

Sri Lanka Export Development Board



Citizens' / Clients' Charter

May 2008

SRI LANKA EXPORT DEVELOPMENT BOARD

CITIZENS'/CLIENTS' CHARTER

WE ARE

Sri Lanka's premier State organization for promotion and development of exports, established in 1979 under the Sri Lanka Export Development Act No. 40 of 1979.

OUR VISION

Make Sri Lanka to be the most sought after destination for global sourcing.

OUR MISSION

To be the leading catalyst organization for Sri Lankan exports by facilitating the development and promotion of products and services for exports in a professional manner to enhance the global competitiveness of Sri Lankan exporters thereby maximizing foreign exchange earnings to achieve economic prosperity.

OUR VALUES

- Commitment and service excellence
- Customer satisfaction
- Transparency and courtesy
- Prompt and professional service
- Innovative and pro-active approach
- Compassion and better business sense

OUR COMMITMENTS

We are committed

- To assist in the improvement of the macro and micro economic environment viz- a-viz the development of exports, in association with the relevant state and private sector agencies by making policy recommendations.
- To formulate and implement the National Export Development Plan and sectoral development plans, in association with the relevant state and private sector agencies.
- To provide exporters with a viable overseas market-environment by active participation in trade negotiations and relevant follow-up activities.
- To conduct market research/surveys and identifying market opportunities for Sri Lankan products and services.
- To implement supply development programmes including technical, quality and packaging development, in order to assist exporters/potential exporters to improve/increase the competitiveness of exports.

- To formulate and implement integrated product development and market development programmes, in order to expand existing markets and support exporters/potential exporters' entry into new markets.
- To implement market promotion programmes to provide product/service promotion support to groups of exporters, with a view to increasing their market share in identified markets, as well as their entry into new markets.
- To promote exports by virtue of EDB's physical presence overseas.
- To implement export development programmes for small and medium enterprises (SMEs) in order to increase the awareness of the export potential of the SME sector and to encourage and assist SMEs to export.
- To provide up to date information on markets, products, tariffs, regulations, international commodity prices, national/international trade statistics.
- To support exporters and potential exporters to conduct their business more effectively, with the use of information and communication technology.
- To assist the export sector to achieve trade efficiency by helping them resolve their problems/constraints in association with related agencies.
- To assist in improvement of export support services in co-ordination with other service-providers.
- To work with international trade promotion organizations as well as other local trade support organizations, with the purpose of assisting exporters and potential exporters in the development of business opportunities in the world market.
- To implement human resource development programmes for exporters, potential exporters and related personnel, with the objective of helping them to acquire/enhance their skills in technology, productivity, financial/general management, export marketing, etc.

OUR OBJECTIVES

Economic:

- Increase and sustain productivity and competitiveness of the export sector of Sri Lanka.
- Maximize foreign exchange earnings from export of goods and services.
- To promote goods and services with greater added value and high quality.
- Diversify the export structure and markets to avoid concentration on a few products/markets.
- To promote export oriented production in the provinces.

Social:

- Create a culture of exports in the country
- Maximize contribution from exports to the country's social and economic development.

OUR PRODUCT SECTORS

Agricultural Products

- Palm based products
- Spices & allied Products
- Fruits & vegetables
- Floriculture
- Value added Tea
- Aquarium fish
- Fish products

Industrial Products

- Rubber & Plastic products
- Gems & Jewellery
- Metal based Light Engineering products
- Electronic & Electrical products
- Giftware & Toys
- Leather products & Footwear
- Apparel & Household Textiles
- Furniture
- Stationery & Paper based products
- Ceramic products

Services

- ICT
- Professional services
- Printing
- Ayurvedic services

UR

- Export volumes and Foreign exchange earnings
- Export base (Products & services)
- Local value addition
- Export markets (existing, new & emerging)
- SME sector
- Human resources

OUR CLIENTS

- Exporters/Indirect exporters/Potential exporters
- Existing/potential Small & Medium entrepreneurs
- Potential foreign buyers all over the globe
- Trade Associations and Trade Chambers
- Government of Sri Lanka and Policy makers
- Other private, public, NGOs and international organizations related to trade
- Service providers, including Financial institutions & Freight forwarders
- Knowledge and information seekers
- General public
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OUR REACH

