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Sri Lanka's Potential
needs to be translated into policies that attract investors

EDB Calendar of Trade Events - 2017
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MINISTRY OF DEVELOPMENT STRATEGIES & INTERNATIONAL TRADE

PRESIDENTIAL EXPORT AWARDS

The Sri Lanka Export Development Board (EDB)
Invites Applications from Sri Lankan Exporters for Selection of
Presidential Export Award (PEA) Winners for the Year 2016

CATEGORIES OF PRESIDENTIAL EXPORT AWARDS

Special (Overall) Awards

1. Sri Lankan Exporter of the Year
2. Highest Net Foreign Exchange Earner (Highest Value Addition)
3. The Most Market Diversified Exporter
4. Best Sri Lankan Export Brand
5. Best Multinational Company (MNC) Engaged in Exports
6. Highest Employment Provider in the Export Industry
7. Excellence in Sustainable Development
8. Highest Contributor from the Regions to the Export Supply Chain
9. Best Emerging Exporter
10. Best Packaging Service Provider to the Export Sector
11. Best Woman Exporter of the Year

Product Sector Awards

1. The "Best Exporter"
2. The "Highest Value Added Exporter"

The above two awards will be presented for each product in Agricultural, Industrial, Fishery and Services sectors.

1. Agriculture Products Sector

Tea / Food & Others Beverages / Spices & Allied Products / Floriculture / Coconut Kernel & Non-Kernel Products / Fruits & Vegetables / Herbal & Spa Products / Organic Products

2. Industrial Products Sector

Apparel / Footwear & Leather Products / Gem / Jewellery / Diamond / Rubber & Rubber Based Products / Chemical and Plastic Products / Motor & Motor Spare Parts (Other than Tyres) / Toys, Games & Sports / Handloom Products / Giftware & Lifestyle Products / Wooden Products / Base Metal Products / Printing & Stationery / Ceramic & Mineral Based Products / Electrical & Electronic Products / Boat Building / Ship Building / Hi-Tech & Innovative Products

3. Fishery Products Sector

Fish & Fisheries / Ornamental Fish

4. Services Sector

Professional Services / Computer & related Services / Construction Services / Health & Wellness Services / Boat & Ship Repairing / Entrepôt Trade.

All Exporters are invited to complete the "Information Form" which could be collected from Special Projects Division, EDB or Downloaded from:

EDB website: www.srilankabusiness.com under 'PEA 2016'.

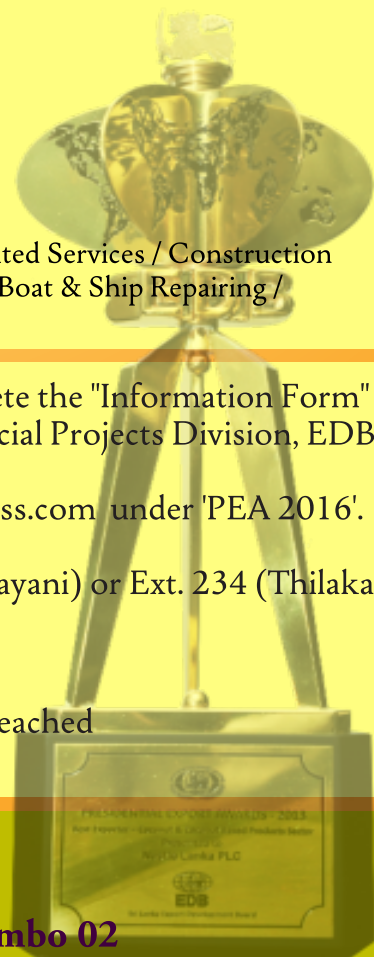
For further details, Please contact:

Tel: 011 2300 705-11, Ext. 233 (Jayani) or Ext. 234 (Thilaka)

Fax: 011 2300717 / 2300715

E-mail: awards@edb.gov.lk

Duly completed forms should be reached
on or before 30-06-2017.



