



**EDB**

# EXPO NEWS

**MONTHLY BULLETIN**

**VOLUME 21 | ISSUE NO. 09**

**SEPTEMBER 2021**



**READ ONLINE**





# TOP STORIES

**EXPORTS EXCEED  
A BILLION US DOLLARS  
FOR THE 3RD CONSECUTIVE MONTH**

**Page # 04**



**SRI LANKA'S ICT/BPM COUNTRY BRAND  
'ISLAND OF INGENUITY' PROMOTED  
AT ICT DIGITAL WEEK IN LUXEMBOURG**

**Page # 09**



**SRI LANKAN FOOD & BEVERAGE  
PRODUCTS PROMOTED  
AT TRADE EVENTS IN SOUTH KOREA**

**Page # 11**

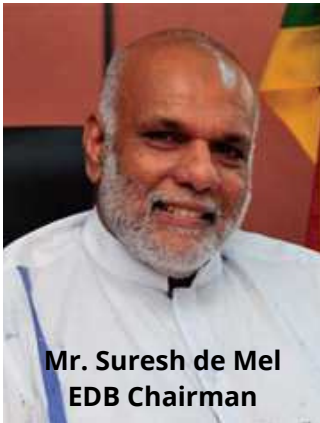


# **EDB HELP DESK**

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
<b>Agricultural Exports</b>				
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
<b>Service Exports</b>				
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
<b>Industrial Exports</b>				
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
<b>Overseas Markets and Other Matters</b>				
7	Ms. Udeni Wijekoon, Deputy Director	Export Market related matters	071 8365005	udeni@edb.gov.lk
<b>Regional SME Export Related Matters</b>				
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
<b>Trade Facilitations / Trade Information / Policy Matters</b>				
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 PROPOSES TAX CUT ON INCREMENTAL EXPORTS IN UPCOMING BUDGET



Some form of a tax relief on incremental exports is the least that could be granted by the government from the upcoming budget given its fiscal constraints to incentivise exporters who continuously strive to add more capacity and bring foreign exchange at this critical juncture, according to the Export Development Board (EDB), the main export promotion office in the country.

Speaking at a pre-budget forum held recently, EDB Chairman Suresh de Mel said this proposal had been there on the cards for some time and would prove very useful if it could be implemented in earnest.

“There are some things we can do that is not going to cost that much. One of them is to give some sort of a tax relief on incremental exports,” de Mel told a webinar organized by the Institute of Chartered Professional Managers of Sri Lanka.

At present, export incomes are taxed at 14 percent compared to 24 percent charged elsewhere for corporate income tax purposes. Although not linked to taxes, a year ago, the EDB proposed an Export Development Reward Scheme with the intention of encouraging export volumes by way of paying an additional 2.0 percent and 3.5 percent on their incremental export earnings for large and small & medium sized exporters respectively.

After a brief setback suffered in April and May this year due to the virus resurgence, Sri Lanka’s exports earnings have continued to exceed a billion dollars in the three consecutive months through August.

EDB chief said the export earnings are on course to achieve the year-end target.

Speaking further de Mel said the current suspension of fresh recruitments into the State sector due to fiscal challenges could not have come at a better time when the private sector is grappling with a persistent labour shortage, which has forced companies to operate below capacity.

“The private sector has a big labour shortage and I think this will give the private sector some labour that would otherwise be working for the government. So, I think again this is not a cost but a saving and might give the export sector the workforce for their expansion and exports increases”, de Mel added.

Speaking on the way forward for exports, he emphasised on the need for developing exportable quality products via continuous value addition and tapping niche markets for durable success as Sri Lanka is not a major manufacturing powerhouse.

In this backdrop, he called for budgetary support for the expansion of EDB’s ongoing Export Production Villages programme, establishment of Export Houses, which functions as intermediaries in the exports supply chain, and in marketing and promotional endeavours including the emerging social commerce, which has gained more traction as a result of the pandemic.





**SRI LANKA PRODUCT DISPLAY AT**  
**8<sup>th</sup> FOOD & BEVERAGE AND HOSPITALITY 2021**  
**2<sup>nd</sup> to 5<sup>th</sup> December 2021 in Kathmandu, Nepal**

Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in Nepal is proposed to organize “**Sri Lanka Product Display**” at Food & Beverage and Hospitality (FBH) 2021 to be held in Katmandu, Nepal from 2<sup>nd</sup>- 5<sup>th</sup> December 2021, to display product samples of 10 Sri Lankan export companies with the purpose of promoting Sri Lankan Food & Beverages and Hospitality Sectors. House of Rajkarnicar – Nepal, the organizers of FBH 2021 is expecting to host about 200 exhibitors and more than 40,000 business and public visitors this year.

