



EDB

EXPO NEWS

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PRESIDENTIAL EXPORT AWARDS 2020/21

Friday, 26th November 2021 at BMICH



PRESIDENT RECOGNISES TOP EXPORTERS



Leaders in apparel exports, Brandix and MAS were bestowed with the accolade 'Exporter of the Year' for the 2019/20 and 2020/21 financial years respectively, by President Gotabaya Rajapaksa on Friday (26).

Last year, the Export Development Board (EDB) could not hold the Presidential Export Awards for financial year 2019/2020 due to the outbreak of COVID-19 and therefore it was held as a combined awards scheme this year.

The Presidential Export Awards initiated in 1981, is the highest and the most prestigious award presented by the President of Sri Lanka to exporters in recognition of their outstanding contribution to the export sector and to economic development of the country.

The EDB this year, recognised and appreciated the resilience, perseverance and commitment shown by the exporters amidst a number of challenges brought on by the pandemic, and their contribution towards achieving the goal of the Government's policy framework 'Vistas of Prosperity and Splendour'.

New overall awards such as 'Best Exporter in Product Diversification,' 'Best Value-Added Exporter of the Year,' 'Market Diversified Exporter of the Year,' 'Best Performing Exporter in Emerging Markets' and 'Emerging Exporter of the Year' were introduced to the Presidential Export Awards scheme this year, in line with the national policy framework.

In total, 63 export companies were awarded during the ceremony for the past two financial years, with 12 Overall Awards and 46 Sectoral Awards for products and services. The selections for the awards were done by an eminent panel of Judges headed by a Retired Judge of the Supreme Court.

The selection of the 'Best Exporter' for the Product and Services Sectoral Awards was more competitive as the evaluation was not only based on export earnings, but also several other criteria, such as value addition, employment creation, market diversification, and growth of export earnings.

The 24th Presidential Exporters Awards was organised by the EDB under the leadership of Trade Minister Dr. Bandula Gunawardana and the guidance and directions of EDB Chairman Suresh de Mel.



SRI LANKA EXPORT DEVELOPMENT BOARD
MINISTRY OF TRADE



SEAFOOD EXPO GLOBAL

Barcelona, Spain 26th – 28th April, 2022

The EDB will be organizing a Sri Lankan pavilion at the Seafood Expo Global (SEG), scheduled to be held from 26th -28th April 2022 in Barcelona, Spain.

Seafood Expo Global is the largest international seafood trade fair that brings together all key players (suppliers, buyers, government, distributors, industrial and services) in the seafood sector from each corner of the world. As the global seafood marketplace, more than 29,000 seafood professionals from 155 countries have attended the SEG 2019 fair to discover new products and suppliers as well as to meet the current suppliers and discuss future business plan. Six Sri Lankan seafood companies participated at the Seafood Expo Global, Brussels, Belgium held in May 2019.

Participating at the SEG will be a great exposure to the Sri Lankan Seafood Exporters/ potential exporters to update the knowledge on latest technologies, market trends & identify industry challenges & price trends. Also this fair will provide opportunities to exporters strengthen existing contacts, build new contacts with international buyers and reap the business opportunities in the EU region with GSP + benefit.

FOR WHOM:

Fish and fishery product exporters, processors and potential exporters are invited to exhibit at the Sri Lanka pavilion.

EDB ASSISTANCE:

The cost of space & construction together with the cost of exhibits, airfare, hotel accommodation and internal travel will have to be borne by the participant company.

APPLICATIONS:

Applications should be made on the prescribed form available at the Export Agriculture Division (6th floor), EDB or could be downloaded from the website www.srilankabusiness.com under the section “Announcement”. Duly completed application forms should be sent by registered post to reach the **Director, Export Agriculture Division, EDB on or before 06th December 2021.**

For further details please contact Ms. Yamuna Sumanarathna, on: 0112300732 Fax: 0112304879. Email: yamuna@edb.gov.lk

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WORLD'S FIRST SRI LANKAN HEIRLOOM RICE-BASED SKINCARE RANGE 'VIVYA' READY TO GO GLOBAL



From left: EDB Director-General Chitranjali Dissanayake, EDB Chairman Suresh De Mel, Hemas Consumer Brands Director – Business Development and Innovation Sabrina Esufally and Hemas Consumer Brands Head of International Business Mohamed Shafriz

Vivya, the first-ever Sri Lankan heirloom rice-infused skincare solutions range, is poised to enter in the South Asian market and beyond.