**Chairperson & Chief Executive,
Sri Lanka Export Development Board,
NDB-EDB Tower, No 42, Navam Mawatha, Colombo 02
Website: www.srilankabusiness.com**

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Expo-News Bulletin June 2017

Compiled by:
TFTI Division-EDB

Concept & Designed by:
Zahir Ansari



SRI LANKA FESTIVAL -2017

YOYOGI PARK,TOKYO, JAPAN



International Trade Festival (Overseas) 02~03

June ~ July 2017



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EDB Calendar of Trade Events - 2017 12

International & National Exhibitions & B2B Events

INTERNATIONAL TRADE EXHIBITIONS (OVERSEAS)

1. MALAYSIA	03~05, July 2017 Asia Rubber Tech 2017 Kuala Lumpur, Malaysia Mr. Janson Wong Tel: +6012 322 7971 Office: + 603 5624 4249 E-mail: jansen@redmanexhibitions.com 
2. INDIA	25~27, July 2017 TYREXPO INDIA 2017 Chennai Trade Centre Chennai, India Tel: +65 6403 227 Email: joan.yu@singex.com Web: www.tyrexpo@signex.com 
3. MALAYSIA	28~31, July 2017 MALAYSIA IINTERNATIONAL JEWELRY FAIR Kuala Lumpur Convention Center Kuala Lumpur. Elite Expo Sdn Bhd Tel: (60) 3 58911157 Fax: (60) 3 58911147 E-mail: info@eliteexpo.com.my Web: www.mijf.com.my 
4. AUSTRALIA	10~13, August 2017 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 
5. SYDNEY	26~28, August 2017 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/ 
6. INDIA	28~30, August 2017 GRAIN TECH INDIA 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.biec.in or www.graintechindia.com/ 
7. INDIA	28~30, August 2017 AGRI TECH INDIA 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.biec.in or www.agritechindia.com/ 
8. INDIA	28~30, August 2017 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.biec.in or www.indiafoodex.com/ 
9. SINGAPORE	26~28, September 2017 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 
10. SINGAPORE	27~29, October 2017 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 

Source : Information Library at TFTI-EDB

INTERNATIONAL TRADE FESTIVAL (OVERSEAS)

SRI LANKA FESTIVAL -2017

YOYOGI PARK, TOKYO, JAPAN

**24th -25th
June 2017**



Sri Lanka Business Council in Japan under the patronage of Embassy of Sri Lanka in Japan will organize the Sri Lanka Festival 2017 for the 13th consecutive year at Yoyogi Park in Tokyo on 24th and 25th of June 2017.

The Sri Lanka Festival in Japan has become a landmark event in the calendar of the city of Tokyo. Sri Lanka is promoted as a tourism destination in this festival, which will showcase cultural activities and Sri Lankan Products & Services.

***Interested Companies may contact the organizer through following
Contact Information:***

Embassy of Sri Lanka in Japan

2-1-54 Takanawa Minato-ku, Tokyo 108-0074, Japan

Tel – 0081-3-3440-6911/6912

Fax - 0081-3-3440-6914

E-mail: com@lankaembassy.jp

Web: www.lankaembassy.jp



Health ingredients
China
健康天然源



Food ingredients
Asia-China



Natural
ingredients



Where Health, Food, Pharma & Nutraceuticals Meet 20 - 22 June 2017 SNIEC, Shanghai, China

Health Ingredients China

Exhibitor profile includes suppliers of natural ingredients used in dietary supplements, nutraceuticals, functional foods & healthy beverages.

SNIEC, Shanghai, People's Republic of China

<http://www.figlobal.com/asia-china/>



July 12-14, 2017 The Future of American Ginseng and Appalachian Forest Botanicals Symposium

Topics include ecology, biology, & genetic diversity of species; Conservation status of species; Trade & market drivers; Role of local or traditional knowledge in sustainable harvest practices; Conservation issues & challenges; Cultivation, harvesting & handling; Resource capacity & demand, multiple & contrasting stakeholders; Wildcrafting, sustainable harvest guidelines, and the herbal industry; Multi-stakeholder sustainable sourcing economic development initiatives in Appalachia; Policy initiatives & management strategies.

