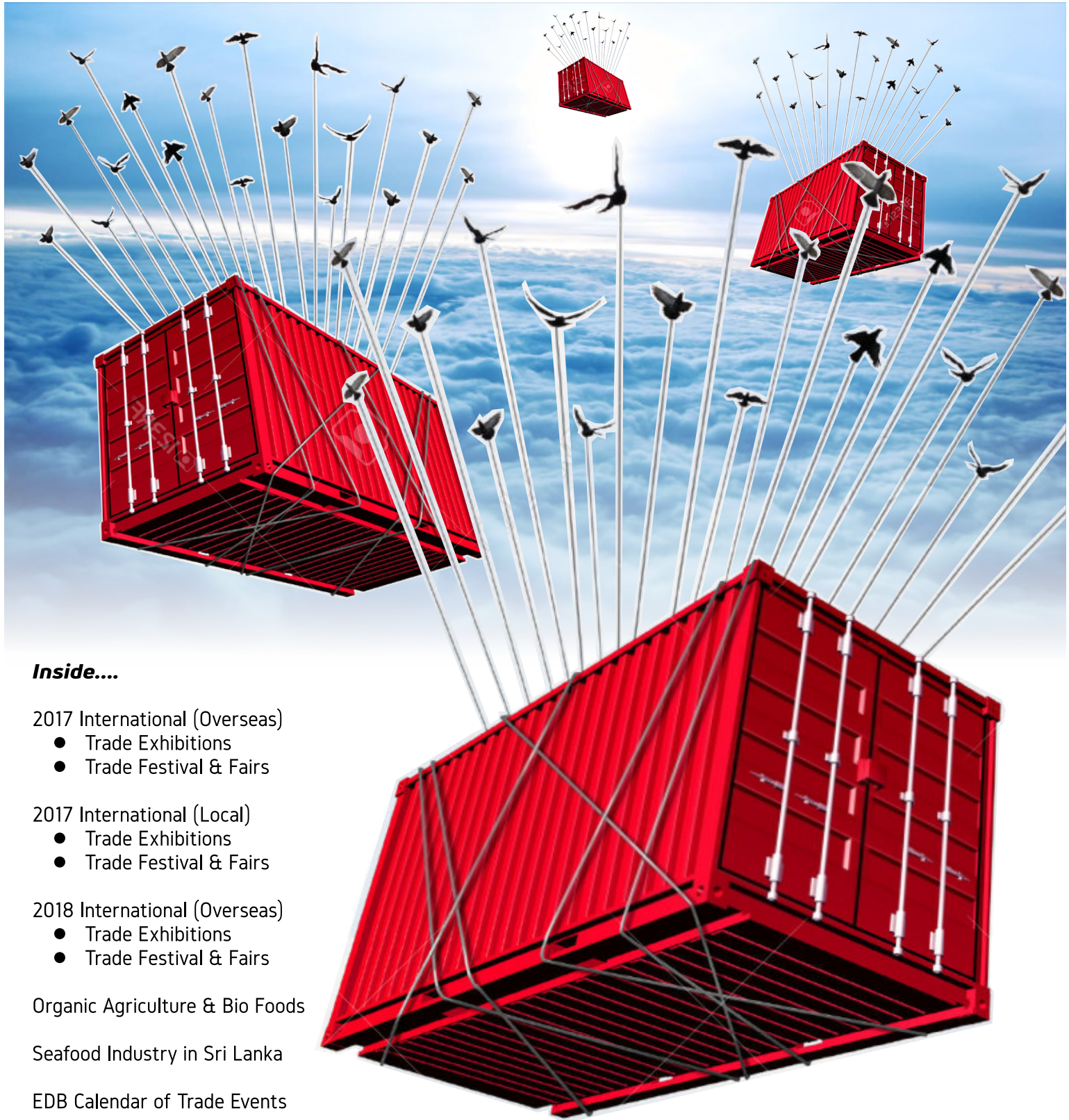


JULY 2017

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Monthly Information Bulletin for Sri Lankan Exporters



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Expo-News Bulletin July 2017

