



EDB

EXPO NEWS

MONTHLY BULLETIN

VOLUME 23 | ISSUE NO. 04

APRIL 2023

READ ONLINE



TOP STORIES

**NEW EDB CHIEF TARGETS
\$ 31 B EXPORTS BY 2027**

Page # 01



**NATIONAL ORGANIC CERTIFICATION MARK
MADE PUBLIC BY EDB**

Page # 03



**GATEWAY TO AFRICA
THE MARKET WORTH \$ 3.4 T**

Page # 07



NEW EDB CHIEF TARGETS \$ 31 B EXPORTS BY 2027

Export Development Board of Sri Lanka (EDB) new Chairman Dr. Kingsley Bernard yesterday revealed plans to achieve \$ 31.3 billion target by 2027 thereby heralding much-needed dollar earnings to overcome the prolonged foreign exchange dearth and stabilise the economy.



**EDB Chairman
Dr. Kingsley Bernard**

His seven-point strategy stems from a plethora of new initiatives as well as fine-tuning existing policies to develop and boost exports.

These include; Implementation of the National Export Strategy 2023-2027, strengthening and diversifying export markets by integrating into global value chains (GVCs), strengthening exporters to innovate and scale up the export business, establishing a mechanism to monitor and encourage repatriation of export proceeds, new SME exporter development programs, and exporter facilitation for Ease of Doing Business.

“To prevail over the current economic crisis, the total exports must be increased to \$ 31.3 billion by 2027. The merchandise exports need to be doubled from the existing \$ 13 billion to \$ 26 billion within the next five years. This is a leapfrog of 15% growth annually from the current level. The service exports must also be increased from \$ 1.87 billion at present to \$ 5.3 billion,” Dr. Bernard told the Daily FT in an interview.

A well-known marketer and management specialist, Dr. Bernard also said that after evaluating the March and first quarter export figures, EDB might revise its targets for the year 2023.

The EDB has set a forecast performance of \$ 18.51 billion in merchandise and service exports in 2023. This comprises \$ 15.93 billion from merchandise exports up from \$ 13.01 billion achieved in 2022 and \$ 2.58 billion from services exports.

As per EDB’s 2023 forecast, 6.5 billion comes from apparel and textile, \$ 1.32 billion from tea, \$ 1.51 billion from rubber and \$ 985 million from coconut-based products. From the other sectors, \$ 592 million from food and beverage, \$ 585 million from spices and concentrates, \$ 490 million from electrical and electronic components and \$ 445 million from diamonds, gems and jewellery. Additionally, seafood exports are estimated to bring \$ 367 million and \$ 582 from petroleum products.

Given the current economic climate, he explained that a country requires a more assertive intervention of the EDB to boost exports at a rapid phase. .

Cont. >>>

Stating that the EDB Act incorporates the required provisions, he asserted the EDB requires delivering its service to meet the ambitious targets.

“Export industry is certainly a major torchbearer for our economic development. Hence, it requires the EDB to be recognised as the top State agency to develop exports, whilst enabling to drive force an export-led economic growth,” said Dr. Bernard who once served the EDB as its Director of Marketing.

He said the National Export Strategy 2018-2022 developed to address the major systemic, policy, regulations, market-entry and compliance issues covering six key areas, was not successfully implemented due to multiple challenges that took place in the operational environment such as changes of Government, Ministries, COVID pandemic and economic crisis.

Therefore, he noted that it is proposed to revisit the NES and implement a new five-year plan for the period 2023-2027.

In addition, he said plans are underway to increase the market share in the top 10 existing export markets — US, UK, India, Germany, Italy, Netherlands, Canada, UAE, Belgium and France by 10% annually, as there are multiple opportunities to offer innovative and value-added products.

He also outlined that it was imperative to identify and increase market share by 5% annually in 10 to 15 potential new markets to strengthen and diversify marketplaces and by integrating into global value chains.

“We are planning to develop a five-year action plan to implement the above activities including programs, budget, timelines and outcome to achieve the set export targets,” he stressed.

