



**EDB**

# **EXPO NEWS**

**MONTHLY BULLETIN**

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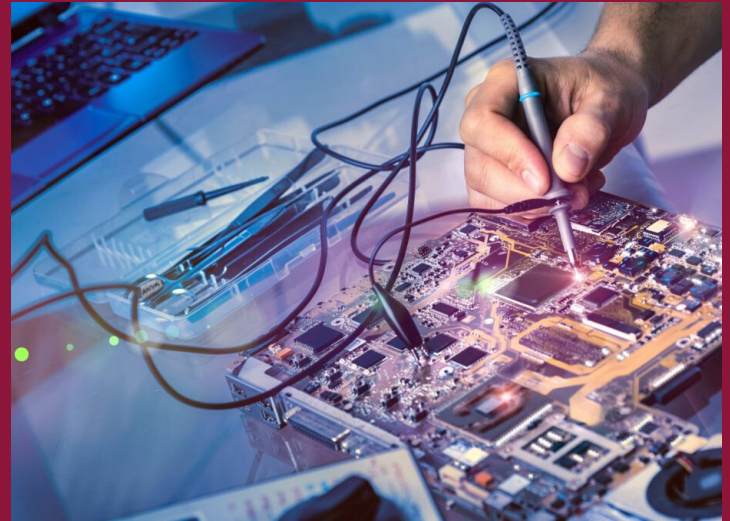
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# EDB Chairman meets leaders of top export sectors



- **Exporters highlight need for policy consistency, make other key recommendations**
- **Stress market access through new and existing FTAs priority to increase exports**
- **Welcome appointment of Prabhash Subasinghe as Chairman**

EDB's newly appointed Chairman and Chief Executive Prabhash Subasinghe met with the country's leading exporters yesterday at the Board premises.

Twenty-five exporters, covering the country's main export sectors, attended this meeting. At the outset, he thanked them for the great contribution made by them to Sri Lanka's economy, and acknowledged the importance of exports to the country.

Exporters present at the meeting welcomed the appointment of Subasinghe, as he shares the interests of the exporter community.

Subasinghe requested exporters to take pride in playing a major role in the development of the country. The Chairman reiterated that the role of EDB is to facilitate exporters in reaching a higher export growth. The exporters shared their expectations and export trends for 2020. The exporters stressed the need for policy consistency to support the exports of the country.

Subasinghe asked how EDB could assist and intervene on penetrating to any new markets, and emphasised the need to develop new products to expand the limited export basket. The exporters were of the view that market access through new and existing FTAs is a priority to increase exports from Sri Lanka.

The need to focus on R&D, innovation for products, brand protection, geographical indication protection particularly for agricultural products, land availability for expansion, and expediting hub operations were also highlighted during the discussion as key factors necessary for a considerable increase of exports.

The need for skilled labour for the cutting and polishing of the diamonds and other export industries was stated. It was suggested to have more focused discussions with sectors on strategies to double exports within next few years.





**SRI LANKA EXPORT DEVELOPMENT BOARD**

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF INDUSTRIAL EXPORT & INVESTMENT PROMOTION

# INVITATION TO EXPORTERS

to submit information on company profiles

## Sri Lanka Exporters Directory 2020/2021

EDB proposes to launch a new version of the Exporters' Directory for the year 2020/2021.

The Exporters Directory is a comprehensive database of Sri Lankan Exporters & Service Providers including logistics and laboratories which will be disseminated internationally through Sri Lanka Missions overseas, trade support institutions & trade exhibitions.

Exporters and relevant service providers are invited to publish their profiles free of charge in the Sri Lanka Exporters Directory 2020/21 and to submit company and product profiles to the following email before 20th March 2020.

**[directory@edb.gov.lk](mailto:directory@edb.gov.lk)**

Form for the submission of company profiles could be downloaded from the EDB website.