Compiled by:
TFTI Division-EDB

Concept & Designed by:
Zahir Ansari

INTERNATIONAL TRADE EXHIBITIONS SCHEDULE

1. **10-13, August 2017**

AUSTRALIA

CRAFT & QUILT FAIR - CANBERRA 2017
 Exhibition Park in Canberra
 Corner of Flemington Road and Northbourne Avenue
 Mitchell, ACT, 2911, Australia
 Tel: +61 (02) 6241 3022
 Fax: +61 (02) 6241 5394
 Web: www.epic.act.gov.au



2. **26-28, August 2017**

SYDNEY

INTERNATIONAL JEWELRY FAIR
 International Convention Center
 Sydney.
 Expertise Events
 Tel: (61) 2 94527575
 E-mail: info@jewelleryfair.com.au
 Web: www.jewelleryfair.com.au/2017/



3. **25-27, August 2017**

CHINA

FISHERY & SEAFOOD EXPO 2017
 China Import & Export (Canton Fair) Complex
 Guangzhou Boyi Global Exhibition Co. Ltd.,
 Rm. 3308-3309, Block E, PWTC,
 No.1022 Xingang East Road, Haizhu District,
 Guangzhou, Guangdong, China
 Tel: +86 20 66339113 Fax: +86 20 66319008
 E-mail: info@gzboyi.com.cn
 Web: www.bigexpo.cn



4. **28-30, August 2017**

INDIA

GRAIN TECH + AGRI TECH + INDIA FOOD EX 2017
 Bangalore International Exhibition Centre (BIEC)
 10th Mile, Tumkur Road, Madavara Post,
 Dasanapura Hobli, Bangalore 562 123,
 India. Tel: +91 80-6624 6600
 Fax: +91 80-66246661
 E-mail: info@biec.in
 Web: www.graintechindia.com/



5. **12-14, September 2017**

CHINA

1ST PACIFIC SEAFOOD & TECHNOLOGY EXPOSITION-2017
 Sir John Guise Indoor Stadium
 Port Moresby
 Papua, New Guinea

6. **26-28, September 2017**

U.K

TEA & COFFEE WORLD CUP
 Singapore Expo, Singapore
 Web: www.tcworldcup.com/
 Organized by:
 Bell Publish Ltd.,
 The Maltings, 57, Bath Street,
 Gravesend, Kent DA11 0DF, UK
 Tel: +44 1474 532202



7. **18-20, October 2017**

SPAIN

FRUIT ATTRACTION
 International Trade Show for the
 Fruit and Vegetable Industry
 Madrid, Spain. IFEMA Feria de Madrid
 Tel: (+34) 91 722 30 00
 E-mail: fruitattraction@ifema.es
 Web: www.fruitattraction.ifema.es



8. **27-29, October 2017**

SINGAPORE

TIMBER & WORKING WOOD SHOW - CANBERRA 2017
 Exhibition Park in Canberra
 Corner of Flemington Road and Northbourne Avenue
 Mitchell, ACT, 2911, Australia
 Tel: +61 (02) 6241 3022
 Fax: +61 (02) 6241 5394
 Web: www.epic.act.gov.au





Organiser: **ITPO**

India Trade Promotion Organisation
A Government of India Enterprise



Co-organiser: **CIFI**
CONFEDERATION OF INDIAN FOOTWEAR INDUSTRIES

INDIA INTERNATIONAL FOOTWEAR FAIR 2017

Delhi

AUGUST 2017

4 · 5 · 6

VENUE:
HALL 18, PAVILION 12H
PRAGATI MAIDAN,
NEW DELHI

Website: www.indiatradefair.com

FOOTWEAR



MATERIALS



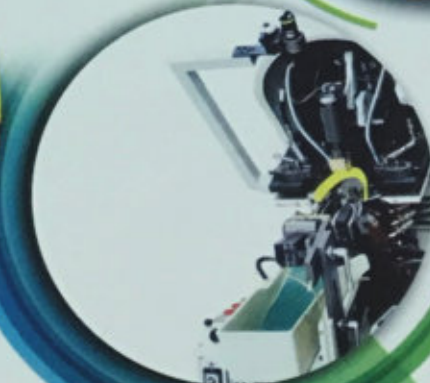
COMPONENTS



CHEMICALS



MACHINERY



2017 International **Elastomer** Conference



International Rubber & Advanced Materials In Healthcare Expo,
192nd Technical Meeting, Educational Symposium & Advanced
Materials In Healthcare Conference


