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**EDB**

# EXPO NEWS

**MONTHLY BULLETIN**

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# EXPORTS START 2022 WITH GROWTH

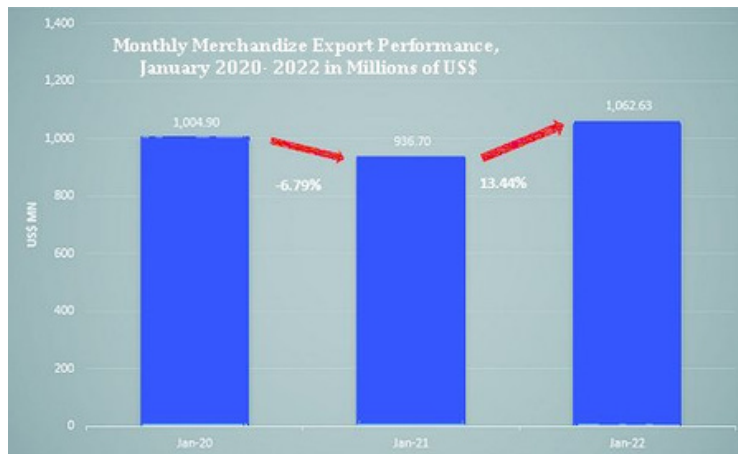
Sri Lanka's export sector has begun 2022 on a positive note year-on-year (YoY), though merchandise shipments were down month-on-month as per latest data released by the EDB yesterday.

Merchandise exports in January were up 13.4% to \$ 1.06 billion YoY, though it was down by \$ 63 million from December. Latest performance is also higher than \$ 1 billion achieved in January 2020.

Export Development Board estimated services exports in January at \$ 313.22 million, up by 7% from a year earlier.

"Exports performance in January 2022 has been remarkable and the growth has been all encompassing, as almost all the major sectors have exhibited encouraging trends. We are hopeful that this trend will continue, and we can see a strong recovery through the end of the year," EDB Chairman Suresh de Mel said.

In 2021, Sri Lanka's exports recorded \$ 15.12 billion, up by 23% from 2020 sustaining its resilience, despite an unprecedented economic crisis. The year 2021 performance comes second only to \$ 15.91 billion recorded in 2018.



The Government is banking on exports, the only hope that can pull Sri Lanka out of the vicious cycle of the current account and put it back on a sound economic growth path. The Government has assured more support to exporters to reach a \$ 20 billion target this year. Commending the exporters, he emphasised on the need to add more value to exports, explore niche markets, and diversify product basket and markets.

"Whilst appreciating that the US and the EU are the largest markets, we need to expand our market share in Asia. The proposed Preferential Trade Agreement (PTA) with Bangladesh will certainly help in this regard. Export product diversification should simultaneously happen to create more billion-dollar industries in Sri Lanka," de Mel pointed out.

The estimated value of services exports for January was \$ 313.22 million, up by 42.2 % over the corresponding month of 2021. The services exports estimated by EDB consist of ICT/BPM, Construction, Financial services and Transport and Logistics.

Cont. >>>

Table 1: Merchandise Export Performance

Exports of Goods	Values in US\$ MN's			
	Jan 2020	Jan 2021	Jan 2022	% Growth (21-22)
Apparel & Textile	472.07	421.28	514.41	22.11
Tea	99.73	100.99	91.23	-9.66
Rubber-based	72.89	84.16	87.1	3.49
Coconut-based	49.05	54.18	68.28	26.02
Diamond, Gems & Jewellery	28.20	28.94	25.08	-13.34
Electronics & Electronic Components	28.23	31.85	35.87	12.62
Spices and Concentrates	19.54	42.22	34.97	-17.17
Processed Food & Beverages	27.01	31.35	30.74	-1.95
Seafood	23.66	16.90	24.11	42.66
Ornamental Fish	1.45	0.88	1.78	102.27
Vegetables	2.63	1.70	2.36	38.82
Fruits	3.84	2.86	3.15	10.14
Other Export Crops	8.19	2.47	5.34	116.19
Flowers & Foliage	1.05	1.09	1.22	11.93
Boat Building	0.40	0.05	0.17	240.00
Petroleum Products	35.64	0.46	34.02	7295.65
Others	131.32	115.32	102.80	-10.86
<b>Total Merchandise Exports</b>	<b>1,004.9</b>	<b>936.70</b>	<b>1,062.63</b>	<b>13.44</b>

## Major exports in January

Export earnings from apparel and textile exports have increased by 22.1 % YoY to \$ 514.41 million in January with strong performance in exports of apparel (24.25%) and woven fabrics (50.24%). However, made-up textile articles declined by 28.68% compared to a year earlier.

