



EDB

EXPO NEWS

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EDB HELP DESK

Exporters are kindly requested to contact the following officers during office hours on working days for clarifications, guidance, and advice on export-related matters and to overcome issues due to the covid-19 restrictions,

No.	NAME	SECTOR	CONTACT NO.	EMAIL
Agricultural Exports				
1	Ms. Nilmini Wanasinghe, Assistant Director	Spices & Concentrates	077 3665720	inoka@edb.gov.lk
2	Ms. Gayani Wijayathilake, Assistant Director	Food & Beverage	071 8365003	gayani@edb.gov.lk
Service Exports				
3	Mr. Akila De Zoysa, Assistant Director	Electronic, Printing & Packaging and Constructions	071 6855188	akiladishan@edb.gov.lk
4	Ms. Vajira Kularathne, Assistant Director	ICT/BPM, Logistics, Marine & Offshore engineering	072 7303869	vajira@edb.gov.lk
Industrial Exports				
5	Mrs. Janithi Morawaka, Assistant Director	Industrial products	077 8983139	mjanithi@edb.gov.lk
6	Mr. Indika Sugathadasa, Assistant Director	Industrial products	071 8246762	indikas@edb.gov.lk
Overseas Markets and Other Matters				
7	Ms. Udeni Wijekoon, Deputy Director	Export Market related matters	071 8365005	udeni@edb.gov.lk
Regional SME Export Related Matters				
8	Mr. D.M.P. Dissanayaka, Deputy Director	Regional Export Related matters	071 8034071	dissa005@gmail.com
9	Ms. Nipuni Munasinghe, Export Promotion Officer	Regional Export Related matters	071 8810987	nipuni@edb.gov.lk
Trade Facilitations / Trade Information / Policy Matters				
10	Mrs. Achini Weerawardena, Deputy Director	Policy / Fiscal Related Matters	071 8334160	achini@edb.gov.lk
11	Mrs. S.A.G. Anuradha, Deputy Director	Trade Facilitations / Information	071 2938054	anuradha@edb.gov.lk
12	Mrs. Helmalie Vitharana, Assistant Director	Trade Facilitations / Information	077 7215911	helmalie@edb.gov.lk
13	Mrs. Dhanushka Ruwanpathirana, Export Promotion Officer	Trade Facilitations / Information	071 2476227	dhanushka@edb.gov.lk
14	Help Desk	General	011 2300710	helpdesk@edb.gov.lk

EDB ORGANIZES STAKEHOLDER FORUM ON ORGANIC AGRICULTURAL EXPORTS



The Sri Lanka Export Development Board (EDB) in association with the Sri Lanka Accreditation Board (SLAB) under the guidance of the Ministry of Trade organized a stakeholder forum on organic agricultural exports, which was chaired by Trade Minister Hon Bandula Gunawardena, on 27th July at NSBM Green University.

Addressing the forum, Minister Gunawardena opined that a golden opportunity has arisen for Sri Lanka to solve its foreign exchange problems with the special emphasis President Gotabaya Rajapaksa has given to promote organic agricultural exports. Commenting on the negative sentiments expressed by various parties about the Government's plans to completely move away from chemical fertilisers, he pointed out such things are quite natural whenever a novel idea or concept is proposed. "At the time I was Education Minister, I faced a lot of opposition when I proposed to establish a secondary school in Homagama. So called experts were claiming that it was not going to succeed. However, contrary to the pessimistic predictions of doomsayers and naysayers, Homagama Mahinda Rajapaksa College has today become one of the most sought after schools in the country, producing top results in A/L and O/L examinations. Hence, we must not get discouraged by the criticism of cynics". The Minister said that plans are underway to establish a chain of retail chains selling organic food products – Sathosa Organic Supermarket – in twenty-five (25) main cities across the country including Colombo', the Minister remarked..