Morgantown, West Virginia, United States of America

<https://www.unitedplantsavers.org/the-future-of-ginseng-and-forest-botanicals>

INTERNATIONAL TRADE EXHIBITIONS (LOCAL)



LANKA WATER EXPO

on 7th, 8th & 9th July, 2017
at Sri Lanka Exhibition Convention Centre
Colombo

WATER & WASTEWATER TREATMENT
TECHNOLOGIES EXHIBITIONS & CONFERENCE
WATER AND SUSTAINABLE DEVELOPMENT



COLOMBO INTERNATIONAL TEA CONVENTION

8th to 11th August 2017



"Maturitea"

A HERITAGE OF EXCELLENCE

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



Source : Tea & Coffee Net , Trade Shows & Trade Fair Dates in Sri Lanka

INTERNATIONAL PRICE INFORMATION

ITEMS	Specification	Market	Unit	Transit	Price (Euro)		Quoted Date
					Min	Max	
FRUITS & VEGETABLES 							
Avocado	Spain	France	4 kg.	SEA	€ 13.50	€ 13.50	13-Dec-16
	Chile	Germany	4 kg.	SEA	€ 13.00	€ 14.00	13-Dec-16
	Spain	Holland	4 kg.	SEA	€ 8.00	€ 8.50	13-Dec-16
Baby Corn	Thailand	Holland	12x125gr.	AIR	€ 7.33	€ 7.33	13-Dec-16
Mangosteen	Indonesia	Holland	kg.	AIR	€ 9.75	€ 9.75	13-Dec-16
Tamarind	Thailand	Holland	20x500.	AIR	€ 3.45	€ 3.45	13-Dec-16
Chille	Morocco	France	2 kg.	AIR	€ 1.25	€ 1.40	13-Dec-16
	Peru	Holland	1 kg.	AIR	€ 18.00	€ 18.00	13-Dec-16
Ginger	China	France	13 kg.	SEA	€ 1.70	€ 1.70	13-Dec-16
	China	Holland	13 kg.	SEA	€ 1.21	€ 1.33	13-Dec-16
Guava	Brazil	U.K.	kg.	SEA	€ 3.48	€ 3.48	13-Dec-16
Jackfruit	Thailand	Holland	10 kg.	AIR	€ 5.75	€ 5.75	13-Dec-16
Lemongrass	Thailand	Holland	kg.	AIR	€ 5.83	€ 5.83	13-Dec-16
Mango	Brazil	Holland	9'.	SEA	€ 0.88	€ 1.38	13-Dec-16
	Brazil	U.K.	4 kg.	SEA	€ 1.65	€ 1.65	13-Dec-16
Papaya	Brazil	Holland	3-5 kg.	AIR	€ 3.57	€ 3.57	13-Dec-16
	Brazil	France	3-5 kg	AIR	€ 3.50	€ 3.50	13-Dec-16
Passion Fruit	Colombia	Holland	2 kg.	AIR	€ 6.00	€ 6.00	13-Dec-16
	Colombia	France	2 kg.	AIR	€ 6.00	€ 6.00	13-Dec-16
Pineapple	Costa Rica	France	kg.	SEA	€ 0.95	€ 1.00	13-Dec-16
	Costa Rica	Holland	5'.	SEA	€ 7.00	€ 8.00	13-Dec-16
Plantain	Colombia	France	kg.	SEA	€ 1.00	€ 1.00	13-Dec-16
	Ecuador	Holland	kg.	SEA	€ 1.03	€ 1.03	13-Dec-16
Pitahaya	Thailand	Holland	10'.	AIR	€ 7.17	€ 7.17	13-Dec-16
Sweet Potato	Egypt	France	6kg.	SEA	€ 1.00	€ 1.00	13-Dec-16
Yam	Brazil	France	kg.	SEA	€ 1.60	€ 1.60	13-Dec-16
COCONUT 							
Fresh Coconut	Cost d'Ivoire	U.K.	50'.	SEA	€ 10.14	€ 10.14	13-Dec-16
	Thailand	Holland	9' young.	SEA	€ 10.50	€ 10.50	13-Dec-16
	Cost d'Ivoire	France	15'.	SEA	€ 9.00	€ 9.00	13-Dec-16
	Cost d'Ivoire	Holland	13-4'.	SEA	€ 2.75	€ 2.75	13-Dec-16
CUT FLOWERS 							
Anthurium	Thailand-Red	Japan	Per Stem	AIR	€ 13.00	€ 250.00	04-Jan-17
	Thailand-Pink	Japan	Per Stem	AIR	€ 20.00	€ 200.00	04-Jan-17
	Thailand-White	Japan	Per Stem	AIR	€ 1.00	€ 170.00	04-Jan-17
Carnation	Colombia-Standard	Japan	Per Stem	AIR	€ 5.00	€ 170.00	04-Jan-17
	Colombia -spray	Japan	Per Stem	AIR	€ 10.00	€ 80.00	04-Jan-17
Heliconia	Pendula-Singapore	Japan	Per Stem	AIR	€ 0.00	€ 333.00	04-Jan-17
Orchids	Anna-Thailand	Japan	Per Stem	AIR	€ 10.00	€ 100.00	04-Jan-17
	Sonia-Thailand	Japan	Per Stem	AIR	€ 10.00	€ 75.00	04-Jan-17
	Oncidium-Thailand	Japan	Per Stem	AIR	€ 24.00	€ 315.00	04-Jan-17
Roses	Freedom-Colombia	Japan	Per Stem	AIR	€ 10.00	€ 150.00	04-Jan-17
	Avalanche-India	Japan	Per Stem	AIR	€ 20.00	€ 141.00	04-Jan-17
	Gold Strike-India.	Japan	Per Stem	AIR	€ 2.00	€ 60.00	04-Jan-17