Rubber Division, ACS is the only organization dedicated to the advanced technologies of the rubber industry. Our International Elastomer Conference is the premier place where customers, suppliers of materials, equipment, tools and services, and educators come together. It provides a forum for the exchange of ideas, observations, regulatory reforms and emerging scientific technologies, as well as learning and networking. 5,000 industry professionals are expected to attend!



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& Advanced Materials
In Healthcare Expo**

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Huntington Convention Center of Cleveland

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**Rubber
Division**
American Chemical Society
rubber.org

PRODUCT PROFILE

- Convenient & Instant Food
- Dairy Products
- Fruit & Vegetables
- Health, Green & Organic Food
- Meat & Poultry
- Rice, Noodle & Pasta
- Sauces & Seasonings
- Seafood
- Halal Food & Beverage Products
- Biscuits, Snacks & Confectionery
- Bakery Products
- Health Drink
- Beverage (non-alcoholic)
- Beverage (alcoholic)
- Chinese Medicine
- Coffee
- Sugar & Sweets
- Frozen & Processed Food
- Beverage Products
- Spices

HKTDC INTERNATIONAL FOOD EXPO

17-19, August 2017

Venue Hong Kong Convention and Exhibition Centre, Wan Chai, Hong Kong



India Trade Promotion Organisation
A Government of India Enterprise

Contact
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Tel: +91 11 23371614
Mobile/Whatsap: +91 9873 464940
Email: amritchitranshan@itpo.gov.in

Participate in

23rd Delhi Book Fair 2017

August 26 - September 3
Pragati Maidan, New Delhi

Hall Nos. 8 - 12



Hall No.12A

Organiser: INDIA TRADE PROMOTION ORGANISATION

Co-Organiser: FEDERATION OF INDIAN PUBLISHERS

Organiser: INDIA TRADE PROMOTION ORGANISATION



FOOD & HOTEL MALAYSIA

SEPTEMBER 26-29, 2017
KUALA LUMPUR

Organiser: INDIA TRADE PROMOTION ORGANISATION

Contact: Mr. Mukesh Chopra, Manager
Mobile: 09810761989
E.mail: mc@itpo.gov.in



India THESSALONIKI International Fair

Venue: Thessaloniki, Greece
September 9-17 2017

Mrs Meenu Kapoor, Manager
Tel: 23371667
Mobile: 9810491688
meenukapur@itpo.gov.in

India Trade Promotion Organisation
A Government of India Enterprise



INDIA At Fiera del Levante, Bari (Italy)

September 9 to 17, 2017

Organiser: INDIA TRADE PROMOTION ORGANISATION

Contact detail :
Mr. D.K. Jain, General Manager
Mob. 09971096106 / Tel: 011-23371671
Email: dkj@itpo.gov.in



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Website: www.indiatradefair.com
Contact No.: 8800102563 / 9818114601
Email: avashist@itpo.gov.in
jailakshmi@itpo.gov.in

Organised by: India Trade Promotion Organisation, Ministry of Home Affairs (Government of India)

INTERNATIONAL TRADE EXHIBITIONS (LOCAL)



**COLOMBO
INTERNATIONAL
TEA CONVENTION**

8th to 11th August 2017



A HERITAGE OF EXCELLENCE

"Maturitea"

www.ceylonteaevents.com

"Spontaneitea"

Convention Programme

Tuesday, 8th August 2017

- Registration at Cinnamon Grand Hotel
- Welcome Cocktails 

Wednesday, 9th August 2017

- Opening Ceremony & Working Sessions at Bandaranaike Memorial International Conference Hall (BMICH)
- Session Topic
 - 🌿 PLANTATIONS

Thursday, 10th August 2017

- Working sessions at Cinnamon Grand Hotel
- Session Topics
 - 🌿 TECHNOLOGY
 - 🌿 COMPETING BEVERAGES & MARKETING STRATEGIES
 - 🌿 FINANCE, TRADE & COMMERCE

