with the ISO 9001:2015 Quality Management System.

Since 2008, McLarens Logistics has been at the forefront of providing the below services,

■ Shipping Agency, NVOCC & ISO Tank Operations ■ Representing Prestigious Shipping & NVOCC Agencies to facilitate the movement of import/export cargo to and from Colombo, Sri Lanka. ■ International Freight Forwarding ■ Ship Husbandry Services. ■ Embarked on an eco-friendly venture for upcycling non-cargo worthy marine containers into versatile units such as offices, houses, cafes, moveable toilets, etc.

For more information, visit our dedicated Conversions website at www.containerconversions.lk

To learn more insights into McLarens Logistics, you can visit our website at **www.mclarenslogistics.lk or https://www.linkedin.com/company/mclarens-logistics-group**

**Website :** www.mclarenslogistics.lk / www.containerconversions.lk

**Email :** NVOCC and Freight Forwarding : **info@mclogistics.lk** Container Conversions : **conversions@mclogistics.lk**

**Number :** NVOCC and FF : +94 11 474 0977 – 8 / +94 77 113 3715

Container Conversion : +94 11 433 4552 / +94 77 281 6000 General : +94 11 482 7000 / +94 77 778 9646 / +94 77 161 6000

## NPS PACKAGING (PVT) LTD

With two decades of industry expertise, NPS Packaging amalgamates skilled professionals and state-of-the-art technology to deliver premium Poly Packaging Material. Our ethos revolves around socially responsible and eco-friendly practices, ensuring the recycling and proper disposal of polythene waste. We specialize in a wide array of products including Printed/Unprinted Polythene Bags & Reels (HDPE, LDPE, LLDPE, PP), CO-EXTRUTIONS (BOPP, COEX-BOPP) Garment Bags, and various other packaging solutions such as Side seal, Flat Opening, Envelope, T-Shirt, and Courier Bags, as well as Garbage and Bulk Packing Bags. Holding certifications including ISO 9001-2015, ISO 22000-2018, and GRS Certified, we prioritize quality, sustainability, and customer satisfaction in every aspect of our operations.

**Website :** www.npspackaging.com **Email :** info@npspackaging.com **Number :** +94 11 488 8447

## OCEAN TRADE & LOGISTICS (PVT) LTD

Ocean Trade and Logistics is a diversified company involved in shipping, logistics services, export trading, manufacturing fertilizer, and cultivating. Situated in the heart of Colombo, our factory is located in Dambadeniya.

We have expanded our operations into manufacturing and exporting our proprietary brand products such as OTL COWDUNG, U-GROW, and UNIGROW. Additionally, we specialize in handling specialize project cargo, live animals, live plants, and ornamental fish. Today, we proudly stand as one of the top 10 exporters to the Maldives.

OTL Courier Pvt Ltd operates as a subsidiary of the OTL Group, an international courier company. We were the pioneers in establishing direct courier services to the Maldives, Consequently, we have emerged as the market leader in the Colombo-Male courier business.

Over the past 14 years, we have served more than 2000 customers, who have become loyal buyers due to the reliability and service quality we consistently provide.

**Website :** www.otlcolombo.com **Fax :** +94 11 4503395 **Number :** +94 77 784 6800 / +94 11 450 3395

## PEOPLES ORGANISATION FOR DEVELOPMENT IMPORT & EXPORT (PODIE)

PODIE is a leading spice exporting organisation in Sri Lanka, and a manufacturer of 100% Organic Value-Added Spices produced by our own farmer groups spanned across the country. We have nearly 3000 farmer families currently joined with us. Our Internal Control System (ICS) team ensures monitoring of our small holder farmers & farmer networks, who practice organic farming utilizing only the best organic agricultural inputs (certified organic microbiological fungicide, pesticide, decomposed mixtures & Liquid fertilizers). We do test from internationally reputed laboratories in Germany & in Sri Lanka. We have a wide range of value-added spices in whole form & powder form, Tea blend cuts (natural food flavoring agents) & Spice mixtures. Currently, we export our products to European & Scandinavian countries, Australia, New Zealand, Hong Kong, Taiwan, USA, UK & Canada. PODIE's unique characteristic is that it has a wide range spice mixtures & tea spice mixtures with a variety of numerous flavours.

Certifications - We also adhere to the standards set by WFTO (World Fair-Trade Organisation), FDA (Registrar Corp USA), ISO 22000:2018, HACCP, JAS, EU, USDA-NOP, US-COEA, Certificate of Ethical Trading & Non-GMO.

**Website :** www.podiespice.com **Email :** podie@stlnet.lk / tyrell@sltnet.lk **Number :** +94 31 223 3773 – 5 / +94 77 727 7147

## PULSES SPLITTING & PROCESSING INDUSTRY (PVT) LTD

We make it happen

Give Us Your **Requirements** Of Australian & Canadian Origin Split And Processed Red Split Lentils , Yellow Split Lentils, Moong Dhal (With Skin),Green Moong, Dun Peas, Cowpea, Moong Dhall, Black Matpe (With Skin & Split), Black Matpe (Skinned & Whole), Yellow Peas, Green Peas, Black Matpe, Pigeon Peas, Black Eye Beans, Whole Tyson Chick Peas, Black Matpe, Toor Dhal, Red Chori/Adzuki Beans, Palm Oil Polished Red Split Lentils, Channa Dhal/Kadala Parripu, Yellow Split Peas, Red Kidney Beans, Moth Dal, Lab Lab Beans, Machine Cleaned Red Whole Lentils & Yellow Whole Lentils, Etc.,

We Are The **Leading** Pulses Splitting - **Processor** In Sri Lanka, Exporting To More Than 20 Countries, Since The Year 2008, Quality Guaranteed, Delivered In Time, Automatic Machine Packed To Your Own Logo And Specifications.

**Mr. A.C. Mahmud (Managing Director)** **Head Office :** No.106, Reclamation Road, Colombo 11, Sri Lanka **Email :** info@pspil.lk
**Fax :** +94 11 2438706 **Number :** +94 11 234 1911 / +94 11 232 2356 **Factory:** No. 92/7, Pattiwila Road, Gonawala, Sapugaskanda, Sri Lanka

## SCANWELL CUSTOMS BROKERS PVT LTD

We specialize in imports customs brokerage of all commodities including project cargo to Sri Lanka.

Ensures smooth and speedy process, by carrying out brokerage, hassle free, in line with regulations by customs and other authorities; leaving customer to focus their core businesses.

A qualified team with license to act as declarant handles our custom brokerage aspect in logistics.