Source : ITC Market Insider

“SRI LANKA’S POTENTIAL NEEDS TO BE TRANSLATED INTO POLICIES THAT ATTRACT INVESTORS”

says South Korean Ambassador to Sri Lanka



Since forging strong ties in 1977, South Korea has over the years developed ties of cooperation and friendship with Sri Lanka, across diverse areas including the political and economic fields, development cooperation, cultural affairs and people to people exchanges.

In an interview with Business Lanka Magazine, the South Korean Ambassador to Sri Lanka Won. Sam CHANG, elaborated on the close ties that exist between the two countries and what the future holds in strengthening trade relations between South Korea and Sri Lanka.

Q. What is your understanding of the historical and current ties between Korea and Sri Lanka in terms of Commerce and Trade?

“Since the opening of Korea’s Trade Representative Office to Sri Lanka in 1972, followed by the establishment of diplomatic ties between Korea and Sri Lanka in 1977, the relations between the two countries have continued to evolve and develop across a whole spectrum of fields of mutual interest spanning the political, economic and cultural spheres.



To further promote trade between our two countries, KOTRA (the Korea Trade-Investment Promotion Agency), a quasi-government agency for the promotion of trade and investment, opened an office in 1979, and has offered various services such as trade information sharing, business matchmaking, exhibitions, business trip support, online transaction arrangement (arranging online transactions), strategic product support, business meeting conventions, consulting services for Small and Medium Enterprises and the establishment of easy transaction systems. With KOTRA's assistance, Korea accounted for the highest share of Foreign Direct Investment (FDI) in Sri Lanka in the 80s and 90s.

However, it is a bit disappointing that there has been little progress in bilateral trade and investment recently. In fact, the trade volume between our two countries has remained stagnant at around 400 million US\$ throughout the past several years.

However, it is a bit disappointing that there has been little progress in bilateral trade and investment recently. In fact, the trade volume between our two countries has remained stagnant at around 400 million US\$ throughout the past several years.

Meanwhile, the Korean Government has spared no effort to support the Korean companies operating in Sri Lanka. Furthermore, the Korean Embassy hosts regular meetings with Korean construction companies in Sri Lanka to explore further opportunities for them to engage in the Megapolis and other infrastructure projects, which the Sri Lankan government considers as a high priority.

Apart from this, our economic relations are also reflected in active people-to-people exchanges. Currently, 28,000 Sri Lankan workers reside in Korea, and every year more than 5,000 Sri Lankans fly to Korea for employment purposes”.

Q. In which sector will Korea have potential market value in Sri Lanka?

“From the late 1980s to early 2000s, cheap labor and the benefit of the 'textile quota' attracted about 150 Korean companies to Sri Lanka. However, as the business environment deteriorated especially in terms of labor costs and other processing costs, many Korean companies moved away from Sri Lanka to other competing countries such as China, Vietnam, India, and Bangladesh.

