



EDB

EXPO NEWS

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SRI LANKA EXPORT FIRMS TO RUN DURING CURFEW

EDB HELP DESK

The Sri Lanka Export Development Board (EDB) is currently facilitating to ensure that the operations of export industries remain uninterrupted during the curfew period in the country.

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Export firms are to follow health guidelines issued in April 02, 2020.

EDB STEPS UP ONLINE EXPORT PROMOTIONS

Considering the difficulties in organising physical export promotion programs during this pandemic situation, the Sri Lanka Export Development Board (EDB) in collaboration with Foreign Ministry and Sri Lankan Missions overseas has initiated online sessions to enable foreign buyers and Sri Lankan exporters meet via virtual platforms with the objective of creating trade linkages between Sri Lanka and the rest of the world, as it is imperative to sustain the nation's export promotional activities in spite of severe challenges caused by COVID-19.

Numerous B2B meetings were conducted by the EDB under this initiative in collaboration with the Sri Lankan Missions overseas and foreign trade chambers. The B2B meetings were conceptualised based on the products that have potential to access the respective markets. The Sri Lankan Missions overseas took the responsibility to introduce potential buyers/importers for the selected products and the EDB coordinated with both the Sri Lankan Missions and Sri Lankan exporters to organise online meetings in an effective manner.

Initial webinars were conducted prior to the B2B sessions to make exporters aware of the market conditions/trends, tariffs, taxes and other regulations as well as available concessions through free trade agreements and other preferential trade arrangements in the particular market areas. This series of meetings covered all the regions -the Americas, Asia, the EU, and the Middle East for the identified potential product sectors.

MARKET FOCUS

Targeting the Americas region, B2B events were carried out with buyers mainly from the USA, Brazil and Chile for product sectors such as personal protective equipment (PPE), tea, cinnamon, curry leaves, coconut oil, beer, fabrics, lingerie, shapewear, coir-related products. As a result, some exporters are currently discussing with foreign buyers to send samples while few of them are making arrangements for their first orders.

Another virtual business meeting was conducted between six buyers from Qoo10 online platform and Sri Lankan companies related to kids' stationary and educational toys in partnership with the Sri Lankan High Commission in Singapore and Singapore Business Federation. Sri Lankan exporters in apparel and spice sectors benefitted by a B2B meeting program jointly organised by the EDB and the Sri Lanka Embassy in Poland in collaboration with the Honorary Consul for Sri Lanka in Poland.

For the Japanese market, three B2B sessions were held for coir-related products, cocopeat and ayurveda and herbal cosmetics.

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PROMOTING AGRICULTURE-RELATED PRODUCTS

Several B2B meetings took place with the participation of Sri Lankan companies in the spices and concentrates sector with buyers from the USA. Further, participant exporters benefited from the B2B events organised in collaboration with the Sri Lankan High Commission in the UK for the Ayurveda and herbal cosmetics, coconut milk and vanilla product sectors.

A number of B2B meetings were conducted for the Sri Lankan coconut-based products with the Turkish buyers for sub-sectors such as desiccated coconut, cocopeat, activated carbon and coconut kernel products. Preliminary discussions have been held with the Sri Lankan Mission in South Africa to organise B2B meetings for edible coconut products, coir and growing mediums. Fruitful and productive business meetings were organised for coconut products and spices by the EDB and the Embassy of Sri Lanka in Jordan.

CREATING OPPORTUNITIES FOR INDUSTRIAL PRODUCTS

A virtual B2B meeting for the apparel industry for products such as men's wear, women's wear, kids wear, rainwear, hats etc. was conducted during the last two months, and many Sri Lankan companies reaped benefits by the meetings they had with buyers from France and Poland.

A business meeting session was also conducted between Sri Lankan boat building companies and a boat builder from Denmark. This was followed by additional meetings for the boat building sector in different markets and consequent to it, there is an ongoing discussion to form a joint venture between a Turkish ship builder and a reputed Sri Lankan ship building company in the near future.

Furthermore, proposals from the Sri Lankan companies were shared with an Omani party to explore suitable collaboration in the boat building sector. B2B meetings for printing and packaging products were carried out with two buyers from India with the support of the Sri Lankan High Commission in New Delhi.