Knowhow of local procedures and persistent involvement enables client to be assured of the timely clearance of goods from customs. Ocean or Air, the proficiency of work carried out by our team is unmatched for over 3 decades.

We have developed strong relationships with all government bodies with ethical working practices (recognized by NCE awarding a conformity certificate) enabling us greater flexibility in carrying out duties professionally.

Scanwell Customs Brokers carriers the commitment of excellence in logistic.

**Website :** www.scanwell.com **Email :** indika@scblk.com **Number :** +94 71 274 5410

## SCANWELL LOGISTICS COLOMBO (PVT) LTD

Scanwell Logistics, a prominent global entity, specializes in tailored solutions covering international freight forwarding, inland distribution, and comprehensive supply chain support. With a distinguished history spanning over four decades, backed by a network of 60 proprietary offices and a workforce exceeding 1,500 employees worldwide, we ensure prompt, secure, and reliable deliveries on a global scale.

Our services encompass seamless Air and Ocean freight solutions for both Import and Export operations. These services are complemented by an extensive domestic transportation network, bonded and non-bonded warehouse facilities, as well as cross-docking and e-commerce support. Our reputation is founded on a deep understanding of local logistics, a broad international perspective, and a dedication to consistent service excellence, delivering unparalleled value to our esteemed clients.

**Website :** www.scanwell.lk **Email :** cmb-info@scanwell.com **Number :** +94 11 242 6600 / +94 11 476 6400

## SEA HORSE SHIPPING(PVT) LTD

Sea Horse Shipping (Pvt) Ltd offers a kaleidoscope of services catering to handling Main Line Agency, NVOCC, Project and Special Cargo, all types of Break Bulk and Casual Callers, Bunker Brokers, Ship Chandlers, Launch Operators and Crew Recruitment's.

Products & Services

■ Main Line / NVOCC Representation ■ Break Bulk / Tankers Handling Agents ■ Multi-Country Consolidation ■ Crew Recruitment & Technical Managers ■ Bunker Brokers ■ Launch Service & Offshore Supplies ■ Project Cargo Handling ■ Ship Chandlers

**Website :** www.setmil.com.lk **Email :** jagath.sea-horse@setmil.com.lk **Number :** +94 11 248 5200

## SGS LANKA (PVT) LTD

We are SGS – the world's leading testing, inspection and certification company. We are recognized as the global benchmark for sustainability, quality and integrity. our 99,600 employees operate a network of 2,600 offices and laboratories around the world.

At SGS we offer a complete suite of solutions at every stage of the value chain to help get your products to meet quality, safety & compliance requirements for all your global destinations. Wherever you are, whatever your industry, our experts worldwide provide specialized solutions to make your business faster, simpler and more efficient.

**Website :** www.sgs.lk **Email :** sgs.lanka@sgs.com **Number :** +94 11 537 6280

## SMART MARINE LANKA PVT LTD

We Smart Marine Lanka (Pvt) Ltd. (SML) was incorporated on 9th December 2009.

■ SML is a well-developed NVOCC (None Vessel Operating Container Carrier), Freight Forwarding, Logistic services Provider and Trading Company established in the shipping industry over 14 years. ■ SML is structured with great care and clear focus in the shipping industry by professionals who have more than 28 years of experience in the Global Shipping Industry. ■ SML has the capacity to undertake assignments ranging from dispatch of a small parcel to shipping Machinery on door to door Basis round the world as we say "DESTINATION ANYWHERE" ■ SML provide NVOCC, Sea Freight and Air Freight Service with Extended services in Clearing, Delivering, Total Logistics solution and Supply Chain Management to our valuable customers. ■ SML is a member of the SLANA (Sri Lanka Association of NVOCC Agents) ■ SML was enlisted as Member of the National Chamber of Exporters as a Service Provider from Year 2010. ■ SML Registered Company with the Director General of Merchant Shipping of Sri Lanka as a NVOCC Operator. (A grade License No-FFA01179)

As a progressive organization, we pride ourselves on providing cost-effective and efficient services on 2407-365 days to our Customers Local and Global.

In order we at (SML) would like to draw your attention to our Logistics Services we offer and serve you with expert knowledge and logistic solution to minimize your logistic cost by integrating CFS, Operations/ Freight Forwarding and Liner (shipping) under one umbrella, SML-Smart Marine Lanka

**Website :** www.smartmarine.in **Email :** raj@smartmarinelk.com **Number :** +94 11 505 2226 / +94 77 756 0065

## SPILL BURG HOLDINGS (PVT) LTD

About Us

Spillburg Holdings (Private) Limited is a business advisory cum management consultancy company providing our clients with a diversity of services aiming at improving their businesses through a broad range of value added consulting services. Our main objective is to provide our clients with Value for Money services through a thorough understanding of their business ventures, evaluating business issues and providing timely advises to enhance the value and accelerate the growth of our clientele.

What We Offer

Business Advisory & Project Structuring Legal & Corporate Set Up Accounting & Auditing Tax & Compliance Project Funding/Financing Match Making (JV Partnerships) Project management Business Due Diligence Sourcing Land / Properties

**Website :** www.spillburg.com **Email :** info@spillburg.com **Number :** +94 11 233 6116

## TANTRI TRAILERS (PVT) LTD

Tantri began as a marine engineering firm and has since expanded its offerings to include trailers, communication towers, tankers, and more. With over 40 years of experience, Tantri has designed, manufactured, and exported various products worldwide, adhering to SGS ISO 9001-2015 quality standards. Their modern manufacturing plants in Sri Lanka ensure timely delivery and round-the-clock customer service. Tantri's commitment to quality, technological advancement, and customer satisfaction has earned them a reputation for excellence in heavy engineering. With a dedicated design department catering to individual client needs, Tantri remains a preferred choice for European-standard products at competitive prices.

**Website :** www.tantri.com / www.tantritowers.com **Email :** tantri@slt.lk **Number :** +94 11 291 3740

## TAPROBANE SEAFOODS (PVT) LTD

Taprobane is the largest and most fully integrated seafood company in Sri Lanka, established in 2010, the company has 17 processing facilities, 1,000 acres of shrimp farms, hatcheries, retail outlets, and feed & healthcare business and employs over 2,7000 direct employees throughout the country. Taprobane is committed to being a leader in sustainable seafood and, is driven by the goals of Safe & Legal Labour, Responsible Sourcing, Responsible Operations and People and Communities.