The EDB Chief also highlighted several other initiatives to strengthen exporters to innovation and scale up the export business, establish a mechanism to monitor and encourage repatriation of export proceeds and SME exporter development programs as well as exporter facilitation for Ease of Doing Business.

“Export or perish was a slogan widely spoken by the former late Lalith Athulathmudali, simply to mean that if we do not increase our exports, the economy will perish or face an economic downturn. This concept is valid more than ever to Sri Lanka when we look at the state of our economy,” he pointed out.

Expressing gratitude to the private sector for their remarkable efforts in driving the export development over the years, Dr. Bernard opined they have a greater role to play in realising the set goals and taking the ‘made in Sri Lanka’ brand to the next level to all nooks and corners of the world.

NATIONAL ORGANIC CERTIFICATION MARK MADE PUBLIC BY EDB



The Sri Lanka Export Development Board (EDB) made public the National Organic Certification Mark (NOCM) to increase consumers' awareness on organic food production at an event in Colombo on Friday.

It was organised by the National Organic Control Unit (NOCU) of the EDB, in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Sri Lanka, co-funded by the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ).

National Organic Certification Mark (NOCM) was developed by EDB to build trust among consumers and to provide an assurance of organic food quality and standardisation. Local, certified organic producers can apply for NOCM.

Chairman of the EDB, Dr. Kingsley Bernard said, "We hope that more and more consumers in Sri Lanka would like to buy organic food and we hope that this certification mark will help them find quality organic products on the market.

The EDB is working to ensure that products certified according to the National Organic Standard SLS 1324:2018 will receive due recognition and a market advantage thanks to this certification mark."

The NOCU, set up in 2014 under the EDB, oversees all matters related to organic agricultural products in Sri Lanka. Under its authorisation, the Sri Lanka Standards Institution revised the National Organic Standard (NOS) SLS 1324:2018 in 2018. The NOS describes requirements for the production, wild harvest, post-harvest handling, storage, processing, transportation, packaging, labelling and marketing of organic produce and products in the island.

Farmers and producers are encouraged to follow this standard in providing high quality organic produce to consumers. The National Organic Certification Mark (NOCM) will help to improve recognition for and verify organic products that satisfy the requirements of the NOS amongst consumers and the public.

UNIDO, AHK SRI LANKA TOGETHER WITH EDB ORGANISES AWARENESS PROGRAM ON GSCDDA

United Nations Industrial Development Organization (UNIDO) and the Delegation of German Industry and Commerce (AHK Sri Lanka) together with the Sri Lanka Export Development Board (EDB) organised an awareness program for Sri Lankan exporters in preparation for the forthcoming German Act on Corporate Due Diligence in Supply Chains (GSCDDA) that came into force in Germany from 1 January.

The initiative aims to increase awareness regarding the new law in Germany, and outline the challenges and opportunities for Sri Lanka's export industries.

Over 75 guests including exporters, Sri Lankan agencies, professional associations and relevant stakeholders attended this event which was organised on 25 April at the Mövenpick Hotel.

The German Supply Chain Act (titled Act on Corporate Due Diligence Obligations in Supply Chains) is an effort on the part of the German Federal Government to work with enterprises towards improving the human rights situation around the world and giving globalisation a social dimension while taking the 2030 Agenda for Sustainable Development into account.

The Act obliges all companies operating in Germany in 2023 with 3,000 or more employees to implement a supplier risk management system. In 2024, the act will apply to companies operating with 1,000 or more employees. The risk management system will help assess, mitigate, and monitor human rights and environmental risks in the company's supply chain.

Sri Lanka's exporters to Germany will need to comply with the requirements requested by the importers in Germany to assure supply chain due diligence, through traceability, site-level audits and company reporting mechanisms.