**For details, please contact:**

Mr. C. Amarasinghe (Deputy Director)

Tel: 011 2300678, Email: [chalana@edb.gov.lk](mailto:chalana@edb.gov.lk)

**CHAIRMAN**

**SRI LANKA EXPORT DEVELOPMENT BOARD**

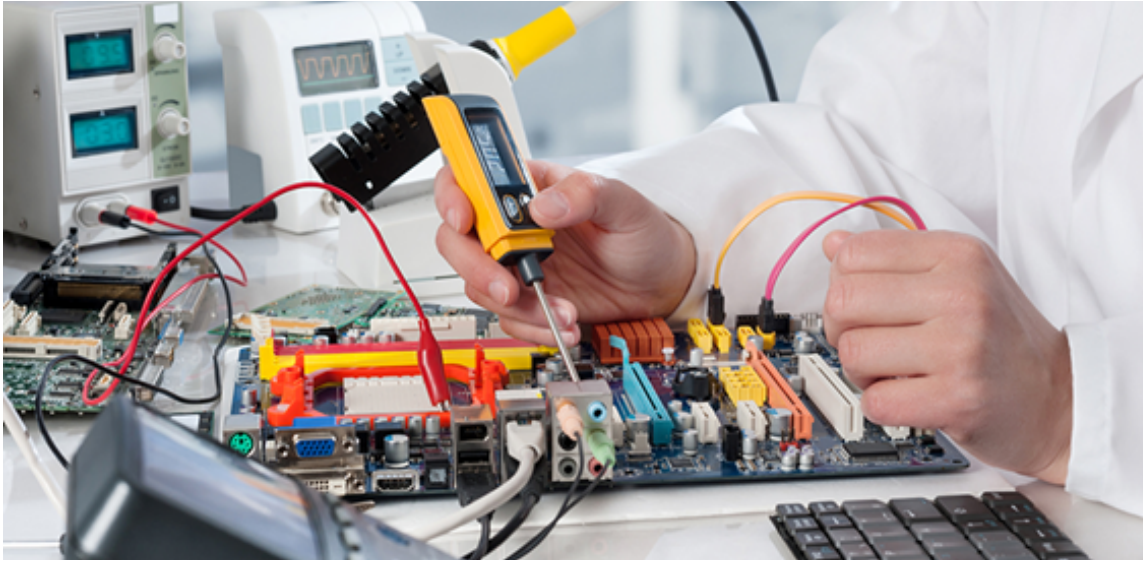
42, Nawam Mawatha, Colombo 02.

Tel: 2300705-11, Fax: 2300676, E-mail: [tfti@edb.gov.lk](mailto:tfti@edb.gov.lk)

Website: [www.srilankabusiness.com](http://www.srilankabusiness.com)



# Electrical and Electronics industry in Sri Lanka



The Sri Lankan Electrical and Electronics Industry is progressively stepping in to the global electronics Value Added Supply Chain with products and services finding acceptance amongst the most important Global Market Leaders. The Electrical and Electronics industry in Sri Lanka grew significantly over the past 50 years and saw it being gradually elevated to the position of a key manufacturing industry contributing towards export oriented growth. Having started as a basic assembler of Consumer Electronics and products in the early 1970s, Sri Lanka shifted towards Electronic Components and Assemblies in post 1977s. In 2019, the industry's contribution to the total export revenue was US \$381.17 million. According to the OECD classification of manufacturing industries, this falls under the medium high technology and high technology industries in Sri Lanka. The industry mainly caters for Automobile, Telecommunication, Consumer Electronics, Industrial Automation, IoT, and many other verticals.

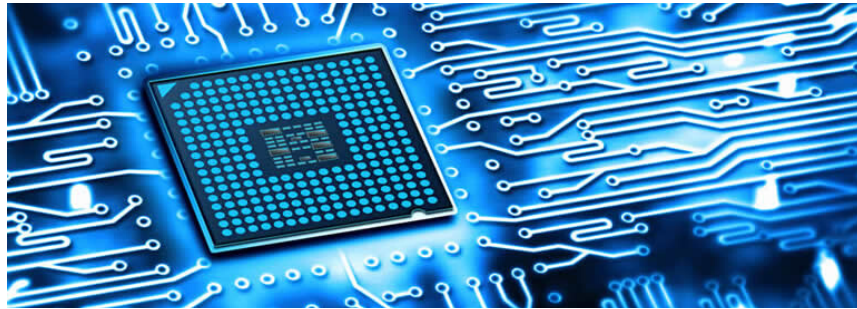
The major companies in the sector perform their manufacturing operations within the export processing zones under the purview of the Board of Investment of Sri Lanka (BOI). The Sri Lanka Electronic and Electrical Manufacturers' Association (SLEMEA) was established to support and strengthen the industry as a sector while obtaining necessary government support and has contributed, to a considerable extent, in promoting the sector growth.