Friday, 11th August 2017

- Working sessions at Cinnamon Grand Hotel
- Session Topics
 - 🌿 LOGISTICS
 - 🌿 HERITAGE
 - 🌿 GLOBAL FORCES



SRI LANKA  **WOOD** 5th edition

INTERNATIONAL EXPO 2017

8th - 10th SEPTEMBER, 2017

BMICH, COLOMBO



2017 CALENDAR OF TRADE EVENTS



1. INTERNATIONAL TRADE FAIRS AND EXHIBITIONS (OVERSEAS)

| Month & Date (2017) | Products | Trade Events | City & Country | Responsible Div. |
|---------------------|--|-----------------------------------|-------------------|--------------------|
| September | Multi Product | China ASEAN Expo | Nanning, China | Market Development |
| September 18-21 | Apparel | Apparel Sourcing Paris | Paris, France | Industrial Product |
| 3rd Quarter | Gem & Jewellery | Bangkok Gem & Jewellery Fair | Bangkok, Thailand | Industrial Product |
| October 07-11 | Food & Beverages | ANUGA 2017 | Cologne, Germany | Export Agriculture |
| October 08-12 | ICT/BPM | GITEX Technology Week | Dubai, UAE | Export Services |
| October 10-13 | Multi Product | 13th China International SME Fair | Guangzhou, China | Market Development |
| October 11-13 | Coco Peat, Flowers, Foliage, Flori-culture related value added Coir Products | IFEX/GARDEX 2017 | Tokyo, Japan | Export Agriculture |
| 4th Quarter | Multi Product | Expo Pakistan Exhibition | Karachi, Pakistan | Market Development |

2. B2B NETWORK PROMOTION & MARKET EXPOSURE PROGRAMS - INTERNATIONAL

| Month & Date (2017) | Products | Trade Events | Country | Responsible Div. |
|---------------------|-------------------------|--|------------------|--------------------|
| September 04-15 | Electronics | B2B meetings in Create Forward & backward linkages/ Joint-Ventures | Vietnam/Thailand | Export Services |
| September 24-28 | Spices & Essential Oils | IFEAT Conference | Greece | Export Agriculture |
| November 21-25 | Automobile Components | B2B meeting Program | Thailand | Industrial Product |
| 4th Quarter | ICT/BPM | B2B Program and Networking meetings | U.K. | Export Services |

3. PROGRAMS IN SRI LANKA

| Month & Date (2017) | Products | Trade Events | Venue | Responsible Div. |
|---------------------|---------------------|--|----------------|--------------------|
| August | Multi Product | Inward mission from Kenya | Colombo | Market Development |
| August 31 ~ Sept 03 | Gem & Jewellery | FACET Sri Lanka Show | BMICH, Colombo | Industrial Product |
| September | Jewellery Designing | Design Development Certificate Course | Colombo | Industrial Product |
| September | Multi Product | Inward mission from Saudi Arabia | Colombo | Market Development |
| October | Multi Product | Inward mission from Denmark | Colombo | Market Development |
| October | Multi Product | Seminar/Workshop on doing business with Korea using an Expert from South Korea | Colombo | Market Development |
| November | ICT/BPM | Organizing pavilion at INFOTEL for IoT / Embedded Systems | Colombo | Export Services |



NATIONAL RUBBER CONFERENCE (NRC)

NATIONAL RUBBER CONFERENCE-2017

MAKE-IN-INDIA: IMPORT SUBSTITUTION & PRODUCT INNOVATION

23-24 FEBRUARY, 2018

INTERNATIONAL CONFERENCE AND EXHIBITION ON POLYMERS (ICEP)

23-25 FEBRUARY, 2018



INDIA
rubber
expo
2019
Mumbai, India



For any other details:
AIRIA (ER) Secretariat:

Mr. Souradip Chakraborty
Regional Secretary
Mob: +91 80131-52734

Mr. Pradip Kumar Pal
Executive Assistant
Mob: +91 98743-50718

64B, Karnani Estate (2nd Floor)
209 AJC Bose Road,
Kolkata - 700 017

Tel: 033 2290-3941
Fax: 033 2289-0187
Email: er@allindiarubber.net
Web: www.allindiarubber.net

Announcing

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Shangri-La Hotel - Bangkok, Thailand



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www.infofish.org

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Rice Based Value Added Products
Boat Building and Travel Goods

« **Nigeria**



Saudi Arabia » Surgical Gloves, Coconut
Water and Travel Goods

Coconut Based Products « **Sweden**



Kuwait » Plush Toys, Automotive Components
Coconut Products, Boat Buildings and
Rice Based Value Added Products

Automotive Components
Coconut Water and Footwear « **South Africa**



Brazil » Automotive Components



ORGANIC AGRICULTURE AND BIO FOODS



Dr Sarath Ranaweera
Chairman of Bio Foods (Pvt)
Ltd.,

Sri Lanka has a high degree of biodiversity and is blessed with nature gifted most suitable climatic conditions for having sustainable natural agriculture systems.

Organic agriculture is an environment friendly, culturally sensitive, socially just, and economically viable and a sustainable & efficient production system. Organic production has own standards, regional specific regulations and therefore internationally accredited third party certification is essential. The Organic food market is supported by consumers globally and is in ever-growing demand since last few decades.

The agriculture practices that have been carried out for many years with indigenous knowledge of our traditional farmers have contributed tremendously for the development of sustainable agriculture in Sri Lanka.

Many well balanced eco systems including the Kandyan forest garden system play a major role in protecting environment and maintaining biodiversity in many parts of our beautiful island. Most of the lands that were identified as ecological farms, have now been certified as organic according to international standards.

Many developed countries have set up the minimum requirements as organic regulation and therefore products are checked at customs with relevant documentary proofs to support the claim the product is organic.





WHY ORGANIC PRODUCTION IS IMPORTANT TO SRI LANKA

The basic value addition by converting products from conventional or ecological varies from 30% to more than 100% depending on the product. Sri Lanka as a country with full of natural resources has huge potential to fulfill the considerable portion of ever-growing market demand for organic products in the world. This is definitely an encouraging indication to any Government to support Organic Sector. This target has been achieved by few organic companies with their individual effort made for many years. The Export Development Board of Sri Lanka has immensely assisted to promote organic sector in Sri Lanka by assisting the private sector to seek new markets for organic products.

Protection of environment has become a major indirect contributory factor of organic agriculture.

However extreme care must be taken to prevent the contamination of heavy metal and clinical waste when urban waste is converted as soil inputs for the use in conventional agriculture.

The investment required in the future to clean our soil and water resources will be very significant.

Environment polluted by us today for our short term benefit will have to be restored by our future generation at their cost for their survival. Therefore it is logical that the cost for cleaning the environment needed in the future has to be added to the cost of conventional production. Promotion of organic agriculture minimizes the health problems and also results in no capital



Organic Labeling

.....

Organic labeling needs international certification for Sri Lankan products. However, the cost of international inspection attributes extra overhead cost to the cost of production and therefore measures taken to reduce COP have become a necessity. A long-term professional approach will help to generate more foreign exchange whilst our environment is being protected.

The EDB is now initiating action for Sri Lanka to get the recognition and equivalent status for local certification or to enter into the Third Country Registry enabling local inspection bodies to certify products as organic which will be accepted by any international community.

Recognized local certification system will also enable our producers and exporters to offer organic products at competitive prices in international markets. The main benefit from lower certification cost could be transferred to the farming community by giving them reasonable higher prices against conventional market prices along with the forward contracts. The organic food production for local market will result in generating a healthier community in Sri Lanka.

BIO FOODS...

Bio Foods (Pvt) Limited (BF), (www.biofoodslk.com) is a dedicated Organic and Fairtrade company established in 1993 that exports Organic and Fairtrade Products such as Green teas, Black teas & Herbal teas, Spices, Traditional Rice varieties, Coconut Products, & frozen products to many developed countries.



Bio Foods is the world's first Fair-trade registered processor and exporter of organic spices and coconut products and is a member of the International Federation of Organic Agriculture Movement (IFOAM).