Focusing on high-value exports, the EDB in collaboration with the Lankan Embassy in Thailand organised a meeting to create linkages between SLINTEC and a Thai auto manufacturer and a battery manufacturer to promote graphene for lead acid and lithium ion batteries. It is believed that these discussions will create more business collaboration with Thailand enabling Sri Lanka to penetrate this emerging market.

The EDB and the Sri Lankan Deputy High Commission in Chennai organised a virtual B2B session with the Indian Electrical and Electronics Manufacturers' Association from 5-9 October in which 66 B2B meetings were held with 10 Sri Lankan companies. Further, business sessions were conducted among Sri Lankan electronics and electrical sector manufactures/exporters with buyers from Germany in collaboration with the Sri Lankan Embassy in Germany.

Cont. >>>

PROMOTIONS FOR THE EXPORT SERVICES SECTOR

A key online event was held in August for the ICT/BPM sector in which leading Sri Lankan start-ups and product engineering companies successfully pitched for clients in Japan. The main objective of this event was to introduce seven start-ups and product engineering companies to the Japanese market and create business linkages to strengthen Japan-Sri Lanka Business partnership; 45 Japanese participants attended the event.

In order to highlight the potential of Sri Lanka's logistics services, two webinars were held connecting the Sri Lankan missions in countries from the Far East and Europe. Hub operators who participated in those webinars are in communication with the Sri Lankan missions seeking further opportunities to connect with the business community in the targeted markets.

FORTHCOMING ONLINE B2B PROGRAMS

The EDB is eagerly exploring options to conduct B2B programs with China for multi products in collaboration with the Consulate General of Sri Lanka in Guangzhou, China, and Yunnan Commercial Office in Colombo.

Additionally, the details of interested companies have been shared with the Bank of China for the online match-making event which will be conducted to coincide with the 3rd China International Import Expo this month.

At the same time, discussions are ongoing to organise B2B programs for the identified products such as automobile components, spices (red pepper varieties), natural rubber, kitchen utensils, porcelain products for the South Korean market and coconut, tea, betel leaves and rubber products for the Pakistan market.

Another program is being planned for the Turkey market for multi sectors in collaboration with the Sri Lanka Embassy and the Foreign Economic Relations Board of Turkey (DEIK) while a separate interactive virtual conference followed by B2B meetings will be held by companies in the country's logistics sector for the Federation of Indian Exporters Organization on 10 November.

As the online platform is the best mechanism to promote exports in the international market owing to the COVID-19 pandemic, the EDB will discuss with other Sri Lankan overseas missions to organise more webinars as well as B2B programs.

UK TO OFFER SRI LANKA SAME BENEFITS OF EU GSP+ POST-BREXIT FROM 2021



The United Kingdom has assured Sri Lanka will continue to enjoy EU GSP+ benefit from 2021 post-Brexit, the Export Development Board said in a statement.

It said since the UK was the main market for Sri Lanka's exports to the EU region and the second largest export market after the USA, it was important for Sri Lanka to receive the same tariff preferences it was enjoying prior to Brexit when trading with the UK in the post-Brexit period.

Exports to UK in the first 10 months of 2020 amounted to \$ 766.72 million and rose by 39% to \$ 102.5 million in October as per provisional data.

The EDB said once the transition period ended on 31 December this year, the UK Global Tariff (UKGT) would replace the EU's Common External Tariff – which would apply until 31 December 2020 – and UK Generalised Scheme of Preferences (UK GSP) would apply from January 2021.

"The Department of International Trade of the UK has announced that EU-GSP eligible countries will be able to get the same tariff preferences they were entitled to earlier through the UK GSP from 1 January 2021," the EDB said.