Cont. >>>

Chairman of National Organic Control Unit (NOCU) Advisory Committee, Dr. Sarath Ranaweera providing an overview of the nation's organic agricultural exports during the occasion, disclosed that nearly 400 companies and 30,000 producers are involved in organic agriculture currently with 60,000 hectares of land being used for cultivation. "Even during COVID, supermarket shelves reserved for organic food items went empty in the USA, as people are becoming quite health-conscious during this day and age", he noted.



Addressing the event, EDB Chairman Suresh de Mel observed that a huge demand is anticipated for Sri Lanka's organic products and there is potential to earn high incomes from the sector. A large number of exporters involved in organic agriculture took part in the forum. The absence of adequate accredited laboratory facilities for inspection and testing within the country and rejection of products due to cross contaminations were expressed as the main impediments that restrict the progress of the sector by the participants.

EDB Additional Director General – Development, Malani Baddegamage in her vote of thanks conveyed her appreciation towards the officials of the Ministry of Trade, Department of Agriculture, Department of Export Agriculture, SLAB, Sri Lanka Standards Institute, Industrial Technological Institute, National Science Foundation, and National Fertilizer Secretariat for their presence and active participation in the forum.



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

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

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Logistics & Import/Export Procedures

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

Legal and Financial Aspects of International Trade

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- Negotiation Skills
- Sales Contacts
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- Trade Settlement of Disputes
- Preferential Trading
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DATE OF
COMMENCEMENT

**14TH
AUGUST**

Closing Date for
Applications :

7th August 2021

Course Fee :

Rs. 25, 000/- per participant

Duration :

10 Saturdays

Application is available in the EDB Website :
www.srilankabusiness.com

Payments could be done through online

Send your duly filled application to
helmalie@edb.gov.lk for registration



Sri Lanka Export Development Board
NDB-EDB Tower, No. 42,
Navam Mawatha, Colombo 02
Tel: 011 2300 677 | Fax: 011 2300 676
www.srilankabusiness.com

SRI LANKA GETS BOOST TO SERVE \$ 15 B CHINESE SEAFOOD MARKET

Sri Lanka is bracing to re-enter the \$ 15 billion Chinese seafood market following a resolution of issues connected to mandatory health certification.

The General Administration Customs of China (GACC) recently approved the amended health certificate, thereby enabling the import of fisheries and aquatic products from Sri Lanka from 1 July.

With the involvement of the Export Development Board (EDB) Department of Fisheries and the Sri Lanka Embassy in China, the certificate was upgraded to meet the quarantine requirements of the GACC – Import and Export Food Safety Bureau.

Seafood and aquaculture export products are required to obtain necessary clearance from the relevant authorities of the importing country.

“China is a lucrative market for seafood and aquaculture products such as frozen fish, crabs, prawns, lobsters and sea cucumbers. This arrangement will strengthen Sri Lanka’s seafood export market share in China,” EDB Chairman Suresh de Mel told the Daily FT.

He said the amended health certificate would facilitate existing Sri Lankan companies to continue exports and new exporters to enter the lucrative Chinese market.

China is a key player in global seafood trade and represents one of the largest producers, consumers, importers, and exporters of seafood in the world. China’s consumption has steadily grown and shifted toward an increasing quantity of high-value marine species.

“There is a significant increase in our seafood exports to China, particularly shellfish. With the Chinese consumption pattern, there is more demand for Sri Lankan crabs, shrimp and prawns and lobster than tuna and swordfish, which are generally exported in larger quantity to other markets. The key reason for this is their food culture and preference,” de Mel said.

Sri Lanka exported 1.3 million kilograms of seafood worth \$ 1 billion to China last year and graduated from 14th rank in 2019 to 10th seafood export destination in 2020.

China’s seafood imports reached 4.3 million tons worth \$ 15.44 billion in 2019 – a 30% increase over 2018 due to rising meat prices, strong domestic demand, and continued value-added processing for the export market.