Earnings from rubber and rubber finished products have increased by 3.52 % YoY to \$ 87.12 million in January, with positive performance in exports of pneumatic & retreated rubber tyres and tubes (4.08%) and industrial and surgical gloves (2.62%).

Coconut-based export earnings were up by 26% to \$ 68.28 million in January. On a monthly analysis, export earnings of kernel products, fibre products and shell products categorised under the Coconut based increased by 40.7%, 18.97% and 26.01% respectively.

Export earnings from coconut oil, desiccated coconut, coconut milk powder, coconut cream and liquid coconut milk categorised under the coconut kernel products increased by 31.75%, 75.92%, 19.82%, 52.19% and 33.26% respectively in January.

Being the largest contributor to Coconut based sector, coco peat, fibre pith and moulded products which are categorised under the coconut fibre products, increased by 27.83% to \$ 15.11 million in January 2022 from a year earlier. Earnings from activated carbon, which is categorised under the coconut shell products increased by 2% to \$ 11.23 million YoY.

Export earnings from tea, which made up 12% of merchandise exports, however fell by 9.67% YoY to \$ 91.22 million in January 2022, whilst it was down by 8.5 % compared to January 2020. Despite the export of tea packets increasing marginally by 2.25% in January 2022 compared to corresponding period in 2021, the bulk tea exports declined by 20.06% in January 2022.

Earnings from the electrical and electronics components increased by 12.62% YoY to \$ 35.87 million in January 2022 with strong performance in exports of Insulated wires and cables (40.08%), switches, boards and panels (11.42%) and electrical transformers (72.22%).

Export earnings from seafood increased by 42.66% to \$ 24.11 million in January 2022 compared to January 2021. This increase was mainly due to the increase in earnings from export of frozen fish (53.82%), fresh fish (117.33%) and shrimps (33.2%).

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Further, export earnings from ornamental fish increased by 45.61% to S\$ 1.78 million in YoY.

However, export earnings from spices and essential oils decreased by 17.12% to \$ 34.99 million YoY, due to the poor performance in cinnamon (-15.18%) and cloves (-70.78%). Despite the decline in the sector, earnings from pepper increased by 13.39% in January 2022 compared to January 2021.

### **Export performance in major markets**

Strong export performance was recorded for the major export markets which accounted for 65% of total merchandise exports during the period January 2022. Eight markets out of the top 10 markets recorded positive performance except Italy and China.

During the month of January 2022, exports to the US – Sri Lanka's single largest export destination, increased by 26.43 % to \$ 295.25 million compared to January 2021.

The better performance was led by an increase in exports of apparel and textile (31.6%), rubber-based products (pneumatic and retreated rubber tyres and tubes (14.43%) and cinnamon (49.6%).

Exports to the UK as the second largest trading partner recorded an increase of 31.99 % to \$ 81.16 million in January 2022 compared to a year earlier. This performance has resulted in the increased exports recorded in apparel and textile (42.8%) and pneumatic and retreated rubber tyres and tubes (26.32%).

#### **Exports to FTA partners**

Exports to Free Trade Agreement (FTA) partners in January 2022 accounted for 7.2% of total merchandise exports, up by 28 % to \$ 80.31 million.

In addition, exports to India and Pakistan increased by 28.9% and 21% YoY to \$ 71.72 million and \$ 8.59 million respectively in January 2022. Increased Exports to India is mainly supported by increased exports of animal feed (11%), pepper (17.86%), woven fabrics (26.5%) and apparel (65.51%) in January 2022.

