



## *CONTENT*

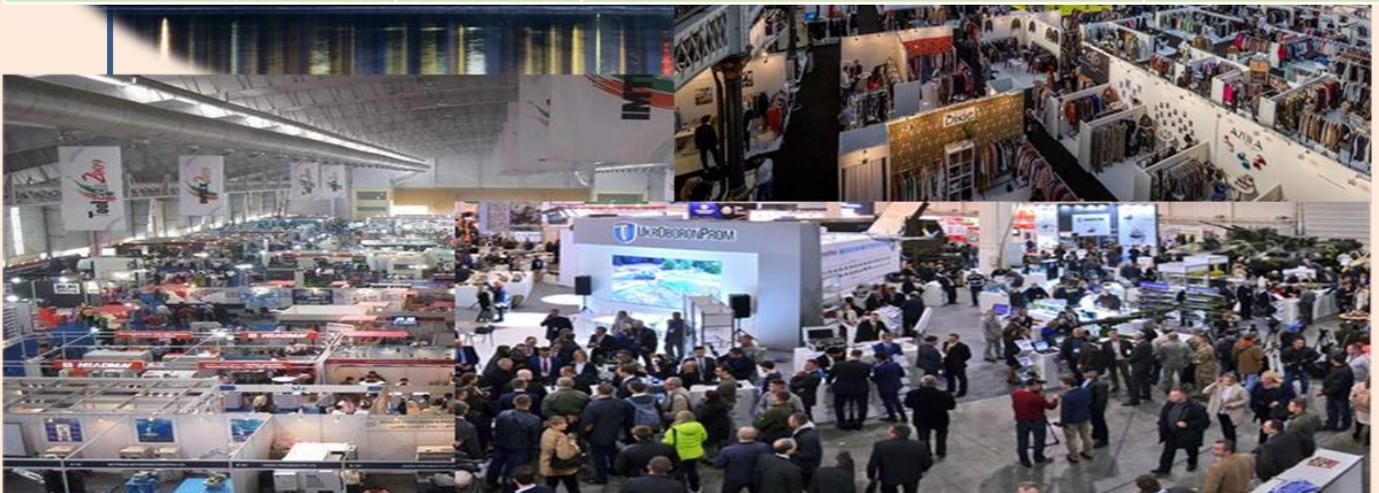
- International Exhibitions
- Coconut Industry
- Export Performance of Coconut industry
- Local Exhibitions
- A success story of a marketing oriented entrepreneur



## International Exhibitions

Exhibition	Country	Venue	Date
Warehouse Technology Group Live <a href="http://www.wtglive.com/events/">http://www.wtglive.com/events/</a>	UK	The Logistics Research and Innovation Centre Mantra Learning Greengate Middleton Manchester M24 1RU	5 <sup>th</sup> June 2019
Deliver Events <a href="https://www.deliver.events/">https://www.deliver.events/</a>	Portugal	Lisbon, Portugal	5 <sup>th</sup> -6 <sup>th</sup> June 2019
3PL & Supply Chain Summit: Atlanta <a href="https://www.supplychaindiv.com/events/3pl-supply-chain-summit-atlanta-atlanta-ga-jun-10-2019-supply-chain-dive/">https://www.supplychaindiv.com/events/3pl-supply-chain-summit-atlanta-atlanta-ga-jun-10-2019-supply-chain-dive/</a>	USA	Atlanta, Georgia, USA	10 <sup>th</sup> -12 <sup>th</sup> June 2019
Global Logistics And Transport Conference <a href="https://ciltuk.org.uk/Events/National-Events/CILT-Convention">https://ciltuk.org.uk/Events/National-Events/CILT-Convention</a>	UK	The Midland Hotel, Manchester, UK	16 <sup>th</sup> -18 <sup>th</sup> June 2019
Multimodal <a href="https://www.multimodal.org.uk/news">https://www.multimodal.org.uk/news</a>	UK	NEC, Birmingham, UK	18 <sup>th</sup> -20 <sup>th</sup> June 2019
TCS&D Show <a href="https://go.epublish4me.com/ebook/html/10099551#page/11">https://go.epublish4me.com/ebook/html/10099551#page/11</a>	UK	East of England arena and Events centre	25 <sup>th</sup> -26 <sup>th</sup> June 2019
SCTech 2019 <a href="https://www.iscea-emea.com/sctechshow2019">https://www.iscea-emea.com/sctechshow2019</a>	France	Paris, France	4 <sup>th</sup> -5 <sup>th</sup> July 2019