The company is based in Kandy with its processing centres scattered throughout the country, meeting international quality standards including BRC and customer requirements in processing and producing vast range of products sourced through farmers and producer organizations.

ECO PLANET PROJECT OF BIO FOODS...

Increasing the productivity of organic agriculture has now become a challenging commitment which was taken into consideration by Bio Foods. Having understood the major factor in improving the yield in organic agriculture, Bio Foods has taken initiative in introducing Soil and Plant-input Project “Eco Planet Project”.

Eco Planet is engaged in developing innovative products, new agriculture practices, new organic agriculture technology and knowledge to support the Sri Lankan agriculture community with the intension of assisting organic agriculture industry.

Organic plant protection substance helps certified organic agriculture with the use of new agriculture technology for better crop production. Isolating, growing, multiplication and product development form beneficial microorganisms extracted from local soils are practised in our own microbiology laboratory and releases them through the organic soil inputs for the better crop production.

We are registered under Ministry of Agriculture Sri Lanka (MOA/OFP/2014/1074) as an organic fertilizer producer and have obtained the organic certification as certified organic products by Control Union international certification body (No:CU829777).



GOALS OF THE PROJECT

Provision of total solution for organic soil and plant inputs requirements in Sri Lanka

Production of high quality “Organic Soil & Plant Inputs”

Provision of agriculture extension services and organic agriculture consultancy services.

Contribution for soil and plant sustainability through our products.

Provision of total laboratory services to the stakeholders to get the optimum higher yields through the organic agriculture practices

The Organic Fertilizer which has been introduced by Bio Foods and now vastly used by many large scale estates and farmers provides following factors to the soil :

- 01 Improves soil physical, Chemical Biological characteristics
- 02 Restores of beneficial Microorganisms.
- 03 Enriches the soil health.
- 04 Moisture & nutrients retention.
- 05 Reduces chemical residues

SMALL FARMERS, FAIRTRADE AND BIO FOODS...

Being a Fairtrade pioneer in Sri Lanka, I have initiated organic and fairtrade farmer project in 1993 including the concept of small farmer organization that has supported the farmers to convert their lands to organic agricultural practices. This also had a significant impact to the society for better environment, economic sustainability, and social well-being of farmers and their families.

I was awarded “The fairest fair trader of the world” by the prestigious Fairtrade Labeling Organization - International, Germany for the year 2014. The small organic producer association where the leadership has been given by me as the President has been adjudged as the best small farmer organization in Asia by FLO international for the excellent contributions made towards small farmer socio economic development.



**We were recipient of
Presidential Export Awards
- 2015 Highest Value Added
Exporter - Organic Products
Sector.**

The company generates more than LKR 3 billion foreign exchange annually from export of organic products to European and North American countries maintaining high value addition to top quality Sri Lankan raw materials.

The company is also in the process of making propaganda so that the Sri Lankans are made aware of the benefits of consuming Organic and Ecological products, through media and other activities.

It is our responsibility to protect mother earth with cleaner air & water, rich soil & greener bio-diverse environment for the sustainability and survival of

future generation with the concept of
“ORGANIC AGRICULTURE”.

Course on Operational Aspects of International Trade

2017

to whom...

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

COURSE CONTENTS

Module I - Five (05) Saturdays :

- Legal & Financial Aspects of International Trade
- Negotiation Skills
- Contracts of Carriage
- INCOTERMS(2010)
- Exchange Risks
- Method of Settlement of Payment
- Costing & Pricing
- Settlement of Disputes
- Sales Contracts
- e-Commerce
- Export Packaging
- Entrepot Trade
- Preferential Trading
- Factoring

Module II - Five (05) Saturdays :

- Export Procedures & Certification
- Customs Import Procedures - Duty free Access
- Quality Controls on Imports/Exports
- Port Procedures & Documentation
- Port Charges
- Marine Insurance & Cargo Insurance
- Banking Procedures in related to International Trade
- Air Cargo Procedures
- BOI Procedures
- Freight Forwarding & Transportation
- Customs Imports/Exports, Bond Procedure & Documentation

- VENUE : Sri Lanka Export Development Board, No.42, Navam Mawatha, Colombo 2.
FACULTY : Professionals from EDB, SLC, SLPA, Banks and the Public & Private Sectors.
DURATION : Ten(10) Saturdays and Field Visits during a weekday.
REGISTRATION : No of students per course/batch will be limited to 40 on "First come First serve" basis, and additional applications will be considered for the next batch on availability of seats.