Better performance recorded in Pakistan was led by desiccated coconut, other articles of stones, woven fabrics and perfumes, cosmetics, shampoos and makeup preparations and other electrical and electronic products.

### **Export performance in regions**

Sri Lanka's exports to all regions increased during the month of January 2022 compared to January 2021.

Exports to the European Union (EU) which comprise 20% of Sri Lanka's exports during the month of January 2022 increased by 1.33 % YoY to \$ 206.74 million.

Breakdown of exports to the top five EU markets which accounted for 80% of Sri Lanka's total exports to the EU were; Germany \$ 60.2 million (up by 12.63%), Italy \$ 49.69 million (down by 6.32%), Netherlands \$ 38.68 million (up by 10.96 %), Belgium \$ 24.78 million (up by 4.56%) and France \$ 23.51 million (up by 12.65%).



# SRI LANKA EXPORT DEVELOPMENT BOARD

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## MINISTRY OF TRADE

### ASSISTANCE FOR ORGANIC FARMERS / PROCESSORS / INPUT PRODUCERS AND FARMER GROUPS TO OBTAIN ORGANIC CERTIFICATION

EDB will extend assistance to obtain organic certification for Sri Lankan farmers /processors/input producers / farmer groups to obtain organic certification from third party accredited certification bodies. The certification schemes are as follows:

#### **National organic certificate as per SLS 1324:2018**

The EDB will assist individual organic farmers/processors and input producers cultivating and processing organic agriculture products such as rice, fruits, vegetable, spices, tea, herbs, coconut, organic fertilizer, seeds etc. to obtain organic certificate as per SLS 1324:2018

#### **International organic certification**

EDB will assist farmer groups cultivating organic agriculture products such as rice, fruits, vegetable, spices, tea, herbs, coconut, etc to obtain organic certification as per two international standards.

The application & scheme guidelines could be downloaded from EDB website [www.srilankabusiness.com](http://www.srilankabusiness.com)

#### **ELIGIBILITY CRITERIA**

##### **Eligibility criteria for certification as per national organic standards SLS 1324:2018**

##### **Farmers**

- Farmers having minimum one-acre cultivatable land (own land or lease land for more than 05 years).
- Minimum one year experience in cultivation of the particular crop/crops
- Business Registration / Registration as a Producer/Farmer with relevant government authorities

##### **Processors**

- Processing companies having their own processing plants with minimum GMP quality certificate.
- Minimum one year experience in processing the particular product/products
- Business Registration

##### **Input Producers**

- Minimum one year experience in production of organic inputs
- Business Registration / Registration as a Producer/Farmer with relevant government authorities

##### **Eligibility criteria for international organic certification**

- Farmer group with minimum 10 farmers and maximum 100 farmers
- Registration as a farmer group/ association
- Minimum one year experience in cultivation of the particular crop/crops
- Preference will be given to farmer groups linked with exporters/ processors

#### **EDB ASSISTANCE FOR THE SELECTED BENEFICIARIES**

EDB will provide financial assistance for organic farmers/processors, input producers and farmer groups to cover the cost of organic inspection & certification and laboratory testing enabling them to obtain organic certificate as per particular standard mentioned above.

Training with the support of relevant institutions will also be facilitated throughout the programme.

#### **APPLICATION & SELECTION**

Applications should be made on the prescribed form available in the EDB website: [www.srilankabusiness.com](http://www.srilankabusiness.com) (under Section "Announcements") OR could be obtained from EDB Head Office, regional offices in Kandy, Kurunegala, Matara and Jaffna. Duly completed application forms should reach the Director Agriculture, EDB by registered post on or before 4<sup>th</sup> March 2022. Selection will be done by an interview & field visits.

For further details, please contact Ms. S.M.D. Madhumali (Ext:235)/ Ms. Vinoka Perera (Ext:289) on 2300705-11. E-mail: [madhumali@edb.gov.lk](mailto:madhumali@edb.gov.lk), [vinoka@edb.gov.lk](mailto:vinoka@edb.gov.lk)

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# **SRI LANKA'S INAUGURAL PGI FOR CEYLON CINNAMON: EVERYTHING YOU NEED TO KNOW**

## **When was it received?**

Ceylon Cinnamon was added to the register of protected designations of origin and Protected Geographical Indications (PGI) on 2 February. The EU commission by the implementing regulation – (EU) 2022/144, entered a name 'Ceylon Cinnamon' in the register of protected designations of origin and protected geographical indications (Ceylon cinnamon (PGI)).