13 <sup>th</sup> International Conference On Bulk Materials Storage, Handling And Transportation <a href="https://www.newcastle.edu.au/research-and-innovation/centre/cbspt/icb-mh-2019">https://www.newcastle.edu.au/research-and-innovation/centre/cbspt/icb-mh-2019</a>	Australia	Gold Coast, Australia	9 <sup>th</sup> -11 <sup>th</sup> July 2019
West African ports and Rail Evolution <a href="https://www.transporevolutionwest.com/">https://www.transporevolutionwest.com/</a>	Nigeria	Lagos, Nigeria	22 <sup>th</sup> -23 <sup>th</sup> July 2019
ASCM 2019 <a href="https://www.apics.org/annual-conference/about/ascm-2019">https://www.apics.org/annual-conference/about/ascm-2019</a>	USA	Las Vegas	16 <sup>th</sup> -18 <sup>th</sup> Sep 2019
London Shipping Week 2019 <a href="https://londoninternationalshippingweek.com/">https://londoninternationalshippingweek.com/</a>	UK	London,, United Kingdom	9 <sup>th</sup> -13 <sup>th</sup> Sep 2019
CSCMP EDGE <a href="https://cscmpedge.org/ehome/index.php?eventid=344812&amp;">https://cscmpedge.org/ehome/index.php?eventid=344812&amp;</a>	USA	Anaheim Convention Center   Anaheim, California	15 <sup>th</sup> -18 <sup>th</sup> Sep 2019
Gartner Reimage HR <a href="https://www.gartner.com/en/conferences/calendar/human-resources">https://www.gartner.com/en/conferences/calendar/human-resources</a>	UK	London, UK	18 <sup>th</sup> -19 <sup>th</sup> Sep 2019



# Coconut Industry

Coconut was at one time, the edible vegetable oil with a huge demand in the world market, for its taste, long shelf life and for other quality attributes. Coconut lost its popularity in 1660s because of the erroneous conception that consumption of coconut oil leads to heart diseases. Coconut oil is designated as a saturated fat along with animal fats without considering that coconut oil is a great source of Medium Chain Fatty Acid (MCTs; 62-65%).

MCTs are absorbed and digested easily and converted into energy quickly. Unlike animal fat which comprises a large proportion of Long Chain Fatty Acids(LCTs), coconut oil is not stored as fat or raise cholesterol in the body, and therefore, is not harmful to human health. The misconception about coconut is now completely demolished, and instead, many health benefits of coconut have been discovered.

Coconut, in the form of virgin coconut oil (VCO) and coconut water has an emerging and expanding market world over. The 2015 export and import commodity data indicated that there was a growing market for coconut oil in the USA, China, Korea and the European Union.

The global coconut water too has a market which is expanding robustly. Global coconut water consumption hit 3.9 billion liters in 2016. The coconut water market in the USA continues to boom. There are several other markets that hold even further potential.



In the UK, coconut water is quickly catching up with the US and estimated to become a £100 million retail category. Japan has the potential to be worth almost \$500 million by 2019 as coconut water appeals to demands for functional wellness products.



Market research shows that much higher growth in coconut water consumption is expected from France, China and Canada, and there are certain other untapped opportunities as well.

The desiccated coconut (DC) and coconut byproducts, such as coir and shell products also continue to retain its demand in the international market, although there has been temporary setback in recent times for DC.



Compared to the present small international market for the emerging coconut products; the value added traditional coconut products, such as DC still have a steady international market. Any other novel value-added coconut products have a small market share, but have the potential to increase the market share in the local and international market.



This recent stimulated and upstretched coconut market and the market opened for value-added traditional coconut products, lay a foundation for profitable coconut cultivation in Sri Lanka.



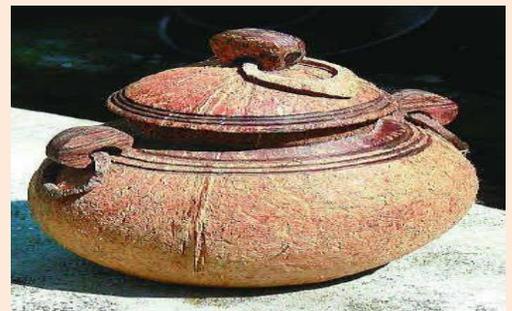
## International Market

The hygiene and quality of coconut products should be of high standards to remain the international market. Better and well administrated quality control systems need to be in place for coconut based products , including or VCO, coconut water to retain the market. There are indications that Sri Lanka lost markets by suppling poor quality coconut products.