Head Office in Colombo

Sri Lanka Export Development Board
No. 42, Navam Mawatha,
Colombo 2, Sri Lanka
Tel: 2300705-11 Fax: 2300715
E-mail: edb@tradenetsl.lk Website: www.srilankabusiness.com

Provincial Offices of the EDB

- **Central Province**

Deputy Director
SLEDB Provincial Office,
22/B, Kotugodella Veediya,
Kandy, Sri Lanka.
Telephone: 94-81-2233592
Fax:94-81-2201147
E-mail: cpedb@sltnet.lk

- **Southern Province**

Manager
SLEDB Provincial Office,
41,Devamitta Mawatha,
China Gardens,
Middle Road, Galle, Sri Lanka.
Telephone: 94-91-2223595
Fax:94-91-2223595
E-mail: edbsp@tradenetsl.lk

- **North Western Province**

Deputy Director
SLEDB Provincial Office,
22/1, Mihindu Mawatha,
Kurunegala, Sri Lanka.
Telephone: 94-37-2221972
Fax:94-37-2224256
E-mail: nwpedb@tradenetsl.lk

Sri Lanka Trade Centre – Chennai

F 135,First Floor, Phase III
Spencer Plaza
769, Anna Salai
Chennai – 600 002
Tel: 00 91 44 4208 4843 Fax: 00 91 44 4208 4844
E-mail: sltchennai@airtelmail.in

OUR SERVICES

We dedicate ourselves to provide professionally and efficiently, the following services to our clients who are shouldering the task of developing the national economy of Sri Lanka through increased export earnings.

While inquiries could be made about our services during office hours on week days [8.30 a.m. to 4.15 p.m.], it will be most helpful for you and for us if our officers are met by prior appointments.

Information could also be obtained by contacting the officers indicated in the following schedule. Details of all services offered by us could be obtained by visiting the EDB website; ‘ www.srilankabusiness.com ’ and referring the ‘Manual of Services offered by the EDB’ as well.

We offer a range of services free of charge while a nominal fee is charged for specialized services.

We are committed to provide our services to you within the time specified below, provided the required information and documents are submitted.

Service Delivered	Service Delivery Standards	Contact Person in case you need help
01 Registration of exporters	§ The registration certificate will be issued within one day, free of charge.	Mr. M. K. Udayapala Director / Services Tel. : 2300723 Fax :2300724 e-mail : udaya@edb.tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
02 Providing trade related information / data [productwise/ marketwise export data, international buyers and prices, suppliers etc.].	§ Information / data required could be obtained within one hour. § A nominal fee is charged depending on the information provided.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk
03 Advisory services on export related subjects [fiscal incentives, import / export procedures, costing and pricing, product / market specific, export related legal issues].	§ Services of the officers conversant with the subject are available.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk
04 Business library service	§ Trade library is opened during office hours. Assistance to access reference tools is available on request.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk
05 Export related publications [Exporters' Directory, "Exponews", "Apanayana Puwath", "Export Performance Indicators" and other technical / educational materials on export related subjects.	§ Available at Trade Information Division of the EDB at concessionary prices.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
06 E-Commerce Services – <ul style="list-style-type: none"> - On-line trading - Trade statistics - On-line buyer searches - creation of websites - Internet / e-mail connections - Organizing seminars/ awareness programmes on e-commerce activities 	§ Profiling entrepreneurs on www.srilankabusiness.com (membership) within two working days. § On-line Portal membership and e-promotion services within 02 weeks. § Membership for On-line Trade statistics service and Internet/e-mail connections within 2 working days § On-line information searches could be obtained within 2 working days § Programmes are advertised from time to time inviting applications § A nominal fee is charged for selected e-commerce services and Seminars.	Ms. S.M. Tirimanne Director / TradenetSL Tel. : 2300701 Fax : 2305211 e-mail : smt@edb.tradenetsl.lk
07 Audio-Visual support for export promotion	§ Service of a professional staff is available on request. § A nominal fee is charged depending on the activity.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminIW@edb.tradenetsl.lk
08 Product specific Supply and Market Development Programmes <ul style="list-style-type: none"> - supply development - quality development - productivity improvement - product adaptation/development 	§ Programmes are advertised from time to time calling applications from the eligible parties. § Relevant participation fee is charged where applicable.	<u>Agricultural Products</u> Mr. M.I. Sufiyan Director / EAD Tel. :2300731 Fax : 2304879 e-mail sufiyan@edb.tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
<ul style="list-style-type: none"> - design development - market development (including international trade fairs, exhibitions, contract promotion, buyer/seller meetings, etc.) - Organizing product specific workshops/ Training/seminars & awareness programmes 	<p>§ Receipt of applications will be acknowledged within 3 days.</p> <p>§ Selected applicants will be informed within 5 days after the interview.</p>	<p><u>Industrial Products</u> Mrs. J. Siriwardena Director / PMD Tel. : 2300720 Fax : 2305212 e-mail: dpmd@edb.tradenetsl.lk</p> <p><u>Electronic and ICT</u> Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk</p>
<p>09 Organizing multi product market development and promotion programmes overseas</p> <ul style="list-style-type: none"> - International Trade Fairs / Exhibitions, Solo Country Exhibitions Buyer / Seller meetings and Contact Promotion Programmes. Organizing Market specific Seminars/ Workshops/Training Programmes 	<p>§ Events are advertised from time to time inviting applications for participation.</p> <p>§ Relevant participation fee is charged.</p> <p>§ Selected applicants will be informed within a week after the interviews. [by a selection panel]</p>	<p>Ms. L R. Tudugala Director / Marketing Tel. : 2300727/2300728 Fax : 2303025</p> <p>e-mail : ranjanit@edb.tradenetsl.lk mktd@edb.tradenetsl.lk</p>