Please visit <https://www.fbhnepal.com> for more information on the above fair.

**TO WHOM**

Exporters/potential exporters from Food & Beverages sector including Ceylon Tea, Coconut based products, Spices & Concentrates, Confectionary items, Dried Fruits & vegetables, Fruit Juice and Jams, Seafood & Fish products could display their products and the promotional materials at the event.

**COST OF PARTICPATION & EDB ASSISTANCE**

EDB will consider assistance towards the airfreight & clearance charges of product samples & promotional brochures. The cost related to organizing and staffing of Product Display at the exhibition will be borne by the Sri Lanka Embassy in Nepal. Selected companies need to bear the cost of samples exhibits and promotional materials.

**HOW TO APPLY**

Application forms could be downloaded from the EDB website [www.srilankabusiness.com](http://www.srilankabusiness.com) under “**Announcements**”. Duly completed application should be sent to Director-Market Development, EDB on or before 1<sup>st</sup> of October 2021. Shortlisted applicants will be interviewed by a Selection Panel.

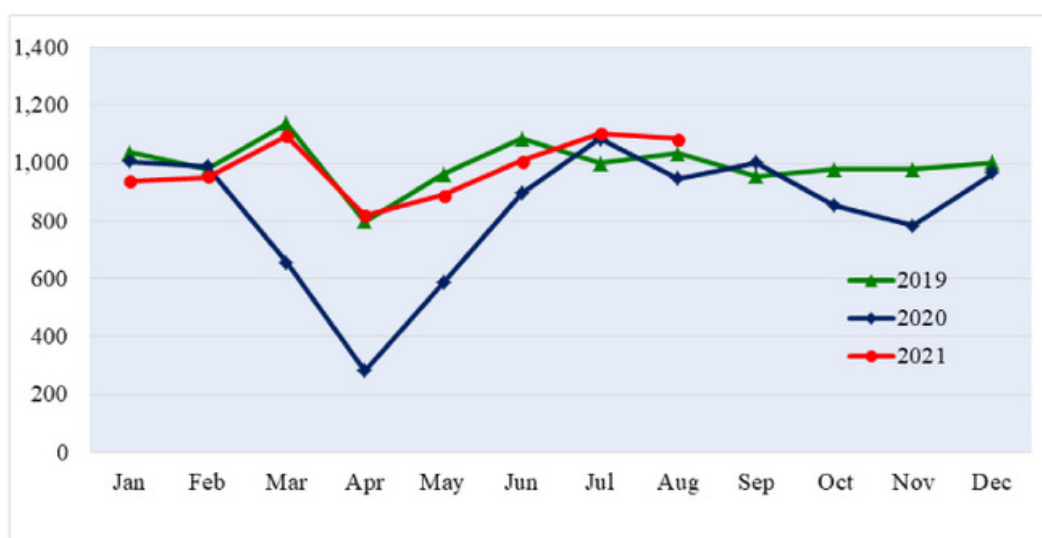
For further information, please contact Ms. Apsara Arampath, Assistant Director - Tel: 0773630108, email: [apsara@edb.gov.lk](mailto:apsara@edb.gov.lk) or Ms. Manuka Perera, Export Promotion Officer -Tel 0712384015, email: [manuka@edb.gov.lk](mailto:manuka@edb.gov.lk)

# EXPORTS EXCEED A BILLION US DOLLARS FOR THE 3RD CONSECUTIVE MONTH

Sri Lanka's merchandize exports in August 2021 recorded an increase of 14.4 % to US\$ 1,083.56 Mn as compared to US\$ 947.2 Mn recorded in August 2020 as per the data released by the Sri Lanka Customs.

Export Development Board (EDB) Chairman, Suresh de Mel, commended the exporters and said it is remarkable to see another month of exports over a billion US\$ despite the ongoing pandemic. He also said that, going forward we need to add more value to our exports and explore niche markets, and diversify our product basket and markets.

**Graph I: Monthly Export Performance 2019, 2020 & Jan-August 2021 in Millions of US\$**



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

## Major Exports in August 2021

Export earnings from Apparel Sector have increased by 12.13 % y-o-y to \$ 491.5 million in August 2021 with strong performance in exports of Apparel (12.84%) and Woven Fabrics (312.9%). On a year-on-year basis, exports of Made-Up Textile Articles & Yarn and other Textile Articles declined by 64.31% and 20.88% respectively. Further, export earnings from Apparel Sector increased by 8.61 % in August 2021 in comparison to July 2021.