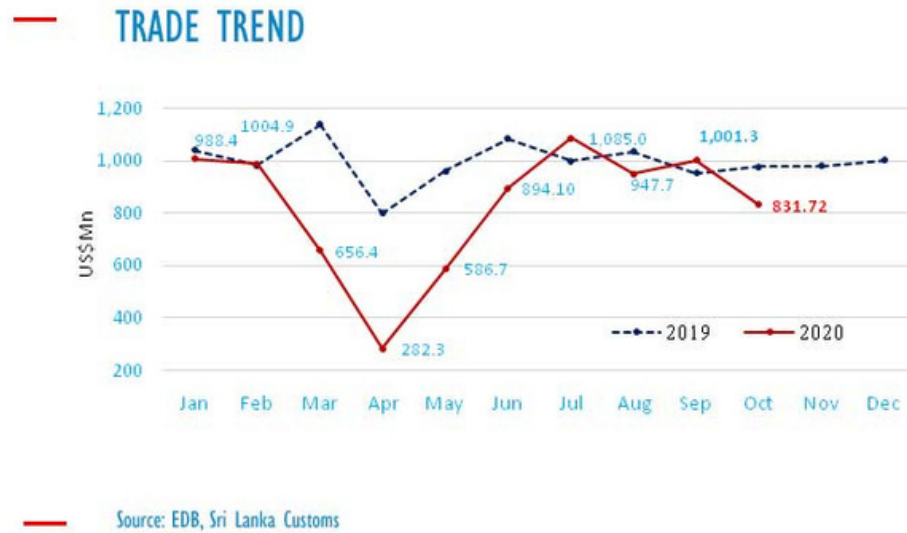
Being a EU-GSP-plus beneficiary country, Sri Lanka will continue to be eligible to receive the same preferential benefits under EU GSP+ for the UK as per its proposed Enhanced Framework replicating EU GSP plus. The proposed Enhanced Framework of the UK replicating EU-GSP Plus criteria is expected to be enforced on 1 January 2021 for a three-year-period from 2021 to 2023.

Further to the information received by the Sri Lanka High Commission in the UK, the current EU GSP Rules of Origin criteria will be applicable till 31 December 2023 and the exemptions of the EU-GSP Rules i.e. bilateral/regional/cross-regional and extended cumulation will be available in a different terminology. A beneficiary country intending to apply for extended or cross regional cumulation has the option to submit a joint application to the UK authority once the Enhanced Framework is enforced.

With regard to the proof of origin of exported goods, the Registered Exporters System (REX system), which is in use at present, will be discontinued from 31 December 2020. However, a similar self-declaration form or a Certificate of Origin (COC) Form A will be introduced by the UK authority. More details and guidelines on the COC will be issued shortly by the UK authorities.

During the three-year-period (2021-2023), the UK will review the eligibility criteria, rules of origin criteria and guidelines to develop its bespoke preferential scheme. The stakeholders too will be consulted in this process.

SRI LANKA EXPORTS FALL 14.9% ON COVID-19 FLARE UP, UK SHIPMENTS SURGE



Sri Lanka's merchandise exports fell 14.9% from a year earlier to 831.7 million dollars in September 2020, as a Coronavirus outbreak spread disrupting activity, the islands, export promotion office said.

"It is concerning to see a sharp reduction in exports in October due to the C19 eruption in Sri Lanka which has had a direct impact on our manufacturing and export facilities," Export Development Board Chairman Prabhash Subasinghe said.

"The exporters' order book is full for the rest of the year and the businesses need to be agile to manage through the C19 disruption.

"European markets have moved into a lockdown phase and the USA has also reported very high C19 numbers, this will have a significant impact on our market access. Our exporters will need to navigate this uncharted territory in order to maintain business continuity."

But exports still increased to Europe by 6.45% in October 2020 and to the United Kingdom by 38.93%.

Apparel and textiles fell 18.9% to 356.5 million dollars, from 439.7 million last year, and was down 17.5% from September.

Exports of rubber and rubber products were up 12.4% to 80.3 million dollars, with tires up 8.4% and gloves up 36%.

But Rubber Plates, Sheets Rods of Vulcanized or Unhardened Rubber, Gaskets, Washers, Seals of Hard Rubber and Hygienic or Pharmaceutical Articles have decreased by 39.93%, 10.04%, 65.71% in October 2020.

Coconut based products increased in October 2020 compared with October 2019.

Cont. >>>

Earnings of Coconut Oil, Coconut Milk Powder, Coconut Cream, Liquid Coconut Milk, and Coconut Flour categorized under the Coconut Kernel Products had increased 70.46%, 41.67%, 72.64%, and 208.7%.

Coco Peat, Fiber Pith & Moulded products had increased by 30.64 percent to 13.09 million dollars.

Earnings from Activated Carbon had risen 17.61 percent.

The United States of America had bought 2,089.2 million dollars of goods up to October 2020, United Kingdom US dollar 766.72, India 498.79 million, Germany 478.96 million, and Italy 371.58 million accounting for over half of total exports in the first 10 months of 2020.