Developed entirely within Sri Lanka, Vivya is a breakthrough innovation of Hemas Consumer Brands- a leading manufacturer in Sri Lanka's home and personal care sector. The Vivya range is a unique -if not an altogether revolutionary- cosmeceutical solution as Vivya is the world's first skincare range based on powerful ingredients of Sri Lankan heirloom rice that creates the coveted youthful radiance in women's skin.

The Vivya range consists of day cream, facial serum, face wash, night cream and a cleanser. The entire product range is infused with the highly moisturising, nourishing and brightening properties carefully derived from nature from Sri Lankan heirloom rice. These extractions from select Sri Lankan rice varieties are thereafter fortified through a unique technological process that results in the potent 'Golden Trice Blend' found in Vivya.

The Vivya range has already won the hearts of skincare solution seekers in the Maldives and United Arab Emirates. Vivya's arrival in global market is the latest addition to the cosmetics product basket of Sri Lanka's export sector.

Suresh de Mel, Chairman of Sri Lanka Export Development Board said: "We are excited about the newest venture of Hemas Consumer; modern-day skincare solutions inspired by Sri Lankan heritage ingredients are now available to global skincare markets. Such innovative products take our tiny island to the heart of global skincare market. The EDB wishes this Sri Lankan team of skincare trailblazers the best of luck."

There are more than 1500 varieties of heirloom rice in Sri Lanka and many of them have been renowned not only for their higher nutritional properties but also for their antioxidant powers that generate the coveted youthful radiance in the skin. These heirloom rice elements, which are now infused in Vivya, powers the care product range to revive the dull and tired skin to be restored to its pristine youthful radiance.

Sabrina Esufally, Director - Business Development and Innovation of Hemas Consumer Brands said: "Sri Lankan women have few choices for their full breadth of skin care needs as over 90 percent of the products in the market are aimed at skin lightening. The Vivya range by Hemas Consumer Brands changes this routine outlook. Vivya actively works on maintaining the beauty and diversity of the skins of women regardless of their age, skin color or pigmentation. What is important is that the power of valuable skin care elements extracted from Sri Lankan heirloom rice is not known globally-until Vivya presented it. The blend of select ingredients from three varieties of ancient Sri Lankan heirloom rice results in the unique 'Golden Trice Blend' that is found in Vivya."

SRI LANKA PARTICIPATES AT 2021 CHINA INTERNATIONAL IMPORT EXPO



The Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in China and the Sri Lanka Consulate General in Shanghai has made arrangements to organize Sri Lanka's participation at the 4th China International Import Expo (CIIE), which is currently taking place at the National Exhibition and Convention Centre in Shanghai.

This event is held annually from 5th-10th November, and organized by the Ministry of Commerce of the People's Republic of China and Shanghai Municipal People's Government with assistance from the World Trade Organization, United Nations Industrial Development Organization, China International Import Expo Bureau and the National Exhibition and Convention Centre (Shanghai) Co. Ltd.