Export earnings from Tea in August 2021 which made up 12% of merchandise exports increased by 13.41% y-o-y to \$ 116.78 million and export volume also increased by 16.1% in August 2021 compared to August 2020. Moreover, export earnings from Tea recorded a 1.43% increase in August 2021 in comparison to July 2021.

Export earnings from Rubber and Rubber Finished products have increased by 27.31 % y-o-y to \$ 92.34 million in August 2021 with strong performance in exports of Pneumatic & Retreated Rubber Tyres & Tubes (33.02%) and industrial & surgical gloves (36.89%). However, exports of gaskets, washers, seals, etc. of Hard Rubber have declined by 44.48 % y-o-y to \$ 4.93 million in August 2021.

**Cont. >>>**



Earnings from all the major categories of Coconut based products increased in August 2021 compared with August 2020. Earnings from Desiccated Coconut, Liquid Coconut Milk and Coconut cream categorized under the Coconut Kernel Products increased by 42.82%, 13.8% and 72.94% respectively. Being the largest contributor to Coconut based sector, Coco Peat, Fiber Pith & Moulded products which categorized under the Coconut fibre products increased by 28.55% to US\$ 17.38Mn in August 2021 in comparison to August 2020. Earnings from Activated Carbon, which categorised under the Coconut shell products decreased by 1.72% in August 2021 compared to August 2020.

Export earnings from Seafood increased by 19.65% to US\$ 165.48 Mn in August 2021 compared to August 2020. This increase was mainly due to the increase in earnings from export of Fish Fresh or Chilled (29.44%), Shrimps and Prawns (125%), Lobsters (50%) and Crabs (27.27%).

Meanwhile, export earnings from Electrical and Electronic Products (11.48%) and Food & Beverages (30.39%) recorded increases during the month of August 2021 compared with August 2020.

**Major Exports during the period of January - August 2021**

For the period of January to August 2021, merchandise exports increased by 22.36 % to US\$ 7,886.1 million compared to the corresponding period of 2020, following increased exports of almost all the major product sectors; Apparel & Textiles, Tea, Rubber-based products, Coconut based products, Electronics & Electronic Components, Spices and Concentrates, Seafood and Ornamental fish as shown in the table below.

Export earnings from Rubber & Rubber finished products increased by 39.9 % to US\$ 708.92 Mn in Jan-August 2021 due to the better performance of exports of Industrial & Surgical Gloves of Rubber (63.68%) and Pneumatic & Retreated Rubber Tyres & Tubes (43.31%).

Earnings from all the major categories of Coconut based products increased due to the improved performance in export of Coconut Oil, Desiccated Coconut, Coconut Milk Powder, Liquid Coconut Milk, Coconut cream, Cocopeat, Mattress Fiber, & Activated Carbon.

Meanwhile earnings from export of Electrical and Electronic Components (EEC) increased by 32.96 % to US\$ 278.16 Mn in the period of January to August 2021 compared to the corresponding period of 2020. Export of Insulated wires increased by 60.53 % in during the period of January to August 2021 to US\$ 47.18 Mn compared with the corresponding period of previous year. In addition, export of other Electrical & Electronic Products increased by 26.03 % during the period of January to August 2021 to US\$ 143.09 Mn compared with the corresponding period of previous year.

Export earnings from Spices and Essential Oils increased significantly in the period of January to August 2021 compared to year 2020 due to the better performance in all the sub categories; Cinnamon, pepper, cloves, nutmeg, essential oils & Oleoresins, etc.

The export sectors that show a positive growth at disaggregate level includes export of Processed Vegetables, Fruits & Juices, Sugars, Sugar Confectionery & Bakery Products, Processed Food, Frozen Fish, Fish Fresh or Chilled, Shrimps and Prawns, Lobsters, Crabs and Other edible fish.