Service Delivered	Service Delivery Standards	Contact Person in case you need help
<p>10 EDB Scheme of Assistance for Exporters' Own Marketing Efforts Overseas (of SME Exporters) (On reimbursement basis)</p>	<p>§ Scheme is in operation on a continuous basis. Details of the scheme & guidelines are available from the Marketing Division and at the EDB website 'www.srilankabusiness.com'</p> <p>§ Application fee of Rs. 25/- will be charged.</p> <p>§ All applications / proposals will be evaluated by a Committee and qualified applicants will be informed within one week of the Committee meeting.</p>	<p>Ms. L.R. Tudugala Director / Marketing Tel. : 2300727/2300728 Fax : 2303025</p> <p>e-mail: ranjanit@edb.tradenetsl.lk mktd@edb.tradenetsl.lk</p>
<p>11 Special Assistance Schemes for Exporters</p> <p><u>Present Schemes</u></p> <ul style="list-style-type: none"> - Assistance for Technology upgrading of foundry industry. - Integrated Agriculture Model Project - Assistance for establishing a quality management system for agri products 	<p>§ The Schemes will be advertised from time to time inviting applications / proposals from the eligible parties.</p> <p>§ A processing / application fee may be charged for some schemes.</p> <p>§ All applications / proposals will be evaluated by a Committee and entities selected for assistance will be informed accordingly.</p>	<p>Ms. J. Siriwardena Director / PMD Tel. : 2300720 Fax : 2305212</p> <p>e-mail: dpmd@edb.tradenetsl.lk</p> <p>Mr. M.I. Sufiyan Director / EAD Tel. :2300731 Fax : 2304879</p> <p>e-mail sufiyan@edb.tradenetsl.lk</p>