The company recently joined the UN Global Compact and is the only seafood company in the Sri Lanka network to be part of it. The Company was awarded the SMETA ETI accreditation for its sustainable labour policies and was awarded the prestigious 4-star status by Best Aquaculture Practices (BAP), the world's leading certification authority in Aquaculture Practices. Building on this remarkable achievement, we are thrilled to share that we have also secured the title of Sri Lanka's first-ever shrimp farm to obtain the ASC (Aquaculture Stewardship Council) certification. Taprobane Seafoods stands by their Blue Change goals which are to support and respect the protection of internationally proclaimed human rights, ensuring safe and legal labor, health, productivity and resilience of the global environment now and for the next generations and above all to work against corruption in all its forms.

**Website :** www.taprobaneseafoods.com / www.bluechangesustainability.org **Email :** info@tsf.lk
**Number :** +94 (0) 31 226 1533

# SOUTH ASIA GATEWAY TERMINALS (SAGT) – A PIONEER IN SUSTAINABLE TERMINAL OPERATIONS

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# Women in International TRADE

# Q&A

# SHOWCASING ACHIEVEMENTS

**MRS. DAWN AUSTIN**
Co-founder/ Managing Director
**Nidro Supply**

**Can you share a bit about your background and journey as a woman entrepreneur in the field of international trade?**

When I entered business 50 years ago, the scope of international trade was significantly different to what it is now. There was an opportunity and on assessing whether it was do-able, with the Buyer on board we took up the challenge. There was no formal business plan – it was totally opportunity driven. The first business plan and addressing the need to formalize the endeavour came later. I did not stop to think whether being a woman in the field of exports needed consideration. I knew I had an opportunity, I knew I wanted to address the challenge and nothing was going to hold me back.

**What inspired you to venture into international trade, and what were some of the initial challenges you faced?**

I am generally driven by attempting something that has not been done before. In this case, it was new territory and following the opportunity presented, it appeared that there was no other operations fulfilling the ask. On looking back on my life's journey I believe that the ethos of turning adversity into advantage has been a driver. In this instance what my Husband and I did was address a challenge using every resource available. If there was someone else doing something,



I would only attempt to get into that area of business, if I could improve on what had already been accepted as the norm. However, in this case, there was a resource and a demand. Capitalizing on that equation, the resource being the wonderful range of produce by way of upcountry vegetables and exotic fruit produce available in the country, and the demand being to have quality produce delivered on time in the best possible condition to assure the user of at least 5-7 days shelf life.

The challenges to export fresh and perishable products and produce were many, limited freight opportunities and fluctuating costs, copious amounts of documentation, and lack of co-ordination within authorizing agencies were just a few of them. However, 50 years later the initial scope of the challenge which still remains is the access to quality produce. It is always a struggle to balance availability against demand whilst trying to keep the customer from moving to another origin.

**Could you highlight a particularly memorable or key moment in your career that shaped your approach to international business?**

It has been a memorable journey from inception. Whether it was our first export to the Maldives, Seychelles Norway of Dubai, each was a small triumph when we overcame it. Each time we as a team cleared a hurdle it was a moment of endorsement that this was the journey I wanted to travel.

**Managing international trade can be complex. How do you navigate cultural differences and business practices in various countries?**

Navigating Cultural differences and business practices needs the capacity to adapt. Firstly, we needed to be familiar with how business operates in that country, and for this, most often, talking with a Business Trade Organization or the Consular Section of the SL High Commission/Embassy has been useful. Besides working around country-specific practices, there is also the need to understand the culture of the Organization – this needs sensitivity and observation.

**In your experience, what are some common misconceptions or challenges faced by women in the international trade industry?**

The most common misconception is that the Buyer's prefer to deal with Men!! This is an Asian response .. perhaps more in Sri Lankan business, and stems from our culture. Nothing is more incorrect. There are no barriers for women to approach a business and succeed! Women have to just go out there with confidence and determination to make it happen. Actually, a gentle confidence evokes empathy. This has been my experience – I was too busy being excited and confident about what I was offering to notice any challenges to my product or proposal being accepted. Of course, I may not have got every business I pitched for, but it certainly wasn't because I was a woman.

**What advice would you offer to other women aspiring to enter or excel in the field of international trade?**

For women entering or currently participating in the International Export Industry, my advice is that they should focus on being the best. They need to relentlessly pursue excellence. They must not expect any concessions because they run a woman-led business – tell your story – the Buyer may use it as a marketing tool but it will give you no excuse to perform less than well. Study the marketplace and the product you are selling. There is plenty of information out there today. If possible study the Buyer. You are only as good as your performance. The industry is extremely competitive. Be careful with your pricing. Take into account the current appreciating SLRs component so you do not get caught out having quoted at say Rs300/- to the dollar and shipped at Rs 280/- to the Dollar. Wishing all the Ladies out there the best.

**Looking ahead, what do you envision for the future of your business in the context of international trade, and what goals are you working towards?**

What I envision for the future of my business is growth- to be a consistent player in the international marketplace. This has begun to happen where agencies related to Agriculture are taking steps to upscale the production base – not just for export but for the well-being of Sri Lankan food security as well.

There is a huge knowledge base in the Agriculture sector from Academia to the Agencies coming under the purview of the Ministry of Agriculture which needs to be disseminated amongst the growing communities. Also, the attempted switch to Organic agriculture eroded the grower base which I believe compelled 30 percent of the growers to exit the Industry. If I can draw a parallel with the growth of export of conventional export crops like tea and coconut, it was not the Exporters who improved product and quality but a thrust from national agencies which disseminated information and support services to build the product base. This is what I am hoping for my Industry. So this is not it's not just about my business but an Industry demand that the sector can do much more if Si Lanka had a better supply base.






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# EMPOWERING SRI LANKA'S EXPORTERS, AMID ECONOMIC REVIVAL



**Halin Hettigoda**
Assistant General Manager
International Banking
**Sampath Bank PLC**

**In the wake of a challenging economic landscape marked by unprecedented crises and uncertainties, Sri Lanka is now experiencing a notable turnaround. With tourism rebounding and economic indicators pointing towards a positive trajectory, there's a palpable sense of optimism in the air. However, aligned with the ongoing National Effort, Sampath Bank recognises the enduring significance of exports as the cornerstone of sustained economic growth.**

**While inbound tourism and remittances from overseas workers have traditionally played significant roles in building up the nation's reserves, the export sector stands out as a beacon of stability and potential. Acknowledging this reality, Sampath Bank reaffirms its unwavering commitment to bolstering and empowering local exporters. We are dedicated to providing them with the necessary support and resources to capitalize on opportunities and effectively navigate challenges in the global market.**

Mr. Halin Hettigoda, Assistant General Manager – International Banking, Sampath Bank PLC explains the Bank's dedicated approach to supporting exporters. He emphasises the bank's specialised Export Unit, equipped with hands-on experience and expertise to address exporters' needs throughout the transaction process. From offering advice on sustainable business growth to facilitating access to special concessions and benefits, Sampath Bank stands as a reliable partner for exporters in Sri Lanka.