China’s requirements for seafood imports are expected to rise to as high as 18 million tons by 2030. Rising affluence among urban consumers, increased consumption of seafood, and a shift towards more wild-caught and marine species are among factors that make China a high potential export market.



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

Ministry of Trade



IMPLEMENTATION OF NATIONAL BUDGET PROPOSALS 2021

NATIONAL EXPORT BRANDS DEVELOPMENT PROGRAMME TO ASSIST SRI LANKAN ENTREPRENEURS TO DEVELOP AND PROMOTE HOMEGROWN BRANDS IN OVERSEAS MARKETS 2021 - 2024

In line with the Government National Policy Framework “Vistas of Prosperity and Splendor”, strengthening local enterprises and establishing Sri Lanka as a global innovation hub is identified as a key development strategy to achieve economic prosperity of the country.

Sri Lanka needs to develop a strong export sector to stabilize the economy by increasing foreign exchange earnings, especially in the context of the current COVID 19 pandemic. Building strong home-grown brands with a value-added portfolio and differentiated products and services in overseas markets will play a crucial role in the new normal trading environment.

In the above context, the National Export Brands Development Programme has been formulated to provide financial assistance to Sri Lankan entrepreneurs to develop and promote homegrown brands in overseas markets. This Programme envisages to encourage Sri Lankan entrepreneurs to develop and promote creative, innovative & high value-added products for the international market. The scheme is applicable only for 100% Sri Lankan owned brands.

FOR WHOM & WHAT IS OFFERED

Category I - Established export companies:

Exporters having an established brand and previous branding experiences in international markets with established supply chain and adequate infrastructure are eligible to apply. The companies should have more than 3 years of export experience.

50% matching grant up to a maximum of Rs. 10.0 Mn. per year for 03 years will be considered on reimbursement basis.

Category II - Export-ready companies:

Companies, having a strong local brand presence, solid local supply chain, adequate resources, and infrastructure with commitment towards entering the export market are eligible to apply.

50% matching grant up to a maximum of Rs. 5.0 Mn. per year for 03 years will be considered on reimbursement basis.

Please refer Scheme Guidelines for more details.

HOW TO APPLY

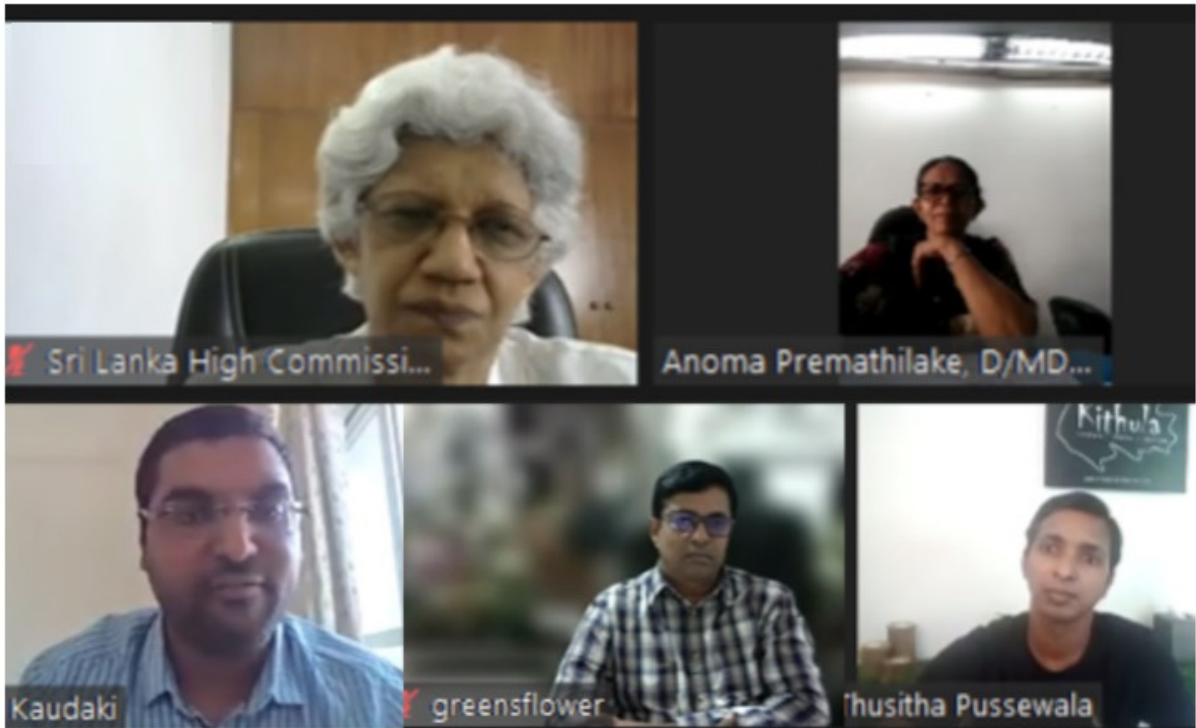
Application form together with the Scheme Guidelines could be downloaded from the EDB website – www.srilankabusiness.com under “Announcements”.

