



**EDB**

# EXPO NEWS

MONTHLY BULLETIN

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## 25TH PRESIDENTIAL EXPORT AWARDS 2023



The SLEDB extends an invitation to Sri Lankan exporters to submit their applications for consideration as recipients of the 25th Presidential Export Awards -2023 for the financial years 2021/22 and 2022/23.

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# TOP STORIES

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# EDB OPEN DAY GUIDES INNOVATIVE ENTREPRENEURS TO ENTER EXPORT MARKET

The Sri Lanka Export Development Board (EDB) successfully organised the inaugural “Open Day” program (June 15), aimed at providing guidance to innovative entrepreneurs and encouraging their participation in the export sector.

The event garnered a tremendous response with over a thousand budding entrepreneurs from across the island in attendance. Notably, the program witnessed a significant participation of young individuals who were passionate in exploring opportunities in the export market.



The primary objective of the “EDB Open Day” program was to equip aspiring entrepreneurs with the fundamental knowledge required to navigate the complexities of the export sector. Through interactive sessions and one-on-one meetings with the EDB officials, each participant had the opportunity to gain valuable insights and guidance specific to their business goals.



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The program encompassed a range of activities and services tailored to meet the diverse needs of the participants. The key areas covered during the event included comprehensive explanations of export procedures, insights into agricultural and industrial product markets, strategies for product enhancement, identification of potential export linkages, and offering guidance on conforming to international standards. Moreover, “EDB Open Day” served as a platform for the participants to provide feedback on the EDB’s existing services and engage with relevant officials, thereby fostering a collaborative environment.

Under the leadership of EDB Chairman Dr. Kingsley Barnard along with the support of Director General (Acting) Malini Baddegamage, all the EDB officers dedicated their resources and expertise to the success of the program. Their commitment further highlighted the EDB’s ongoing efforts to promote entrepreneurship and facilitate the growth of the export sector in Sri Lanka.

The positive response and active participation witnessed during the “EDB Open Day” reflect the rising interest and enthusiasm among entrepreneurs to explore global markets. By providing a comprehensive platform for knowledge exchange and fostering direct interactions between entrepreneurs and industry experts, the EDB is playing a pivotal role in empowering innovative individuals to expand their businesses internationally.



**MINISTRY OF INVESTMENT PROMOTION  
SRI LANKA EXPORT DEVELOPMENT BOARD**



**SRI LANKA PAVILION AT VIETNAM INTERNATIONAL TRADE FAIR  
(VIETNAM EXPO) 2023, 7<sup>TH</sup> TO 9<sup>TH</sup> DECEMBER 2023**

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Vietnam is organizing a Sri Lanka Pavilion at Vietnam International Trade Fair (Vietnam Expo) 2023 to be held in Ho Chi Minh City, Vietnam from 7<sup>th</sup> to 9<sup>th</sup> December 2023. 20<sup>th</sup> VIETNAM EXPO 2022 was organized with a scale of 550 booths, including international pavilions from countries such as Korea, China, Pakistan, Taiwan, Hong Kong and Sri Lanka. The exhibition has attracted around 10,650 business visitors from Vietnam and all over the world.

**TO WHOM**

Exporters/potential exporters from Apparel & Textile, Black Tea, Rubber & Rubber Based products, Electrical & Electronics and Paper & Paper products are invited to display products at the event.

**COST OF PARTICIPATION & EDB ASSISTANCE**

The total cost of participation has to be borne by the participating companies. EDB will coordinate all activities towards organizing the Sri Lanka Pavilion in collaboration with Sri Lanka Embassy in Vietnam to facilitate the interested companies to display products at the exhibition. EDB may consider 50 % cost sharing towards standard booth for SME companies subject to the availability of funds.

**HOW TO APPLY**

Application should be made on the prescribed form available in the Market Development Division, 8th Floor, EDB or could be downloaded from the EDB website [www.srilankabusiness.com](http://www.srilankabusiness.com) under the section “Announcements”.

Duly completed applications should be sent through registered post to reach the Chairman & Chief Executive Officer, EDB **on or before Friday, 7<sup>th</sup> July 2023** by mentioning “Vietnam Expo 2023” on top left hand corner of the cover.