**Cont. >>>**

**Table 1: Merchandise Export Performance**

Values in US\$ Mns

Exports of Goods	Jan-Aug 2019	Jan-Aug 2020	Jan-Aug 2021	% Growth (20-21)	Aug 2020	Aug 2021	% Growth (20-21)
Apparel	3,724.13	2,842.04	3,422.39	20.42	438.34	491.50	12.13
Tea	915.00	805.57	882.44	9.54	102.97	116.78	13.41
Rubber-based	609.86	506.75	708.92	39.90	72.53	92.34	27.31
Coconut-based	423.51	421.70	538.41	27.68	65.32	73.95	13.21
Diamond, Gems & Jewelry	197.42	98.70	170.57	72.82	13.19	21.80	65.28
Electronics & Electronic Components	258.43	209.20	278.16	32.96	32.93	36.71	11.48
Spices and Concentrates	204.00	195.58	283.42	44.91	39.88	39.78	-0.25
Processed Food & Beverages	245.85	246.17	247.54	0.56	27.74	36.17	30.39
Seafood	184.46	133.15	165.48	24.28	15.57	18.63	19.65
Ornamental Fish	10.14	8.45	12.60	49.11	0.63	0.96	52.38
Vegetables	21.04	17.26	16.59	-3.88	1.71	1.93	12.87
Fruits	28.05	24.50	25.51	4.12	3.08	3.63	17.86
Other Export Crops	20.37	56.27	41.30	-26.60	6.58	8.64	31.31
Flowers & Foliage	12.94	8.66	10.19	17.67	0.95	0.99	4.21
Boat Building	63.75	1.91	2.82	47.64	0.27	0.15	-44.44
Petroleum Products	220.97	227.28	144.34	-36.49	21.45	29.33	36.74
Others	890.28	641.81	935.42	45.75	104.06	110.27	5.97
<b>Total Merchandize Exports</b>	<b>8,030.2</b>	<b>6,445.0</b>	<b>7,886.1</b>	<b>22.36</b>	<b>947.2</b>	<b>1,083.56</b>	<b>14.4</b>

**Sri Lanka's Export Performance in Major Markets**

Strong Export Growth recorded for top 10 export markets in the period of January to August 2021. During the first eight months of 2021, exports to United States of America, Sri Lanka's single largest export destination, increased by 15.3 % to US\$ 1,905.02 Mn compared to the same period of 2020. The better performance led by increase in exports of Apparel Sector, Rubber based Products (Pneumatic & Retreated Rubber Tyres & Tubes, Industrial & Surgical Gloves of Rubber), Motor Vehicles Parts, Activated Carbon, Tea Packets and Cinnamon.

Exports to United Kingdom as the second largest trading partner recorded an increase of 9.43% to US\$ 604.54 Mn during the period of January to August 2021 compared with the corresponding period of previous year. This performance has resulted in the increased Exports recorded in Apparel Sector and Rubber based Products sectors (Pneumatic & Retreated Rubber Tyres & Tubes, Industrial & Surgical Gloves of Rubber).

Exports to Netherlands and Canada increased by over 50% during the period of January to August 2021 compared with the corresponding period of 2020. Increased exports to Netherlands led by better performance recorded in Apparel sector (79.47%) and Liquid Coconut Milk (57.13%) and increased exports to China led by Mineral Sands, Cocopeat and Frozen fish.

On a region wise comparison exports to all other regions increased except CIS regions during the period of January to August 2021 compared with the corresponding period of the previous year.

**Cont. >>>**



**Table 2: Top 10 Export Destinations**

	Country	Jan-Aug 2020	Jan-Aug 2021	% Growth (20-21)	August 2020	August 2021	% Growth (20-21)
1	United States	1,652.17	1,905.02	15.30	248.63	273.66	10.07
2	United Kingdom	552.46	604.54	9.43	90.76	79.19	-12.75
3	India	396.96	505.88	27.44	57.57	76.41	32.73
4	Germany	371.05	481.41	29.74	58.48	63.61	8.77
5	Italy	280.51	373.36	33.10	47.04	48.27	2.61
6	Netherlands	172.47	270.14	56.63	25.48	38.05	49.33
7	Belgium	183.27	214.91	17.26	26.51	28.36	6.98
8	Canada	132.93	200.65	50.94	23.36	27.27	16.74
9	China	138.73	186.67	34.56	24.07	22.04	-8.43
10	UAE	127.88	180.73	41.33	14.67	28.21	92.30
	Others	2,436.57	2,962.79	21.60	330.63	398.49	20.52
	<b>Total</b>	<b>6,445.0</b>	<b>7,886.1</b>	<b>22.36</b>	<b>947.2</b>	<b>1,083.56</b>	<b>14.40</b>

Breakdown of exports to the top five EU markets which accounted for 80% of Sri Lanka's total exports to the EU were; Germany US\$ 481.41 Mn (increased by 29.74%), Italy US\$ 373.36 Mn (increased by 33.1%),

Netherlands US\$ 270.14 Mn (increased by 56.63%), Belgium US\$ 214.91 Mn (increased by 17.26%) and France US\$ 152.73 Mn. (increased by 28.81%).