Duly completed application with all relevant documents as stipulated in the Scheme Guidelines should be submitted to the Director-Market Development, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 02 on or before **Friday, 13th August 2021** and scanned copies of the completed application with all relevant documents could also be emailed to pras@edb.gov.lk and dinushika@edb.gov.lk.

For further details, please contact Mr. Prasanna Jayasinghe, Deputy Director/Market Development Tel: 011 2300722, Mobile: 071 6850217, E mail: pras@edb.gov.lk & Ms. Dinushika Abeygunawardene, Assistant Director/ Market Development Mobile: 0776 190050 E mail: dinushika@edb.gov.lk.

CHAIRMAN & CHIEF EXECUTIVE
SRI LANKA EXPORT DEVELOPMENT BOARD
NO. 42, NAWAM MAWATHA, COLOMBO 02
TEL : 2300700, FAX : 2300715
WEB: www.srilankabusiness.com

EXPLORING MARKET OPPORTUNITIES IN INDIA THROUGH AMAZON.IN



The Sri Lanka Export Development Board (EDB) and Sri Lanka High Commission in New Delhi, India jointly organized an online briefing session with Amazon India (www.amazon.in) on 29th June, 2021, to explore the digital marketing opportunities available for the Sri Lankan exporters in the Indian market via the highly reputed e-commerce platform; amazon.in.

Upekkha Samaratunga, Minister (Commercial) of Sri Lanka High Commission in New Delhi, India in her opening remarks emphasized the importance of trade through e-commerce platforms especially in the light of the COVID-19 pandemic.

During the briefing, Sidram Kaudaki, Senior Business Development Manager, who is leading the International Brand Partnerships for Amazon India, explained the vision of Amazon.in bringing high-quality products from international brands through trusted sellers by offering prime benefits to them.

Cont. >>>

Amazon.in intends to collaborate with the EDB and the Sri Lanka High Commission to guide Sri Lankan brands to enter the Indian market through www.amazon.in. as they are already partnering with countries such as Australia, Canada, Italy, Hong Kong, Singapore, South Korea, the US, the UK as well as Switzerland. Amazon.in works collaboratively with Trade Commissioners, Embassies and Associations to launch country-specific stores and therefore, they wish to collaborate with the EDB and the Sri Lankan High Commission in India to promote Sri Lankan brands among Indian customers.



“Amazon.in is India’s most trusted internet brand. The market value of e-commerce in India is expected to reach US\$ 200 billion by 2027 and the number of people using smart phones in India is increasing at an exponential rate”, Kaudaki stated. He invited the Sri Lankan exporter community to make use of amazon.in platform to reach the Indian market which consists of a large number of upper-middle-class consumers.