At present the country has become a center of excellence for electronics design and development and the industry moves towards the emerging technologies as IOT, Robotics, Bio-Medical, Analytics and to world known Research and Development segments.

The top exporting destinations are Switzerland, Maldives, United States, United Kingdom, Hong Kong, Japan, China, Bangladesh, India, Thailand and Germany.

Cont ... >>>

Key exports from Sri Lanka are noise suppression Capacitors, Noise Suppression Coils, Seat Belt Sensors, Power Suppliers And Inductors, Transformers, Electrical Panel Boards, Electrical Switches and Sockets, Data Communication and Telecommunication Cables, Industrial Plugs, Machined Mechanical Components, Machined Components Assembly, Coil Windings on Non-Uniform Bobbins, Cable Harnessing, Surface Mounted Printed Circuit Boards, Automotive Harnessing, Seat Belt safety Safety Sensor Harness for Automobiles, Electrical Power Cables, enameled Winding Wires, LV Switch Boards & Modular Enclosures, IoT Devices.



The strengths of the Sri Lankan electrical and electronics industry are its like trade relations with Europe and proximity to India's booming electronic and Automotive markets, skilled middle tier technology workforce and intelligent and trainable labour in conformity with the ILO requirements, British Commercial Law System with English as the business language, European & Japanese Technology descent with matured investments, and adherence to all international Standards with cutting Edge Technology.

In 2019, the sectors total earnings had amounted to US \$ 381.17 million. The sector enjoys strong growth prospects considering the predicted growth for the Global Electronics Market.

In support of the long-felt need to, establish a strong electronics industry in Sri Lanka, the University of Moratuwa's Department of Electronic and Telecommunication Engineering, submitted a proposal to the government for the 2014 National Budget requesting an allotment to set up of a Facilitation Centre for Advanced Electronics Design (FCAED) to specifically support start-ups in Electronics and also carry out extensive capacity building related to state-of-the-art-Electronics Design Tools. The Government positively responded to this proposal, making it a medium term initiative by providing a Rs. 160 million grant setup the center, which is operational now.

Through the FCAED, start-up companies will be provided with a host of services for : Electronic Design Automation (EDA) tools for IC (Chip) design and PCB design; High-end FPGA development boards including ASIC Prototyping Boards; 3D Printing services for Product Enclosures; Work Space for Engineers (only limited number of seats); Dedicated hosting space for their designs with full protection; and training on advanced EDA tools.

Backed by these favorable developments in the global electronics market and in Sri Lanka along with the EDB's decision to prioritize promoting the sector, along with a few other selected industries under the National Export Strategy being formulated for the next five years, it is set for tremendous growth.



# ANNOUNCEMENT

## IMPORTANT NOTICE TO EXPORTERS (Specially for Exporters to UK)

Updated on 30-01-2020

- The United Kingdom (UK) will leave the EU on 31st January 2020.
- After 31st January 2020, there will be transition period until the end of 2020, while the UK and the EU negotiate additional arrangements regarding the withdrawal.
- The current rules on Trade, travel, and business for the UK and EU will continue to apply during the transition period. This means;
  1. All Sri Lankan products, which currently enjoy duty-free market access in the EU under “GSP Plus” will be able to enjoy the same duty-free access in the UK market from 01.02.2020 until 31.12.2020, which is known as the transition period.
  2. The Department of Commerce (DOC), in consultation with the Sri Lanka High Commission in London, will inform you in due course of the terms and conditions the UK will apply to exports with effect from 01.01.2021.
  3. All (EU GSP Plus) Rex-registered exporters can continue to ship their **“EU-GSP Plus entitled”** merchandise to the UK market with a “Statement of Origin”, which is similar to what they currently make with regard to their EU-bound exports.
  4. New exporters, who are not Rex-registered up to now, are advised to obtain the REX – registration from the DOC, located on 4th floor, “Rakshana Mandiraya” 21 Vauxhall Street, Colombo 02 as soon as possible.
  5. Rules of Origin for goods exported to the UK market till 31.12.2020 will be same as those applied under the EU “GSP Plus”.