The suite of services offered by Sampath Bank to exporters encompasses both financial and non-financial assistance:

With a network of 229 branches across the Island, Sampath Bank ensures that exporters have convenient access to services from anywhere in the country. We place special emphasis on serving industrial export hubs, facilitating seamless transactions and providing comprehensive support to our valued exporters.

Leveraging over 37 years of experience in the field, Sampath Bank offers invaluable insights and practical solutions to exporters. Whether it's identifying target markets, supporting marketing activities, or navigating regulatory requirements, the bank provides guidance and assistance at every stage of the export process.

Recognising the financial needs of exporters, Sampath Bank offers tailored financing solutions to facilitate both pre-shipment (raw material import) and post-shipment requirements. Whether in foreign currency or local currency, the bank stands ready to support exporters in optimising their working capital and ensuring seamless operations throughout the export process.

Export businesses often face a barrage of documentation requirements. Sampath Bank's specialised trade counters streamline the process, ensuring that exporters can focus on their core activities while leaving the paperwork to experts. Specialised Trade counters have been established for the USA, Canada, UK, Germany, Japan, China and India at the Trade Dept to assist in handling trade documentation, headed by highly competent experts who possess memberships at the country-specific trade chambers/associations. These experts are equipped to provide tailored guidance and support, ensuring that exporters can navigate the complexities of international trade smoothly and efficiently.

In partnership with the National Chamber of Exporters (NCE), Sampath Bank sponsors the 'Ethical Trading Certification', underscoring its commitment to promoting ethical business practices among exporters.

Furthermore, Sampath Bank offers 'Tailor-made Packages' for exporters, catering to their specific requirements for financial assistance. Whether it's providing financing solutions for pre-shipment needs or facilitating post-shipment requirements, the bank's flexible packages are designed to meet the unique needs of each exporter, fostering growth and sustainability in the export sector.

Amidst the economic revival sweeping across Sri Lanka, Sampath Bank urges entrepreneurs and exporters to capitalise on the momentum and explore the untapped potential of the export sector. By fostering a conducive environment for growth and innovation, Sampath Bank aims to catalyse Sri Lanka's emergence as a global player in the export arena.

For those eager to embark on the export journey or seeking support in navigating the evolving economic landscape, Sampath Bank stands as a steadfast partner and ally. Contact us today at **077 457 7970** or **076 578 9104** and let us chart a course towards prosperity together. As Sri Lanka charts a path towards a brighter future, Sampath Bank remains committed to empowering exporters and driving sustainable economic growth.







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# Tea Tips

*Tea is one of life's greatest pleasures. It is a quick and relaxing escape from the hectic pace of modern life. It improves your mood, disposition and blood circulation. Take your time to enjoy a cup of tea. Better still give yourself the pleasurable and healthy experience of brewing and drinking a good cup of tea.*

*Here are some tips for making a perfect cup of hot tea, using world's best tea,* **CEYLON TEA**

*Always use high-quality* **CEYLON TEA** *and always keep the tea in an air-tight container. Never store tea along with other pungent grocery and aromatic items such as oils, soaps, and spices as tea absorbs foreign odours very quickly. Remember to empty the container before replenishing stocks and also to use a dry spoon.*

1. *Use freshly drawn water (Natural spring water with less minerals is the best) Never use previously boiled water that has been continuously on the boil. Make the tea when the water has just reached the boiling point.(jumping temperature).*
2. *Over boiled water will not give a tasty cup of tea due to lack of oxygen.*
3. *Always heat the tea pot and other utensils with hot water. Take the tea pot to the kettle not the kettle to the pot to minimize loss of heat.*
4. *Use one teaspoon of tea per person and one extra for the pot. Or just one tea bag per person.*
5. *Brewing time is also very important. Let the tea stand between 3 to 5 minutes to get the flavor and the strength. Stir the tea in the pot before pouring.*
6. *For Milk Tea – First pour milk into the cup.. (Milk-In-First). Then add tea and Sugar according to your taste.*

*Serve in matching porcelain/ceramic crockery. Bone china is the best. i.e. Tea pot, Tea cups and saucers, sugar bowl and milk jug. A suitable number of teaspoons and a strainer must also be placed on the Tea tray. Refined white sugar and fresh milk are recommended for use.*



# *Try these*

# SIMPLE ICED TEA RECIPES

## COLD BREW METHOD

### INGREDIENTS

**20 G Black tea leaves**
**01 ltr Water** (Boiled & Cooled to room temperature)
**½ a cup of sugar made into a syrup with ¼ cup water**
**½ cup juice concentrates** (Passion fruit, Lime, Pineapple, Ginger)

1. Brew 20 G of tea leaves in a refrigerator overnight (8-12 hours) with 1 L of water. (Room temperature - Boiled and cooled) – You may adjust the quantity of Tea for your preferred Tea taste.
2. You may add a flavor according to your preference (Passion fruit, Lime, Pineapple, Ginger)
3. Sugar syrup may be added if you like it sweet. (1/2 cup sugar dilute with 1/4 a cup Hot water and cool it – or you may double boil it)
4. Sugar syrup, juice and Tea concentrate have to be in the same temperature.
5. Add some Ice cubes into tall glasses and pour tea over ice.

## HOT BREW METHOD

### INGREDIENTS

**10 G Black tea leaves**
**500 ML Boiling Water**
**200 ML Cold water**
**300 ML of Ice**
**½ a cup of sugar made into a syrup with ¼ cup water**
**½ cup juice concentrates** (Passion fruit, Lime, Pineapple, Ginger)

1. Brew 10 G of tea leaves for 5 minutes with 500 ML of boiling hot water. Remove the tea leaves and bring the tea into the room temperature. Then pour the Tea concentrate into a jar containing 200 ML of cold water, then over 300 ML of ice. By adding cold-water stops tea becoming cloudy.
2. You may add a flavor according to your preference (Pineapple, Passion fruit, Lime, Ginger)
3. Sugar syrup may be added if you like it sweet. (1/2 cup sugar dilute with 1/4 a cup Hot water and cool it )
4. Sugar syrup, juice and Tea concentrate have to be in the same temperature.
5. Add some Ice cubes into tall



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# Bogawantalawa: The Pioneer in Climate-Positive Teas

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## *Leads the global sustainability charge with its Climate-positive Teas*

Recognized for its sustainable cultivation and manufacturing practices, **Bogawantalawa stands out as a forerunner in sustainability, predating the UN SDG-2030 initiative.** Recently, it earned the Climate Neutral Certification (CNC) from the Climate Neutral Group (CNG), Netherlands, adding to its impressive list of accolades including Climate Positive, Carbon Neutral, Rainforest, Fairtrade, and 100% Renewable Energy Certifications. **Bogawantalawa is the first tea-growing, manufacturing, and marketing company globally to achieve the climate-positive standard and the highest sustainability standards.**

CNG, a part of the Anthesis Group, has been at the forefront of combating climate change for nearly two decades. By assisting clients in reducing and offsetting/in-setting greenhouse gas emissions, CNG plays a pivotal role in raising awareness about climate issues. The Climate Neutral Certification Program, overseen by third-party Certification Bodies (CBs), provides a framework for organizations to mitigate their global warming impact in line with the Paris Agreement.