**Table 3: Export Regions**

Region	Jan-Aug 2020	Jan-Aug 2021	% Growth (20-21)	August 2020	August 2021	% Growth (20-21)
EU excluding UK	1,425.35	1,883.07	32.11	220.04	248.84	13.09
United States	1,652.17	1,905.02	15.30	248.63	273.66	10.07
South Asia	604.59	780.37	29.07	79.20	116.69	47.34
Asean Countries	196.79	207.27	5.33	22.30	40.40	81.17
CIS Countries	176.08	171.60	-2.54	20.82	23.11	11.00
African Countries	162.51	207.59	27.74	21.79	29.29	34.42
Middle East Countries (Excl. Cyprus & Egypt)	475.98	558.67	17.37	86.17	52.38	-39.21
Others	1,751.53	2,172.51	24.03	248.25	299.19	20.52
<b>Total Merchandise Exports</b>	<b>6,445.0</b>	<b>7,886.1</b>	<b>22.36</b>	<b>947.2</b>	<b>1,083.56</b>	<b>14.40</b>

## Export of Services

The services exports estimated by EDB which includes ICT/BPM, Construction, Financial services and Transport & Logistics recorded worth of US \$ 2,184.5 Mn during the period of January to August 2021 compared to US\$ 1,640.8 Mn recorded in the corresponding period of 2020.

Estimated service exports increased by 33.13 % during the period of January to August 2021 compared to the corresponding period of 2020.



## **Expression of Interest**

**Dedicated Coconut related Products  
Exports Processing Zone - Hambantota, Sri Lanka  
Coconut Development Authority**

### **Expansion of Export Opportunities in the field of Coconut related Products**

This is a Golden opportunity which is afforded to coconut related industrialists to invest in the Dedicated Coconut (Export) Investment Zone proposed to be implemented by the Coconut Development Authority in the vicinity of the Hambantota Port with the objective of increasing the exports income of the coconut related products up to 2 Billion US Dollars.

It has been planned to develop nearly 400 Acre land allocated to construct this zone by providing electricity, water, roads, telecommunication, refinery units and with modern infrastructure facilities.

#### **This Zone**

- Is situated close to the Hambantota Port
- Action will be taken to provide support services to the entrepreneurs by obtaining all required approvals to station this industrial zone under the special supervision and coordination of the Coconut Development Authority.
- Provisions required to be provided under Tax Concessions to Capital Goods and Raw Materials required for production have already been planned.
- It has also been planned to station the warehouse facilities for imports and exports and the specific facilities for supervision and Customs activities within the premises as much as possible.
- As facilities are being provided only for the coconut related products export industries, it is appropriate for the entrepreneurs to apply for same.

Those interested in investing in the above investment zone are kindly requested to submit their project plan to the address given below or by email to receive before 25.10.2021.

Keerthi Sri Weerasinghe  
Chairman  
Coconut Development Authority

Address : Coconut Development Authority, No. 54, Nawala Road, Narahenpita, Colombo 5  
Email: [chairmancda.gov@gmail.com](mailto:chairmancda.gov@gmail.com), [epzcda21@gmail.com](mailto:epzcda21@gmail.com)

**Tell: 0112 502 501-2**

**Sampath Samarawickrama: 0777 260 421, Piyasena Edirimanne: 0714 080 422**



## **SRI LANKA'S ICT/BPM COUNTRY BRAND 'ISLAND OF INGENUITY' PROMOTED AT ICT DIGITAL WEEK IN LUXEMBOURG**



Sri Lanka's ICT/BPM country brand the 'Island of Ingenuity' – IOI, was promoted at the Digital ICT Week in Luxembourg from 13 to 17 September.

Sri Lanka Export Development Board (EDB) together with the Embassy of Sri Lanka in Brussels organised the participation of seven Sri Lankan companies at the ICT Spring Europe Exhibition under the ICT Digital Week at the European Convention Center in Luxembourg. Representatives of Arimac Lanka Ltd., EC Holdings Ltd., Potenza Ltd. and four Startups namely Augustory Ltd., CabbageApps Ltd., Inteligenza Hub Ltd., Shades IT Solutions Ltd. formed the Sri Lanka delegation.

The ICT Digital Week presented many features including thematic areas with conferences and exhibitions focusing on Fintech, Digital Tech and Space tech.

Ambassador of Sri Lanka to Luxembourg Grace Asirwatham inaugurated the Sri Lanka Pavilion and emphasised the importance of continuous participation at the ICT Spring Europe considering the boundless opportunities presented under the ongoing digital transformation in the EU region.