For any additional information, please contact any of the following DOC officials,

Ms. Thavishya Mullegamgoda / Asst. Director of Commerce – 0112329733 Ext. 252 / thavishya@doc.gov.lk

Ms. Samodhi Perera/ Asst. Director of Commerce – 0112329733 Ext. 234 / samodhi@doc.gov.lk

Ms. Mekhala Abeykoon/ Asst. Director of Commerce – 0112329733 Ext. 234 / mekhala@doc.gov.lk

Department of Commerce  
Colombo 02  
30.01.2020

# EDB CONTINUES TO PROMOTE SRI LANKA ICT/BPM PRODUCTS IN JAPAN IN 2020



**Sri Lanka Pavilion at Japan IT Week 2019**

If you looking for an opportunity to find business partners such as Cannon , Fujithsu, Hithachi in the Lucrative Japanese market? Or are you thinking on how to invade into the Japanese Market. If so, never to miss this opportunity. EDB is calling for the applications from the companies with the cutting edge technologies to join it's delegation to Japan IT Week 2020 from 8th -10th April 2020.

More than 30 companies have been assisted by Sri Lanka Export Development Board (EDB) where the delegates had opportunities to meet with global investors and experts, learn about latest industry trends and explore commercial partnerships and to gin tech know-how which is vital support for them to expand their businesses on Japanese market. As a result there are Sri Lankan ICT/BPM companies who have opened their branch offices in Japan, managed to sign up joint ventures and win prospective deals from Japan.

In 2020 EDB is renewing its participation at Japan IT Week 2020, which will be held from 8th to 10th April 2020 in Tokyo, Japan. It's the world's leading ICT/BPM focused exhibition, which provide a myriad of opportunities for professionals, vendors, service providers and customers to meet exhibitors from across the world and develop profitable business relationships.

Cont ... >>>



In line with the Government of Sri Lanka's continuous efforts to drive exports driven economy especially through adaptation and innovation, the EDB organized the Sri Lanka pavilion at Japan IT Week for 5 consecutive years since 2015.

This year marks the 29th edition of the event and organizers state there will be 89,000 visitors and 1,490 Exhibitors around the world.

Sri Lanka's ICT/BPM solutions providers are no strangers to Japan's IT sector, with many Sri Lankan companies already providing software, mobile, big data and other solutions for leading Japanese companies spanning Hitachi, Fujitsu, and Canon IT Solutions. These lines of business have generated considerable export revenues for Sri Lanka, with government initiatives such as the mission to Japan IT Week expected to inject further revenues for the country.



**Sri Lanka Country Seminar at JISA HQ, Tokyo - 2018**

EDB has organized a number of workshops and client engagements on the Japanese market with the intention of promoting the Sri Lanka ICT/BPM sector in Japan and vice versa. This is also an effort to clear the dilemma in most of the Sri Lankan companies on the Japan market and encourage them by sharing the tips on how to successfully win business deals in Japan.

The EDB in collaboration with Sri Lanka Embassy in Japan is organizing the Sri Lanka Pavilion and the Country Seminar for the 6th consecutive year in 2020 with the participation of 10 ICT/BPM companies who would be interested to start business with the potential Japanese clients.

The application and details are available at ;

[https://www.srilankabusiness.com/announcements/#announcement\\_item\\_15](https://www.srilankabusiness.com/announcements/#announcement_item_15)

