



**EDB**

# **EXPO NEWS**

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## CEYLON CINNAMON RECEIVED GEOGRAPHICAL INDICATION (GI) CERTIFICATION FROM THE EUROPEAN UNION



The European Union (EU) handed over the Ceylon Cinnamon Geographical Indication (GI) certification - Sri Lanka's first GI-certified product. An official ceremony took place between the EU Delegation to Sri Lanka and the Sri Lanka Export Development Board (EDB).

The GI application was made by Sri Lanka Export Development Board (EDB) and supported by the EU under the EU-Sri Lanka Trade-Related Assistance Project and through technical assistance from UNIDO and the International Trade Centre (ITC). This, together with support from other private and public stakeholders, has been instrumental in achieving Sri Lanka's first GI certification.

EU Ambassador Denis Chaibi said "GI is not only about linking a product to a place; it is about recognizing the skill and achievement of the people who produce it. In the case of Ceylon Cinnamon, it is an endorsement of the quality and an acknowledgment of the long tradition and rich history behind the production of this internationally renowned spice. An enhanced competitive position for Ceylon Cinnamon in the EU market will increase exports for Sri Lanka, and bring higher income and more employment across the cinnamon value chain. I am happy that EU's trade assistance has supported Sri Lanka's efforts to obtain its first-ever GI certification."

Chairman & Chief Executive of EDB, Suresh D. de Mel said this achievement could not have come at a more fitting time than now when increasing Sri Lanka's foreign exchange earnings is more important than ever before. "I encourage our cinnamon growers, processors, and exporters to use the PGI logo and attract high quality, value-added and premium markets. The EDB and I stand committed to providing our fullest support to help you reach greater heights in exports to generate more foreign exchange income for Sri Lanka."

Sri Lanka is the world's largest producer and exporter of cinnamon accounting for 90% of the global market share. Although there are many varieties of cinnamon, Ceylon Cinnamon is pure and considered superior due to its delicate taste and properties that contribute to many health benefits.

Geographical Indication, which protects the name and trademark of a special product identified with a particular region and production practice, will differentiate Ceylon Cinnamon from other cinnamons of lower quality and bring a competitive advantage.



# SRI LANKA COCONUT KERNEL PRODUCTS PROMOTED IN BELGIUM



The Embassy of Sri Lanka in Brussels conducted a workshop titled “COCONUT WONDER - Truly Sri Lankan” to promote export of Sri Lankan coconut kernel products to Belgium, on 21st April 2022. The Sri Lanka Export Development Board (EDB), Ceylon Chamber of Commerce and Federation Chamber of Commerce and Industries coordinated the participation of the exporters of coconut products in Sri Lanka at the workshop on a virtual platform.

Ambassador Grace Asirwatham made an opening statement about the coconut industry of Sri Lanka and presented reasons why the importers of coconut products in Belgium should consider importing from Sri Lanka. Product samples and company profiles of Wichy Coconut, Adamjee Lukmanjee & Sons, Senikma Holdings, Cocolanka, E-Silk route ventures, Ceylon exports, and trading (Pvt) Ltd, Ceylon Coco Green Manufacturing (Pvt) Ltd., Renuka Foods, and Enrich Tea and Food Exports (Pvt) Ltd. were presented to the Belgian importers at the event.

The use of coconut products has been gaining more attention recently thanks to growing consumer interest in vegetarian, vegan and Asian cooking. Europe's imports of desiccated coconut have been growing and Belgium is also among the leading importers of coconut products in the EU region.

The Belgian importers appreciated the quality of Sri Lankan organic coconut products, methods and technology used in production of coconut products and the zero-tariff concessions provided for coconut products imports from Sri Lanka by the EU under the GSP Plus scheme.

The Belgian exporters also engaged in virtual discussions with the Sri Lankan exporters. As the Belgian importers showed a keen interest to continue their interaction with the exporters in Sri Lanka, the Embassy promised to arrange B2B meetings between the interested parties in the near future.

A cookery video using Sri Lankan Coconut products as ingredients was played during the workshop which created awareness on the new and innovative coconut products that can be used in confectionery, bakery and chocolate industry, restaurants and hotels. Despite having a smaller population compared to other top European markets, Belgium imports 5.8 thousand tons of desiccated coconut to the value of Euro 11.7 million. Belgium also imports around 4% of its desiccated coconut from Sri Lanka.