In October the United States had bought 197.06 million dollars of exports falling 17.88 percent.

Exports to the United Kingdom as the largest trading partner in the EU Region had risen to 38.93 percent 102.52 million dollars in October 2020.

Except for the EU Region (6.45%), exports to other regions;

Exports to South Asia had fallen 30.08 percent, ASEAN 21.44 percent, CIS 27.01 percent, Africa 7 percent, and the Middle East 39.13 percent.

Merchandise Export October 2020 (US\$mn)

Exports of Goods	Jan.- Oct 2019	Jan.- Oct 2020	% Growth	Oct 2019	Oct 2020	% Growth
Apparel	4,612.63	3,630.41	-21.29	439.79	356.52	-18.93
Tea	1,139.14	1,031.78	-9.42	113.79	112.22	-1.38
Rubber-based	753.71	667.14	-11.49	71.44	80.30	12.40
Coconut-based	523.37	552.74	5.61	50.52	62.47	23.65
Diamond, Gems & Jewellery	263.13	126.94	-51.76	24.61	7.94	-67.74
Electricals & Electronic Components	323.83	266.71	-17.64	32.79	20.49	-37.51
Spices and Concentrates	268.06	268.33	0.10	32.59	33.80	3.71
Food & Beverages	304.73	300.56	-1.37	34.85	24.73	-29.04
Seafood	219.58	164.96	-24.87	19.20	15.57	-18.91
Ornamental Fish	12.85	11.26	-12.37	1.46	1.51	3.42
Vegetables	26.70	21.82	-18.28	2.89	2.14	-25.95
Fruits	36.05	30.55	-15.26	4.37	2.84	-35.01
Other Export Crops	30.03	63.77	112.35	5.55	2.99	-46.13
Flowers & Foliage	15.64	11.07	-29.22	1.29	1.26	-2.33
Boat Building	65.24	2.03	-96.89	0.80	0.03	-96.25
Petroleum Products	347.48	291.53	-16.10	49.88	11.35	-77.25
Others	907.00	791.61	-12.72	91.48	95.56	4.46
Total Merchandize Exports	9,849.17	8,233.21	-16.41	977.30	831.72	-14.90

Sources: Sri Lanka Customs / Sri Lanka Export Development Board

WEBINAR AND NETWORKING SESSION BETWEEN SRI LANKA AND TURKEY TO ENHANCE BILATERAL TRADE, TOURISM AND INVESTMENT



Embassy of Sri Lanka in Turkey and the Sri Lanka Export Development Board (EDB) jointly organized a Webinar and Business Networking Session last week in collaboration with the Turkish Economic Relations Board (DEIK). More than 85 participants attended the webinar.

Three separate matchmaking sessions were also arranged for the Sri Lankan and Turkish participants for the product and services sectors viz. Food & Beverages, Rubber Products, Industrial Gloves, Yarn, Activated Carbon, Ayurveda Products & Coco-peat, and Construction & Tourism.

The objective of this webinar and the business networking session is to increase awareness and create business linkages among the participants of both countries aiming to increase trade and promote investments and tourism. The event has resulted in creating positive contacts for rubber related products.

During the session, the Ambassador of Sri Lanka in Turkey, M. Rizvi Hassen emphasized the importance of diversifying the export product sectors and requested both Sri Lankan and Turkish entrepreneurs to look into the untapped potential available in both countries in terms of creating more trade, investment and tourism.

Ambassador Hassen emphasized the importance of initiating more interactive sessions of this nature which are increasing awareness and generating connections. He also highlighted the future plans of the Sri Lanka Embassy to develop Turkey market for Sri Lanka.

Ambassador of Turkey to Sri Lanka Demet Şekercioglu, spoke during the session and encouraged Sri Lankan and Turkish companies to increase the business links between both the countries.

Speaking during the session, Prabhash Subasinghe, Chairman of EDB highlighted the current economic situation of Sri Lanka and the importance of the export sector at this juncture. He also pointed out the importance of having better market access to increase trade; He appreciated the Sri Lanka Embassy in Turkey and DEIK of Turkey for organizing this event which gives opportunity to network for the business community.

Nail Olpak, President of DEIK, Turkey invited Sri Lankan and Turkish business community to explore the potential and contribute for enhancing bilateral trade. President of Turkey – Sri Lanka Business Council, Mr. Beşir Ugur moderated the session.