But the good news is that currently, Korean business people are again seeking opportunities in Sri Lanka to embark on business activities in various fields, including infrastructure, renewable energy and fisheries, given that the Sri Lankan Government is also looking to usher in a business-friendly environment in the country.

Sri Lanka has great potential; however that potential needs to be translated into concrete policies that are investor friendly. Investors, who identify Sri Lanka as a country to invest in, need to be assured of transparency and consistency in policies pertaining to trade and investment.

In this context, the Korean Government is making various efforts to provide policy support to its Sri Lankan counterparts. For instance, the Korean Ministry of Land, Infrastructure and Transport, and the Sri Lankan Ministry of Megapolis & Western Development signed a MoU in May 2016, to strengthen bilateral cooperation on developing Colombo City and its neighboring areas. Through the MoU, not only will Sri Lanka benefit from Korea’s extensive experience of urban development, but Korean companies will be able to more easily expand their businesses and investments into Sri Lanka.

Another example in this regard is the MoU signed between the Ministries of Fisheries of our two countries in December 2016. It is expected that the MoU will serve as a valuable foundation based on which Korea can provide both financial and technical assistance for the development project of the multi-purpose fisheries harbours in the North and North-Western regions of Sri Lanka”.

Q. Sri Lanka is the 2nd largest partner country of Korea’s Official Development Assistance (ODA) with the potential to become a future economic partner. Are there initiatives being taken to support the development of infrastructure in Sri Lanka?

“As one of our Strategic Development Partner Countries and Korea's second-largest ODA partner in terms of total volume, Sri Lanka has so far received more than US\$ 700 million in total and roughly speaking, US\$ 80 million annually in the form of ODA since development cooperation between the two countries began in 1987.

KOICA, the grant aid and technical assistance body of the Korean Government, has been undertaking various small-scale infrastructure projects with an emphasis on social and economic infrastructure, capacity-building, human resources development and governance since 1991 and had completed 26 projects as of 2015.

Sri Lanka also ranks fifth among 52 partners in terms of the volume of soft loans granted through the Economic Development Cooperation Fund (EDCF) of Korea Exim Bank and bilateral cooperation between the two countries through the EDCF is being strengthened consistently. In fact, since the Colombo-Galle Road Rehabilitation Project was launched in the 1990s as the first EDCF project, a total of 27 projects have been implemented in Sri Lanka so far.

Most recently, in July 2016, the Framework Arrangement concerning Loans from the EDCF was signed between our two countries, on the basis of which, the Sri Lankan Government is able to-

-obtain soft loans on favorable terms (with an interest rate of a maximum of 0.3% and repayment periods of 40 years including a 10 year grace period) from the Korean Government up to US\$ 300 million from 2016 to 2018. This is in addition to the US\$ 290 million pledged during the past three years from 2013 to 2015.

The Korean Government hopes that EDCF projects will create opportunities to share Korea's development experience with Sri Lanka and transfer Korea's technology and expertise, rather than just providing financial aid. In this respect, we are keen to cooperate closely with the Sri Lankan government and identify projects which would serve to deepen mutual cooperation in the fields of green growth and ICT where Korea has a comparative advantage".

Q. As Sri Lanka is one of the largest beneficiaries of the Korea International Cooperation Agency (KOICA-International assistance and development agent of the Republic of Korea), what is the assistance that Sri Lanka is currently receiving?

"Currently, there are seven KOICA projects which are underway in Sri Lanka, including the Establishment of the National College of Education and Technology Teacher Training System, the Advanced Traffic Management System (ATMS) in Colombo, the Ocean University project, Sri Lanka's Forensic Science Capacity Building Project, the Maternal and Newborn Health Care Strengthening Project in Matara and the Child Friendly Primary Schools project in the Northern Province of Sri Lanka.

Another major activity of KOICA is its volunteer program, known as 'World Friends Korea', through which a total of about 600 volunteers have been dispatched all around the Island so far.

Currently, about 70 volunteers are working in various sectors, including Korean language and early childhood education and vocational training in ICT, to name a few".