The objective of the workshop was to increase Sri Lanka's share of coconut product market by diversifying the product basket with introducing novel and state-of-the-art new products as per the evolving consumer needs and expectations in Belgium. Belgium is home to several large-scale producers of chocolate products, pastries, cookies and other desserts where desiccated coconut and other coconut products are used as ingredients.

## **EDB ORGANIZED MARKETPLACE PROGRAMME FOR WOMEN ENTREPRENEURS**



To celebrate International Women's Day – 2022, the Sri Lanka Export Development Board (EDB) organized an Export Marketplace Programme at Hector Kobbekaduwa Agrarian Research and Training Institute on 28th March 2022.

Seventeen (17) women entrepreneurs registered in the “EDB Women Cell” and New Exporter Development Programme participated at this programme and the participants presented a three-minute pitch about their business plans and marketing programmes to a panel of judges appointed by the EDB. The programme was organized with the objective of developing the export capacities of women entrepreneurs and facilitating to link them to the global value chain.

The Secretary to the Ministry of Trade thanked the EDB for organizing the event at a time the value of earning foreign exchange is felt more than ever before addressing the gathering, EDB Acting Director General Mrs. Malani Baddegamage noted that women entrepreneurs should be encouraged to acquire business-oriented soft skills such as language proficiency, ICT, and problem-solving skills.

“Women entrepreneurs in both developed and developing countries are socially powerful in education and making a positive impact to the society”, remarked EDB Director - Regional Development –Mrs. Sepalika Jayawardhana during her speech at the programme.

Out of the 17 women entrepreneurs participate at the programme, five participants were selected as the best export-oriented enterprises by the evaluation panel and cash grants were awarded to them. The winners were –M/s Shades IT Solutions, M/s RHS Zone, M/s Priyadi Nature Food Products, M/s Nature Healing Ayur PVT LTD, M/s Foreconns Canneries. All participants were presented with a certificate of participation.

The panel of judges comprised of prof. B. Nishantha, Senior Lecturer, Faculty of Management and Finance, University of Colombo, Ms. Ishara Wijemanne, General Manager, Design Academy and Dr. Premasiri Gamage, Chairman of the Business Development Center.



# TRADE FAIRS PARTICIPATION DURING THE YEAR 2022



## SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



### Ministry of Trade

Sri Lanka Export Development Board in collaboration with the Sri Lanka Missions in selected markets will be organizing Sri Lanka's participation at the following trade fairs during the year 2022.

#### Trade Fairs in China & Nepal

**5<sup>th</sup> China International Import Expo (CIE), 5<sup>th</sup> to 10<sup>th</sup> November, 2022**

**Sectors to be promoted :** Food & Agriculture, Consumer Goods, Gem & Jewellery, Life style products and Trade in Services