The presentations on Sri Lanka's trade relations, investment opportunities & tourism perspective were made by the EDB, BOI and SLTPB respectively. The Turkish perspective on trade and investment was shared by the Turkish Ministry of Trade.

Series of online Webinars and B2B meetings are in the pipeline to be organized by the Embassy of Sri Lanka in Turkey with the support of EDB which could be used to continue the dialogue already created through the event for the betterment of both the countries.

SRI LANKA INKS MOU WITH CHINESE WOMAI



Local media quoting an official report on Saturday, November 7, that Sri Lanka's Export Development Board (EDB) has inked a Memorandum of Understanding (MoU) with Chinese e-commerce platform Womai.

The EDB and COFCO Womai Investment Co. inked an accord to show Sri Lankan exports on Womai's website throughout Sri Lanka's contribution at the third China International Import Exhibition (CIIE) in Shanghai on Friday, a report by the EDB stated.

The report stated "The signed MoU subsequently opens the market for exporters for online trading and promotion in the national promotional section".

SCHEDULE

RATES OF EXCHANGE

EFFECTIVE FROM 30.11.2020 TO 06.12.2020

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	137.7712
2	Bahrain	BH	Dinar	BHD	496.5854
3	Bangladesh	BD	Taka	BDT	2.2081
4	Brazil	BR	Brazil Real	BRL	35.0850
5	Brunei	BN	Brunei Dollar	BND	139.8409
6	Canada	CA	Canadian Dollar	CAD	143.7819
7	China	CN	Renminbi	CNY	28.4514
8	China	CN	Offshore	CNH	28.4687
9	Czechoslovakia	CZ	Koruna	CZK	8.5299
10	Denmark	DK	Kroner	DKK	29.9656
11	Egypt	EG	Pound	EGP	11.9719
12	Euro Zone		Euro	EUR	223.0590
13	Ghana	GH	Cedi	GHS	31.9795
14	Hongkong	HK	Dollar	HKD	24.1561
15	Hungary	HU	Forint	HUF	0.6180
16	India	IN	Rupee	INR	2.5365
17	Indonesia	ID	Rupiah	IDR	0.0133
18	Iran	IR	Riyal	IRR	0.0045
19	Japan	JP	Yen	JPY	1.7993
20	Jordan	JO	Dinar	JOD	264.0903
21	Korea	KR	Won	KRW	0.1694
22	Kuwait	KW	Dinar	KWD	613.0976
23	Macau	MO	Pataca	MOP	23.4343
24	Malaysia	MY	Ringgit	MYR	45.9710
25	Maldives	MV	Rufiya	MVR	12.1113
26	Mauritius	MU	Rupee	MUR	4.6986
27	Myanmar	MM	Kyat	MMK	0.1424
28	Nepal	NP	Rupee	NPR	1.5838
29	New Zealand	NZ	Dollar	NZD	131.2178
30	Nigeria	NG	Naira	NGN	0.4912
31	Norway	NO	Kroner	NOK	21.0919
32	Oman	OM	Riyal	OMR	486.3250
33	Pakistan	PK	Rupee	PKR	1.1763
34	Papua New Guinea	PG	Kina	PGK	53.2230
35	Philippines	PH	Peso	PHP	3.8907
36	Poland	PL	Zloty	PLN	49.8343
37	Qatar	QA	Riyal	QAR	51.4148
38	Russia	RU	Rouble	RUB	2.4737
39	Saudi Arabia	SA	Riyal	SAR	49.9233
40	Seychelles	SC	Rupee	SCR	8.9976
41	Singapore	SG	Dollar	SGD	139.8409
42	South Africa	ZA	Rand	ZAR	12.3070
43	Sweden	SE	Krona	SEK	21.9586
44	Switzerland	CH	Francs	CHF	206.5983
45	Taiwan	TW	Dollar	TWD	6.5673
46	Thailand	TH	Baht	THB	6.1775
47	U.A.E.	AE	Dirham	AED	50.9753
48	United Kingdom	GB	Sterling Pound	GBP	250.1058
49	United States of America	US	Dollar	USD	187.2400
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0360
51	Zambia (New)	ZM	Kwacha	ZMW	8.9119
52	Zimbabwe	ZW	Dollar	ZWD	0.4934

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SRI LANKA EXPORT DEVELOPMENT BOARD



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