Q. What are the future plans of the Korean government in cooperating with Sri Lanka?

"This year, we will be celebrating the 40th anniversary of the establishment of diplomatic ties between Korea and Sri Lanka. As we mark such a meaningful milestone, greater efforts are being made to further strengthen the ties between our two countries in various areas of mutual interest. As part of these efforts, the Embassy is planning to host various events and programs including high-level exchanges, Korean product exhibitions, and an open forum to review the Employment Permit System. A range of development projects conducted by KOICA and Korea Exim Bank will also be further advanced with the active cooperation between our two governments".

Q. As the majority of the Sri Lankan youth are exposed to Korean culture and frequently visit Korea, is the Korean Embassy implementing knowledge sharing programs or cultural events to strengthen ties between the two countries?

"I believe that the deep understanding Sri Lankan youth have of Korean culture and society is largely a result of the global phenomenon of "Hallyu" or "the Korean wave"—that is, the unprecedented popularity of Korean pop music and TV dramas.

Apart from this, Korean dramas broadcast on Sri Lankan TV channels have also greatly contributed to deepening the love for Korean culture among the Sri Lankan public.

In July last year, the 'Korean Cultural Festival', was successfully held with an audience that totaled around 1,500 people.

Last October, the Embassy and the Korea Foundation also held the Korean Film Festival at the National Film Corporation (NFC) Theatre, which screened four films over four days in partnership with the NFC.

I believe that the success of such events serves to demonstrate that public diplomacy plays an important role in deepening mutual understanding between countries, which can lead to closer ties and deeper trust in the political and economic fields. And marking the 40th anniversary of the establishment of diplomatic ties between Korea and Sri Lanka, we will host a variety of cultural events throughout this year".

Q. Are there any lessons from South Korea's economic experience that Sri Lanka could emulate?

"I personally think that investment in human resources, Koreans' substantial sacrifices for the next generation, a strong leadership and a can-do attitude, are the main factors behind Korea's miraculous achievements in economic development.

Among the various measures taken to rebuild the country after the Korean War, education emerged as the highest priority of the nation. This dedication to education produced a highly trained workforce that would later become the optimal input of human resources for implementing every phase of our economic development policies.

Also, like the migrant Sri Lankan workers who contribute to the growth of the Sri Lankan economy from all corners of the world, Korean miners and nurses who went to West Germany in the 1960s sent their earnings home and the Korean Government was able to obtain commercial loans by pledging these funds as collateral. The dedication and sacrifice of Korean workers for future generations provided the country with the initial capital necessary for national development.

Another key element in Korea's economic growth has been the strong leadership demonstrated by the government. In every phase of economic development, the Korean Government formulated successive mid-and long-term national development plans and demonstrated strong leadership in consistently implementing them.

Lastly, the strength of the Korean economy lies in its ability to turn a crisis situation into an opportunity. When the world economy suffered from skyrocketing oil prices due to the Middle East War in 1973, Korea maximized on the opportunities presented by the construction boom of oil money in the Middle East. The Asian financial crisis in 1997 also presented an opportunity for Korea to embark on economic reforms. Through such efforts, Korea restructured itself into a competitive economy which is now able to survive in the rapidly changing global market environment characterized by unlimited competition.

In the case of Sri Lanka, I believe that the country is now at a turning point in its process of national reconstruction. When Sri Lanka's leaders, with a clear and unwavering vision, cooperate with its citizens to rebuild the nation and develop the economy, Sri Lanka will truly shine as the Pearl of the Indian Ocean. As a true friend and partner, Korea stands ready and willing to provide its full support to Sri Lanka to achieve this vital goal".

Q. How far has the concept of organic agriculture found prominence in Korea?

"I think most Korean people understand organic agriculture as a sustainable industry which produces safe agricultural and livestock products, while preserving the environment of the agricultural eco system through non-use or minimal use of chemical materials such as pesticides and artificial fertilizers.

Statistically, the total transaction volume of environment-friendly agricultural products (organic and non-pesticide) in Korea is worth US\$ 1.11 billion as of 2015. The transaction volume of grains is valued at US\$ 476 million, accounting for 42.8% of the total eco-friendly agricultural products.

In fact, the per capita supply of environment-friendly agricultural products was on a steady rise from 2000 to 2010, reaching 23 kg in 2010, a record high figure, but has since declined, reaching 8.9 kg in 2015. The decline in purchasing organic agricultural products resulted from the price of organic products being approximately 1.7 times higher than those of non-organic produce in Korea, the credibility of the certification system, unstable supply and difficulty in finding proper stores.

