

SRI LANKA APPAREL





Sri Lanka's Apparel Export Industry is the most significant and dynamic contributor towards the country's economy. The industry has demonstrated a tremendous growth over the past four decades and has today become the country's primary foreign exchange earner amounting to 40% of the total exports and 52% of industrial product exports. The industry, which is entirely privately owned, has successfully exploited the opportunities in the international market.

The Apparel Industry is the largest single employer in the manufacturing industry providing direct employment opportunities to approximately 300,000 and indirect employment to approximately 600,000 employees, which includes a substantial number of women in Sri Lanka. Around 350 garment factories are operating in different parts of the country, while around 16 textile and fabric manufacturing units are in operation. These play a key role in the advancement of the Apparel Industry.

PRODUCT CATEGORIES

Apparel categories span includes Sportswear, Lingerie, Loungewear, Bridalwear, Workwear, Swimwear, and Children's Wear. For decades, the United States of America and the United Kingdom have been the largest buyers of Sri Lankan apparel.



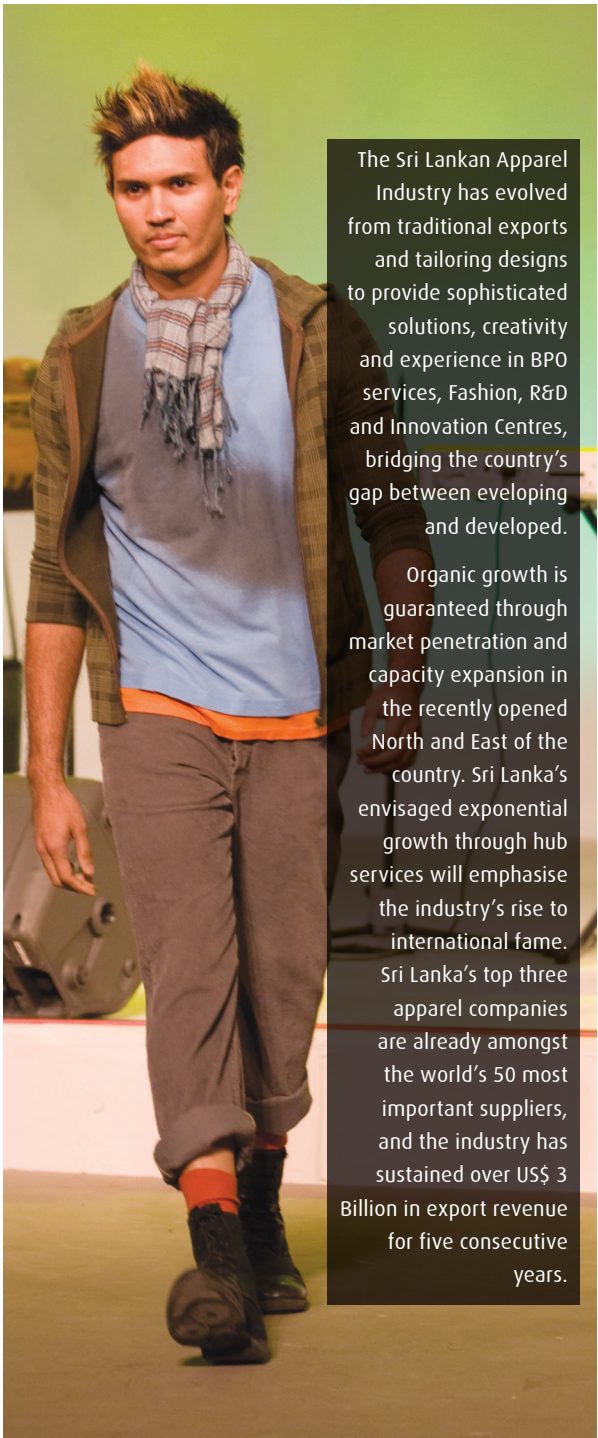
The industry, which produces a range of high-quality garments, is flexible and uniquely capable in servicing leading international brands such as Victoria's Secret, Gap, Liz Claiborne, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Speedo, Abercrombie & Fitch, Land's End, Marks & Spencer, Intimissimi, etc.





Catering to quality conscious consumers across the world, products belonging to these international brands are sourced and manufactured in Sri Lanka - widely regarded as South Asia's fashion and logistics hub and a forerunner in global apparel visionary.

Sri Lanka is a producer of "Garments Without Guilt" and the 'Made in Sri Lanka' label is comfortably synonymous worldwide with the values of high-quality, reliability, social and environmental accountability.



The Sri Lankan Apparel Industry has evolved from traditional exports and tailoring designs to provide sophisticated solutions, creativity and experience in BPO services, Fashion, R&D and Innovation Centres, bridging the country's gap between developing and developed.

Organic growth is guaranteed through market penetration and capacity expansion in the recently opened North and East of the country. Sri Lanka's envisaged exponential growth through hub services will emphasise the industry's rise to international fame. Sri Lanka's top three apparel companies are already amongst the world's 50 most important suppliers, and the industry has sustained over US\$ 3 Billion in export revenue for five consecutive years.