A well planned and well coordinated research program towards the well being of the coconut industry fitting in with local needs and local needs and problems and an effective and efficient dissemination of research findings as recommendations to the growers and

entrepreneurs are also an important aspect in coconut development programs. However , focus should be on applicability and practicability and cost of recommended practices before a recommendation is given to farmers.

The institute caring our research programs needs to be strengthened. Scientists and other key officers engaged in coconut research and development should be consulted in the policy development and decision-making processes. If every need is well cared, it is not a difficult task to develop the coconut industry to meet the national target of US \$ one billion export earning.



# EXPORTS PERFORMANCE OF COCONUT INDUSTRY 2017-2019

PRODUCT CATEGORY	VOLUME (MT)						VALUE (Rs./Min)					
	Jan-Dec 2017	Jan-Dec 2018	% Change	Jan 2018	Jan 2019	% Change	Jan-Dec 2017	Jan-Dec 2018	% Change	Jan 2018	Jan 2019	% Change
<b>KERNEL PRODUCTS</b>												
Coconut Oil	6,310	4,606	-27	329	323	-2	3,815.56	3,019.96	-21	237.64	165.84	-30
Virgin Coconut Oil	13,816	12,006	-13	872	890	2	10,590.29	9,528.19	-10	729.28	690.15	-5
Desiccated Coconut	29,418	25,556	-13	928	3,562	284	13,537.64	11,365.26	-16	520.85	1,189.11	128
Copra	501	629	26	22	289	1,214	171.45	241.69	41	8.74	77.58	788
Fresh Nuts ('000 Nos.)	10,232	1,433	-	-	1,018	-	831.94	110.74	-	-	73.75	-
King Coconut (Nos.)	5,155,971	5,894,634	14	412,799	499,563	21	459.70	528.85	15	31.26	47.40	52
Coconut Poonac	3,503	3,192	-9	-	830	-	143.34	145.54	2	-	39.62	-
Oil Cake	303	349	15	68	0.3	-100	66.17	81.54	23	16.91	0.08	-100
Coconut Cream	6,446	9,782	52	349	962	176	2,760.28	4,487.06	63	191.68	415.64	117
Coconut Milk	32,867	33,878	3	2,150	2,747	28	8,227.86	9,922.02	21	565.15	878.31	55
Coconut Milk Powder	6,234	6,989	12	549	646	18	4,723.15	6,017.58	27	545.07	515.71	-5
Defatted Coconut	5,652	5,788	2	502	329	-34	1,281.85	1,286.88	0.4	130.85	69.51	-47
Coconut Water	3,945	5,047	28	129	539	317	686.26	723.20	5	21.74	70.79	226
Coconut based Arrack (Liter)	36,128	36,899	2	450	810	80	21.94	22.84	4	0.55	1.25	126
Vinegar (Liter)	41,534	62,521	51	1,464	4,610	215	10.92	23.18	112	0.70	2.54	261
Coconut Fatty Acid	101	160	58	91	36	-60	15.94	19.50	22	11.79	4.75	-60
Coconut Butter	67	54	-19	6	18	181	42.97	52.57	22	6.57	9.45	44
Coconut Flour	1,180	1,670	42	84	119	42	227.66	402.05	77	15.21	27.70	82
<b>SUB TOTAL KERNEL PRODUCTS</b>							<b>47,614.91</b>	<b>47,978.65</b>	<b>1</b>	<b>3,034.02</b>	<b>4,279.18</b>	<b>41</b>
<b>FIBRE PRODUCTS</b>												
Mattress Fibre	16,836	31,050	84	2,046	3,123	53	898.57	1,561.10	74	105.98	155.52	47
Bristle Fibre	24,068	2,025	-92	183	117	-36	1,221.93	558.64	-54	49.21	34.80	-29
Twisted Fibre	53,933	41,051	-24	3,447	2,784	-19	2,439.58	2,440.76	0.05	167.67	191.22	14
<b>SUB TOTAL FIBRE PRODUCTS</b>	<b>94,837</b>	<b>74,126</b>	<b>-22</b>	<b>5,676</b>	<b>6,024</b>	<b>6</b>	<b>4,560.08</b>	<b>4,560.50</b>	<b>0.01</b>	<b>322.86</b>	<b>381.53</b>	<b>18</b>
<b>SHELL PRODUCTS</b>												
Coconut Shell Charcoal	9,254	4,437	-52	602	490	-19	705.85	376.86	-47	43.52	31.06	-29
Coconut Shell Pieces & Shell Flour	320	767	140	108	2	-98	24.98	52.87	112	5.34	0.62	-88
Coconut Shell Activated Carbon	39,591	38,566	-3	3,310	3,429	4	11,962.12	15,364.94	28	1,090.83	1,492.99	37
<b>SUB TOTAL SHELL PRODUCTS</b>	<b>49,165</b>	<b>43,770</b>	<b>-11</b>	<b>4,020</b>	<b>3,921</b>	<b>-2</b>	<b>12,692.96</b>	<b>15,794.67</b>	<b>24</b>	<b>1,139.70</b>	<b>1,524.67</b>	<b>34</b>