**Contact Person :** Ms. Kasuni Chethana/ EPO

**Contact Details :** 011 -2300705-11, Ext : 256

**Email :** kasuni@edb.gov.lk

**The application closing date :** 31.01.2022

**9<sup>th</sup> Food & Beverage & Hospitality Fair in September 2022, Katmandu, Nepal**

**Sectors to be promoted :** Food & Beverage

**Contact Person :** Ms Apsara Arampath/AD

**Contact Details :** 011 -2300705-11, Ext: 271

**Email :** apsara@edb.gov.lk

**The application closing date :** 30.06.2022

#### Trade Fair in Canada

**Grocery Innovations Canada (GIC) Trade Fair in October 2022.**

**Sectors to be promoted :** Processed Food, Spice & Concentrates, Herbal & Organic Food, Coconut Coir Products

**Contact Person :** Ms. Erandi Shyamali/ AD

**Contact Details :** 011 -2300705-11, Ext: 260

**Email :** erandi@edb.gov.lk

**The application closing date :** 31.03.2022

#### Trade Fairs in South Korea

**Korea Import Goods Fair in June/July 2022**

**Sectors to be promoted :** Food & Beverage

**Contact Person :** Ms. Manuka Perera / EPO

**Contact Details :** 011 -2300705-11, Ext : 264

**Email :** manuka@edb.gov.lk

**The application closing date :** 31.03.2022

**15<sup>th</sup> Seoul Food & Hotel Show in July 2022, Seoul, South Korea.**

**Sectors to be promoted :** Food & Beverage

**Contact Person :** Ms. Manuka Perera / EPO

**Contact Details :** 011 -2300705-11, Ext: 264

**Email :** manuka@edb.gov.lk

**The application closing date :** 31.03.2022

#### Online Trade Fairs in China

**Canton Fair in April and October 2022, China**

**Sectors to be promoted :** Food & Agriculture, Consumer Goods, Gem & Jewellery and Life style products

**Contact Person :** Ms. Kasuni Chethana / EPO

**Contact Details :** 011 -2300705-11, Ext: 256

**Email :** kasuni@edb.gov.lk

**The application closing date :** 15.02.2022

**South and South East Asia Commodity Expo and Investment Fair (SSACEIF) in October, 2022**

**Sectors to be promoted :** Food & Agriculture, Consumer Goods, Gem & Jewellery and Life style products.

**Contact Person :** Ms. Kasuni Chethana / EPO

**Contact Details :** 011 -2300705-11, Ext: 256

**Email :** kasuni@edb.gov.lk

**The application closing date :** 15.02.2022

#### Cost of Participation

All costs related to participation including cost of stall, freight cost of samples, air fare, accommodation etc. to be borne by the participating companies. EDB will coordinate Sri Lanka's participation in collaboration with the Sri Lanka Mission in respective markets.

#### How to Apply

Prescribed application forms could be obtained from the **Market Development Division**, EDB or downloaded from the EDB website : [www.srilankabusiness.com](http://www.srilankabusiness.com) under "Announcements".

The duly completed applications should reach the **Director/ Market Development**, EDB on or before the stipulated closing date for each event.

**Chairman & Chief Executive,  
Sri Lanka Export Development Board,  
NDB-EDB Tower, No. 42, Nawam Mawatha, Colombo 02.  
[www.srilankabusiness.com](http://www.srilankabusiness.com)**

## Sri Lanka Export Statistics

Value in US\$ - US Dollars

COUNTRY	March, 2022	COUNTRY	March, 2021
	Value		Value
United States	261,138,463	United States	243,605,769
United Kingdom	86,372,557	United Kingdom	84,528,060
India	74,045,520	India	77,205,954
Germany	59,920,719	Germany	67,473,538
Italy	46,938,466	Italy	54,609,096
Netherlands	30,943,166	Netherlands	41,728,531
Canada	29,874,391	Belgium	30,506,821
United Arab Emirates	29,465,838	China	29,532,686
France	21,868,199	Australia	26,081,311
Belgium	21,634,161	Canada	24,294,456
China	20,512,864	United Arab Emirates	22,449,532
Australia	19,715,820	France	20,190,951
Iraq	15,559,031	Japan	19,974,454
Japan	14,875,942	Bangladesh	18,008,796
Bangladesh	14,791,811	Turkey	16,928,683
Mexico	11,912,307	Mexico	14,379,038
Sweden	11,861,679	Hong Kong	13,759,440
Switzerland	11,185,305	Russian Federation	12,137,476
Israel	10,509,338	Israel	11,265,413
Spain	10,096,456	Iraq	10,596,053
Hong Kong	10,070,882	Pakistan	10,232,278
Korea South (Korea, Republic of)	9,370,996	Sweden	9,802,743
Maldives	9,297,780	Switzerland	9,698,819
Iran (Islamic Republic of)	7,714,275	Maldives	8,949,436
Pakistan	7,381,652	Korea South (Korea, Republic of)	8,592,833
Saudi Arabia	7,325,715	Spain	7,931,030
Ireland	7,162,503	Poland	7,455,183
Turkey	6,947,179	Thailand	6,808,057
Azerbaijan	6,925,147	Ireland	6,533,458
Poland	6,604,590	Saudi Arabia	6,407,095
Kenya	6,443,121	Iran (Islamic Republic of)	5,989,458
Singapore	5,373,140	Brazil	5,945,501
Thailand	5,252,754	Azerbaijan	5,231,263
Taiwan, Province of China	5,016,016	Syrian Arab Republic	5,203,457
Other Countries	96,511,367	Other Countries	122,095,120
<b>Total :</b>	<b>1,000,619,151</b>	<b>Total :</b>	<b>1,066,131,791</b>

**Did you know that the EDB offers offline and online export trade statistics services?**



**Click the link to learn how to get the statistics and how much you should pay :**

**<https://bit.ly/3s7YvEL>**

**Call our Help desk for more info :**

**011 2300710**



# BOAT BUILDING IN SRI LANKA



The Boating Industry has now transformed from traditional boat manufacturing into a high-class boat manufacturing industry. In recent years foreign companies have invested in the production of yachts, speed boats as well as kayaks, and rowing boats used in water sports for the export market.