## **What does the PGI logo indicate?**

The logo indicates the relationship between the specific geographic region and the name of the product, where a particular quality, reputation or other characteristic is essentially attributable to its geographical origin.

## **How was the Ceylon Cinnamon Geographical Indication (GI) certification achieved?**

The outcome was a result of a decade-long, arduous endeavour led by the Sri Lanka Export Development (EDB) under the Ministry of Trade with the support of numerous public and private stakeholders.

## **Sri Lanka's historical association with Cinnamon**

Cinnamon was one of the earliest traded spices in ancient times. It was a popular spice in the ancient Arab world and Arab traders have paved the way for this precious commodity to travel a long distance through the spice route to the European market. Ceylon Cinnamon belongs to the family Lauraceae. It (*Cinamomum Zeylanicum* Blume) is a moderately sized, bushy, evergreen tree that is indigenous to Sri Lanka. Cinnamon grown and produced in Sri Lanka has acquired a longstanding reputation in the international market due to its uniqueness, quality, colour, flavour and aroma.

The name Ceylon Cinnamon is derived from the former name of Sri Lanka (Sri Lanka was known as Ceylon when it was a colony of Britain). 'Ceylon Cinnamon' is one of the main spices traded in the international market and there are many uses from this golden Spice; used for Ayurvedic medicines, part of the Asian cuisine and deployed in industries such as pharmaceutical, cosmetic, and food and bakery.

## **How would Ceylon Cinnamon GI benefit the economy?**

GI registration has the purpose to differentiate Ceylon Cinnamon in the EU market from its substitutes of lower quality. GI will act as a source of competitive advantage which will help to increase market differentiation, product turnover and allow for a premium price from the consumer. An enhanced competitive position of Ceylon Cinnamon in the EU market will have a positive impact in terms of an increase in exports for Sri Lanka, higher income and employment generation across the cinnamon value chain, benefiting about 30,000 stakeholders involved in cinnamon production and processing.

**Cont. >>>**

## What distinguishes Ceylon Cinnamon from the rest?

The uniqueness of Ceylon Cinnamon is represented by its characteristics such as golden yellow to light brown colour, smooth skin, thin bark, sweeter and harsh taste and negligible content of coumarin.

Cinnamon quills, prepared by experienced peelers who follow a traditional technique unique to Sri Lanka, are of uniform thickness from one end to the other and filled with small layers of Cinnamon inside like in a cigarette.

## What do Ceylon Cinnamon GI specifications cover?

The Ceylon Cinnamon GI specifications submitted to the EU cover four product categories, namely: cut quills, powder, leaf oil and bark oil. The stakeholders in the supply chain need to fulfil the technical requirements stipulated in the GI specification to use the EU PGI logo in their products.

## Control mechanisms to ensure compliance

Three levels of control mechanism; self-control, internal control and external control need to be implemented and practiced throughout the supply chain by the growers, processors, collectors, traders and exporters to qualify to get the membership of the “GI Association” and to export Ceylon Cinnamon along with the PGI logo.

## The big picture about GI

GI is a collective right of use that does not belong to one individual or particular company. It represents inclusive involvement of the supply/value chain; growers, producers, processors, collectors, traders, exporters as well as local authorities.

In obtaining GI for Ceylon Cinnamon, the following objectives are expected to be achieved: rural/territorial development, preventing the misuse of Ceylon Cinnamon name, delivering the correct product to the consumer, enabling the commercial benefit of the equity of the brand to reach all stakeholders of the industry, to achieve \$ 1 billion export income from Cinnamon by supplying high-quality products that meet GI standards and specifications, as well as ensuring food safety and traceability.