Bogawantalawa's sustainability program includes reducing CO2eq emissions and increasing in-setting capacities. Audits conducted by international and national auditors showed a commitment to these goals, especially in reducing emissions from tea production. In 2023, Bogawantalawa achieved a significant reduction, with the actual footprint 0.57 kg of CO2eq per kg of tea lower than the baseline. The company managed emissions offsetting through Gold Standard Carbon Credits from its hydro-power plant, demonstrating genuine sustainability efforts.

The audit led to a positive certification decision in December 2023, awarding Bogawantalawa the Certificate of Compliance (Cert-20005848-23-Prod-1-PBN) for sustainability and environmental stewardship. This certification sets a precedent for the tea industry's sustainability efforts.














CERTIFICATE OF COMPLIANCE

Certificate No.: Cert-20005848-23-Prod-1-PBN

Based on a 3rd party audit following the rules of the CNG Assurance Protocol 1.0,

**Auditor:** László Szoboszlai *and* **Second reviewer:** Joris Bens

hereby declare, on behalf of Preferred by Nature OÜ which is formally endorsed by CNG to conduct audits, that Bogawantalawa Tea Ceylon (PVT) LTD is found to be compliant with the Climate Neutral Standard 1.0 and is therefore permitted to make claims and to use the trademark in accordance with the CNG Trademark & Claims Policy 1.1 for the below certification scope and below validity period.

Signature: Date: 16 December 2023

Signature: Date: 16 December 2023

**Client:** Bogawantalawa Tea Ceylon (PVT) LTD

**Certification scope: Products**, see Annex 1 for a detailed specification.

**Certificate validity period:** 02 November 2023 to 01 November 2024



**From left to Right:**
Mr. Feroze Majeed, CEO - Bogawantalawa Tea Estates PLC; Ms. Margaretha Haglind – Marketing Manager for Europe; Dr. Thusitha Bandara, Director of Low Country Operations, Sustainability, and R & D of Bogawantalawa Tea Estates PLC; Mr. B.K. Prabath Chandrakeerthi - Secretary of the Ministry of Environment; Mr. Lalith Munasinghe, the Executive Director of Bogawantalawa Tea Estates PLC; Mr. Abhishek Ambani - Director Business Development (US region) - Bogawantalawa Tea Ceylon (Private) Ltd.; Mr. Almas Marikkar, Director & CEO and Director /COO Mr. Dhammika Perera - both of Bogawantalawa Tea Ceylon (Private) Ltd. and Mr. Michael Haglind, Director of Bogawantalawa Teas.






**SILVER AWARD WINNER at NCE Export Awards 2023 (Tea & Tea Products) in recognition of export performance**



**The Presidential Award for BEST EXPORTER OF THE YEAR 2022 & 2023 Tea SME Category**

**Bogawantalawa recently achieved the Climate-positive certificate for the sixth consecutive year and the Carbon Neutral Certificate from the Sri Lanka Climate Fund for the eighth consecutive year.** Bogawantalawa's Net Zero Energy Certification highlights its achievement in balancing energy consumption with renewable energy production, significantly reducing its carbon footprint. The company's comprehensive approach to sustainability serves as a model for other organizations.

Since 2009, Bogawantalawa has implemented various initiatives to reduce its environmental impact, such as developing a Biodiversity Conservation Zone, organic farming, energy improvements, waste footprint measurement, and sustainable soil development. These efforts showcase Bogawantalawa's commitment to mitigating climate-change and promoting environmental sustainability.



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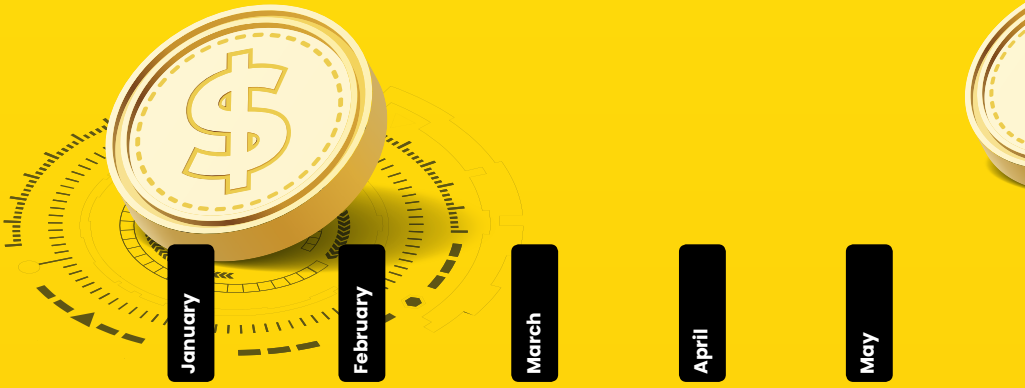
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# Value in US Dollars