**SCHEDULE**  
**RATES OF EXCHANGE**  
**EFFECTIVE FROM 24TH FEBRUARY 2020 TO 1ST MARCH 2020**

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	122.0880
2	Bahrain	BH	Dinar	BHD	487.2353
3	Bangladesh	BD	Taka	BDT	2.1633
4	Brazil	BR	Brazil Real	BRL	42.0762
5	Brunei	BN	Brunei Dollar	BND	131.4355
6	Canada	CA	Canadian Dollar	CAD	138.8785
7	China	CN	Renminbi	CNY	26.2003
8	China	CN	Offshore	CNH	26.1697
9	Czechoslovakia	CZ	Koruna	CZK	7.9493
10	Denmark	DK	Kroner	DKK	26.5610
11	Egypt	EG	Pound	EGP	11.7749
12	Euro Zone		Euro	EUR	198.3735
13	Ghana	GH	Cedi	GHS	34.3268
14	Hongkong	HK	Dollar	HKD	23.6304
15	Hungary	HU	Forint	HUF	0.5888
16	India	IN	Rupee	INR	2.5655
17	Indonesia	ID	Rupiah	IDR	0.0134
18	Iran	IR	Riyal	IRR	0.0044
19	Japan	JP	Yen	JPY	1.6511
20	Jordan	JO	Dinar	JOD	259.0800
21	Korea	KR	Won	KRW	0.1534
22	Kuwait	KW	Dinar	KWD	600.4828
23	Macau	MO	Pataca	MOP	22.9309
24	Malaysia	MY	Ringgit	MYR	43.9707
25	Maldives	MV	Rufiya	MVR	11.8815
26	Mauritius	MU	Rupee	MUR	4.9049
27	Myanmar	MM	Kyat	MMK	0.1266
28	Nepal	NP	Rupee	NPR	1.6047
29	New Zealand	NZ	Dollar	NZD	116.8529
30	Nigeria	NG	Naira	NGN	0.5994
31	Norway	NO	Kroner	NOK	19.7633
32	Oman	OM	Riyal	OMR	477.0799
33	Pakistan	PK	Rupee	PKR	1.1908
34	Papua New Guinea	PG	Kina	PGK	53.9123
35	Philippines	PH	Peso	PHP	3.6300
36	Poland	PL	Zloty	PLN	46.4803
37	Qatar	QA	Riyal	QAR	50.4463
38	Russia	RU	Rouble	RUB	2.8868
39	Saudi Arabia	SA	Riyal	SAR	48.9756
40	Seychelles	SC	Rupee	SCR	13.4030
41	Singapore	SG	Dollar	SGD	131.4355
42	South Africa	ZA	Rand	ZAR	12.2210
43	Sweden	SE	Krona	SEK	18.7487
44	Switzerland	CH	Francs	CHF	186.9024
45	Taiwan	TW	Dollar	TWD	6.0755
46	Thailand	TH	Baht	THB	5.8752
47	U.A.E.	AE	Dirham	AED	50.0082
48	United Kingdom	GB	Sterling Pound	GBP	237.2786
49	United States of America	US	Dollar	USD	183.6877
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0354
51	Zambia (New)	ZM	Kwacha	ZMW	12.5333
52	Zimbabwe	ZW	Dollar	ZWD	0.4840



# EDB sets up Help Desk for customers



The Export Development Board has taken an initiative to enhance the efficiency and effectiveness of EDB services delivering satisfaction to all customers.

The exporters, entrepreneurs and public alike will be assisted through the help desk on support services and necessary guidance on other related institutions.

The public can now contact the help desk during working days from 8:30 to 4:15 p.m. to request assistance.