Selection of suitable participants will be done by an interview panel appointed by the EDB. For further information, please contact Ms. Manuka Perera, Export Promotion Officer Tel: 0112300705/11 (Ext. 267), E- mail: [manuka@edb.gov.lk](mailto:manuka@edb.gov.lk).

**CHAIRMAN & CHIEF EXECUTIVE OFFICER  
SRI LANKA EXPORT DEVELOPMENT BOARD  
No. 42, EDB/NDB Tower, Nawam Mawatha, Colombo 02**

**WEB: [www.srilankabusiness.com](http://www.srilankabusiness.com)**

# EDB EMPHASIZES IMPORTANCE OF STRATEGY FOR NAUTICAL TOURISM INDUSTRY



The Export Development Board (EDB) Boat and Ship Building Advisory Committee has emphasized the importance of developing a strategy for the nautical tourism industry in Sri Lanka as the country has a massive potential for nautical tourism considering the high marine diversity as well as the strategic location of the country during the 7th meeting of the Advisory Committee, held recently.

“Foreign yachts could come to the Sri Lankan waters and anchor and spend few days in the country, as we have attractive onshore activities such as whale/dolphin watching, scuba diving, leisure fishing, snorkelling, windsurfing, kite surfing together with many more activities around the country throughout the year,” the Advisory Committee members pointed out. Therefore, the development of the nautical tourism would provide the opportunities to showcase the capabilities of local boat builders and would allow country to earn foreign exchange earnings, which is the need of the hour.”

The other major points discussed at the meeting were the development of marina infrastructure, reforming the National Export Strategy (NES), organizing the upcoming Sri Lanka Boat show in October 2023, the implementation of the activities recommended under the EDB action Plan, etc.

Furthermore, the committee also emphasized the significance of developing infrastructure facilities for the boat building industry which is one of the pre requisites for the development and promotion of the sector and reviewed the progress of the ongoing projects of establishing breakwater at Kapparithota and establishing launching pads at Beruwela, Negombo and Welipatanwila.

EDB Chairman Dr. Kingsley Bernard stated that the private and public sector involvement in Advisory Committees is expected to provide an environment to formulate mutually acceptable proposals, thereby enabling their efficient implementation. In this context, he added that the members of the Advisory Committee on Boat and Ship Building are providing continuous support on evolving strategies to develop the sector.

Advisory Committee Chairman Gamini Herath appreciated the EDB’s cooperation in carrying out initiatives such as the National Export Strategy, Biennial Boat Show, international promotional activities, etc. during the meeting. The Advisory Committees are expected to identify key market challenges and opportunities facing the industry, set goals to strengthen sector competitiveness, identify market requirements, as well as propose key policy changes that need to be initiated to develop the export sector while playing a significant role in reviewing the relevant product or service sector.

The Boat and Ship building industry has been identified as a future visionary sector, which could contribute significantly to raise the level of overall export performance of the country.



# JEWELLERY SEMINAR TO SRI LANKA GEM & JEWELLERY EXPORTERS



Gem & Jewellery Research and Training Institute (GJRTI) in collaboration with the Export Development Board (EDB), Sri Lanka will organize Jewellery Seminar on 19th July 2023 from 8.30 a.m. to 12.30 p.m. at VIP Room, EDB, Colombo 02.

The availability of skilled Jewellery Designers has been long identified as a key requirement for Sri Lanka's success in the export market and to position Sri Lanka as a valued destination for gems and jewellery for international standards.

## FOR WHOM :

- GEMS & JEWELLERY EXPORTERS
- GEMS & JEWELLERY POTENTIAL EXPORTERS



## OUTLINE OF THE COURSE :

- The Significance of Unique and Innovative Designs in the Jewelry Industry (Including hands-on activities)
- Understanding Design Trends and Creating Customer-Resonating Designs (with Case studies)
- Brand Differentiation through Design and Gems
- Collaboration with Designers and Gem Merchants to Enhance Creativity (including Case studies & interactive exercises)
- Importance of Effective Selling Strategies and Sales Pitch

## CONSULTATION BY MR.RIZWAN ALI :

Mr.R. Ali is an accomplished and experienced Jewellery Specialist and designer with over 25 years of experience in the industry. He has represented the UAE as a Jewellery expert in three World Skills Competitions and served as the Chief expert Jewellery in Emirates Skills National Competition from 2011 – 2016. Mr.Ali is the founder of Illuminant Jewellery Establishment, a leading Gem & Jewellery learning and consulting company.