Information Technology Division
Sri Lanka Export Development Board

| CODE | DESCRIPTION | January 2023 Value | February 2023 Value | March 2023 Value | April 2023 Value | May 2023 Value |
|---|---|---|---|---|---|---|
| S.10 | Apparel & Textile | 423,121,694 | 430,157,305 | 416,149,710 | 342,819,787 | 412,428,276 |
| S.01 | Tea | 99,562,244 | 104,564,197 | 110,148,469 | 93,390,144 | 116,329,958 |
| S.02 | Rubber & Rubber Based Products | 75,861,692 | 76,572,980 | 91,203,303 | 55,391,070 | 76,844,319 |
| S.03 | Coconut & Coconut based Products | 48,208,028 | 54,507,031 | 59,856,486 | 51,618,797 | 66,655,302 |
| S.19 | Engineering Products | 60,464,971 | 66,089,920 | 71,782,553 | 66,797,076 | 67,194,230 |
| S.04 | Spices, Essential Oils & Oleoresins | 34,479,024 | 34,483,808 | 32,562,022 | 21,084,695 | 27,132,881 |
| S.11 | Food, Feed & Beverages | 32,400,508 | 31,406,248 | 36,416,390 | 30,072,577 | 44,290,460 |
| S.08 | Fish & Fisheries Products | 23,151,089 | 21,989,394 | 28,076,954 | 26,984,570 | 25,330,944 |
| S.09 | Diamonds, Gems & Jewellery | 46,511,712 | 22,576,885 | 30,891,286 | 25,248,753 | 31,428,584 |
| S.22 | Other Manufactures | 14,396,014 | 15,854,128 | 18,610,864 | 15,311,122 | 15,628,034 |
| S.18 | Base Metal Products | 10,252,609 | 14,455,927 | 17,383,342 | 14,735,592 | 15,299,861 |
| S.21 | Petroleum Products | 77,840,420 | 24,424,910 | 24,457,904 | 13,635,655 | 21,891,125 |
| S.12 | Tobacco | 5,516,319 | 8,132,954 | 10,738,874 | 4,928,098 | 9,039,319 |
| S.16 | Chemicals & Plastic Products | 8,045,667 | 10,455,351 | 11,324,951 | 8,909,616 | 9,407,803 |
| S.15 | Paper & Paper Products | 8,817,421 | 8,782,411 | 8,774,756 | 7,903,060 | 9,123,041 |
| S.17 | Non-metallic Mineral Products | 9,673,905 | 7,371,403 | 9,078,638 | 6,618,611 | 9,889,362 |
| S.05 | Fruits, Nuts and Vegetables | 5,721,623 | 5,602,130 | 6,545,923 | 5,721,272 | 6,926,272 |
| S.14 | Wood & Wooden Products | 4,493,348 | 3,935,303 | 6,121,627 | 3,341,513 | 4,451,823 |
| S.07 | Other Export Crops | 2,137,990 | 2,546,461 | 2,567,260 | 6,786,272 | 13,504,809 |
| S.95 | Miscellaneous Products | 6,645,652 | 2,631,875 | 4,482,013 | 7,392,692 | 1,483,529 |
| S.13 | Leather Products | 1,429,002 | 2,393,995 | 1,857,240 | 2,435,174 | 2,255,052 |
| S.06 | Cut Flowers & Foliage | 1,159,899 | 1,327,856 | 1,326,780 | 1,196,360 | 1,310,261 |
| S.20 | Footwear and Parts | 2,048,781 | 1,771,190 | 1,993,104 | 1,810,478 | 1,841,815 |
| | **TOTAL** | **1,001,939,610** | **952,033,662** | **1,002,350,449** | **814,132,984** | **989,687,058** |





| June 2023 | July 2023 | August 2023 | September 2023 | October 2023 | November 2023 | December 2023 | January 2024 | February 2024 |
|---|---|---|---|---|---|---|---|---|
| Value | Value | Value | Value | Value | Value | Value | Value | Value |
| 428,435,701 | 427,478,490 | 434,972,682 | 361,819,471 | 353,306,098 | 395,059,913 | 438,798,095 | 380,111,066 | 421,303,221 |
| 111,525,118 | 115,200,402 | 119,633,481 | 119,957,472 | 95,633,478 | 112,826,142 | 111,119,975 | 102,178,577 | 127,731,552 |
| 73,906,085 | 79,319,451 | 80,173,010 | 82,889,401 | 79,705,467 | 78,742,866 | 79,617,610 | 81,723,444 | 88,739,091 |
| 58,579,318 | 63,349,989 | 63,901,543 | 64,314,560 | 59,683,818 | 62,043,281 | 55,967,588 | 56,293,711 | 68,227,312 |
| 65,668,373 | 62,066,399 | 115,582,071 | 58,301,502 | 55,837,444 | 62,049,427 | 53,930,511 | 48,113,515 | 53,738,984 |
| 29,469,599 | 37,518,445 | 47,926,827 | 38,020,721 | 32,710,880 | 30,988,507 | 31,402,397 | 29,347,667 | 22,990,003 |
| 34,894,856 | 36,217,346 | 46,082,340 | 30,536,226 | 36,865,439 | 39,562,299 | 29,220,506 | 33,890,654 | 42,999,619 |
| 19,944,739 | 19,050,121 | 19,681,543 | 28,193,302 | 22,745,413 | 27,648,046 | 25,834,411 | 25,212,360 | 22,325,713 |
| 45,177,945 | 27,090,198 | 37,633,106 | 39,566,751 | 36,369,259 | 27,784,011 | 17,884,691 | 32,967,345 | 37,616,677 |
| 18,563,536 | 17,363,089 | 20,243,505 | 14,710,938 | 16,504,654 | 16,795,977 | 17,577,963 | 15,721,787 | 16,193,451 |
| 13,340,268 | 14,631,795 | 15,519,117 | 18,192,078 | 16,590,151 | 13,263,166 | 14,621,568 | 14,081,447 | 16,915,849 |
| 27,535,855 | 54,249,300 | 23,555,878 | 27,223,643 | 30,669,725 | 33,062,249 | 13,493,923 | 21,454,102 | 9,056,829 |
| 6,960,881 | 9,603,726 | 6,642,599 | 6,744,593 | 8,140,861 | 7,288,149 | 10,522,252 | 4,868,604 | 6,780,018 |
| 9,328,898 | 10,462,906 | 9,550,631 | 10,047,877 | 10,696,294 | 10,871,412 | 10,241,560 | 11,033,557 | 10,471,848 |
| 8,641,536 | 8,005,833 | 7,609,186 | 9,329,615 | 7,487,684 | 6,707,517 | 8,760,067 | 7,476,903 | 10,074,790 |
| 7,720,077 | 9,212,235 | 8,713,527 | 9,547,228 | 8,069,240 | 21,364,579 | 7,654,721 | 4,737,057 | 7,395,608 |
| 5,817,927 | 5,709,433 | 5,690,823 | 6,166,574 | 6,641,461 | 5,914,954 | 5,990,749 | 5,444,102 | 5,229,708 |
| 3,733,606 | 5,232,844 | 4,384,417 | 5,433,571 | 4,534,732 | 4,479,797 | 5,541,130 | 4,259,265 | 4,270,876 |
| 10,429,269 | 12,322,360 | 11,383,551 | 12,945,300 | 9,202,385 | 4,434,707 | 3,046,823 | 4,109,831 | 5,867,648 |
| 1,143,080 | 7,555,647 | 6,838,034 | 1,397,236 | 2,487,493 | 3,479,596 | 2,676,532 | 3,728,941 | 1,467,566 |
| 2,315,329 | 2,672,464 | 2,299,307 | 3,421,267 | 1,711,127 | 1,626,626 | 1,509,348 | 1,395,347 | 1,664,523 |
| 1,572,544 | 1,031,572 | 946,645 | 1,200,174 | 1,227,178 | 1,415,784 | 1,288,780 | 1,169,921 | 1,095,881 |
| 1,574,893 | 1,896,871 | 2,661,984 | 1,556,920 | 1,187,661 | 1,341,225 | 785,810 | 1,702,646 | 1,528,300 |
| **986,279,431** | **1,027,240,917** | **1,091,625,807** | **951,516,419** | **898,007,943** | **968,750,229** | **947,487,008** | **891,021,847** | **983,685,069** |