Service Delivered	Service Delivery Standards	Contact Person in case you need help
<ul style="list-style-type: none"> - Assistance for SMEs to obtain SLSI Quality Certification 		Mr. J.N. Welihinda Actg. Director / SME Tel: 2305213 Fax: 2303028 e-mail: sme@edb.tradenetsl.lk
12 Facilitate participation in trade fairs held locally for promotion of exports	§ Applications for participation will be called through an advertisement. § Selected exporters will be informed immediately after interview is finalized. § Relevant participation fee is charged where applicable.	Ms. L.R. Tudugala Director / Marketing Tel. : 2300727/2300728 Fax : 2303025 e-mail : ranjanit@edb.tradenetsl.lk mktd@edb.tradenetsl.lk
13 Promotion of Sri Lankan products & services through Trade Promotion Offices, Trade Centres & Export Promotion Centres overseas	§ Applications will be called through advertisements and participants will be selected through interviews. § Relevant participation fee is charged where applicable.	Ms. L.R. Tudugala Director / Marketing Tel. : 2300727/2300728 Fax : 2303025 e-mail : ranjanit@edb.tradenetsl.lk mktd@edb.tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
14 Presidential Export Awards	§ Applications are invited for specified categories of awards through a press advertisement. § Applicable processing fee is charged. § Evaluation and selection of winners will be done by a panel of judges and will be finalized one month before the Award ceremony.	Ms. L.R. Tudugala Director / Marketing Tel. : 2300727/2300728 Fax : 2303025 e-mail: ranjanit@edb.tradenetsl.lk mktd@edb.tradenetsl.lk
15 Development of export oriented SMEs <ul style="list-style-type: none"> - Providing support to SMEs specially in the Provinces. - Programmes to link farmer / producer clusters with exporters. - Supply development programmes in the provinces - Conducting entrepreneur/skills development and awareness programmes in the provinces 	§ The services of officers conversant with the subjects are available on request. § A relevant participation fee is charged where applicable.	Mr. J.N. Welihinda Actg. Director / SME Tel: 2305213 Fax: 2303028 e-mail: sme@edb.tradenetsl.lk <u>Central Province</u> Deputy Director SLEDB Provincial Office,22/B, Kotugodella Veediya, Kandy, Tel: 94-81-2233592 Fax: 94-81-2201147 E-mail: cpedb@slt.net.lk <u>Southern Province</u> Manager SLEDB Provincial Office, 41,Devamitta Mawatha, China Gardens, Middle Road, Galle Telephone: 94-91-2223595 Fax:94-91-2223595 E-mail: edbsp@tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
		<u>North Western Province</u> Deputy Director EDB Provincial Office, 22/1, Mihindu Mawatha, Kurunegala, Telephone: 94-37-2221972 Fax:94-37-2224256 E-mail: nwpedb@tradenetsl.lk
16 Recommendation to open an Indirect Exporters' Foreign Currency Account [IEFCA] (In terms of Circular No. 06/04/02/2005 dated 08/04/2005 issued by the Controller of Exchange.)	§ Recommendation to the Commercial Bank will be issued within 05 working days.	Mr. S J Silva Director/Policy & Planning Tel: 2300729/2300730 Fax: 2300715 e-mail: sjs@edb.tradenetsl.lk
17 Simplified Value Added Tax [SVAT] system [in terms of Value Added Tax (amended) Act No. 6 of 2005 and No. 8 of 2006].	§ Registration for SVAT Scheme will be done within 2 days § Registration fee: Rs. 5,000/- § Annual Renewal fee: Rs. 2,000/-	Mr. J N Welihinda Actg. Director/SME Tel: 2305213 Fax: 2303028 e-mail: sme@edb.tradenetsl.lk
18 Organizing seminars / workshops / awareness programmes on export related activities	§ The programmes will be advertised from time to time inviting applications for participation. § Relevant participation fee is charged where applicable.	Mr. S.P.S.G. Wickramasuriya Actg. Director / TIS Tel. : 2300678 Fax : 2300676 e-mail : gaminiw@edb.tradenetsl.lk

Service Delivered	Service Delivery Standards	Contact Person in case you need help
<p>19 Training programmes on Export related subjects</p> <p><u>Courses presently available</u></p> <ul style="list-style-type: none"> - Certificate Course on Import / Export Procedures - Course on Operational Aspects of International Trade. 	<p>§ The Courses will be advertised annually inviting applications.</p> <p>§ Participants will be enrolled on a first come first serve basis.</p> <p>§ Confirmation of enrolment will be notified after making the payment.</p> <p>§ A certificate will be issued after successful completion of the course.</p> <p>§ Medium of Instruction - English</p> <p>§ 4 courses will be conducted annually. Maximum of 30 participants per course. Rs. 4000/= per participant.</p> <p>§ 4 courses will be conducted annually. Maximum of 35 participants per course.</p> <p>Course Fee per participant.</p> <p>Module I - Rs. 5250/=</p> <p>Module II - Rs. 5250/=</p> <p>Field visit - Rs. 1500/= [optional]</p>	<p>Mr. M.K. Udayapala Director / Services Tel. : 2300723 Fax :2300724 e-mail : udaya@edb.tradenetsl.lk</p> <p>Mr. M.K. Udayapala Director / Services Tel. : 2300723 Fax :2300724 e-mail : udaya@edb.tradenetsl.lk</p>

