



EDB

EXPO NEWS

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EXPORTS SOAR IN 2021



From left: EDB Chairman Suresh de Mel, Trade Minister Bandula Gunawardena, and EDB Director General Chithranjali Dissanayake at the media briefing on the export sector's performance

Sri Lanka's exports in 2021 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.

Releasing the latest provisional data, Trade Minister Bandula Gunawardena appreciated the contribution of exporters to the economy, despite the unprecedented economic conditions they had to deal with, assuring more support to reach a \$ 20 billion target this year.

"Exports are 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 structural change that was brought in with the open economic policies, Sri Lanka had struggled to move out from it. I have all the faith in our export community and as the subject minister I will assure to extend the fullest support to reach greater heights in the next three years," he said.

Noting that apparel, tea, ICT, transport and logistics, rubber, coconut and spices have outperformed in 2021, the Trade Minister said that more support and emphasis should be given to the service exports which have a lot of potential.

EDB Chairman Suresh de Mel said 96.2% of the revised export forecast of \$ 15.72 billion was achieved during 2021.

"The hard work and resilience of the export community was reflected in last year's results. They surpassed the expected merchandise exports target of \$ 12.14 billion, recording an increase of 24.17% to \$ 12.5 billion," de Mel said.

In mid-2021, the EDB upwardly revised the original export target of \$ 15.68 billion to \$ 15.72 billion, as post-COVID reopening of the country augured well for better export performance in 2021.

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The estimated value of services exports for 2021 was \$ 2.54 billion, up by 23% over the corresponding period of 2020. The services exports estimated by EDB consists of ICT/BPM, construction, financial services and transport and logistics and the targeted full-year estimate was \$ 3.58 billion.

“Earnings from merchandise exports and services exports achieved 102.78 % and 73.88% respectively during the period of January to December 2021,” de Mel said.

The EDB Chief said almost all the major merchandise sectors; apparel and textiles, tea, rubber-based products, coconut-based products, electronics and electronic components, spices and concentrates, food and beverages, seafood and ornamental fish recorded increased exports.

In 2021, apparel and textile exports increased by 22.93% to \$ 5.4 billion compared to the same period of 2020. Export of apparel and woven fabrics increased by 25.7% and 99.84% while exports of made-up textile articles and yarn and other textile articles dropped by 44.81% and 8.16%, respectively.

Export earnings from tea increased by 6.72% to \$ 1.3 billion during the period of January to December 2021 compared with the corresponding period of 2020. Exports of all the subcategories of tea sector; tea packets (10.11%), bulk tea (2.47%), tea bags (84.07%), instant tea (19.46%) and green tea (22.79%) increased 2021 compared to 2020.

Export earnings from rubber and rubber finished products increased by 33.87 % to \$ 1.1 billion in January - December 2021 compared to the corresponding period of 2020 attributed to higher exports of industrial and surgical gloves of rubber (47.11%) and pneumatic and retreated rubber tyres and tubes (40.37%).

Earnings from Coconut and coconut-based products increased by 25.81% to \$ 836.1 million from the same period last year. Earnings from all the major categories of coconut-based products increased in the period of January – December 2021 compared to corresponding period of 2020 due to the improved performance in export of liquid coconut milk, coconut cream, coconut milk powder, cocopeat, mattress fibre and activated carbon, coconut oil and desiccated coconut.

Electrical and electronic components (EEC) exports increased by 28.38 % to \$ 421.42 million in 2021 compared to 2020. Export of insulated wires increased by 43.15 % during the period of January to December 2021 to \$ 70.7 million from a year earlier. In addition, exports of electrical transformers, switches, boards and panels and other electrical and electronic products increased by 64.89%, 34.19% and 22.43 % respectively in 2021 from a year earlier.

Export earnings from spices and essential oils increased by 36.14% to \$ 456.71 million in 2021 compared 2020 as a result of the better exports in all the subcategories; cinnamon (11.75%), pepper (131.62%), cloves (129.28%), nutmeg and mace (7.88) and oleoresins (77.73%), etc.