SME exporters from the Sri Lankan Gift & Handicraft sector joined this discussion to explore the opportunities for their products such as home decors, artificial flowers, wooden & bamboo products, clay products through amazon.in digital platform. During the discussion, they were able to obtain first-hand knowledge on the procedure of promoting products in amazon.in platform, legal requirements as well as the challenges in using digital platforms.



SRI LANKA EXPORT DEVELOPMENT BOARD

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MINISTRY OF TRADE

CAPACITY BUILDING PROGRAMME FOR SME EXPORTERS TO MOVE UP THE VALUE CHAIN THROUGH MARKETING & BRAND DEVELOPMENT

Sri Lanka Export Development Board (EDB) proposes to conduct a structured training programme to build capacities of SME exporters to move up the value chain through marketing and brand development.

The objective of the programme is to provide an understanding on essentials of entrepreneurship with specialization in brand management to equip the businesses with creative and innovative marketing and branding strategies to operate in competitive environment to increase exports.

FOR WHOM

SME Exporters engaged in export of products & services with a total annual sales turnover between Rs. 16 Mn. to Rs. 750 Mn. and having 3 years of export experience are eligible to apply. The companies should have a strong local supply chain, adequate resources, and infrastructure. The qualified companies will be shortlisted and selected through a screening process.

WHAT IS OFFERED

The training programme will be conducted by a professional marketing consultancy firm/ specialized institution. The programme is designed to build the selected entrepreneurs' capacities through an array of business support services. The programme will be in two folds with interactive classroom learning sessions and practical brand coaching sessions including personal guidance on building a brand, on-site visits, and brand mentoring.

The programme will be for 06 months.

HOW TO APPLY

The Application form could be downloaded from the EDB website – www.srilankabusiness.com under “Announcements”.

Duly completed application should be submitted to the Director/ Market Development, Sri Lanka Export Development Board, No. 42, Nawam Mawatha, Colombo 02 on or before **Monday, 16th August 2021**.

For further details, please contact Ms. Dinushika Abeygunawardene, Assistant Director/ Market Development Mobile: 0776 190050 E mail: dinushika@edb.gov.lk.

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EDB DEVELOPS A VOCATIONAL EDUCATION AND TRAINING (VET) PLAN FOR SRI LANKA'S ELECTRICAL & ELECTRONICS INDUSTRY



The Sri Lanka Export Development Board (EDB) with the assistance of the Tertiary and Vocational Education Commission (TVEC) has prepared a Vocational Education Training Plan (VET Plan) for the Electrical and Electronics sector (EEC sector) in Sri Lanka to identify the skill gaps and training required to satisfy EEC sector needs to develop the Electrical and Electronics industry to support the national export drive. This was jointly funded by the EDB and the TVEC. The Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA) also extended their support in preparing this report.

Sri Lanka Electronics and Electrical sector has been identified as a key sector in National Export Strategy. This industry is placed as the seventh largest merchandise export revenue earner (0.012% of world exports) of the country and with more than 85 companies and over 35000 employees. This sector mainly caters for Automobiles, Telecommunication, Consumer Electronics, Industrial Automation and Medical Sector. Most of the companies are Original Equipment Manufacturers (OEMs) and Electronics Manufacturing Service (EMS) produces.

Cont. >>>

The previous VET plan was developed by TVEC in 2012, only addressing the domestic industry sector. Hence, with the assistance of the EDB, the TVEC updated the VET plan for 5 years from 2021-2025 for the Electronics and Electrical Manufacturing and export Industry to address the overwhelming shortage of manual workers by encouraging youth to pursue education in this sector. This report has identified the supply and demand for skills in local and foreign employment, skills gaps and training needs, skill analysis and future trends, monitoring and implementation plan for the next 5 years. This will improve the supply of semi-skilled and skilled professionals to satisfy the Electronics and Electrical Manufacturing sector's needs to build sales and profits of the industry to support the national export drive. In this process, the industry look forward to build a dynamic pool of human resources, strengthened by academic and professional capabilities as stipulated in the National Export Strategy (NES).