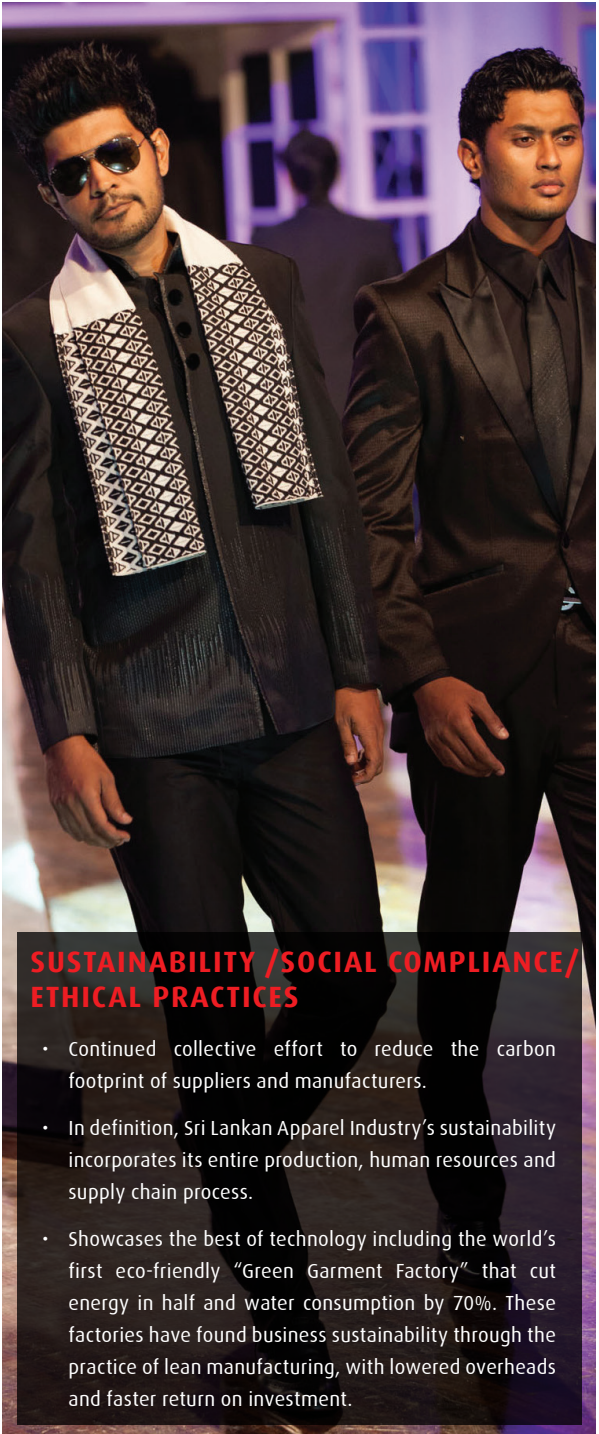
COMPETITIVENESS

- Three decades of experience.
- Environmental friendly factories – world's first LEED certified Platinum rated production facility.
- Ethical practices – known to the world as a producer of “Garments without Guilt” under the principles of Ethical working conditions, free of child labour, free of forced labour, free of discrimination on any grounds, free of sweatshop practices.
- International reputation as a reliable and a quality manufacturer with a highly competent, compliant workforce.





- Large number of companies that are regional players and have the capacity to provide competitive regional advantage by harnessing regional strengths in the supply chain.
- Focus to improve speed on delivery using strategic location advantage, coupled with the conducive business friendly environment within the country.
- Innovation focused factories which offers superior product development and design resources.
- Literate labour force and high labour standards.
- Investment friendly government policies and strategic shipping advantage.



SUSTAINABILITY /SOCIAL COMPLIANCE/ ETHICAL PRACTICES

- Continued collective effort to reduce the carbon footprint of suppliers and manufacturers.
- In definition, Sri Lankan Apparel Industry's sustainability incorporates its entire production, human resources and supply chain process.
- Showcases the best of technology including the world's first eco-friendly "Green Garment Factory" that cut energy in half and water consumption by 70%. These factories have found business sustainability through the practice of lean manufacturing, with lowered overheads and faster return on investment.

- LEED Platinum and Gold Certified entities practice international standards of recycling, effluent treatment and waste management practices.
- Positioned as a socially responsible and preferred destination for apparel sourcing, Sri Lanka stands out as a reliable source that pays fair wages to its workers and child labour or forced labour is not at all used in its businesses.



SRI LANKA EXPORT DEVELOPMENT BOARD

The Sri Lanka Export Development Board is Sri Lanka's apex organisation for the promotion and development of exports. It was established in 1979 under the Sri Lanka Export Development Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, headed by H.E. the President of Sri Lanka, which is the policy-making body of the EDB.

What We Do

We assist in negotiating business with Sri Lanka, either as an importer or an investor in export production.

Functions of the EDB encompass a range of activities such as promoting exports, organising buyer-seller meets, and exhibitions, providing essential information to both local and foreign entrepreneurs and assisting in the formulation and maintenance of quality standards wherever applicable.

The EDB is manned by a team of professionals, knowledgeable in their own specialized areas, who maintain close personal links with the respective sectors and hence highly competent in providing you helpful advice.

The EDB has on its Board of Management, representatives of both state and private sector organisations involved in export activities. Dedicated to the task of promoting more exports and better exports for the benefit of exporters and importers alike, the full range of its services are provided free of charge.

SRI LANKA EXPORT DEVELOPMENT BOARD



For further information please contact:

SRI LANKA EXPORT DEVELOPMENT BOARD

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