IFS Labs Vice President Bas De Vos delivered a speech on 'Developing Enterprise Software for the future, based on Sri Lanka's Innovation Capability & Ingenuity' at the Digital Supply Chain Conference on 14 September.

The ICT Digital Week provided a unique experience for participants in the fields of digitalisation and Artificial Intelligence (AI), FinTech, space tech, innovation in the Supply Chain industry, IT Security through exhibitions and demonstrations of the latest tech trends and innovations. The ICT Spring Europe 2021 proved to be an effective platform to network with peers and investors. Sri Lankan Tech entrepreneurs had the opportunity to showcase the ICT capabilities of Sri Lanka and promote Sri Lanka as the sub regional technological hub for high quality products and services.

In addition to in-person participants, several Sri Lankan ICT companies participated virtually in the B2B meetings and the digital summit.

The participants were able to secure several strong business leads with EU clients. Also, the companies are in ongoing discussions with potential partners and investors to expand their business in EU region.



## CERTIFICATE COURSE ON EXPORT & IMPORT PROCEDURES

This training program offered by SLEDB is scheduled to be commenced on 9th October 2021. The course will be done through online technology.

This is a great opportunity for Exporters, Importers and potential exporters alike to expand their horizons on Import & Export Procedures. Enhance your theoretical and practical knowledge on Import/Export operations including cargo clearance, freight forwarding and shipping.

Join with the premier Organization for the development and promotion of exports in Sri Lanka to position yourself in the Global market !

For more information,  
Call Chathuri on 077 8281052 or  
Log on to [www.srilankabusiness.com/edb/training-programs.html](http://www.srilankabusiness.com/edb/training-programs.html)

Course fee : Rs.20,000/=

Sri Lanka Export Development Board  
No. 42 Nawam Mawatha, Colombo 02  
[www.srilankabusiness.com](http://www.srilankabusiness.com)

Sri Lanka Export Development Board (SLEDB) is Sri Lanka's apex organization for development and promotion of exports, established in 1979 under the Sri Lanka Export Development Act No. 40.



# SRI LANKAN FOOD & BEVERAGE PRODUCTS

## PROMOTED AT TRADE EVENTS IN SOUTH KOREA

The Sri Lanka Export Development Board (EDB) in collaboration with the Sri Lanka Embassy in South Korea organized Sri Lanka product displays to promote the Food & Beverage sector in the Korean market.

Sri Lankan food products were promoted in Korea Import Good Fair (KIGF) organized by Korea Importers Association (KOIMA) from 22nd to 24th July, 2021, at COEX, Seoul, and during the Seoul Food & Hotel Show (SFH) which was held at Korea International Exhibition Center (Kintex) from 27th to 30th July, 2021.

Both events provided opportunities for Sri Lankan entrepreneurs to explore new business leads and strengthen the existing business networks.

### Korean Market for Sri Lanka



South Korea is the 4th largest economy in Asia and the 10th largest in the world. It remains as one of the fastest growing developed countries in the world. South Korea was the 28th largest export destination of Sri Lanka with an export value of US\$ 71.06 million in 2020 of which US \$ 24.46 million was earned from the food & beverage products including coconut & coconut-based products, tea, fish & fisheries products, spices, essential oils & oleoresins, fruits and nuts and vegetables. Sri Lanka and South Korea are member countries of the Asia-Pacific Trade Agreement (APTA) and over 1,367 products are eligible for preferential tariff concessions when exporting to the Korean market.

Desiccated Coconut and Black Tea are major products exported from Sri Lanka under APTA concessions. There is a considerable market for premier quality products, especially in the food & beverage sector in South Korea. And also Sri Lanka Export Development Board have two MOU with the Korea Trade-Investment Promotion Agency (KOTRA) and Korea Importers Associations (KOIMA) to promote Sri Lankan export products to South Korea.

### Sri Lanka's participation at KIGF & SFH 2021

The Products of 6 Sri Lankan companies namely, Lanka Canneries (Pvt) Ltd, Edinborough Products Pvt Ltd, Sri Lankan Catering Limited, International Commodity Exports Private Limited, Akbar Brothers (Pvt) Ltd, and Empire Teas (Pvt) Ltd were showcased in KIGF & SFH 2021. Sri Lankan companies received trade inquiries for their products during the exhibitions and the EDB with the support of the Sri Lanka Embassy in South Korea is facilitating virtual B2B meetings to follow-up their negotiations with the identified Korean buyers.

With the fruitful outcomes of the participation during this year, EDB is optimistic of organizing Sri Lanka's participation at the KIGF 2022 & SFH 2022 on will to diversify the basket of the nation's export products to South Korea.