**HOTLINE : 011 2 300 710**

**E-MAIL : [helpdesk@edb.gov.lk](mailto:helpdesk@edb.gov.lk)**

# International Trade Exhibitions & Events in Sri Lanka

Name	Date	Venue	Sector	Web
Dye+Chem Sri Lanka International Expo	5-7 Mar 2019	Sri lanka exhibition and convention Centre	Apparel & Clothing	<a href="https://10times.com/dye-chem-srilanka">https://10times.com/dye-chem-srilanka</a>
13th Colobo International Yarn and Fabric show	5-7 Mar 2020	Sri lanka exhibition and convention Centre	Textiles & Apparel	<a href="https://www.ietro.go.jp/en/database/i-messe/tradefair/detail/107212">https://www.ietro.go.jp/en/database/i-messe/tradefair/detail/107212</a>
Textech International Expo-Sri Lanka	5-7 Mar 2020	Sri lanka exhibition and convention Centre	Apparel & Clothing	<a href="https://10times.com/textech-srilanka">https://10times.com/textech-srilanka</a>
Medicare 2020	6-8 Mar 2020	BMICH	Education & Training	<a href="https://10times.com/medical-education-expo">https://10times.com/medical-education-expo</a>
Sri Lanka Print 2020	13-15 March 2020	BMICH	Printing	<a href="http://slap.lk/">http://slap.lk/</a>
Medicare 2020	20-22 March 2020	BMICH	Education & Training	<a href="https://10times.com/medical-education-expo">https://10times.com/medical-education-expo</a>
Wayawasaya	3-5 April 2020	BMICH	Apparel & Clothing/ Food & Beverages	<a href="https://www.xpobuzz.com/wyawasaya">https://www.xpobuzz.com/wyawasaya</a>
POWER Sri Lanka	22-24 May 2020	Sri lanka exhibition and convention Centre	Power & Energy	<a href="https://10times.com/power-sri-lanka">https://10times.com/power-sri-lanka</a>
Housing & Construction Expo	22-24 May 2020	BMICH	Building & Construction	<a href="https://10times.com/build-sl">https://10times.com/build-sl</a>
Solar International Expo	22-24 May 2020	BMICH	Power & Energy	<a href="https://10times.com/solar-sri-lanka-international-expo">https://10times.com/solar-sri-lanka-international-expo</a>
Lanka livestock 20	22-24 July 2020	Sri lanka exhibition and convention Centre	Agriculture & Forestry	<a href="https://10times.com/lankalivestock">https://10times.com/lankalivestock</a>
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	<a href="https://10times.com/iaasrete">https://10times.com/iaasrete</a>
International Power Generation & Electrical Engineering Exhibition (Lanka Energy)	6-8 Aug 2020	Sri lanka exhibition and convention Centre	Power & Energy	<a href="https://10times.com/lanka-energy">https://10times.com/lanka-energy</a>
Lanka Auto 2020	6-8 Aug 2020	Sri lanka exhibition and convention Centre	automotive parts and systems, automotive accessories, automotive electronics and entertainment devices	<a href="http://www.lankaauto.org/#about">http://www.lankaauto.org/#about</a>
Sri Lanka Plast 2020	20-22 Aug 2020	BMICH	Plastics	<a href="https://www.tradefairdates.com/COMP-LAST-Sri-Lanka-M8945/Colombo.html">https://www.tradefairdates.com/COMP-LAST-Sri-Lanka-M8945/Colombo.html</a>
Africa Public Private Partnership (PPP): Financing, Projects & Contracts	31 Aug-4 Sep 2020	Johannesburg, South Africa	Logistics and Transportation	<a href="https://10times.com/africa-ppp-johannesburg">https://10times.com/africa-ppp-johannesburg</a>