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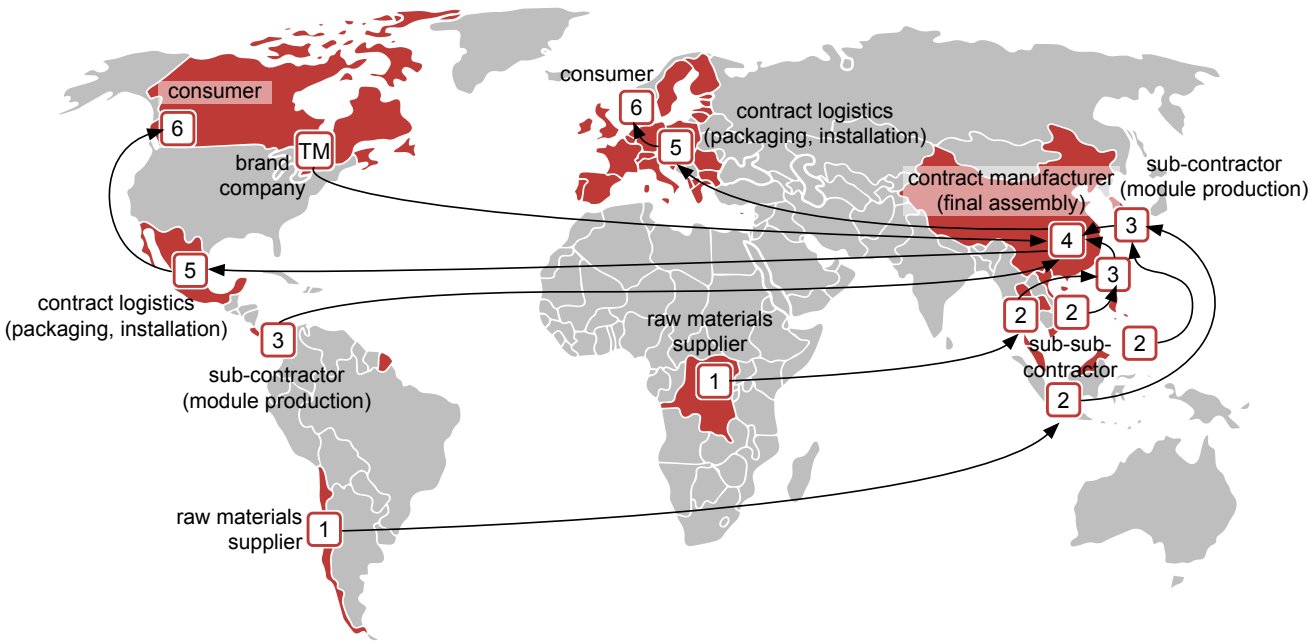

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# "What level are we as a country in the Global Value Chain and its influence for Sri Lankan Exporters"

Today's business organizations carry out activities by collaborating with other businesses which are dispersed around the world for producing a particular product and this is termed as "Global Value Chain (GVC)". The process of production has increasingly fragmented and undertaken wherever the resources and raw materials are available at a lower cost. The activities in the GVC can consist of research and development, design, manufacturing, marketing, distribution, after sales activities and many others. All these activities add value to the end product and more importantly the level of value addition from each activity is in different levels. Accordingly, the initial activities like research and development and ending activities like marketing tend add more value to the final product while the activities in the middle of the value chain like manufacturing and assembly are adding lower value to the final product. This was contended in the Smile Curve introduced by Stan Shih, the founder of Acer Corporation. GVC has intensified the specialization of tasks and the lead firms tend do dominate the higher value-added activities while the smaller firms mostly located in developing countries including Sri Lanka deserve the participation in global activities without mastering all the necessary skills and knowledge through lower value-added activities.




The outcomes of participating in GVCs are two-fold namely economic and social upgrading. The economic upgrading is associated with enhancement of the efficiency in production process or characteristics of the product or value chain activities. On the other hand, social upgrading is referred to the positive outcomes can be generated through enhancing employment, increasing income, addressing gender issues and protecting environment. In the case of economic upgrading, it is noteworthy to understand the following four types of upgrading which has numerous implications for the Sri Lankan export-oriented businesses.

| | |
|---|---|
| PROCESS UPGRADING | Firms are gained from efficiency enhancement of producing a product |
| PRODUCT UPGRADING | Firms engage in producing sophisticated products |
| FUNCTIONAL UPGRADING | Firms acquire new functions in the GVC to enhance value addition |
| CHAIN UPGRADING | Firms shift into new high value-added chains |

The value addition generating to the final product is enhanced when a firm moving from process to chain upgrading. For instance, some of the Sri Lankan export-oriented manufacturers engaged in process improvements by means of lean manufacturing, automation and digitalization. Further, they were able to upgrade their products by embedding new features in line with the changes in the market place (e.g. high-tech garments). Even, some of the manufacturers have moved to undertake own brand manufacturing and designing under functional upgrading. Further, some have innovatively challenged the existing established chains and moved to health conscious, organic and ethical chains (e.g. CAP Ceylon's organic fruits, Selyn's sustainable handlooms and Earthbound Creation's handcrafts). In moving ahead with these economic upgrading, social upgrading is also followed in the means of generating new employment opportunities, empowering entrepreneurs, and enhancing income of local communities.







As entrepreneurs and exporters in Sri Lanka, it is important to understand the dynamics and opportunities created by the GVCs and also to be prepared for capitalizing those to enhance the competitiveness. In this case, they have to analyze the behavioral changes of global consumers to uncover the newer customer pain points through undertaking market research to identify the market opportunities. Further, the identified market opportunities should be converted into an organizational opportunity by developing the distinctive competencies through strengthening the unique strengths. Particularly, the entrepreneurs need to develop an innovation ecosystem with the support of multiple stakeholders in entering to the GVCs to make their efforts more sustainable.