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Sri Lanka Export Development Board  
No. 42, Nawam Mawatha, Colombo 02  
Tel : 011 2300705-11 Fax : 011 2300676  
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Closing Date for Applications :

**6th March 2022**

Course Fee :

**Rs. 25,000/- per participant**

Duration :

**10 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 :  
[helmalie@edb.gov.lk](mailto:helmalie@edb.gov.lk) for registration

Payments could be done through online or bank deposit

Contact for more info :

**Helmalie Vitharana, Assistant Director on 011 2300677**

# EDB GIVES CASH GRANTS TO 28 BUDDING EXPORTERS



Sri Lanka Export Development Board said 28 companies were given cash grants under programs to build brands and access global markets.

The grants were offered under three programs and were given out by the trade minister Bandula Gunawardhana.

"The entire nation should become an export zone for the country to achieve economic prosperity," Gunawardhana has said at the event.

Under the EDB's National Export Brands Development Program 2021-2024, a total of 14 million rupees had been offered to 13 companies to promote and develop Sri Lankan owned brands.

EDB said this grant is part of a 50 percent of the funds allocated in the National Budget 2021.

The objective of this program is to develop '100% Sri Lankan high-value creative and innovative brands to cater to the international market.

Grants were also offered under a 'New Exporter Development Program'. Five million rupees had been given to ten companies (500,000 rupees each).

This grant was part of a market-pitching program conducted in December 2021.

The participants had been tasked to pitch export marketing plans.

Another set of grants had been offered under a Market Access Support Program that has been running since 2018 till 2021.

This program gives financial assistance on a cost-sharing basis to set up production lines such as technology development, machinery procurement, quarantine facilities, etc. allowing businesses to cater to international markets.

From 2018 to 2021 EDB has given out grants worth 192.7 million rupees to 111 companies out of which 5.9 million had been given to five companies recently.



## **SRI LANKA SERVICES EXPORTS ESTIMATED AT 313.2 MILLION IN JANUARY 2022**



Sri Lanka's services exports were estimated to have reached 313.22 million US dollars, the island's export promotion office said.

The exports were up 42.2 percent from January 2021, the Sri Lanka Export Development Board said, making last January's service exports about 220 million US dollars.

The services exports estimated by EDB is made up of ICT, construction, financial services transport and logistics.

The data however may be revised.

The EDB said in January 2021, that services exports were provisionally estimated at 353.98 million US dollars.

# GERMANY'S IMPORT PROMOTION DESK OPENS COLOMBO OFFICE TO AMPLIFY COOPERATION IN SRI LANKA



**From left: Janna Villatoro Barrera, H&T Feinkost GmbH, Germany, Javier Villatoro Barrera, H&T Feinkost GmbH, Germany, Moderator Ferry Böhnke, External IPD Consultant, Import Promotion Desk, Germany, Nishantha Jayatilaka, Worga Naturals, Sri Lanka, Senuri Gamage, Savour Route Sri Lanka and Jacob Fernando, Asian Agro Products Sri Lanka - Pic by Ruwan Walpola**

With plans to intensify activities in Sri Lanka, Germany's Import Promotion Desk (IPD) recently inaugurated its regional office in Colombo.

The opening of this new representation, the German initiative for trade promotion strengthens its ties and cooperation with their strategic partner – the Export Development Board of Sri Lanka (EDB).

The IPD is funded by the Federal German Ministry for Economic Cooperation and Development (BMZ) and supports its partners in Sri Lanka with the aim to enhance their portfolio of services for export promotion and the goal to establish sustainable trade relations.

At the opening ceremony of the IPD Hub in Sri Lanka, which was held on 27 January in Colombo, the EDB and IPD reaffirmed their commitment to their cooperation.

Since 2018, the IPD is realising activities with its Sri Lankan partners in the sector of Natural Ingredients – processed goods which are derived from nature in different presentations – with the objective to open market access for the Sri Lankan counterparts to the European Union (EU).

The BMZ and the IPD are convinced of the economic potential of Sri Lanka and therefore the support program of IPD in Sri Lanka is being extended till end of 2024.

“We have been working very successfully with our Sri Lankan partners in the last years. With the opening of the IPD Hub in Sri Lanka, we want to reaffirm our commitment to the amplification of the cooperation. We are convinced that the IPD Hub in Colombo will contribute to an intensification of our cooperation, which will be beneficial for our partners in Sri Lanka, as well as for importers in Europe,” IDP Head of Sourcing and Markets Judith Emmerling confirmed.