*German Ambassador to Sri Lanka and Maldives
Hoger Seubert*



*UNIDO Senior International Specialist Dr. Jairo
Andres Villamil-Diaz*



*AHK Sri Lanka Chief Delegate Marie Antonia
von Schönburg*

Cont. >>>

AHK Sri Lanka Chief Delegate Marie Antonia von Schönburg said: "The implications of the GSCDDA are to ensure free and fair trade. This includes transparent value chains, sensible trade agreements that enable lasting good economic relations, and the observance of fundamental human rights and international conventions in commerce. In short, it is to guarantee economic standards across value chains when doing business with Germany."

The European Union (EU) is preparing similar legislation that goes even further than the German Act. For example, while indirect suppliers will not be affected by the German Supply Chain Due Diligence Act, the European Supply Chain Act will monitor the entire value chain. Considering that the EU is Sri Lanka's second-largest export region, and Germany is the fourth-largest export destination for Sri Lankan exports, it is pivotal for Sri Lankan companies to be prepared to adhere to the conditions imposed by the German and the upcoming EU Supply Chain Act.

German Ambassador to Sri Lanka and Maldives Hoger Seubert said: "The GSCDDA is yet another example to showcase Germany's commitment towards social and environmental standards. These guidelines have been implemented to make supply chains more transparent, boost human rights and protect the end consumer. I believe this will be a great opportunity for Sri Lankan exporters to stand out from their competitors by demonstrating their integrity and resilience."

UNIDO Senior International Specialist Dr. Jairo Andres Villamil-Diaz said: "With the financial support of the EU has carried out several projects in Sri Lanka and presently implementing another EU-funded project titled BESPFA FOOD 'Mainstreaming Standards-based best practices for Agri-Food Sector Development' that aims to contribute to a more productive, sustainable, diversified, climate-resilient, market-oriented and inclusive agriculture production in Sri Lanka. A producer-driven communication campaign is targeted and implemented under BESPFA food activities to strengthen awareness of commercial and public health benefits of compliance with technical regulations, voluntary standards, and market requirements for greater access to high-value markets."

In this regard, UNIDO identified the Corporate Due Diligence in Supply Chains (Supply Chain Due Diligence Act) published in the German Federal Law Gazette dated 22 July 2021, entered into force by 1 January 2023, as an opportunity hence joined hands with AHK Sri Lanka and EDB in providing guidance on the Supply Chain Due Diligence Act for entrepreneurs and businesses.

EDB Chairman and CEO Dr. Kingsley Bernard and key personnel from leading exporting companies to Germany representing apparel, coconut products, spices, and value-added fruits were also present at the program.

CERTIFICATE COURSE ON IMPORT & EXPORT PROCEDURES (BATCH NO. 163)

Mode of Learning - Online & Physical (Hybrid)

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

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

For whom:
For personnel who need to enhance their knowledge in Import & Export Procedures and operations in cargo clearance, freight forwarding & shipping

Closing Date
for Applications :
12th June 2023

Course Fee :
Rs. 30,000/- per participant

Duration :
07 Saturdays & 01 Day Field Visit

Application is available in the EDB web :
srilankabusiness.com/edb/training-programs.html

Email your duly filled application to :
chathu@edb.gov.lk for registration

Mode of Payment : Online or bank deposit

Contact for more info :
Chathuri Pathmaperuma on **011 2300705-11 Ext. 322**



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

Tel : 011 2300705-11 Fax : 011 2300676
www.srilankabusiness.com

GATEWAY TO AFRICA THE MARKET WORTH \$ 3.4 T

President Ranil Wickremesinghe has given a great deal of prominence to the African continent in the Presidential proclamation on the 75th anniversary of independence.

On the back of that momentous announcement, International Consultants Chairman Ranjiv Goonawardena has taken the initiative in sponsoring and organising the inaugural conference which was convened on 27 March, in collaboration with the Sri Lanka Export Development Board and the Sri Lankan High Commission in Pretoria.



President
Ranil Wickremesinghe



Mozambique's Investment
and Export Promotion
Agency Board Advisor
António Macamo

The conference was oversubscribed and a number of companies were unable to participate due to the overwhelming demand to register.