PRODUCT CATEGORY	VOLUME (MT)						VALUE (Rs./Min)					
	Jan-Dec 2017	Jan-Dec 2018	% Change	Jan 2018	Jan 2019	% Change	Jan-Dec 2017	Jan-Dec 2018	% Change	Jan 2018	Jan 2019	% Change
<b>FINISHED PRODUCTS (FIBRE)</b>												
Coir Yarn	1,729	1,404	-19	148	112	-24	170.02	190.93	12	15.12	18.77	24
Coir Twine	8,480	8,529	1	845	711	-16	1,277.00	1,512.45	18	148.82	139.64	-6
Tawashi Brushes (Pcs)	21,835,274	22,170,910	2	1,965,691	2,209,069	12	555.24	603.08	9	51.03	69.56	36
Coir Brooms & Brushes (Pcs) (Other than tawashi)	25,602,409	15,811,776	-38	1,244,754	1,046,654	-16	4,101.12	1,689.65	-59	130.58	146.55	12
Rubberized Coir pads & Mattress for Bedding (Pcs)	532,037	1,182,744	122	22,933	161,185	603	170.27	235.58	38	14.62	32.05	119
Coir Mats & Rugs (M <sup>2</sup> )	281,290	431,158	53	43,749	48,348	11	285.70	405.28	42	42.53	36.62	-14
Coir Matting (M <sup>2</sup> )	656	5,207	694	3,348	210	-94	1.60	3.87	142	2.24	0.50	-78
Coir Fibre Pith /Dust	202,720	155,778	-23	16,079	3,698	-77	10,776.88	9,558.99	-11	848.41	185.67	-78
Husk Chips	19,080	16,368	-14	933	533	-43	1,367.05	1,274.67	-7	62.33	38.44	-38
Geo Textiles	4,544	3,886	-14	313	350	12	723.84	694.30	-4	51.71	65.30	26
Moulded coir products for use in Horticulture	75,619	106,861	41	4,433	20,271	357	6,591.03	9,879.74	50	475.22	1,812.40	281
<b>SUB TOTAL FIBRE FINISHED PRODUCTS</b>							<b>26,019.75</b>	<b>26,048.54</b>	<b>0.1</b>	<b>1,842.60</b>	<b>2,545.51</b>	<b>38</b>
<b>OTHER PRODUCTS</b>												
Coconut Ekels	7,939	7,414	-7	236	416	76	310.37	340.26	10	10.88	20.02	84
Coconut Wood	0.081	0.009	-89	-	-	-	0.064	0.001	-98	-	-	-
<b>SUB TOTAL OTHER PRODUCTS</b>	<b>7,939</b>	<b>7,414</b>	<b>-7</b>	<b>236</b>	<b>416</b>	<b>76</b>	<b>310.43</b>	<b>340.26</b>	<b>10</b>	<b>10.88</b>	<b>20.02</b>	<b>84</b>
<b>TOTAL VALUE OF ALL PRODUCTS</b>							<b>91,198.13</b>	<b>94,722.62</b>	<b>4</b>	<b>6,350.06</b>	<b>8,750.91</b>	<b>38</b>

Source : Customs Returns

	2018 Jan	2019 Jan	% Change
Export Value (US\$ Mln)	41.29	48.05	16

## Local Exhibitions

**GEMSTONES**  
DIRECT FROM THE SOURCE



**Facets**  
SRI LANKA

**INTERNATIONAL  
GEM & JEWELLERY SHOW**

**29<sup>th</sup> AUG to 1<sup>st</sup> SEPT 2019**  
AT BMICH - EXHIBITION AND COVENTION CENTRE

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**AGRI|2019**  
**බෑම් EXPO**

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විවසාය කණ්කාඳි

**28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> June 2019**

**BMICH, COLOMBO - SRI LANKA**

**10.00am - 7.00pm**

# A Success Story of a Marketing Oriented Entrepreneur

In the present Sri Lankan context more emphasis is on startup businesses due to the fact that the SME sector can help people thrive while enhancing the GDP of the country.