The representative of IPD will be based at the EDB premises from where the IPD hub will support in strengthening sustainable structures for trade promotion and will contribute with direct knowledge on the demand in the European markets.

Amongst the activities that are being enhanced are, participation at international trade fairs, awareness on corporate social responsibility, market intelligence and further capacity building measurements directed at business support organisations in the field of export promotion.

The cooperating partners aim at an intensified knowledge transfer and the establishment of new services, as well as an enhancement of the currently existing export-related service portfolio.

“We believe that this initiative will not only strengthen the commercial relations between Sri Lanka and the EU, but will also contribute in establishing a solid and strategic approach for growth in promoting our Sri Lankan products in the European markets,” EDB Chairman Suresh de Mel, emphasised.



## SRI LANKA CUSTOMS - RATES OF EXCHANGE

### EFFECTIVE FROM 28.02.2022 TO 06.03.2022

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	145.6418
2	Bahrain	BH	Dinar	BHD	538.4094
3	Bangladesh	BD	Taka	BDT	2.3611
4	Brazil	BR	Brazil Real	BRL	39.6204
5	Brunei	BN	Brunei Dollar	BND	149.8702
6	Canada	CA	Canadian Dollar	CAD	158.6613
7	China	CN	Renminbi	CNY	32.1272
8	China	CN	Offshore	CNH	32.1384
9	Czechoslovakia	CZ	Koruna	CZK	9.1980
10	Denmark	DK	Kroner	DKK	30.5800
11	Egypt	EG	Pound	EGP	12.8929
12	Euro Zone		Euro	EUR	227.5317
13	Ghana	GH	Cedi	GHS	30.2984
14	Hongkong	HK	Dollar	HKD	25.9994
15	Hungary	HU	Forint	HUF	0.6195
16	India	IN	Rupee	INR	2.6916
17	Indonesia	ID	Rupiah	IDR	0.0141
18	Iran	IR	Riyal	IRR	0.0048
19	Japan	JP	Yen	JPY	1.7607
20	Jordan	JO	Dinar	JOD	286.3176
21	Korea	KR	Won	KRW	0.1688
22	Kuwait	KW	Dinar	KWD	670.0086
23	Macau	MO	Pataca	MOP	25.2298
24	Malaysia	MY	Ringgit	MYR	48.3389
25	Maldives	MV	Rufiya	MVR	13.1306
26	Mauritius	MU	Rupee	MUR	4.6032
27	Myanmar	MM	Kyat	MMK	0.1142
28	Nepal	NP	Rupee	NPR	1.6770
29	New Zealand	NZ	Dollar	NZD	136.0501
30	Nigeria	NG	Naira	NGN	0.4881
31	Norway	NO	Kroner	NOK	22.6830
32	Oman	OM	Riyal	OMR	527.2638
33	Pakistan	PK	Rupee	PKR	1.1485
34	Papua New Guinea	PG	Kina	PGK	57.3473
35	Philippines	PH	Peso	PHP	3.9525
36	Poland	PL	Zloty	PLN	49.0953
37	Qatar	QA	Riyal	QAR	55.4188
38	Russia	RU	Rouble	RUB	2.3783
39	Saudi Arabia	SA	Riyal	SAR	54.1071
40	Seychelles	SC	Rupee	SCR	14.0972
41	Singapore	SG	Dollar	SGD	149.8702
42	South Africa	ZA	Rand	ZAR	13.2299
43	Sweden	SE	Krona	SEK	21.3796
44	Switzerland	CH	Francs	CHF	219.7080
45	Taiwan	TW	Dollar	TWD	7.2319
46	Thailand	TH	Baht	THB	6.2375
47	U.A.E.	AE	Dirham	AED	55.2672
48	United Kingdom	GB	Sterling Pound	GBP	271.9580
49	United States of America	US	Dollar	USD	202.9992
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0391
51	Zambia (New)	ZM	Kwacha	ZMW	11.5112
52	Zimbabwe	ZW	Dollar	ZWD	0.5349

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## **EXPO NEWS**

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