Since 2015 however, the government has been implementing a proactive policy to boost eco-friendly farming by improving the certification system, expanding the distribution system, stimulating consumption, reinforcing the production infrastructure, and stabilizing the supply of organic farming materials. Thanks to these efforts, the organic agricultural product market is expected to continuously grow to US\$ 1.34 billion by 2017, US\$ 2.20 billion by 2020, and US\$ 3.48 billion by 2025".



Q. Are there efforts underway by Korea in supporting Sri Lanka with regard to organic agriculture?

“To support agricultural development in Sri Lanka, Korea’s Rural Development Administration (RDA) under the Ministry of Agriculture, Food and Rural Affairs, established the Korea Program on International Agriculture (KOPIA) Centre in Kandy in December 2011, in cooperation with the Ministry of Agriculture of Sri Lanka.

When it comes to organic agriculture, the KOPIA Centre has been carrying out the ANSOFT (Asian Network for Sustainable Organic Farming Technology) project by three phases, together with 9 Sri Lankan officials/researchers from the Horticultural Crops Research Development Institute, Department of Agriculture (HORDI). Currently Ms. N.R.N. Silva is in charge of the cooperative project, and it is financially supported with US\$ 10,000 per year by the Asian Food and Agriculture Cooperation Initiative (AFACI), which is a multi-lateral cooperation body to improve food production and realize sustainable agriculture.

The Centre successfully completed the first and second phases of the project in 2016, aimed at sharing the technology of organic agriculture and establishing an organic agricultural model village. During the third phase spanning 2016-19, the Centre is reinforcing the model village to operate organic demonstrations in vegetables, fruits and rice (vegetables-focused) while transferring organic agricultural technology to the local farmers regarding Soil Fertility Management, Disease-Enduring Variety Selection, and Integrated Pest Management. The Centre is also planning to further promote the scope of its work and link Sri Lankan farmers to commercial markets afterwards. Apart from this, there has been active cooperation between the private sectors of our two countries as well, to propagate environment friendly, organic agriculture in Sri Lanka. For example, a Korean Company by the name of Hyosung ONB has made an investment of US\$ 5 Million in Sri Lanka in the year 2007 on a BOI approved enterprise to produce and export organic fertilizers. The Company has an illustrious history of over 20 years in Korea and currently is a market leader in its field with five factories operating in Korea and one facility opened in Sri Lanka.

The Factory in Sri Lanka specializes in producing fully automated, toxic free, pelletized fertilizers made of 100% natural raw materials, which are exported to countries such as Korea, Japan, Pakistan, Maldives and the UAE. Apart from this, Hyosung ONB has also joined hands with the Sri Lankan government in its project ‘Wasa Visa Nethi Ratak’ (A country free of poisonous substances), which is implemented in accordance with the election manifesto of President Maithripala Sirisena, to ensure chemical-free farming within the next three years. As of today, 90% of Sri Lanka’s traditional paddy cultivators are using the organic fertilizers produced by Hyosung ONB, which I believe is a beacon of hope for the healthy food industry as well as the preservation of environment of the island. I’m confident that this cooperation will continue to grow and thrive in the years to come since Hyosung ONB has already drawn blue prints to expand its operations in Sri Lanka”.

Q. Do you think Sri Lankan exporters have a potential to tap into the Korean market with regard to organic products?

“Korea has continued to implement its international economic policy to achieve further market liberalization since economic development began in full scale in the 1960s.

However, before looking into the potential of exporting organic products to Korea, I would like to briefly inform you of Korea’s “organic processed food certification system.” Exporters who would like to label or market their products as ‘organic’ to Korea should first receive a quality certification from Korea’s National Agricultural Products Quality Management Service, unless their government has already made the organic processing food mutual agreement with a certification equivalent to the one recognized in Korea. The certification system has the purpose of protecting consumers by improving the reliability of organic labeling, and to encourage good-intentioned businesses to supply high quality organic food. Korea has made the afore-mentioned mutual agreements with the US and EU member countries so far, which took effect from July 2014 and February 2015 respectively, but we are likely to gradually make these agreements with other countries as well.