*Date : Wednesday, 19th July 2023*  
*Time : 8.30 A.M – 12.30 P.M*  
*Venue : VIP Room, 9th Floor,*  
*Sri Lanka Export Development Board,*  
*No.42, Nawam Mawatha, Colombo 02*  
*Course fee : Rs.15,000 per participant*

## APPLICATION PROCEDURE

The interested applicants may contact Ms. Rishani, Management Assistant, Gem & Jewellery Research and Training Institute via (+94) 114 324 676 / (+94) 114 324 677 on or before 12th July 2023 . Seats will be assigned on a first-come, first- served basis.

For further details, please contact :

Mrs. W.L.P. Surendra  
 Assistant Director (Jewellery)  
 Gem & Jewellery Research and  
 Training Institute  
 Mob: (+94)71 136 0033

Mrs. Dilsha De Alwis  
 Export promotion Officer  
 Sri Lanka Export development Board  
 Mob: (+94)78 838 3458



Sri Lanka Export Development Board  
No.42, Nawam Mawatha, Colombo 02, Sri Lanka



Gem and Jewellery Research and Training Institute  
"Ruwan Sewana", No: 73/5/A, Welivita, Kaduwela, Sri Lanka

# IPC INDUSTRY NETWORKING EVENT EDUCATES SL STAKEHOLDERS TO CONQUER GLOBAL ELECTRONICS MARKET



IPC India, Export Development Board (EDB), and Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA) jointly organised an industry networking event and a technical workshop on an electronic assembly to educate and discuss on latest trends, and advancements in electronic assembly to becoming a significant player in the global electronics market.

The industry networking event and a technical workshop were held on Thursday at the Department of Electronic and Telecommunication Engineering, University of Moratuwa. EDB Chairman and CEO Dr. Kingsley Bernard delivered the keynote at the event as the Chief Guest.



*EDB Chairman and CEO  
Dr. Kingsley Bernard*

“We have the ability and the know-how to produce certain component products aiming at different levels of the value chain. Different parts come from different countries. We are in a position to explore that opportunity. The approach has to be niche marketing and going upmarket. If you can identify the right niches in the market and also if you can match the requirements of those niches to hi-tech products, we will be winners,” he added.

IPC India is a global organisation that supports Original Equipment Manufacturers (OEMs), Electronic Manufacturing Services (EMS), Printed Circuit Board (PCB) manufacturers, cable and wire harness manufacturers, and suppliers to the electronics industry to improve the manufacturing of electronics and to build electronics better.

EDB Director Export Services Indumini Kodikara, SLEMEA President Dr. Ajith Pasqual, GPV Group Vice President Quality Ville Pirila and JBC Tools Country Manager Anand Selvaraj also shared their insights at the networking event.

Additionally, IPC Trainer C.S. Nagraj and IPC Trainer T.N. Phanishayee made presentations on “Best Practices in Electronics Assembly” and “Wire Harness - A Growing Sector in Electronics,” respectively.

**Cont. >>>**



The IPC Hand Soldering Competition, which featured 25 competitors from Sri Lankan Electrical and Electronic firms, is the event's centrepiece. By building an assembly that satisfies the requirements of IPC-A-610, Class 3, participants have displayed their abilities and skills. The functionality of the assembly, adherence to the assembly procedure, and overall product quality have all been assessed by the judging panel, which consists of certified specialists. Each contestant had a maximum of one hour to complete the procedure. The contest's winner has earned a spot in this year's 'Productronica World Championship', which will take place in Munich, Germany, in November.

In addition to the competition, the IPC industry networking event has provided a platform for professionals and industry experts to connect, share knowledge, and discuss the latest trends and advancements in electronic assembly.

The event was very significant for Sri Lanka's electronics industry. The country's electronics industry has grown steadily thanks to government initiatives and support, as well as a skilled workforce and a favourable business environment. Due to its advantageous geographic position and highly educated workforce, notably in engineering and technology, Sri Lanka has the potential to become a significant player in the global electronics market.