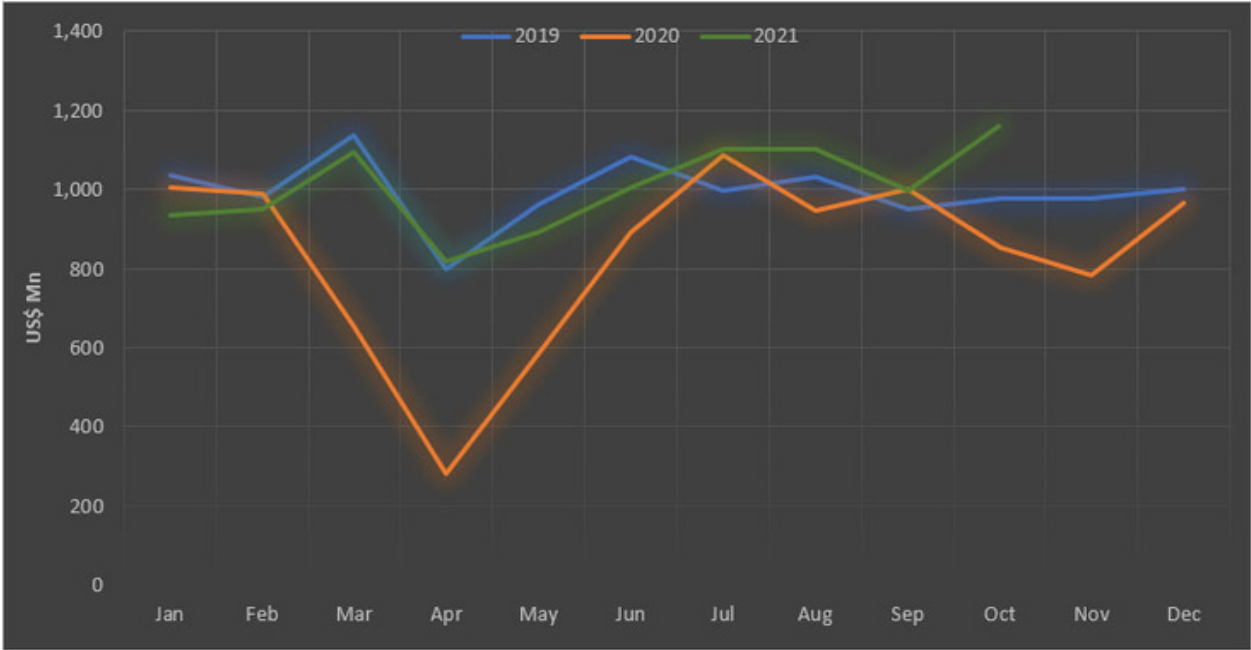
The Sri Lanka Food and Agriculture Pavilion at this year's event includes 18 companies. The participants from Sri Lanka will be attending the Expo through their Agents in China. Further, a common display area is organized as a cluster of offerings for different products which provides visitors an exclusive experience with the unique taste of Sri Lanka's food products. This section includes Ceylon Spices, Ceylon Tea, coconut-related products and processed food products such as kithul products, sauces, confectionaries, etc. A company which manufactures and exports eco-friendly, coir-based products is displaying their products at the Consumer Goods section, and its product range includes Thavasi Brushes, brooms and mats etc.

The EDB believes that CIIE, 2021 is a great platform to promote Sri Lankan products to the Chinese market and to identify the right distribution channels/ reliable business partners in China amidst growth in the Chinese consumer market. It is noted that the changes in purchasing patterns through E-commerce platforms during the Covid-19 pandemic have created challenges as well as opportunities for Sri Lankan exporters to explore this lucrative and competitive market.

As per the statistics released by China's Statistics Department, its economy grew by 18.3% and retail sales rose by 34.2% during the first half of 2021. China was the 8th largest export destination of Sri Lanka, generating an export value of US\$ 223Mn in 2020 with main export products being tea, activated carbon, electronic & electrical products, coir fibre, apparel, mineral sands, petroleum products, pneumatic and retreaded rubber tyres & tubes. In addition, Sri Lanka also has a potential to supply products such as gemstones, quality spices, coconut and coir products.

SRI LANKA'S MERCHANDISE EXPORTS CONTINUED ITS ROBUST PERFORMANCE IN OCTOBER 2021, WITH A NEW HIGH

Monthly Merchandize Export Performance 2019, 2020 & January-October 2021 in Millions of US\$



Sources: Central Bank of Sri Lanka, Sri Lanka Customs & Sri Lanka Export Development Board