Although there is a breed of potential entrepreneurs in Sri Lanka, some struggle to survive in the market place due to the lack of marketing and selling skills.

However there are success stories of entrepreneurs who have become businessmen to be reckoned with. Their achievements would inspire people who yearn to be successful entrepreneurs. The merit award winner for the 'SME Brand of the year' at the SLIM Brand Excellence 2018, Mr. Geeth Liyanage is an ideal example of such success stories. Hence this reveals his journey to success as an entrepreneur who has showcased flying colours.



**Mr. Geeth Liyanage**  
Managing Director  
Lakrasa Products (Pvt) Ltd

Geeth Liyanage, who came to Colombo from Galle to start a career as an IT executive, eventually started his own business upon identifying his knack for marketing. This passionate young person thus ventured into a business that deals in manufacturing and distribution of spices in 2009.

Lakrasa Products (Pvt) Ltd at present operates at No 528, Kandy Road, Dalugama, Kelaniya.

“After leaving school I had a stint at an IT company and afterwards joined DSI as an IT Executive. However I thought I had the capacity to be an entrepreneur. Initially after office hours I used to buy spices from a wholesale shop near my boarding house, pack and deliver it to retail shops in the vicinity. By doing this I earned some extra income. With time I thought of developing this business. Eventually after branding my products as ‘Lakrasa Products’ I started marketing them in a professional manner”, says Geeth.

Geeth had created a prospective customer base from the network he had through his previous jobs. Yet since he believed in ethical business, he reached this customer base with a totally different product, that being spices.

“One has to have skills in marketing to succeed in the marketplace. Some individuals have an inborn knack for marketing. If a potential entrepreneur thinks he or she needs to polish his/her skills in marketing, the best thing is to learn the finer-points in marketing and selling from a reputed institution”, he adds.

“Also you must get rid of your ego and passionately think of your customer base as well as its needs and wants. As explained earlier, I started off as a mere delivery guy by purchasing spices and packing them by myself to be distributed. I had dedication, passion and patience to develop my business within a short period”, says Geeth.

The current customer base of Lakrasa Products include; Sri Lankan Catering, Perera and Sons, private sector hotels and hospitals. It also does retail distributions in NuwaraEliya, Kandy, Madampe and Sigiriya.

“We buy some raw spices locally (pepper, cinnamon) and import some. After that we process and pack them here in our factory and send for distribution.

We have our own grinding division functioning with automatic grinding machines and the packing division with automated packaging machines.



The products are made according to stringent quality standards and hygiene. From the raw material status to the finishing point, we ensure the quality and the hygiene of our products.

Our dedicated staff and production supervisors constantly check the quality and the purity of the products at all levels to offer consumers the best quality Lakrasa Products. We never compromise the quality of our products”, he added.

Geeth says stiff competition had been his main challenge as a newcomer. As a startup he has struggled to maintain quality standards of his products but eventually has overcome that challenge. As of today, Lakrasa Products has quality certifications; ISO, GMP and HACCP.

“I have mastered time-management skills via my own business. Personal commitment and passion towards what you do is essential in order to elevate the business to greater heights. I usually work from 7am to 9pm now. Before I hired my staff, I did it all by myself and was a bit stressful but now I’m happy with the position that I have achieved with all my hard work”, he continues.

According to statistics, a significant percentage of Sri Lankan startup ventures collapse in a short period due to various reasons. Speaking of this scenario Geeth said the SME’s should adapt a marketing oriented approach to succeed in business. “You should mainly have a plan and a target to be achieved and there should be 100% concentration on the business. Marketing plays a pivotal role for an organization’s sustainability.

The lack of marketing knowledge is one of the critical reasons for the failure of entrepreneurship in Sri Lanka. Hence SMEs should have inborn or acquired marketing skills”, he stressed.

“PR build up was my constant focus. I had my set of loyal customers who are now my ambassadors. With their referrals I make new relationships and develop the business. The website, sales promotions, and BTL add value to our business and keep our customers connected with the business.

Above all, entrepreneurs need to have passion, commitment and dedication because a new product won’t succeed at first. We have to market it properly with creative and innovative strategies”, said Geeth.





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