## **SRI LANKA EMBASSY IN GERMANY FOCUSES ON SUPPORTING AGRI EXPORTERS WEBINAR ON “THE ART OF APPROACHING A BUYER IN AGRI PRODUCTS SECTOR”**

A webinar focusing on educating Sri Lankan agri products exporters on how best to connect with the right buyer in EU market, "The Art of Approaching a Buyer in Agri Products Sector" was held on 31 August, 2021 with over 180 participants.

This was the 3rd of a series of highly successful webinars being organized by the Embassy of Sri Lanka in Germany in collaboration with the Import Promotion Desk of Berlin and Export Development Board of Sri Lanka, to support exporters in better understanding the EU market, with a special emphasis on organic agri products.

Chairman, Export Development Board of Sri Lanka Mr. Suresh De Mel, delivering the welcome remarks, highlighted the importance of a professional approach in reaching out to buyers especially in the current context of COVID-19, which has limited the engagements to a virtual world.



The highly interactive forum was hosted by Lead Expert on Market Intelligence Gustavo Ferro, and with International Trade Consultant Vanessa Kuth, who shared their expertise on strategies and approaches to identifying the 'right buyer' for sustainable business relations and elaborated on the importance of strategic communication, which is critical when entering a healthy business partnership with European buyers. The two experts also shared the latest information on the European market access points, wholesaler/importer requirements, packaging and labelling, and retail market requirements. The session also paid special attention to challenges posed by General Data Protection Regulations in Germany and Europe and suggested innovative solutions which could bypass such obstacles in reaching out the right focal point of the target companies.

A case study was presented by Chairman and founder of WORGANATURALS Nishantha Jayathilaka, a Sri Lankan exporter of organic dehydrated fruits and organic spices, on how he successfully entered the European market with the support of IPD, and his firsthand experience of dealing with buyers in EU.

International Trade Consultant of the Import Promotion Desk of Berlin Linda Mense moderated the expert forum, which provided the opportunity for Sri Lankan agri exporters to raise their concerns and seek clarifications on practical issues they encounter in their engagements with European agencies.

Concluding the session, Ambassador of Sri Lanka to Germany Manori Unambuwe commended the support extended by the experts, officials of the EDB, IDP and the Foreign Ministry in this initiative and extended an invitation to participate at the upcoming webinar on "European Standards and Certifications" scheduled to be held towards end September 2021. Ambassador Unambuwe also briefed on the initiatives undertaken by the Mission to collaborate with German organic agriculture agencies in Sri Lanka's journey towards a fully organic agriculture nation.





## SRI LANKA EXPORT DEVELOPMENT BOARD

ශ්‍රී ලංකා අපනයන සංවර්ධන මණ්ඩලය  
இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



MINISTRY OF TRADE

# 27<sup>TH</sup> GULFOOD EXHIBITION, DUBAI, UAE 13<sup>TH</sup> - 17<sup>TH</sup> FEBRUARY 2022

The EDB will be organizing Sri Lanka's participation at GULFOOD 2022 exhibition scheduled to be held from 13<sup>th</sup> – 17<sup>th</sup> February 2022 at the World Trade Centre, Dubai, UAE. GULFOOD is one of the largest Food & Beverage Exhibitions in the world which connect around 5,000 exhibitors and more than 100,000 visitors from over 200 countries.

The objective of Sri Lanka's participation at GULFOOD 2022 is to showcase and promote Sri Lankan Food & Beverage products mainly to the Middle East, Africa, and South Asia (MEASA) region. The participants at GULFOOD 2022 will be benefited in achieving their business goals due to the special parallel events at Expo Dubai 2020.

### FOR WHOM

Applications are invited from the Food & Beverage processors/exporters of the following product categories, adhering to international food standards and having capacity to cater to the international market.

- Processed & fresh fruits & vegetables (Frozen, dehydrated & preserved fruits & vegetables, fruit juices, canned & bottled products)
- Coconut based food products (Desiccated coconut, coconut milk, cream & powder, coconut/king coconut water, flavoured coconut chips etc.)
- Spices & spice mixtures, spice seasonings, spices in gift packs, food ingredients, instant spice preparations etc.
- Confectionery & bakery products, specialty & convenient food products, cereal & cereal based products, food for health
- Certified Organic food products and food supplements

### COST OF PARTICIPATION

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

### APPLICATION

Applications should be made in the prescribed form available at the Export Agriculture Division (6<sup>th</sup> floor), EDB or could be downloaded from the website: [www.srilankabusiness.com](http://www.srilankabusiness.com) under section "Announcements". Duly completed application forms should be sent by registered post to reach the Director, Export Agriculture, EDB on or before 30<sup>th</sup> September 2021.