Cont. >>>

Export performance in major markets

Strong export performance was recorded in 10 major export markets, which accounted for 63% of total merchandise exports during 2021.

During the period of January to December 2021, exports to the US — Sri Lanka's single largest export destination, increased by 22.4 % to \$ 3.07 billion compared to the same period of 2020. The better performance led by increase in exports of apparel and textile (17.89%), rubber based products (pneumatic and retreated rubber tyres and tubes (47.62%), industrial and surgical gloves of rubber (40.47%)), motor vehicles parts (151.34%), activated carbon (40.29%) and cinnamon (17.18%).

Exports to the UK as the second largest trading partner recorded an increase of 2.55 % to \$ 933.72 million in 2021 compared to 2020. This reflected with the increased exports of apparel and textile (15.22%), rubber based products sectors [pneumatic and retreated rubber tyres and tubes (39.23%), industrial and surgical gloves of rubber (19.25%)], frozen fish (33.33%) and other electrical and electronic products (12.64%).

Exports to FTA Partners

In 2021 exports to Free Trade Agreement (FTA) partners accounted for 7.2% and total merchandise exports increased by 33.57% to \$ 906.99 million.

Exports to India and Pakistan increased by 34.84% and 23.3% YoY to \$ 815.11 million and \$ 91.88 million respectively during the period of January to December 2021. Increased Exports to India is mainly supported by increased exports of animal feed (26.19%), pepper (158.0%), woven fabrics (134.52%) and bicycles not motorised (239.6%).

In addition, better export performance to Pakistan was through desiccated coconut, other articles of stones, woven fabrics and perfumes, cosmetics, shampoos and make-up preparations and other electrical and electronic products.

Export performance in regions

On a regional comparison, exports to all other regions increased except CIS regions during the period of January to December 2021 compared with the corresponding period of the previous year.

Exports to the European Union (EU), which comprised 24% of Sri Lanka's exports, increased by 29.78 % YoY to \$ 2.9 billion.

Breakdown of exports to the top five EU markets which accounted for 80% of Sri Lanka's total exports to the EU includes: Germany \$ 754.11 million (increased by 32.21%), Italy \$ 578.91 million (increased by 26.59%), Netherlands \$ 425.72 million (increased by 46.71 %), Belgium \$ 334.32 million (increased by 13.14%) and France \$ 245.92 million (increased by 33.12%).

TRADE FAIRS PARTICIPATION DURING THE YEAR 2022



SRI LANKA EXPORT DEVELOPMENT BOARD

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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

5th China International Import Expo (CIE), 5th to 10th 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

9th 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

15th 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 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**

LEADING GERMAN IMPORTER URGES SRI LANKAN AGRI-PRODUCT EXPORTERS TO PRACTICE SUPERIOR PACKAGING TO CAPTURE EUROPEAN MARKETS

Jan Paul Bethke, a leading German importer of Sri Lankan fruits and tea, urged Sri Lankan agri-product exporters to practice effective and superior packaging if they are to be successful in terms of capturing markets in Europe.



"If you package your product well, include a QR code (incorporating extensive details such as the farmer who grew products), and convey a personalized story, customers in advanced markets such as Germany and Europe would develop an affinity with your products", Bethke noted.

He made these remarks at a forum organized by the Sri Lanka Export Development Board (EDB) on packaging and value addition strategies to enhance Sri Lanka's agri-product exports to Germany on 12th January, 2022.

Bethke is co-founder of Lemonaid Beverages GmbH, Germany - a social business engaged in food and beverages based on Fair trade principles - and his company purchases a substantial amount of organic fruit and tea from Sri Lanka. Bethke has a longstanding association with Sri Lanka, having done his A/Levels and worked for a German-based development agency in the island during late 1990s.

According to him, developing a unique sustainable brand, changing with the evolving market trends, and approaching the correct customer base are critical to achieve success in the international marketplace.

Bethke observed that Sri Lankan exporters have not even come close to where they could be given the enormous size of the German market and concluded that he loves the island very much and happy to offer help anytime.