Course Fee : Rs.25,000/-

19th August 2017



visit our website

Chairperson & Chief Executive
SRI LANKA EXPORT DEVELOPMENT BOARD
No.42, Navam Mawatha, Colombo 02.
Tel: 011-230 0705-11 Fax: 011-230 0715
Website: www.srilankabusiness.com

APPLICATION FORM & for further Details:
visit our website or please contact -

Trade Facilitation & Trade Information Division,
Sri Lanka Export Development Board
Tel: 011 230 0724, 230 0705-11 (Ext 323)
Fax: 011 230 0676
E-mail: chinthika@edb.gov.lk
Web: www.srilankabusiness.com

Application should be sent to :

Director
Trade Facilitation & Trade Information
Sri Lanka Export Development Board
42, Navam Mawatha, Colombo 2



SEAFOOD INDUSTRY

in Sri Lanka

Fisheries sector in Sri Lanka accounts for 1.5 percent of GDP at the current market prices in 2015. Total fish production in 2015 amounted to 520,190 metric tons around 272,140 active fishermen have engaged in both marine and inland fisheries and 1,023,780 members of their household depend on the income gained through fishing and related activities.

Sri Lanka has a well-established fishery industry. There are around 14 deep sea fishing harbors in Sri Lanka. The sector has shown a growth rate of 5% in the last 5 years and the key buyers remain as UK, France, Italy, Japan, Netherlands and USA.

The main product categories are Tuna, Sword tail, Marlin, and other fish species exported in fresh, frozen filleted form.

Sri Lanka has emerged as a quality tuna exporter -predominantly yellow fin and big eye species to international markets. These include sashimi quality tuna, tuna loins, fresh tuna steaks, tuna topping and tuna saku blocks, etc.

Other varieties of Sri Lankan seafood relished by the world are the ingredients to culinary seafood heaven; lobsters, crabs, squid, cuttlefish, shark fin, beche de-mer and fish maws are famous in the international seafood market due to their quality taste and texture.

SEAFOOD PRODUCT SECTOR PLAYS AN IMPORTANT ROLE IN SRI LANKA'S SOCIAL AND ECONOMIC LIFE. END OF THE CIVIL UNREST DETAINED THREE DECADES IN THE COUNTRY, FISHERIES SECTOR HAS A SIGNIFICANT SCOPE TO INCREASE THE LEVEL OF CONTRIBUTION THROUGH EXPLOITING HIGH SEAS FOR TUNA FISHING & VALUE ADDITION.



As a developing country Sri Lanka uses the sustainable seafood concept which helps to protect the environment. Making sustainable seafood choices is about supporting solutions for healthier oceans. Most of the Sri Lankan seafood exporting companies have obtained the “Friend of Sea” certificate for sustainability.

Fisheries sector has generated US\$ 170 Mn of export earnings in the year 2016 and it has accounted for 1.6 percent of total export earnings.

Sri Lanka's fish exports to the European Union make up 68 percent of its total fish exports. The remaining 32 percent is sent to the United States, Japan and other non-EU countries. Sri Lanka is one of the largest seafood exporters to the EU. A country must be on the list of EU-approved countries in order to export fish to the EU market. The approval is granted based on equivalence of public health and control systems. In other words, the country must be able to ensure that the fishery products exported meet the strict EU health requirements. Sri Lanka is a EU approved country as well as Russia. Although, most of the countries do not have the opportunity to export seafood to Russia, at present 19 seafood companies in Sri Lanka have qualified to export seafood to Russia. Ban on fishery exports to the EU was lifted in April 2016 which is a significant achievement of the Sri Lanka seafood industry.

GO DEEPER WITH THE NEXT ISSUE...