The technical workshop on electronic assembly also featured insightful sessions by industry leaders, covering topics such as emerging technologies, manufacturing processes, quality standards, and regulatory compliance.

IPC members increase their bottom lines and deliver dependable, high-quality items through set standards, certification, education, training, thought leadership, advocacy, creative solutions, and industry knowledge.

The IPC industry networking event and technical workshop on electronic assembly offered a valuable opportunity for professionals, manufacturers, and stakeholders in the electronics industry to enhance their knowledge, build partnerships, and explore avenues for growth and collaboration.

The EDB is planning to organise similar programs for the Sri Lankan electronics and electrical sector in the future.





**MINISTRY OF INVESTMENT PROMOTION  
SRI LANKA EXPORT DEVELOPMENT BOARD**



**MAGIC Sourcing Las Vegas  
In February 2024 – Las Vegas, USA**

The Sri Lanka Export Development Board (EDB), with the assistance of the Sri Lanka Embassy in USA, proposes Sri Lanka pavilion at MAGIC Las Vegas with the participation of 8 to 10 Sri Lankan apparel companies in February 2024 at Las Vegas Convention Center, USA.

MAGIC Las Vegas is one of the world's largest fashion marketplace with a high-energy fashion experience, which is held biannually in February and August in the Las Vegas Convention Center. MAGIC Las Vegas is the most comprehensive destination for fashion buyers and brands to discover new and emerging brands, explore the latest trends, connect with fashion insiders, gain industry insights, etc.

The fair showcases men's and children's apparel, footwear, accessories and manufacturing resources from around the world. MAGIC Las Vegas accelerates sales pipelines and fosters new and refreshed business connections with access to a growing global audience of young contemporary and trend-driven retailers & buyers. Over 2,600 exhibitors from more than 45 countries have participated at Magic Las Vegas in February 2023.

**OBJECTIVE**

To facilitate Apparel exporters to develop business contacts with USA buyers and explore the possibility of enhancing Sri Lanka's apparel exports to North American region.

**FOR WHOM**

Applications are invited from Apparel Exporters / Manufacturers under following product categories

- Menswear
- Womenswear
- Children & Infant wear
- Sportswear
- Workwear & Uniforms
- Resort & Swimwear
- Intimate Apparel
- Outerwear/Casual wear
- Active wear/Fashion Accessories
- Designer Wear/Brands/Labels

**COST OF PARTICIPATION**

The participants have to bear the full cost of participation. EDB may consider providing assistance towards part cost of space for SME exporters on reimbursement basis.

**APPLICATION**

Applications should be made on the prescribed form available at the Industrial Products Division (6<sup>th</sup> Floor), EDB. Applications could also be downloaded from the EDB website [www.srilankabusiness.com](http://www.srilankabusiness.com) under "Announcements". Duly completed applications should be sent to reach the Actg. Director, Industrial Products, EDB, before 10<sup>th</sup> July 2023. Selections will be done by an interview panel appointed by the EDB.

For further details please contact Ms. S.A.G. Samanthi, Assistant Director/ Industrial Products Division on: Tel: 011- 2300705-11 ext:358. Fax: 011-2303025. Email: [samanthi@edb.gov.lk](mailto:samanthi@edb.gov.lk)

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# WEBINAR ON THE OPPORTUNITIES IN SWISS AND EUROPEAN MARKET FOR VALUE ADDED TEXTILES/ APPAREL



Sri Lanka Export Development Board (EDB) in collaboration with the Swiss Import Promotion Programme (SIPPO) organizing a groundbreaking webinar on the opportunities for Sri Lanka's value-added textiles/ apparel in the Swiss and European markets based on the Market Study conducted by SIPPO.

This webinar aims to discuss on the trade structure, distribution channels, consumption patterns and opportunities in the Swiss and Europe market for Value added textiles/ Apparel from Sri Lanka.

**Date : Thursday, 13th July 2023**

**Time : 1.00 P.M. - 2.30 P.M.**

[Register Here](#)

For further details please contact :  
Ms. Yashika Malwatta,  
Assistant Director  
Market Development Division - EDB  
Tel: +94 011 2300721  
Email: yashika@edb.gov.lk

## Sector Expert



### Giovanni Beatrice

#### Owner of Forward in Fashion

A creative fashion entrepreneur building bridges between supply and demand. Supporting garment manufacturing organizations worldwide on strategy, marketing, manufacturing and CSR.