Joining the forum via Zoom, Buddika Wimalasena - Second Secretary at the Embassy of Sri Lanka in Berlin - stated that Germany is an important market for Sri Lanka's exports within Europe and thanked the EDB for organizing a forum for Sri Lanka's exporters with a leading German importer.

Addressing the event, EDB Chairman Suresh de Mel remarked that packaging and value addition are quite important to create value and find niche market opportunities in the international marketplace for Sri Lankan products.

"The post-Covid world has created more opportunities for us to promote natural products such as spices, fruits and vegetables, and herbal products. We have to work to cater to new market opportunities. As a country, we have to ensure that Sri Lanka exports high-quality products to the international market to maintain its reputation as well as achieve a competitive edge and increase its market share." EDB Chief added.

The forum was concluded with the Vote of Thanks address by EDB Additional Director General (Development) - Malani Baddegamage.

The event was organized to create awareness among exporters about European market entry requirements and to help connect with top importers in Germany. The participants of the forum joined the event both physically as well as online due to COVID protocols, and it was attended by EDB Director General Chitranjali Dissanayake, as well as senior EDB officials while the representatives from Sri Lanka's embassy in Berlin joined the discussion via Zoom.



SRI LANKA EXPORT DEVELOPMENT BOARD

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MINISTRY OF TRADE

FINANCIAL ASSISTANCE SCHEME FOR THE AGRICULTURE AND FISHERIES EXPORT ENTERPRISES TO MOVE UP IN THE VALUE CHAIN

Strengthening local enterprises and establishing Sri Lanka as a global innovative hub have been identified as key development strategies to achieve economic prosperity of the country under the Government Policy Framework, “Vistas of prosperity and splendor”. The exporters are encouraged to conduct R & D to develop new products required by the international market increasing the productivity and efficiency of their respective industries.

EDB invites proposals from Agriculture and Fisheries products manufacturers and exporters having aspiration to introduce innovative high value products to expand the export product basket. EDB wish to facilitate such R & D initiatives to be implemented in collaboration with local R & D Institutions under the above scheme on cost sharing basis.

FOR WHOM

Companies engaged in the manufacturing and exports of food & beverages, fruits & vegetables, spices & concentrates, coconut-based products, ayurveda, herbal & spa products, seafood & aquaculture and other agriculture related products are eligible to apply.

WHAT IS OFFERED

A grant up to a maximum of Rs. 1.0 Mn per company to be provided to cover 50% of the cost of below activities

- Conduct R&D to develop high value products jointly with reputed local research institutions engaged in innovative product development.
- Acquire a high value innovative product already developed by a local R&D institution for commercialization for export purposes.

HOW TO APPLY

Application form together with the scheme could be downloaded from the EDB website - www.srilankabusiness.com under “Announcements”. Duly completed applications with all relevant documents as stipulated in the scheme should be submitted to Additional Director General/ Development, Export Agriculture Division, Sri Lanka Export Development Board, No. 42, NDB - EDB Tower, Nawam Mawatha, Colombo 02 on or before **15th February 2022**.

For further details please contact Ms Gayani Wijayathilake, Assistant Director on: 011-2300732, 2300705-11. Fax: 011-2304879 E-mail: gayani@edb.gov.lk.

**CHAIRMAN & CHIEF EXECUTIVE
SRI LANKA EXPORT DEVELOPMENT BOARD
NDB-EDB TOWER
No. 42, NAWAM MAWATHA, COLOMBO 02
Website: www.srilankabusiness.com**

ELECTRONIC AND ELECTRICAL SECTOR BREAKS RECORD WITH OVER US \$ 422MN EXPORT EARNINGS IN 2021



The electronic and electrical sector has recorded a 30 percent increase in its export earnings, compared to US \$ 328 million recorded last year, despite the COVID pandemic challenges.

With the support extended by the Sri Lanka Export Development Board (EDB), the industry has shown its knowledge, expertise, competitiveness and resilience in 2021, to achieve the highest export revenue recorded in history, despite the COVID pandemic challenges. The sector aims to reach an ambitious target of US \$ 1 billion export revenue by 2025.