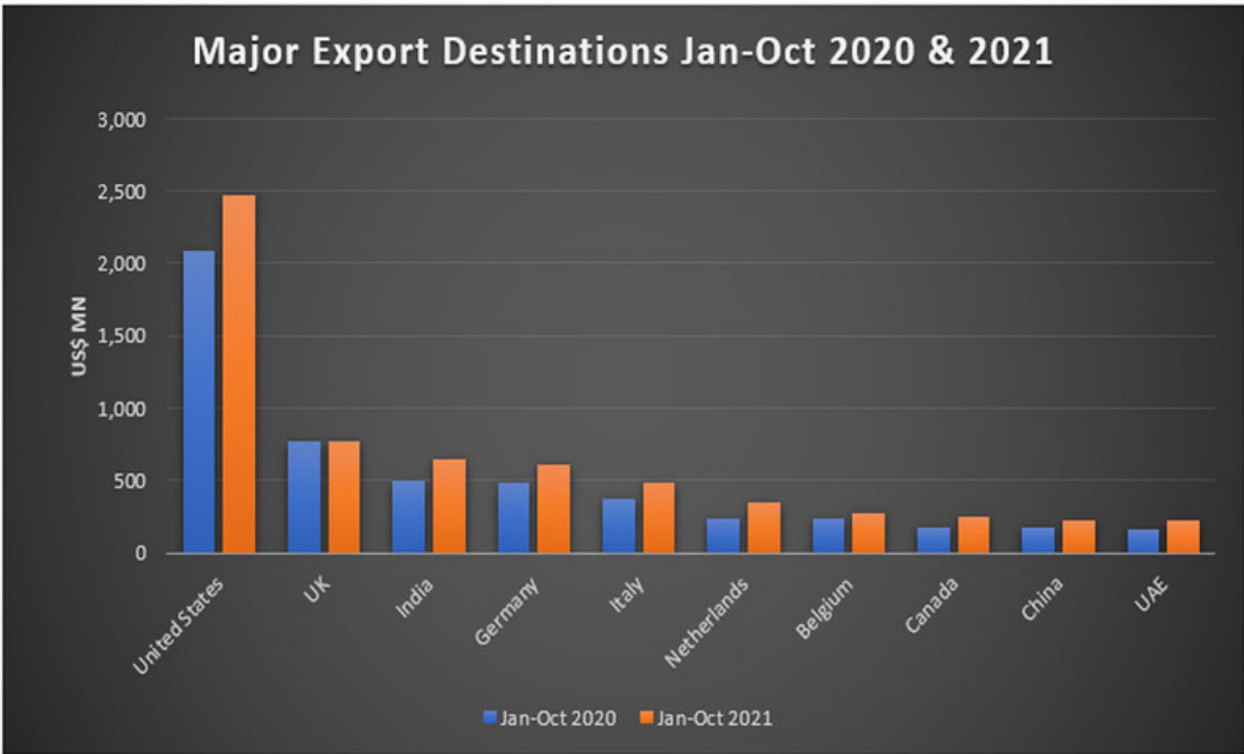


Table 1: Merchandise Export Performance

Values in US\$ Mns

Exports of Goods	Jan-Oct 2019	Jan-Oct 2020	Jan-Oct 2021	% Growth (20-21)	Oct 2020	Oct 2021	% Growth (20-21)
Apparel & Textile	4,612.6	3,630.4	4,388.5	20.9	356.5	509.0	42.8
Tea	1,139.1	1,031.8	1,096.1	6.2	112.2	109.5	-2.4
Rubber-based	753.7	667.13	896.89	34.4	80.3	91.91	14.5
Coconut-based	520.9	550.7	684.6	24.3	62.2	77.7	24.9
Diamond, Gems & Jewellery	263.0	126.9	211.7	66.8	7.9	25.4	219.9
Electronics & Electronic Components	323.8	266.7	348.0	30.5	20.5	38.4	87.3
Spices and Concentrates	268.0	268.3	365.7	36.3	33.8	44.9	32.8
Processed Food & Beverages	304.7	300.6	339.8	13.1	24.7	63.0	154.8
Seafood	219.6	165.0	212.5	28.8	15.6	24.5	57.0
Ornamental Fish	12.8	11.3	15.5	37.8	1.5	1.7	10.6
Vegetables	26.7	21.8	21.4	-2.2	2.1	2.7	24.8
Fruits	36.0	30.5	31.8	4.1	2.8	3.2	13.8
Other Export Crops	30.0	63.8	55.8	-12.6	3.0	7.4	145.7
Flowers & Foliage	15.7	11.1	13.1	18.1	1.3	1.8	44.4
Boat Building	65.2	2.0	36.6	1703.9	0.0	33.7	112200.0
Petroleum Products	288.7	267.3	180.6	-32.4	10.1	16.7	65.4
Others	1,079.9	883.9	1,160.8	31.3	119.8	109.1	-8.9
Total Merchandize Exports	9,960.4	8,299.2	10,059.4	21.2	854.3	1,160.6	35.9