THE INDUSTRY COMPRISES OF 4 MAIN SECTORS NAMELY:

- Pleasure Boats Sector
- Commercial Boats and Ships Sector including Ship Repairs
- Fishing Boats Sector
- Military Vessels

The products and services offered belong to a wide range, from boats of different types and related but specialized services.

The different types of boats may fall into products such as yachts, pleasure and leisure boats, fishing boats, passenger, sports, rescue, coast guard, patrol boats, fast attack crafts, and general-purpose vessels.

Pre-production services include boat design, lofting, plug making, mold making, and supplying of engine, navigation and communication equipment, refrigeration systems, sailmakers, and fire and safety equipment.

Post-production services include boat storage and transport devices, diving and fishing equipment, boat and engine maintenance, and repairs. There is also a well-developed shipbuilding and ship repair industry in Sri Lanka.



# CERTIFICATE COURSE ON IMPORT & EXPORT PROCEDURES (160TH BATCH)

JOIN WITH SRI LANKA'S PREMIER STATE ORGANIZATION FOR EXPORT  
DEVELOPMENT & PROMOTION AND GET EXCLUSIVE ACCESS TO OUR  
LEARNING MANAGEMENT SYSTEM (LMS)

For whom:  
For personnel who  
need to enhance  
their knowledge on  
operations in cargo  
clearance, freight  
forwarding and  
shipping

## Course Contents

- Introduction to Export Procedures & Certification
- Introduction to Import Procedures
- Customs Import, Export, Bonds Procedures & Documentation
- Port Procedures & Documentation
- Air Cargo Procedures
- BOI Procedures
- Banking Procedures in related to International Trade
- Freight Forwarding & Transportation
- Quality Controls on Export & Import
- Cargo Insurance
- Other requirements in International Trade

Closing Date  
for Applications :

**8th May 2022**

Course Fee :

**Rs. 20,000/- per participant**

Duration :

**07 Saturdays**

Application is available in the EDB web :  
[srilankabusiness.com/edb/training-programs.html](http://srilankabusiness.com/edb/training-programs.html)

Send your duly filled application to :

**chathu@edb.gov.lk** for registration

Payments could be done through online or bank deposit

Contact for more info :

Chathuri Pathmaperuma on **011 2302072**



**EDB**



Sri Lanka Export Development Board  
No. 42, Nawam Mawatha, Colombo 02

Tel : 011 2300705-11 Fax : 011 2300676  
[www.srilankabusiness.com](http://www.srilankabusiness.com)