The inaugural conference focused on deliberating on doing business in Mozambique. Mozambique Industry and Trade Minister Silvino Augusto José Moreno gave the keynote speech and opening remarks. Stating that his country was ready, willing and able, open to do business and welcome companies from Sri Lanka to establish developing opportunities with mutual significant interest. Specifically in the key sectors comprising; power energy, civil construction, engineering services and telecommunication sector.

Key presentations were made by Mozambique Investment and Export Promotion Agency (APIEX) Director-General Gil Bires talking about the legal framework for investment plus business opportunities in Mozambique.

Followed by presentations on Small Hydro Sustainable Solutions, Renewable Energy; Wind, Solar Investment were conducted by the Ministry of Mineral Resources and Energy.

Opportunities in the construction sector were presented by the Ministry of Public Works, Housing and Water Resources. The final introduction was then made by the Ministry of Transport and Communications.

Sri Lanka Export: Development Board Export Services Director Indumini Kodikara who is responsible for the improvement of the service export performance, moderated the conference. Sri Lanka High Commission in Pretoria former Commercial Secretary Sanjeewa Ranasinghe Bandara conducted the Q&A session.

Cont. >>>

At the conference, International Consultants Chairman Ranjiv Goonawardena, stated that Sri Lankan companies have a competitive edge, compared to rivals from the Western Hemisphere due to the cost of labour being far less in comparison. Sri Lankan quality of work is of international standing or even better than their competitors in Europe.

The African market is worth \$ 3.4 trillion embracing 54 countries with a population of 1.3 billion. Right now African countries are getting together to create a single market, work in progress as we speak, similar to the European Union. Called the African Union Free Trade Agreement where goods and services can be manufactured in any of the African countries and exported without paying duties or tariffs in time to come.

A critical component is that a large number of African countries are deemed as least developed economies which implies that under the UN description they will be eligible for trade preferences and financial assistance including official development assistance, debt relief, technical assistance including other forms of support. This means that they have free access to the European and the American market duty-free whereby Sri Lankan companies could even manufacture goods and services in the African continent while having access to three markets under this agreement. Free access to America, Europe and the African Union countries.

In the closing remarks which were made by Ranjiv Goonawardena who emphasised that funding is available for projects in the African continent from America. On 26 March, America Vice President Kamala Harris landed in Africa. Will be visiting Ghana, Tanzania and Zambia. Seeking to gain influence on the continent and becoming its partner of choice and they have pledged \$ 55 billion in financial assistance. The European Union has also pledged 150 billion euros which equates to \$ 170 billion for investing in Africa.

International consultants can access this type of funding for projects in the African continent. As we have been liaising extensively for several years on different projects and have a working relationship with financial providers.

This conference has provided a great opportunity for Sri Lankan companies and corporations to look at the alternative African market. This is a way Sri Lanka can export itself out of the current economic crisis which has beset the country.



MEET WITH SRI LANKAN PROCESSED FOOD PRODUCTS EXPORTERS AT SIAL CANADA 2023



INSPIRE FOOD BUSINESS

20TH EDITION TORONTO • MAY 9 TO 11, 2023 • ENERCARE CENTER

The EDB is organizing the Sri Lanka country pavilion at **'SIAL Canada 2023'** International food fair to be held from 9-11 May, 2023 in Toronto, Canada with the presence of 12 export companies to promote **processed food & beverages** including **organic & health foods, spices & concentrates, coconut kernel-based products, dried fruits, vegan & frozen foods & herbal food supplements.**

SIAL Canada is a popular annual event for processed foods and related industries and a privileged entryway to the Canadian and USA markets. Over 1,000 national and international exhibitors from 50 countries and 25,000 professional visitors from Canada, the United States, and 60 other countries are expected to attend SIAL Canada 2023.

SIAL Canada is a good platform to build new contacts as well as strengthen existing ones with retailers, importers, and leading supermarket chains in Canada. It is also a leading event to meet investors, industry leaders, technical and industry experts on business development, branding, consumer trends, and packaging through business meetings and conferences.

