



EXPO NEWS

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88th batch- Operational Aspects of International Trade



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF INDUSTRIAL EXPORT & INVESTMENT PROMOTION

21st Exporters' Forum

Resolve Export Related Issues

Chaired by

Hon. Minister of Industrial Export & Investment Promotion

will be held in mid January 2020,

at the EDB Auditorium,

3rd Floor, NDB-EDB Tower, Colombo 02.

Entrepreneurs and Exporters are hereby invited to submit export related issues to be discussed at the

"21st Exporters' Forum - January 2020"

Issues should be submitted before 30th December 2019 to:

Director - Trade Facilitation & Trade Information, EDB

via Email: forum@edb.gov.lk or Fax: 011 2300676

You may also submit your issues through

EDB Online Alert for Trade Obstacles (OATO)

www.forum.edb.gov.lk

For more information, please contact

Ms. Nirmala Gajanayake - 011 2300705-11 Ext: 319

Ms. Priyadarshanie Hewawasam - 011 2300705-11 Ext: 329

Chairman & Chief Executive

SRI LANKA EXPORT DEVELOPMENT BOARD

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Operational Aspects of International Trade – successfully completed the 88th course by Sri Lanka Export Development Board

The Sri Lanka Export Development Board (EDB) completed the 88th course on the Operational Aspects of International Trade with the participation of 48 students, holding senior and middle-level executive positions in private and public sector organizations involved in the international trade. The course was started on 5th of October and continued till 14th of December 2019 culminating of 10 days with one day study tour to get a practical exposure.

The main objective of this course was to provide a thorough and comprehensive knowledge on operational procedure on International trade, enabling the participants to apply the acquired knowledge in their day to day operations. In addition to that, participants were encouraged to enter into the International business after following this course.

It equipped participants with the theoretical and



Participants of the course

practical aspects of Export procedure & certification, Freight forwarding & transportation, Sri Lanka Port Authority Export Procedure and Documentation, Customs Bond Procedure & export facilitation, Air cargo procedure, Packing Method of payment in International Trade, Sales contracts. Costing & pricing, the Methods of payment in International Trade, Customs valuation, BOI Procedure, Marine Insurance & cargo Insurance, Preferential Trade agreement International factoring, E-commerce and Negotiation skills.

The participants were also exposed to one-day study tour to Sri Lanka Port Authority, Export facilitation center in Sri Lanka Customs, Air Cargo Village-Katunayake Airport to acquire practical knowledge on the export procedure. The lectures were conducted by professionals from Sri Lanka Customs, Sri Lanka Ports Authority, Banks, the EDB, the BOI and other relevant Professional Institutions.



Study tour -Sri Lanka Port Authority



Study tour -Sri Lanka Port Authority



Study tour - Air Cargo Village- Katunayake

According to the evaluation forms submitted by participants, 84% of the participants mentioned that course was very good in terms of achieving the objective of the training, application of the knowledge, course duration and the practical knowledge gained from the study tour. The participants were from Colombo Municipal Council ,NDB Bank ,Amana Bank PLC ,SM Lanka Spices (Pvt) Ltd ,Greenaro International (Pvt) Ltd ,Lilies Intimates, Ceylon Fishery Harbors Corporation, Link Natural Products (Pvt) Ltd , Daraz.lk, Rathnayake Spices , Leela Exports & Imports, V.G Spice Centre, IDEA Group (Pvt) Ltd, Boraluketiya Estate , Accventure (Pvt) Ltd, Trinity Logistics , DMS Software Technology, Global Rubber Industries , Ellawala Exports (Pvt)Ltd and Sri Lanka Rupavahini Corporation.

Certificates will be awarded to participants who successfully completed the course.

The next course will commence on the 15th of February , 2020 and further details of the course could be obtained from the EDB website-

<http://www.srilankabusiness.com> or please contact Mrs. Helmalie Vitharana- Assistant Director, Trade Facilitation & Trade Information Division of the EDB. (Tel- 011-2300705-11) (Ext.316).