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

Name	Date	Venue	Sector	Web Link
horti expo 2020	28,29 Feb-1 Mar 2019	HITEX Exhibition Center, Hyderabad, India	Horticulture Products, Farm Machineries, Processing & Post Harvest Technologies	<a href="http://www.hortiexpo.com/">http://www.hortiexpo.com/</a>
Hong Kong International Jewellery Show	4-8 Mar 2020	Hongdao International Convention and Exhibition Center (HICEC), China	Fashion and Beauty	<a href="https://10times.com/hong-kong-international-jewellery-exhibition">https://10times.com/hong-kong-international-jewellery-exhibition</a>
BioAg Asia 2020	4-6 th Mar 2020	NASC Complex, New Delhi, India	Agriculture & Forestry	<a href="https://10times.com/bioasia-new-delhi">https://10times.com/bioasia-new-delhi</a>
GRTE 2020	11-13 Mar2020	Bangkok, Thailand	Global Rubber, Latex & Tyre	<a href="http://www.grte-expo.com/profile.html">http://www.grte-expo.com/profile.html</a>
SEAFOOD EXPO NORTH AMERICA	15-17 March 2020	Boston, USA	Food & Beverages	<a href="http://www.seafoodexpo.com/north-america">www.seafoodexpo.com/north-america</a>
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	<a href="https://10times.com/oman-plast">https://10times.com/oman-plast</a>
VIETSHRIMP AQUACULTURE INTERNATIONAL	25-27 March 2020	Can Tho, Vietnam	Seafood	<a href="https://vietshrimp.net/">https://vietshrimp.net/</a>
FHA- Food & Beverage	31 Mar-3 Apr 2020	1 Expo Drive, Singapore	Food & Beverages	<a href="https://www.fhafnb.com/about/overview">https://www.fhafnb.com/about/overview</a>
Livestock Malaysia 2020	7-9 Apr 2020	Melaka nternational trade centre, Malacca	Feed, livestock and meat	<a href="https://www.livestockmalaysia.com/">https://www.livestockmalaysia.com/</a>
Aquaculture Asia	7-9 Apr 2020	Melaka, Malaysia	Fisheries/ Aquaculture	<a href="http://www.aquafishesexpo.com">www.aquafishesexpo.com</a>
Seafood Expo 2020	21-23 Apr 2020	Brussels Expo, Brussels, Belgium	Seafood	<a href="https://www.seafoodexpo.com/global/">https://www.seafoodexpo.com/global/</a>
ICEP2020	22-25 Apr 2020	The National Museum of Emerging Science and Innovation, Tokyo	Electronics packaging	<a href="http://www.iiep.or.jp/icep/">http://www.iiep.or.jp/icep/</a>
INFOFISH WORLD TUNA TRADE CONFERENCE & EXHIBITION (TUNA 2020)	27-29 May 2020	Shangri-la Hotel, Bangkok, Thailand	Seafood	<a href="http://tuna.infofish.org/">http://tuna.infofish.org/</a>

# International Trade Exhibitions Conferences, Fairs & B2B Meetings (overseas) - Cont.

World Tea Expo 2020	8-11 June 2020	Colorado Convention Center, Denver CO, United States	Tea	<a href="https://www.worldteaexpo.com/">https://www.worldteaexpo.com/</a>
WORLD AQUACULTURE 2020	8-12 June 2020	Singapore	Food systems	<a href="http://www.marevent.com/">http://www.marevent.com/</a>
Rubber Tech Vietnam	17-19 June 2020	Saigon Exhibition and Convention Center (SECC), 799 Nguyen Van Linh Street, Tan Phu Ward, District 7, Vietnam	Ruber and Tyre	<a href="https://www.rubber-tyre.com.vn/">https://www.rubber-tyre.com.vn/</a>
Propak Asia 2020	17-20 June 2020	Hall 98-106, BITEC, BANGKOK, THAILAND	Food, Drink & Pharmaceutical Processing & Packaging	<a href="https://www.propakasia.com/ppka/2020/en/abouts/how.asp">https://www.propakasia.com/ppka/2020/en/abouts/how.asp</a>
Africas Big 7	21-23 June 2020	Gallagher Convention Centre, Johannesburg	Food and Beverage	<a href="https://10times.com/africas-big-seven">https://10times.com/africas-big-seven</a>
paperworld India	19-22 March 2020	Bombay Exhibition Centre (BEC), Mumbai, India	Paper	<a href="https://10times.com/paperworldindia">https://10times.com/paperworldindia</a>
International Rubber Conference 2020	15-17 Oct 2020	Chennai Trade centre, Chennai, India	Rubber	<a href="https://10times.com/irc-chennai">https://10times.com/irc-chennai</a>
SIAL Paris International Food Exhibition	18-22 Oct 2020	PARIS NORD VILLEPINTE - PARIS	Food Innovation	<a href="https://www.sialparis.com/">https://www.sialparis.com/</a>
25th Annual China Fisheries & Seafood Expo 2020	28-30 Oct 2020	Hongdao International Convention and Exhibition Center (HICEC), China	Seafood	<a href="http://chinaseafoodexpo.com/">http://chinaseafoodexpo.com/</a>





# EDB

**SRI LANKA EXPORT DEVELOPMENT BOARD**



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**EXPO NEWS**

MONTHLY INFORMATION BULLETIN FOR SRI LANKAN EXPORTERS

Compiled By :  
Chandima Wanniarachchi & Nadeera Sriyakumara  
Tel : 011 2300705-11 (Ext. 317)