The nuanced understanding provided by the GVCs uncovers the innovative integrations can be generated by the Sri Lankan exporters with the businesses in developed nations rather than being left out from the newer market opportunities in international trade. Sri Lanka needs to develop a platform to enter into the fast train of international trade which requires paying our attention on rule of law, international standards, institutional voids, hard and soft infrastructure and education.

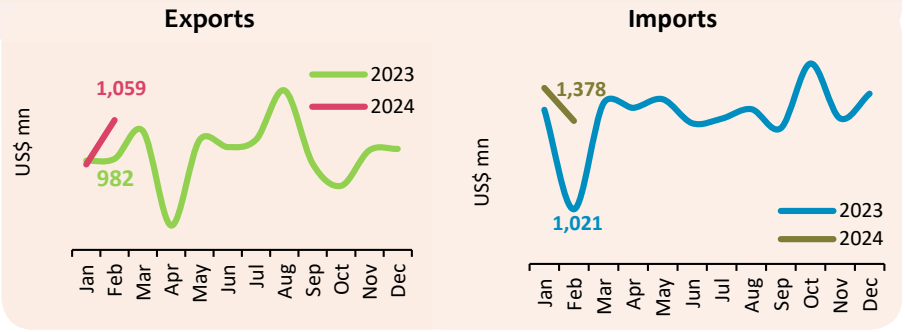
**"WHAT LEVEL ARE WE AS A COUNTRY IN THE GLOBAL VALUE CHAIN AND ITS INFLUENCE FOR SRI LANKAN EXPORTERS"**



**Dr. Nuresh Eranda**
Senior Lecturer
Department of Marketing Management
Faculty of Management
University of Peradeniya

# "Steering the Trade Winds with Revival of Sri Lanka's Export"

In the intricate tapestry of global trade, Sri Lanka's export sector stands as a testament to resilience and adaptability. Amidst the ebb and flow of economic currents, the island nation has demonstrated a steadfast commitment to fostering export-led growth, as evidenced by the latest figures released by the Central Bank of Sri Lanka in its Press Release on the External Sector Performance for February 2024. Let's delve into the distinct performances of exports and imports, each shaping Sri Lanka's economic landscape in its own unique way.




## Export Performance:

In February 2024, Sri Lanka's export earnings surged by a commendable 7.9 percent compared to the same period in the previous year. This robust growth trajectory was fueled by a diverse array of sectors, highlighting the nation's versatility and competitiveness on the global stage.

Industrial Goods: The petroleum products sector emerged as a standout performer, experiencing a significant uptick in export volumes driven by heightened demand for bunkering and aviation fuel. This surge not only bolstered export earnings but also underscored Sri Lanka's strategic positioning in the energy trade.

Agricultural Sector: Sri Lanka's agricultural exports, particularly tea, played a pivotal role in driving export growth. Higher export volumes and favorable prices contributed to increased earnings, reaffirming the country's status as a leading producer of high-quality tea in international markets.

Textile and Garment Industry: Despite challenges, the textile and garment sector demonstrated resilience by posting higher exports in February 2024. This sector's ability to adapt to changing market dynamics and deliver innovative solutions underscores its importance in driving export-led growth and economic development.

## Import Performance:

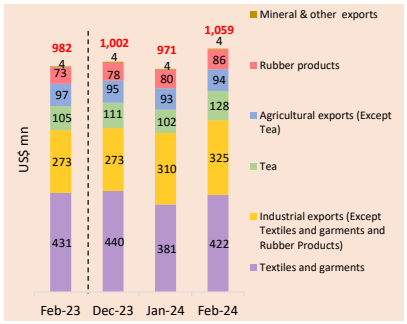
While exports showcased resilience and growth, the import landscape presented its own set of challenges. In February 2024, expenditure on merchandise imports recorded a notable increase of 35.0 percent compared to the previous year, reflecting the normalization of economic activities and relaxation of import restrictions.

***Consumer Goods:*** Expenditure on consumer goods imports saw a broad-based increase, driven by both food and non-food consumer goods. Despite efforts to stimulate domestic production, Sri Lanka continues to rely on imports to meet consumer demand, highlighting the need for strategic interventions to enhance domestic manufacturing capabilities.

***Intermediate Goods:*** Expenditure on intermediate goods imports increased, primarily due to higher fuel and textile imports. While these imports are essential for supporting domestic industries, efforts to diversify import sources and reduce dependency on a few key suppliers remain imperative to mitigate supply chain risks.

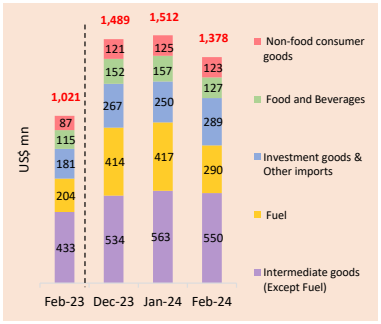
Investment Goods: Expenditure on investment goods recorded a notable increase, driven by machinery and equipment, and building materials. These imports are crucial for infrastructure development and industrial expansion, signaling confidence in Sri Lanka's economic prospects among investors.

**Figure 1: Composition of Exports**




**Sources:** SLC, CBSL

**Figure 2: Composition of Imports**




**Sources:** SLC, CBSL

Sri Lanka's export sector continues to chart a course towards sustainable growth and prosperity, buoyed by resilience, innovation, and strategic planning. While challenges persist on the import front, concerted efforts to enhance export competitiveness and streamline trade policies will be essential in navigating the complexities of the global economy. As Sri Lanka forges ahead on its journey of economic resurgence, the spirit of resilience and determination embodied by its export sector serves as an inspiration of hope for a brighter future.

***Source: Central Bank of Sri Lanka ,Economic Research Department***

*By National Chamber of Exporters of Sri Lanka*



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Presidential Export Awards 2021/22
Sectoral Awards - Best Exporter
Cereal & Confectionery
Ceylon Biscuits Limited

Presidential Export Awards 2022/23
Sectoral Awards - Best Exporter
Cereal & Confectionery
Ceylon Biscuits Limited

Confectionery Products Sector
Extra Large Category - Gold
Ceylon Biscuits Limited

Best Sri Lankan
Brand Exporter 2023
Ceylon Biscuits Limited

Most Outstanding Exporter -
Overall - 2023
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