Currently active in Myanmar, Moldova, Belarus, Ethiopia, Morocco both for government and private sector. He collaborates with retailers and brands on sustainable global sourcing. He is an innovator with a focus on the implementation of original market developments and opportunities in to existing organizations to create a competitive advantage. His commercial and creative approach secures profitability and enables the implementation of market opportunities.



Jointly Organized by  
Sri Lanka Export Development Board and  
Swiss Import Promotion Programme (SIPPO)



Register now for this Zoom Webinar:

[https://us02web.zoom.us/webinar/register/WN\\_BGW2gFY7TKevQeuYvwCNKw](https://us02web.zoom.us/webinar/register/WN_BGW2gFY7TKevQeuYvwCNKw)

## SRI LANKA CUSTOMS - RATES OF EXCHANGE EFFECTIVE FROM 26.06.2023 TO 02.07.2023

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	211.1747
2	Bahrain	BH	Dinar	BHD	833.8815
3	Bangladesh	BD	Taka	BDT	2.9059
4	Brazil	BR	Brazil Real	BRL	65.8577
5	Brunei	BN	Brunei Dollar	BND	233.2171
6	Canada	CA	Canadian Dollar	CAD	238.6163
7	China	CN	Offshore	CNH	43.5336
8	China	CN	Renminbi	CNY	43.7868
9	Czechoslovakia	CZ	Koruna	CZK	14.5314
10	Denmark	DK	Kroner	DKK	46.1738
11	Egypt	EG	Pound	EGP	10.1687
12	Euro Zone		Euro	EUR	343.8839
13	Ghana	GH	Cedi	GHS	27.6974
14	Hongkong	HK	Dollar	HKD	40.1434
15	Hungary	HU	Forint	HUF	0.9299
16	India	IN	Rupee	INR	3.8349
17	Indonesia	ID	Rupiah	IDR	0.0210
18	Iran	IR	Riyal	IRR	0.0075
19	Japan	JP	Yen	JPY	2.1984
20	Jordan	JO	Dinar	JOD	443.0796
21	Korea	KR	Won	KRW	0.2416
22	Kuwait	KW	Dinar	KWD	1,023.0571
23	Macau	MO	Pataca	MOP	38.9548
24	Malaysia	MY	Ringgit	MYR	67.2439
25	Maldives	MV	Rufiya	MVR	20.3341
26	Mauritius	MU	Rupee	MUR	6.8415
27	Myanmar	MM	Kyat	MMK	0.1497
28	Nepal	NP	Rupee	NPR	2.3974
29	New Zealand	NZ	Dollar	NZD	193.5231
30	Nigeria	NG	Naira	NGN	0.4211
31	Norway	NO	Kroner	NOK	29.3225
32	Oman	OM	Riyal	OMR	816.5643
33	Pakistan	PK	Rupee	PKR	1.0952
34	Papua New Guinea	PG	Kina	PGK	87.1577
35	Philippines	PH	Peso	PHP	5.6464
36	Poland	PL	Zloty	PLN	77.7208
37	Qatar	QA	Riyal	QAR	86.2716
38	Russia	RU	Rouble	RUB	3.8818
39	Saudi Arabia	SA	Riyal	SAR	83.8083
40	Seychelles	SC	Rupee	SCR	22.2925
41	Singapore	SG	Dollar	SGD	233.2171
42	South Africa	ZA	Rand	ZAR	16.9105
43	Sweden	SE	Krona	SEK	29.3086
44	Switzerland	CH	Francs	CHF	350.5408
45	Taiwan	TW	Dollar	TWD	10.1202
46	Thailand	TH	Baht	THB	8.9258
47	U.A.E.	AE	Dirham	AED	85.5904
48	United Kingdom	GB	Sterling Pound	GBP	399.6837
49	United States of America	US	Dollar	USD	314.3650
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0605
51	Zambia (New)	ZM	Kwacha	ZMW	18.0336
52	Zimbabwe	ZW	Dollar	ZWD	0.8284

NDB-EDB  
TOWER



**EDB**

**SRI LANKA EXPORT DEVELOPMENT BOARD**



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## **EXPO NEWS**

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