Service Delivered	Service Delivery Standards	Contact Person in case you need help
<ul style="list-style-type: none"> - Certificate Course on Fundamentals of Packaging Technology - Distance Education (Certificate) Programme on Packaging Technology. 	<p>§ 2 courses will be conducted annually. Minimum of 15 participants and maximum of 50 participants per course. Rs. 12,500/= per participant.</p> <p>§ 2 courses will be conducted annually. Minimum of 15 participants and maximum of 50 participants per course. Rs. 5500/= per participant.</p>	<p>Mr. S.R.P. Indrakeerthi Deputy Director National Packaging Centre Tel: 2302071 Fax: 2302072 e-mail: inkeerthi@edb.tradenetsl.lk</p>
<p>20 Resolving problems / issues faced by exporters and entrepreneurs at national and regional level – ‘Export & Enterprise Development Forum’</p>	<p>§ The dates for this event which is generally held monthly are advertised in the press and in the EDB web: www.srilankabusiness.com</p> <p>§ Relevant issues received before the deadline will be taken up at the Forum which is chaired by the Hon. Minister of Export Development and International Trade with the participation of relevant public and private sector officials.</p>	<p>Mr. M.K. Udayapala Director / Services Tel. : 2300723 Fax :2300724 e-mail : udaya@edb.tradenetsl.lk</p>

OUR EXPECTATION

We appreciate the confidence you have placed on us and expect you to be reasonable, fair and prompt in making your requests for our services. We expect true, correct, relevant and adequate information from you, and to have an understanding of what we can deliver.

OUR STANDARDS

We shall respond to all written communications promptly and in any case within 7 days of their receipt.

Deliver the services within the declared time durations, provided specified information, documentation are provided along with the request, and relevant fees paid where applicable.

In case of likely or inevitable delay in making a final decision or when an issue is disputed, we shall promptly communicate with you.

OUR RESPONSE TO COMPLAINTS & GRIEVANCES

- We are committed to act upon any complaints/suggestions/grievances of clients on our services in the quickest possible time. These could be directed to the Chairman, Director General or Directors of the respective Divisions.

Name: Mr. Brian Angunawela
Designation: Chairman
Located at: 9th Floor
DHPL Building
42, Navam Mawata
Colombo 2
Tel./Fax : 2300712/2300715
e-mail: ch@edb.tradenetsl.lk

Name : Mrs.Sujatha Weerakoon
Designation: Director General
Located at: 9th Floor
DHPL Building
42, Navam Mawatha
Colombo 2
Tel./Fax: 2300675/2300715
e-mail: sujatha@edb.tradenetsl.lk

- The foreign buyers can send their complaints/suggestions through e-mail to the addresses given below.

ch@edb.tradenetsl.lk, sujatha[@edb.tradenetsl.lk](mailto:sujatha@edb.tradenetsl.lk)

- All complaints will be acknowledged by us within 07 days and the final reply on action taken will be communicated within two weeks after receipt of a complaint.
- Policy and procedural issues with regard to the export business may be submitted to the “Export & Enterprise Development Forum” which is chaired by the Hon. Minister of Export Development & International Trade which is generally held monthly. Your issues to the Forum could be submitted to the following address:

Director(Services)
Services Division
Sri Lanka Export Development Board Fax 2302072 Tel: 2300723
8th Floor, DHPL Building E-mail: udaya@edb.tradenetsl.lk
42, Navam Mawatha
Colombo 2

§ We welcome suggestions from citizens / service recipients.

§ Citizens/ Clients’ Charter is a joint effort between you and us to improve the quality of services provided by us and to serve you to the best of your satisfaction. While we are ready to serve you, we request you to help us to serve you better.

We are committed to constantly revise and improve the services being offered under the Charter.

LET US JOIN HANDS IN MAKING THIS CHARTER A SUCCESS!

Policy & Planning Division

02.06.2008

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