The Sri Lankan electronic and electrical industry continues to grow its brand as a young, dynamic exporter unafraid of change, embracing the challenges of evolving global markets with resilience.

With a reputation as a 'Design to Delivery Destination' in the electronic and electrical sector, Sri Lanka is a centre of excellence for electronics design and development, whilst the industry with vigour has embraced all emerging technologies, including IoT, robotics, bio-medical, analytics and advanced research and development.

Sri Lanka is progressively stepping into the global value-added supply chain with a range of cutting-edge products and services, keeping pace and aligned with emerging global trends of digitisation, automation, miniaturisation and development of sustainable green energy.

With a reputation for world-class quality and unparalleled delivery records, the Sri Lankan electrical and electronic industry conforms to all required industry standards and global accreditations, observe ROHS and WEEE regulations and strictly adhere to the ILO requirements.

The industry consists of more than 100 engaged in design manufacturing and exporting of electronic and electrical products and services, with approximately 37,000 employees that include high-profile researchers and design engineers.

Making an increasingly healthy contribution towards the country's export-led economic development progression, Sri Lankan electrical and electronics industry has marked its emergence into the global electronics value-added supply chain with products and services finding acceptance amongst reputed global market leaders and catering to multiple industries, including automobile, telecommunication, consumer electronics, industrial automation and numerous other verticals.

CERTIFICATE COURSE ON OPERATIONAL ASPECTS OF INTERNATIONAL TRADE (ON-LINE)

Join with Sri Lanka's premier state Organization for Export Development & Promotion and gain knowledge through our Learning Management System (LMS)

For whom:
For senior and middle
level executives
in public and private
sector organizations
dealing with
international
trade

Course Contents

Module I

Logistics & Import/Export Procedures

- Introduction & Activities of EDB
- Transport & Freight Forwarding
- Customs Procedures
- SLPA Procedures
- Duty-free Access to Imported Inputs
- Export Packaging
- Marine Insurance
- Air Cargo Procedures
- BOI Procedures
- E-Commerce

Module II

Legal and Financial Aspects of International Trade

- Export Procedure & Certification
- Negotiation Skills
- Sales Contacts
- Contracts of Carriage
- Marine Insurance & Cargo Insurance
- Import Export Financing
- Costing & Pricing of Export Products
- INCOTERMS
- Trade Settlement of Disputes
- Preferential Trading
- Factoring



Closing Date for Applications :

19th February 2022

Duration :

10 Saturdays

Course Fee :

Rs. 25,000/- per participant

Application is available in the EDB web :

srilankabusiness.com/edb/training-programs.html



Sri Lanka Export Development Board
No. 42, Nawam Mawatha, Colombo 02
Tel : 011 2300705-11 Fax : 011 2300676
www.srilankabusiness.com

Send your duly filled application to :

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 WINS BRONZE AT "CA SRI LANKA'S APFASL BEST ANNUAL REPORTS & ACCOUNTS AWARDS 2021"



The Sri Lanka Export Development Board (EDB) won the bronze award under the statutory board category at the Best Annual Report & Accounts Awards - 2021, organized by the Association of Public Finance Accountants of Sri Lanka (APFASL), which is the public wing of the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka). This annual event recognizes and honours public sector institutions that demonstrate high-quality financial reporting. For 2021, the APFASL had received 97 applications from public sector institutions to compete for awards at the yearly event.

The Best Annual Report & Accounts Awards were organized concurrently with the Annual Conference of APFASL under the patronage of Secretary to the Treasury Mr. S R Attygalle, Secretary to the Ministry of Public Services, Provincial Services and Local Governments Mr. J. J. Rathnasiri, CA Sri Lanka President Mr. Sanjaya Bandara, President of APFASL Mr. V. Kanagasabapathy and CEO of CA Sri Lanka Ms. Dulani Fernando.