The event will be held in Enercare Centre, 100 Prince's Blvd #1, Toronto, Ontario, M6K 3C3, Canada. Sri Lanka will be showcasing their products at Sri Lanka Country Pavilion, which will be housed at pavilion no "2015".

SRI LANKA CUSTOMS - RATES OF EXCHANGE EFFECTIVE FROM 01.05.2023 TO 07.05.2023

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	218.0115
2	Bahrain	BH	Dinar	BHD	871.9618
3	Bangladesh	BD	Taka	BDT	3.0970
4	Brazil	BR	Brazil Real	BRL	66.0462
5	Brunei	BN	Brunei Dollar	BND	246.3295
6	Canada	CA	Canadian Dollar	CAD	241.6668
7	China	CN	Renminbi	CNY	47.5462
8	China	CN	Offshore	CNH	47.4875
9	Czechoslovakia	CZ	Koruna	CZK	15.4325
10	Denmark	DK	Kroner	DKK	48.6110
11	Egypt	EG	Pound	EGP	10.6392
12	Euro Zone		Euro	EUR	362.3498
13	Ghana	GH	Cedi	GHS	27.8603
14	Hongkong	HK	Dollar	HKD	41.8800
15	Hungary	HU	Forint	HUF	0.9704
16	India	IN	Rupee	INR	4.0228
17	Indonesia	ID	Rupiah	IDR	0.0224
18	Iran	IR	Riyal	IRR	0.0078
19	Japan	JP	Yen	JPY	2.4513
20	Jordan	JO	Dinar	JOD	463.4218
21	Korea	KR	Won	KRW	0.2454
22	Kuwait	KW	Dinar	KWD	1,073.8597
23	Macau	MO	Pataca	MOP	40.6418
24	Malaysia	MY	Ringgit	MYR	73.7524
25	Maldives	MV	Rufiya	MVR	21.2646
26	Mauritius	MU	Rupee	MUR	7.3300
27	Myanmar	MM	Kyat	MMK	0.1565
28	Nepal	NP	Rupee	NPR	2.5105
29	New Zealand	NZ	Dollar	NZD	202.2150
30	Nigeria	NG	Naira	NGN	0.7139
31	Norway	NO	Kroner	NOK	30.9262
32	Oman	OM	Riyal	OMR	853.8554
33	Pakistan	PK	Rupee	PKR	1.1586
34	Papua New Guinea	PG	Kina	PGK	93.3654
35	Philippines	PH	Peso	PHP	5.9261
36	Poland	PL	Zloty	PLN	79.1724
37	Qatar	QA	Riyal	QAR	90.1974
38	Russia	RU	Rouble	RUB	4.0165
39	Saudi Arabia	SA	Riyal	SAR	87.6448
40	Seychelles	SC	Rupee	SCR	23.5719
41	Singapore	SG	Dollar	SGD	246.3295
42	South Africa	ZA	Rand	ZAR	17.9560
43	Sweden	SE	Krona	SEK	31.9314
44	Switzerland	CH	Francs	CHF	367.7926
45	Taiwan	TW	Dollar	TWD	10.7026
46	Thailand	TH	Baht	THB	9.6323
47	U.A.E.	AE	Dirham	AED	89.5195
48	United Kingdom	GB	Sterling Pound	GBP	410.6762
49	United States of America	US	Dollar	USD	328.7514
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0633
51	Zambia (New)	ZM	Kwacha	ZMW	18.4952
52	Zimbabwe	ZW	Dollar	ZWD	0.8663

NDB-EDB
TOWER



EDB

SRI LANKA EXPORT DEVELOPMENT BOARD



ISSN 2579-1688

EXPO NEWS

MONTHLY INFORMATION BULLETIN FOR SRI LANKAN EXPORTERS

Compiled By :

TRADE FACILITATION & TRADE INFORMATION DIVISION

Chandima Wanniarachchi
Tel : 011 2300705-11 (Ext. 317)