When such an agreement is made between Korea and Sri Lanka, Sri Lankan exporters too could explore the possibility of tapping into the Korean organic market. And I am positive that the Korean organic food market will also continue to grow in line with the global market’s rapid expansion. At the moment, organic farming is carried out in 81.2 million hectares in about 172 countries around the world, and the size of the global organic agri-food market has been rapidly expanding from US\$ 15 billion in 1999 to US\$ 80 billion in 2014, giving us hope for the future”.



1. INTERNATIONAL TRADE FAIRS AND EXHIBITIONS

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

2. B2B NETWORK PROMOTION & MARKET EXPOSURE PROGRAMS - INTERNATIONAL

Date (2017)	Products	Trade Events	Country	Responsible Division-EDB
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
4 th Quarter	ICT/BPM	B2B Program and Networking Meetings	U.K.	Export Services

3. PROGRAMMES IN SRI LANKA

Date (2017)	Products	Trade Events	Venue	Responsible Division-EDB
July	Multi Products	Inward Mission from Jordan	Colombo	Market Development
July	Multi products	Presidential Export Awards (PEA) for the Year 2016	BMICH, Colombo	Special Projects
August	Multi Products	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 Products	Inward Mission from Saudi Arabia	Colombo	Market Development
October	Multi Products	Inward Mission from Denmark	Colombo	Market Development
October	Multi Products	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

Source : TF&TI Division, EDB

Awareness • Seminar June 22 2017 ON EXPORT PROCEDURE

CONDUCTED BY
SRI LANKA EXPORT DEVELOPMENT BOARD

To Whom

Potential Exporters and Entrepreneurs who are willing to Export.

Course Content

- Export Procedures & Logistics
- Quality Standards of Perishables Required for Export Markets
- Market Opportunities for Fruits & Vegetables

Objectives

To enhance the knowledge on:

- Export Procedures & Logistics,
- Quality Standards of Perishables Required for Export Markets,
- Market Opportunities of Fruits & Vegetables.

Venue: EDB Auditorium, Colombo 2
Date & Time: 22 June 2017 - 9.00 am to 1.30 pm
Faculty: Experts from the Industry & EDB
Medium: English / Sinhala
Registration: Limited to 50 participants (first come first served basis)
Reg. Fee: **Rs.500/-** per participant (Refreshments will be provided).
Payment can be made directly to the EDB Head Office or by Cheques drawn in favour of the "Sri Lanka Export Development Board".



Chairperson & Chief Executive,
Sri Lanka Export Development Board,
NDB-EDB Tower, No 42, Navam Mawatha, Colombo 02
Tel: 011 230 2071, 230 0705-11 Fax: 011 230 2072
Email: edb@edb.gov.lk
Website: www.srilankabusiness.com

For details please contact Ramya - 011 230 0678 or Priyadarshani - 011 230 0705-11 (Ext:329)

Certificate Course on **Import - Export Procedures**

to whom

Junior Managers in Shipping, Clearing, Forwarding, Customs
House Agents. Emerging Exporters.

COURSE CONTENTS

- Introduction to Export Procedures & Certification
- Introduction to Import Procedures
- Customs Import, Export, Bonds Procedures & Documentation
- Port Procedures & Documentation
- Air Cargo Procedures
- BOI Procedures
- Banking Procedures in related to International Trade
- Freight Forwarding & Transportation
- Quality Controls on Export & Import
- Cargo Insurance
- Other requirements in International Trade
- FIELD VISITS-SL Customs, SL Port Authority (JCT & Harbour) and SriLankan Cargo, BIA.



VENUE : Sri Lanka Export Development Board, 42, Navam Mawatha, Colombo 2

FACULTY : Professionals from EDB, SLC, SLPA, Banks and the Public & Private Sectors.

DURATION : Seven (07) 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.20,000/-

Commencing on 15th. July 2017



visit our website

APPLICATION FORM & for further Details:

visit our website or please contact -

Ms. Ramya Darmawardena - Deputy Director
Trade Facilitation & Trade Information Division, EDB

Tel: 011 230 0678 / 230 0705-11

Fax: 011 230 0676

E-mail: ramya@edb.gov.lk

Application should be sent to :

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