For further details please contact Ms Thilini Wimalagunasekara on: 011-2300732, 2300705-11. Ext: 390 Fax: 011-2304879. E-mail: [upadya@edb.gov.lk](mailto:upadya@edb.gov.lk).

CHAIRMAN & CHIEF EXECUTIVE

**SRI LANKA EXPORT DEVELOPMENT BOARD**

NDB - EDB Tower, No. 42, Nawam Mawatha, Colombo 2.

Website: <http://www.srilankabusiness.com>



## SRI LANKA CUSTOMS - RATES OF EXCHANGE EFFECTIVE FROM 27.09.2021 TO 03.10.2021

	Country	Country Code	Currency	Currency Code	Rate of Exchange (Rs.)
1	Australia	AU	Dollar	AUD	148.0169
2	Bahrain	BH	Dinar	BHD	538.4594
3	Bangladesh	BD	Taka	BDT	2.3816
4	Brazil	BR	Brazil Real	BRL	38.2736
5	Brunei	BN	Brunei Dollar	BND	150.3698
6	Canada	CA	Canadian Dollar	CAD	160.2204
7	China	CN	Renminbi	CNY	31.4158
8	China	CN	Offshore	CNH	31.4082
9	Czechoslovakia	CZ	Koruna	CZK	9.3877
10	Denmark	DK	Kroner	DKK	32.0474
11	Egypt	EG	Pound	EGP	12.9299
12	Euro Zone		Euro	EUR	238.3109
13	Ghana	GH	Cedi	GHS	33.6091
14	Hongkong	HK	Dollar	HKD	26.0787
15	Hungary	HU	Forint	HUF	0.6690
16	India	IN	Rupee	INR	2.7490
17	Indonesia	ID	Rupiah	IDR	0.0142
18	Iran	IR	Riyal	IRR	0.0048
19	Japan	JP	Yen	JPY	1.8395
20	Jordan	JO	Dinar	JOD	286.3176
21	Korea	KR	Won	KRW	0.1725
22	Kuwait	KW	Dinar	KWD	674.4159
23	Macau	MO	Pataca	MOP	25.3069
24	Malaysia	MY	Ringgit	MYR	48.5180
25	Maldives	MV	Rufiya	MVR	13.1306
26	Mauritius	MU	Rupee	MUR	4.7652
27	Myanmar	MM	Kyat	MMK	0.1090
28	Nepal	NP	Rupee	NPR	1.7227
29	New Zealand	NZ	Dollar	NZD	143.4088
30	Nigeria	NG	Naira	NGN	0.4933
31	Norway	NO	Kroner	NOK	23.5985
32	Oman	OM	Riyal	OMR	527.2843
33	Pakistan	PK	Rupee	PKR	1.1983
34	Papua New Guinea	PG	Kina	PGK	57.8548
35	Philippines	PH	Peso	PHP	4.0254
36	Poland	PL	Zloty	PLN	51.6682
37	Qatar	QA	Riyal	QAR	55.2484
38	Russia	RU	Rouble	RUB	2.7925
39	Saudi Arabia	SA	Riyal	SAR	54.1245
40	Seychelles	SC	Rupee	SCR	13.6971
41	Singapore	SG	Dollar	SGD	150.3698
42	South Africa	ZA	Rand	ZAR	13.7473
43	Sweden	SE	Krona	SEK	23.5356
44	Switzerland	CH	Francs	CHF	219.5654
45	Taiwan	TW	Dollar	TWD	7.3211
46	Thailand	TH	Baht	THB	6.0796
47	U.A.E.	AE	Dirham	AED	55.2657
48	United Kingdom	GB	Sterling Pound	GBP	278.5149
49	America	US	Dollar	USD	202.9992
50	Zambia (Old)	ZM	Kwacha	ZMK	0.0391
51	Zambia (New)	ZM	Kwacha	ZMW	12.2473
52	Zimbabwe	ZW	Dollar	ZWD	0.5349

**LET'S FIGHT AGAINST COVID-19**

**STAY INDOOR  
STAY SAFE**



**EDB**

**SRI LANKA EXPORT DEVELOPMENT BOARD**



**ISSN 2579-1680**

**EXPO NEWS**

MONTHLY INFORMATION BULLETIN FOR SRI LANKAN EXPORTERS

Compiled By :

TRADE FACILITATION & TRADE INFORMATION DIVISION

Chandima Wanniarachchi

Tel : 011 2300705-11 (Ext. 317)