International Trade Exhibitions & Events in Sri Lanka

Name	Date	Venue	Sector	Web Link
Edex Expo 2020	17-19 Jan 2020	BMICH	Education & Training	http://edex.lk/Expo
International Footwear & Lether Fair	7-9 Feb 2020	BMICH	Apparel & Clotjing/ Fashion & Beauty	https://10times.com/international-footwearand-leatherfair
The Wedding Show	14-16 Feb 2020	BMICH	Apparel & Clotjing/ Fashion & Beauty	https://10times.com/wedding-show-colombo
International Symposium on Agriculture and Environment	14-Feb-20	Faculty of Agriculture, University of Ruhuna	Agriculture & Forestry	https://10times.com/agriculture-and-environment
Dye+Chem Sri Lanka International Expo	5-7 Mar 2019	Sri lanka exhibition and convention Centre	Apparel & Clothing	https://10times.com/dye-chem-srilanka
13th Colobo International Yam and Fabric show	5-7 Mar 2020	Sri lanka exhibition and convention Centre	Textiles & Apparel	https://www.jetro.go.jp/en/database/j-messe/tradefair/detail/107212
Textech International Expo-Sri Lanka	5-7 Mar 2020	Sri lanka exhibition and convention Centre	Apparel & Clothing	https://10times.com/textech-srilanka
Sri Lanka Print 2020	13-15 Mar 2020	BMICH	Printing	http://slap.lk/
Wayawasaya	3-5 April	BMICH	Apparel & Clothing/ Food & Beverages	https://www.xpobuzz.com/wyawasaya
POWER Sri Lanka	22-24 May 2020	Sri lanka exhibition and convention Centre	Power & Energy	https://10times.com/power-sri-lanka
Housing & Construction Expo	22-24 May 2020	BMICH	Building & Construction	https://10times.com/build-sl
Solar International Expo	22-24 May 2020	BMICH	Power & Energy	https://10times.com/solar-sri-lanka-international-expo
Lanka livestock 20	22-24 July 2020	Sri lanka exhibition and convention Centre	Agriculture & Forestry	https://10times.com/lankalivestock
International Auto Parts, Accessories & Service and Repair Equipment Trade Exhibition(LANKAAUTO)	5-7 Aug 2020	Sri lanka exhibition and convention Centre	Auto & Automotive/ Logistics & Transportation	https://10times.com/iaasrete
International Power Generation & Electrical Engineering Exhibition (Lanka Energy)	6-8 Aug 2020	Sri lanka exhibition and convention Centre	Power & Energy	https://10times.com/lanka-energy

International Trade Exhibitions Conferences, Fairs, & B2B Meetings(overseas)

Name	Date	Venue	Sector	Web Link
Mortar Technology and Equipment Exhibition(CME 2019)	8-10 Jan 2020	Chennai, India	Rubber	http://asiarubberexpo.com/
Automotive testing expo	22-24 Jan 2020	CTCcomplex, Chennai, India	Vehicle and component testing and validation technology and services	https://www.testing-expo.com/india/en/
AUTO EXPO 2020	6-9 Feb 2020	pragathi Maidan, New Delhi, India	Motor Vehicles	www.autoexpo.in
Tire technology Expo 2020	25-27 Feb 2020	Halls 19/20/21, Hannover, Germany	Tire	https://www.tiretechnology-expo.com/en/
Air Cargo India 2020	25-27 Feb 2020	Mumbai, India	Air Cargo	https://www.aircargolandia.aero/
horti expo 2020	28,29 Feb-1 Mar 2019	HITEX Exhibition Center, Hyderabad, India	Horticulture Products, Farm Machineries, Processing & Post Harvest Technologies	http://www.hortexpo.com/
GRTE 2020	11-13 Mar 2020	Bangkok, Thailand	Global Rubber, Latex & Tyre	http://www.grte-expo.com/profile.html
7th OMAN PLAST	23-25 Mar 2020	oman convention & exhibition centre, Muscat, Sultanate of Oman	Plastics, Rubber, Petrochemicals, Chemicals, Fertilizers, Plastics Recycling, Printing and Packaging Industry	https://10times.com/oman-plast
FHA- Food & Beverage	31 Mar-3 Apr 2020	1 Expo Drive, Singapore	Food & Beverages	https://www.fhafnb.com/about/overview
LivestockMalaysia 2020	7-9 Apr 2020	Melaka nternational trade centre, Malacca	Feed, livestock and meat	https://www.livestockmalaysia.com/
Seafood Expo 2020	21-23 Apr 2020	Brussels Expo, Brussels, Belgium	Seafood	https://www.seafoodexpo.com/global/
ICEP2020	22-25 Apr 2020	The National Museum of Emerging Science and Innovation, Tokyo	Electronics packaging	http://www.jiep.or.jp/icep/
TUNA 2020 Bangkok	27-29 May 2020	Shangri-la Hotel, Bangkok, Thailand	Seafood	http://tuna.infofish.org/
Propak Asia 2020	17-20 June 2020	Hall 98-106, BITEC, BANGKOK, THAILAND	Food, Drink & Pharmaceutical Processing & Packaging	https://www.propakasia.com/ppka/2020/en/aboutshow.asp
Africas Big 7	21-23 June 2020	Gallagher Convention Centre, Johannesburg	Food and Beverage	https://10times.com/africas-big-seven

19 Lankan firms on show with EDB at Anuga International Food Exhibition in Germany



The Export Development Board (EDB) in collaboration with the Sri Lanka Consulate in Frankfurt facilitated participation of Sri Lankan exporters at Anuga 2019, one of the leading world food exhibitions held in Cologne Germany from 5-9 October.