Table 2: Top 10 Export Destinations

Country	Jan-Oct 2020	Jan-Oct 2021	% Growth (20-21)	Oct 2020	Oct 2021	% Growth (20-21)
United States	2,089.2	2,466.7	18.1	197.1	291.3	47.8
United Kingdom	766.7	768.0	0.2	102.5	88.5	-13.7
India	498.8	644.6	29.2	45.1	77.6	72.1
Germany	479.0	609.7	27.3	49.0	64.8	32.3
Italy	371.6	480.6	29.3	41.3	61.9	49.7
Netherlands	232.4	346.3	49.0	29.9	40.3	34.5
Belgium	237.7	272.7	14.7	24.9	29.6	19.1
Canada	172.6	255.3	47.9	16.0	26.5	66.0
China	178.0	228.0	28.1	18.7	20.3	8.6
UAE	160.5	229.2	42.8	14.3	28.2	97.5
Others	3,112.7	3,758.3	20.7	315.6	431.7	36.8
Total	8,299.2	10,059.4	21.2	854.3	1,160.6	35.9

EDB JOINS GEN SRI LANKA TO CELEBRATE GLOBAL ENTREPRENEURSHIP WEEK



Every year, Global Entrepreneurship Week is celebrated during the week of the second Monday in November to appreciate the contribution of entrepreneurs towards the wellbeing of societies across the world by the Global Entrepreneurship Network (GEN) – a worldwide platform of initiatives and programmes that are designed to assist with the creation of a global entrepreneurial ecosystem.

Sri Lanka Export Development Board (EDB) Chairman Suresh de Mel is the Sri Lankan representative of the Global Entrepreneurship Network. The nation's entrepreneurs – including exporters – played a pivotal role over the last two years despite serious challenges and obstacles to safeguard the livelihoods of citizens. Particularly, the contribution of exporters as the prime generators of foreign exchange to the economy has amplified due to the drying up of tourist earnings, worker remittances, and foreign direct investments in the wake of the pandemic. The exporter community, demonstrating the true virtues of entrepreneurship, helped keep the wheels of the economy moving during this turbulent time period which is characterised by constant disruptions both locally and globally.

The EDB has over the years taken numerous initiatives to propel the spirit of local entrepreneurship to the international market place. The New Exporter Development Programme is implemented by the EDB with the aim of assisting Sri Lankan entrepreneurs with export potential to enter the export market by developing their capacities to suit the requirements of the international market. Currently, 2,054 entrepreneurs are registered with the EDB for this programme representing all 25 districts in the country.

Having recognised the inherent potential of entrepreneurship in women, the EDB launched the Women Entrepreneurship Development Programme which includes a multi-fold approach in order to address the obvious disparity between male and female small and medium enterprise (SME) business owners. The main objective of the programme is to link women and their associated businesses to commercially viable opportunities and value chains across the world, enabling economic and community development.

The EDB will continue to aid Sri Lankan entrepreneurs to succeed in their endeavours to reap success in the international market by implementing bold and innovative programmes and activities in the future.

EDB CREATES PLATFORM TO DEVELOP BILATERAL TRADE BETWEEN SRI LANKA & BANGLADESH

A multi-party meeting on enhancing bilateral trade between Sri Lanka and Bangladesh was held at the Export Development Board (EDB) on 3 November, 2021, under the patronage of the Trade Minister Bandula Gunawardena and High Commissioner of Bangladesh to Sri Lanka Tareq Md Ariful Islam with the participation of companies that export products to Bangladesh.

Representatives from several Government institutions attended the meeting and issues faced by the Sri Lankan exporters when exporting to Bangladesh were taken up for discussion with the Minister of Trade and the High Commissioner. About 30 companies representing tea, cosmetics & personal care products, textiles, electrical & electronic products, woven fabric & rubber products including tyres and chemical products have joined the meeting.



Speaking at the event, Minister Gunawardena said that currently his ministry with the Department of Commerce and other line agencies is working on the proposed Bangladesh – Sri Lanka Preferential Trade Agreement (BS-SL PTA) to promote bilateral trade for the benefit of the citizens of both countries.

Expressing his views, the High Commissioner of Bangladesh stressed the importance of developing trade, investment and logistic services including shipping and air transport between the two countries considering the close proximity and location advantage.

EDB Chairman Suresh D de Mel remarked that the meeting would provide a good platform for the Sri Lankan business community to share and discuss their views and concerns with the High Commissioner as well as the relevant Government authorities of Sri Lanka in order to meet the objective of increasing exports to Bangladesh.

Exporters who joined the meeting physically as well as via zoom platform pointed out the importance of the Bangladesh market for their products and investments. They direct their concerns when exporting to Bangladesh to Minister, the High Commissioner and the officials present at the meeting. Among those, the high rate of Customs Duty for Sri Lankan exports, visa matters and insufficient container ships and flights among the 2 countries were the main issues.