SRI LANKA CUSTOMS - RATES OF EXCHANGE EFFECTIVE FROM 31.01.2022 TO 06.02.2022

| | Country | Country Code | Currency | Currency Code | Rate of Exchange (Rs.) |
|----|------------------|--------------|-----------------|---------------|------------------------|
| 1 | Australia | AU | Dollar | AUD | 142.9216 |
| 2 | Bahrain | BH | Dinar | BHD | 538.4094 |
| 3 | Bangladesh | BD | Taka | BDT | 2.3622 |
| 4 | Brazil | BR | Brazil Real | BRL | 37.5438 |
| 5 | Brunei | BN | Brunei Dollar | BND | 150.0253 |
| 6 | Canada | CA | Canadian Dollar | CAD | 159.4965 |
| 7 | China | CN | Renminbi | CNY | 31.8910 |
| 8 | China | CN | Offshore | CNH | 31.8785 |
| 9 | Czechoslovakia | CZ | Koruna | CZK | 9.2527 |
| 10 | Denmark | DK | Kroner | DKK | 30.4055 |
| 11 | Egypt | EG | Pound | EGP | 12.8970 |
| 12 | Euro Zone | | Euro | EUR | 226.3137 |
| 13 | Ghana | GH | Cedi | GHS | 32.2477 |
| 14 | Hongkong | HK | Dollar | HKD | 26.0578 |
| 15 | Hungary | HU | Forint | HUF | 0.6343 |
| 16 | India | IN | Rupee | INR | 2.6990 |
| 17 | Indonesia | ID | Rupiah | IDR | 0.0141 |
| 18 | Iran | IR | Riyal | IRR | 0.0048 |
| 19 | Japan | JP | Yen | JPY | 1.7586 |
| 20 | Jordan | JO | Dinar | JOD | 286.3176 |
| 21 | Korea | KR | Won | KRW | 0.1685 |
| 22 | Kuwait | KW | Dinar | KWD | 669.9644 |
| 23 | Macau | MO | Pataca | MOP | 25.2864 |
| 24 | Malaysia | MY | Ringgit | MYR | 48.3447 |
| 25 | Maldives | MV | Rufiya | MVR | 13.1306 |
| 26 | Mauritius | MU | Rupee | MUR | 4.6294 |
| 27 | Myanmar | MM | Kyat | MMK | 0.1142 |
| 28 | Nepal | NP | Rupee | NPR | 1.6900 |
| 29 | New Zealand | NZ | Dollar | NZD | 133.5735 |
| 30 | Nigeria | NG | Naira | NGN | 0.4886 |
| 31 | Norway | NO | Kroner | NOK | 22.6949 |
| 32 | Oman | OM | Riyal | OMR | 527.2638 |
| 33 | Pakistan | PK | Rupee | PKR | 1.1472 |
| 34 | Papua New Guinea | PG | Kina | PGK | 57.8548 |
| 35 | Philippines | PH | Peso | PHP | 3.9596 |
| 36 | Poland | PL | Zloty | PLN | 49.6143 |
| 37 | Qatar | QA | Riyal | QAR | 55.7537 |
| 38 | Russia | RU | Rouble | RUB | 2.5973 |
| 39 | Saudi Arabia | SA | Riyal | SAR | 54.1057 |
| 40 | Seychelles | SC | Rupee | SCR | 13.9587 |
| 41 | Singapore | SG | Dollar | SGD | 150.0253 |
| 42 | South Africa | ZA | Rand | ZAR | 13.1483 |
| 43 | Sweden | SE | Krona | SEK | 21.6274 |
| 44 | Switzerland | CH | Francs | CHF | 218.1966 |
| 45 | Taiwan | TW | Dollar | TWD | 7.2956 |
| 46 | Thailand | TH | Baht | THB | 6.0988 |
| 47 | U.A.E. | AE | Dirham | AED | 55.2672 |
| 48 | United Kingdom | GB | Sterling Pound | GBP | 271.9377 |
| 49 | America | US | Dollar | USD | 202.9992 |
| 50 | Zambia (Old) | ZM | Kwacha | ZMK | 0.0391 |
| 51 | Zambia (New) | ZM | Kwacha | ZMW | 11.3312 |
| 52 | Zimbabwe | ZW | Dollar | ZWD | 0.5349 |

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EXPO NEWS

MONTHLY INFORMATION BULLETIN FOR SRI LANKAN EXPORTERS

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