## SRI LANKA CUSTOMS - RATES OF EXCHANGE

### EFFECTIVE FROM 25.04.2022 TO 01.05.2022

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	250.0685
2	Bahrain	BH	Dinar	BHD	901.7675
3	Bangladesh	BD	Taka	BDT	3.9431
4	Brazil	BR	Brazil Real	BRL	73.5528
5	Brunei	BN	Brunei Dollar	BND	249.1557
6	Canada	CA	Canadian Dollar	CAD	269.9574
7	China	CN	Renminbi	CNY	52.5377
8	China	CN	Offshore	CNH	52.3722
9	Czechoslovakia	CZ	Koruna	CZK	15.1265
10	Denmark	DK	Kroner	DKK	49.5364
11	Egypt	EG	Pound	EGP	18.2991
12	Euro Zone		Euro	EUR	368.5577
13	Ghana	GH	Cedi	GHS	45.1824
14	Hongkong	HK	Dollar	HKD	43.3403
15	Hungary	HU	Forint	HUF	0.9941
16	India	IN	Rupee	INR	4.4563
17	Indonesia	ID	Rupiah	IDR	0.0237
18	Iran	IR	Riyal	IRR	0.0081
19	Japan	JP	Yen	JPY	2.6448
20	Jordan	JO	Dinar	JOD	479.5457
21	Korea	KR	Won	KRW	0.2735
22	Kuwait	KW	Dinar	KWD	1,113.6518
23	Macau	MO	Pataca	MOP	42.0789
24	Malaysia	MY	Ringgit	MYR	78.9683
25	Maldives	MV	Rufiya	MVR	21.9921
26	Mauritius	MU	Rupee	MUR	7.8977
27	Myanmar	MM	Kyat	MMK	0.1836
28	Nepal	NP	Rupee	NPR	2.7905
29	New Zealand	NZ	Dollar	NZD	228.1046
30	Nigeria	NG	Naira	NGN	0.8181
31	Norway	NO	Kroner	NOK	38.2252
32	Oman	OM	Riyal	OMR	883.1000
33	Pakistan	PK	Rupee	PKR	1.8182
34	Papua New Guinea	PG	Kina	PGK	96.5594
35	Philippines	PH	Peso	PHP	6.4891
36	Poland	PL	Zloty	PLN	79.4258
37	Qatar	QA	Riyal	QAR	93.0813
38	Russia	RU	Rouble	RUB	4.2040
39	Saudi Arabia	SA	Riyal	SAR	90.6564
40	Seychelles	SC	Rupee	SCR	23.5864
41	Singapore	SG	Dollar	SGD	249.1557
42	South Africa	ZA	Rand	ZAR	22.0369
43	Sweden	SE	Krona	SEK	35.7524
44	Switzerland	CH	Franco	CHF	356.5040
45	Taiwan	TW	Dollar	TWD	11.6120
46	Thailand	TH	Baht	THB	10.0191
47	U.A.E.	AE	Dirham	AED	92.5656
48	United Kingdom	GB	Sterling Pound	GBP	442.7963
49	United States of America	US	Dollar	USD	339.9979
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0654
51	Zambia (New)	ZM	Kwacha	ZMW	19.4833
52	Zimbabwe	ZW	Dollar	ZWD	0.8959



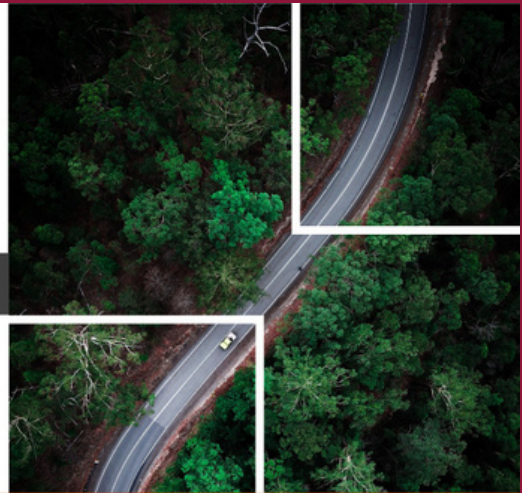
## Webinar :

# Road to Sustainability - ESG towards a responsible future in the Apparel Industry



## Road to Sustainability

## ESG towards a responsible future in the Apparel Industry



11 May 2022 | 3.00pm - 4.30pm

### Webinar will focus on:

- Global ESG movement in the Apparel Industry
- How manufactures could establish company level ESG strategies
- Panel discussion - Sustainability in the Apparel Industry in Sri Lanka



**Suresh de Mel**

Chairman & Chief  
Executive  
EDB

Keynote Address



**Sandeep Kumar  
Mohanty**

Director  
PwC - India

Speaker



**Jeremy  
Prepiscus**

Managing Director  
Asia Pacific Sustainable  
Supply Chain.  
PwC Hong Kong, China

Speaker



**Moiz H  
Rehmanjee**

Group Chief Financial  
Officer  
Hela Apparel Holdings PLC

Panelist



**Zahra Cader**

Diversity and Inclusion  
Leader  
PwC Sri Lanka

Moderator

For more information, contact: [narada.jayasekara@pwc.com](mailto:narada.jayasekara@pwc.com) | +94 71 455 2850



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**SRI LANKA EXPORT DEVELOPMENT BOARD**



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Compiled By :

TRADE FACILITATION & TRADE INFORMATION DIVISION

Chandima Wanniarachchi

Tel : 011 2300705-11 (Ext. 317)