In response to the concerns raised by the exporters, the options available for obtaining visas to visit Bangladesh were explained. The proposed Bangladesh-Sri Lanka Preferential Trade Agreement will be the option for receiving duty concession for the issue of higher duties when exporting to Bangladesh.

Bangladesh is a very important trading partner for Sri Lanka within the SAARC Region. The total trade between the two countries in 2020 was USD 200 Mn and Bangladesh was the 21st largest export destination for Sri Lanka in 2020 with a value of USD 153.44 Mn.

Key export products of Sri Lanka to Bangladesh are Electrical & Electronic Products, Woven Fabrics, Petroleum Oils, Petroleum Gases, Textile Articles, Products of Plastics, Nails, Screws, Bolts & Nuts of Metal and Paper & Paper Products.

Total imports from Bangladesh to Sri Lanka in 2020 was USD 47.89 Mn. This was an increase of 17.29% compared to the year 2019. Imports from Bangladesh include pharmaceutical Products, apparel, etc.

SRI LANKA CUSTOMS - RATES OF EXCHANGE EFFECTIVE FROM 29.11.2021 TO 05.12.2021

	Country	Country Code		Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	145.1241
2	Bahrain	BH	Dinar	BHD	538.4094
3	Bangladesh	BD	Taka	BDT	2.3661
4	Brazil	BR	Brazil Real	BRL	36.4654
5	Brunei	BN	Brunei Dollar	BND	148.0341
6	Canada	CA	Canadian Dollar	CAD	159.8734
7	China	CN	Renminbi	CNY	31.7568
8	China	CN	Offshore	CNH	31.7439
9	Czechoslovakia	CZ	Koruna	CZK	8.8984
10	Denmark	DK	Kroner	DKK	30.6160
11	Egypt	EG	Pound	EGP	12.9134
	Euro Zone		Euro	EUR	227.6535
13	Ghana	GH	Cedi	GHS	33.1292
14	Hongkong	HK	Dollar	HKD	26.0329
15	Hungary	HU	Forint	HUF	0.6216
16	India	IN	Rupee	INR	2.7210
17	Indonesia	ID	Rupiah	IDR	0.0142
18	Iran	IR	Riyal	IRR	0.0048
19	Japan	JP	Yen	JPY	1.7671
20	Jordan	JO	Dinar	JOD	286.3176
21	Korea	KR	Won	KRW	0.1701
22	Kuwait	KW	Dinar	KWD	670.4069
23	Macau	MO	Pataca	MOP	25.2565
24	Malaysia	MY	Ringgit	MYR	47.8490
25	Maldives	MV	Rufiya	MVR	13.1306
26	Mauritius	MU	Rupee	MUR	4.6136
27	Myanmar	MM	Kyat	MMK	0.1135
28	Nepal	NP	Rupee	NPR	1.7027
29	New Zealand	NZ	Dollar	NZD	138.6891
30	Nigeria	NG	Naira	NGN	0.4953
31	Norway	NO	Kroner	NOK	22.5183
32	Oman	OM	Riyal	OMR	527.2638
33	Pakistan	PK	Rupee	PKR	1.1563
34	Papua New Guinea	PG	Kina	PGK	57.8548
35	Philippines	PH	Peso	PHP	4.0194
36	Poland	PL	Zloty	PLN	48.5783
37	Qatar	QA	Riyal	QAR	55.7537
38	Russia	RU	Rouble	RUB	2.7061
39	Saudi Arabia	SA	Riyal	SAR	54.1115
40	Seychelles	SC	Rupee	SCR	15.8156
41	Singapore	SG	Dollar	SGD	148.0341
42	South Africa	ZA	Rand	ZAR	12.5671
43	Sweden	SE	Krona	SEK	22.2263
44	Switzerland	CH	Francs	CHF	217.3439
45	Taiwan	TW	Dollar	TWD	7.2961
46	Thailand	TH	Baht	THB	6.0479
47	U.A.E.	AE	Dirham	AED	55.2665
48	United Kingdom	GB	Sterling Pound	GBP	269.9991
49	America	US	Dollar	USD	202.9992
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0391
51	Zambia (New)	ZM	Kwacha	ZMW	11.4321
52	Zimbabwe	ZW	Dollar	ZWD	0.5349

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