Nineteen Sri Lankan companies representing various sectors in the Food & Beverage Industry such as Tea, Spices, Confectionery, Coconut Kernel based products, dehydrated fruits and vegetables, fresh fruit drinks, Coconut Water etc. participated at the exhibition. Anuga 2019 event offered a platform for each company to explore new business opportunities and also to strengthen the existing business contacts.

Anuga fair, held biannually in Germany, is a leading international food exhibition in Europe which offers an extensive range of F&B products from food ingredients to ready to eat dishes. The impressive trade fair concept of Anuga allows exhibitors and trade visitors to experience the diversity of the food and beverage industry under 10 distinct segments.

In every specialist segment, each food trade fair is unique and presents products and services related to the respective segment. The exhibition itself is a platform to gather information and also to showcase novel products. Current trends, latest innovations and visionary concepts to supply nutrition for the future world population were more than ever the focused at Anuga 2019.

The Anuga food fair celebrated its 100th anniversary in 2019. 7,590 companies from 106 countries have participated in an exhibition in an area of 284,000 sqm. Among them were 738 exhibitors from Germany and 6,852 exhibitors from abroad. More than 170,000 trade visitors from 201 countries have attended the Anuga 2019, with a foreign share of 75%.

Above all the quality of the visitors was very convincing to the exhibitors. Numerous buyers with decision-making authority from the Food Trade and Food Service sectors have visited the fair. Among them were the top 10 grocers in the world and the top 12 grocers from Germany.

These include Walmart, Costco Wholesale, The Kroger Co., Metro AG, Walgreens Boots Alliance Inc., Edeka, Rewe Group, Penny, Lidl and Kaufland (Schwarz Group). Major online retailers such as Amazon, LSG Group, E. Leclerc, Mercadona, Migros and SPC Groups were also present.

On the trade visitor side, increase in number of visitors from Great Britain, the Netherlands, Poland and Ukraine were recorded in particular for Europe. Significant increases from non-European countries were mainly from Brazil, Japan, US and Russia.

The EDB has organised Sri Lanka pavilions at this event continuously since 1997. EDB pavilion at ANUGA 2019 exhibition was organised in an area of 156 sqm at Hall No. 01.1 dedicated for Fine Food and it housed 19 Sri Lankan companies to display F&B products. One company participated as an observer to study the products/market trends and find market opportunities for their products.

Import Promotion Desk (IPD) in Germany is working with the EDB to promote Sri Lankan Natural Food Ingredients such as spices, coconut milk, virgin coconut oil, ingredients for cosmetics (eg. essential oils, extracts), processed fruits and vegetables (dried fruits, jackfruit) for the German market. IPD has selected EDB as the focal point to implement this program in Sri Lanka.

Four companies namely Manchiee de Coco Ltd., Worga Natural Ltd., LSP Natural Food Products and Natural Vanilla were selected under this program to promote in Germany and B2B match making meetings were conducted for them at Anuga Fair in collaboration with the IPD.

The companies participated at the Anuga Fair have received confirmed orders worth of \$ 575,000 and more than 1,200 business inquiries.

Orient Trading Company Chairman Vernon Abeyratne who participated at Anuga under EDB pavilion stated: "This year fair is very good. A number of serious customers visited and inquiries have to be followed up and worked out. The location of the Sri Lanka pavilion is also attractive."

International Trade of Expo Lanka Ltd. Manager Mafaz Munnaz expressed: "Anuga Fair is one of the most important trade fairs in Europe to meet large-scale buyers. Also a meeting point to existing customers. Continuous participation at this fair is very important."

Cocotana Coconut Products General Manager Keith Paulusz was also happy with the inquiries received from the US, China, Romania, Turkey and Malaysia for their products displayed at the exhibition such as Virgin Coconut Oil and flavoured coconut chips, Creamed Coconut and Coconut flour.

Adamexpo Director Idris Shabbir Gulamhussein who exhibited Spices, Tea, DC and Coconut water stated: "The Sri Lankan pavilion was well organised and very attractive. We received good orders and inquiries this time. Continuous participation at this show is essential."





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