The report was presented to Mr. Suresh Dayanath de Mel, Chairman and Chief Executive of The Sri Lanka Export Development Board, and Mr. Manjula Waas, President of Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA), on 9th July 2021 at the EDB.

The EDB will to work closely with TVEC to address the current shortages in the industry and human resources requirements for technical, craft and operational occupations at entry-level for the next five years through this study for the betterment of the Sri Lankan Electronics and Electrical Sector.

SRI LANKA CUSTOMS - RATES OF EXCHANGE

EFFECTIVE FROM 26.07.2021 TO 01.08.2021

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	149.2211
2	Bahrain	BH	Dinar	BHD	538.1902
3	Bangladesh	BD	Taka	BDT	2.3928
4	Brazil	BR	Brazil Real	BRL	39.1038
5	Brunei	BN	Brunei Dollar	BND	148.7683
6	Canada	CA	Canadian Dollar	CAD	161.3821
7	China	CN	Renminbi	CNY	31.3695
8	China	CN	Offshore	CNH	31.3515
9	Czechoslovakia	CZ	Koruna	CZK	9.3171
10	Denmark	DK	Kroner	DKK	32.1789
11	Egypt	EG	Pound	EGP	12.9482
12	Euro Zone		Euro	EUR	239.3483
13	Ghana	GH	Cedi	GHS	34.1579
14	Hongkong	HK	Dollar	HKD	26.1047
15	Hungary	HU	Forint	HUF	0.6654
16	India	IN	Rupee	INR	2.7245
17	Indonesia	ID	Rupiah	IDR	0.0140
18	Iran	IR	Riyal	IRR	0.0048
19	Japan	JP	Yen	JPY	1.8422
20	Jordan	JO	Dinar	JOD	286.1745
21	Korea	KR	Won	KRW	0.1762
22	Kuwait	KW	Dinar	KWD	674.6391
23	Macau	MO	Pataca	MOP	25.3321
24	Malaysia	MY	Ringgit	MYR	47.9834
25	Maldives	MV	Rufiya	MVR	13.1240
26	Mauritius	MU	Rupee	MUR	4.7741
27	Myanmar	MM	Kyat	MMK	0.1233
28	Nepal	NP	Rupee	NPR	1.6995
29	New Zealand	NZ	Dollar	NZD	141.1356
30	Nigeria	NG	Naira	NGN	0.4931
31	Norway	NO	Kroner	NOK	22.8438
32	Oman	OM	Riyal	OMR	527.0207
33	Pakistan	PK	Rupee	PKR	1.2614
34	Papua New Guinea	PG	Kina	PGK	57.8258
35	Philippines	PH	Peso	PHP	4.0326
36	Poland	PL	Zloty	PLN	52.3175
37	Qatar	QA	Riyal	QAR	55.7258
38	Russia	RU	Rouble	RUB	2.7428
39	Saudi Arabia	SA	Riyal	SAR	54.0902
40	Seychelles	SC	Rupee	SCR	12.5400
41	Singapore	SG	Dollar	SGD	148.7683
42	South Africa	ZA	Rand	ZAR	13.9124
43	Sweden	SE	Krona	SEK	23.3469
44	Switzerland	CH	Francs	CHF	221.1660
45	Taiwan	TW	Dollar	TWD	7.2373
46	Thailand	TH	Baht	THB	6.1765
47	U.A.E.	AE	Dirham	AED	55.2381
48	United Kingdom	GB	Sterling Pound	GBP	278.1017
49	America	US	Dollar	USD	202.8977
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0391
51	Zambia (New)	ZM	Kwacha	ZMW	9.1006
52	Zimbabwe	ZW	Dollar	ZWD	0.5346

LET'S FIGHT AGAINST COVID-19

**STAY INDOOR
STAY SAFE**



EDB

SRI LANKA EXPORT DEVELOPMENT BOARD



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EXPO NEWS

MONTHLY INFORMATION BULLETIN FOR SRI LANKAN EXPORTERS

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