

EXPO NEWS

MARCH 2017

Vol.17 - Mar2017

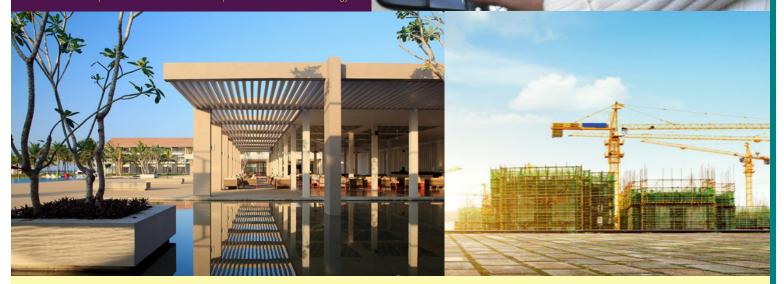
Monthly Information Bulletin for Sri Lankan Exporters





Gearing up to come under International Spotlight

▶ Overall Export Performance 2006-2015 Merchandise Exports and Communication, Computer & Information Technology



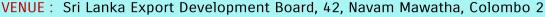
rtificate Course on ocedur

to whom

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

- 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.



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 1st. April 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, No:42, Navam Mawatha, Colombo 2, Sri Lanka

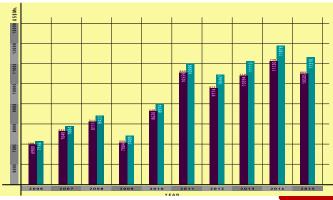
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International Prices for Foods & Vegetable and Cut Flowers



Knowledge in the Construction Industry



Overall Export Performance 2006-15 09

Merchandise Exports and Communication, Computer & Information Technology



From March to October 2017



Gearing up to come under International Spotlight



Gherkins Export Help farmer Incomes in NWP

07~08

EXPO NEWS Bulletin

Coordination & Compiled by: Ms. Ranjanee Madanayake

> Design & Concept by: Mr. Zahir Ansari

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TRADE EXHIBITIONS & COMPETITION (Overseas)

1.	01 Mar ~ 31 May 2017
ASIA	Xifu International Gold Wedding Jewellery Design Competition 2017 Theme: Oneness (Submission Period: 1/3-31/5) Jewellery News Asia Tel: +852 2516-1648, +852 2516-1669 E-mail: enquiry@xifudesigncompetition.com Web: www.xifudesigncompetition.com

3.	31 May ~ 04 June 2017							
THAILAND	THAIFEX - World of Food Asia IMPACT Exhibition and Convention Center Bangkok, Thailand Koelnmesse Pte. Ltd., Ms. Lynn How Tel: +65 6500 6712 Fax: +65 6294 8403 E-mail: I.how@koelnmesse.com.sg							

5.	03 ~ 05 July 2017
MALAYSIA	Asia Rubber Tech 2017 Kuala Lumpur, Malaysia Contact: Janson Wong Tel: +6012 322 7971 Office: +603 5624 4249 Email: jansen@redmanexhibitions.com

7.	28 & 31 July 2017
MALAYSIA	Malaysia International Jewellery Fair Kuala Lumpur Convention Centre 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

9.	26 ~ 28 September 2017
SINGAPORE	Tea & Coffee World Cup Singapore Expo, Singapore Web: www.tcworldcup.com

2.	04 ~ 10 May 2017
GERMANY	Interpack Processes and Packaging Leading Trade Fair Dusseldorf. Germany Messe Dusseldort GmbH Postfach 101006, 40001 Dusseldorf, Germany Tel: +49211/4560-01 Fax: +49211/4560-668 Web. interpack.com (or) messe-duesseldorf.de

4.	16 & 17 June 2017							
INDIA	ATRC 2017 Asian Tyre & Rubber Conference Hyatt Regency, Chennai, India Antony Powath Mobile: +91 9833 901 586 E-mail: antonypowath@rubberasia.com Web: www.atrc.in							

6.	25 & 27 July 2017							
INDIA	Tyrexpo India 2017 Chennai Trade Centre Chennai, India Tel: +65 6403 227 Email: joan.yu@singex.com Web: www.tyrexpo@signex.com							

8.	26 & 28 August 2017
SYDNEY	International Jewellery Fair International Convention Centre Sydney. Expertise Events Tel: (61) 2 94527575 E-mail: info@jewelleryfair.com.au Web: jewelleryfair.com.au/2017/

10.	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							

INTERNATIONAL PRICE INFORMATION

				Price (Euro) Quote			Quoted
ITEMS	Specification	Market	Unit	Transit	Min	Max	Date
FRUITS & V	FGFTARI FS		L		141111	IVIAX	Date
Avocado	Spain	France	4 kg.	SEA	€ 13.50	€ 13.50	13-Dec-16
Avocado	Chile	Germany	4 kg.		€ 13.00		13-Dec-16
	Spain	Holland	4 kg.	SEA	€ 13.00	€ 14.50	13-Dec-16
Baby Corn	Thailand	Holland	12x125gr.		€ 7.33		13-Dec-16
Mangosteen	Indonesia	Holland		AIR	€ 7.33	€ 7.33	13-Dec-16
Tamarind	Thailand	Holland	kg. 20x500.	AIR	€ 3.45		13-Dec-16
Chille	Morocco	France			€ 3.45 € 1.25	€ 3.43	13-Dec-16
Crime	Peru	Holland	2 kg.	AIR	€ 1.25 € 18.00	€ 18.00	13-Dec-16
Cingor	China	France	1 kg.		€ 16.00	€ 16.00	13-Dec-16
Ginger			13 kg.				13-Dec-16
Curve	China	Holland	13 kg.		€ 1.21	€ 1.33	
Guava	Brazil	U.K.	kg.	SEA	€ 3.48		13-Dec-16
Jackfruit	Thailand	Holland	10 kg.		€ 5.75	€ 5.75	13-Dec-16
Lemongrass	Thailand	Holland	kg.	AIR	€ 5.83	€ 5.83	
Mango	Brazil	Holland	9'.	SEA	€ 0.88	€ 1.38	13-Dec-16
	Brazil	U.K.	4 kg.		€ 1.65		13-Dec-16
Papaya	Brazil	Holland	3-5 kg.		€ 3.57	€ 3.57	13-Dec-16
	Brazil	France	3-5 kg		€ 3.50	€ 3.50	13-Dec-16
Passion Fruit	Colombia	Holland	2 kg.		€ 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		13-Dec-16
	Costa Rica	Holland	5′.	SEA	€ 7.00	€ 8.00	13-Dec-16
Plantain	Colombia	France	kg.	SEA	€ 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.		€ 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 FLOWE	RS 💮	Salari Mary	大学				
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	
Roses	Freedom-Colombia	Japan	Per Stem	AIR	€ 10.00	€ 150.00	04-Jan-17
	Avalanche-India	Japan	Per Stem	AIR	€ 20.00		
	Gold Strike-India.	Japan	Per Stem	AIR	€ 2.00	€ 60.00	04-Jan-17
	Table Strike Iriula.	Jupan	ן כו שנכווו	/711/		Fourson ITC N	

Source: ITC Market Insider

SRI LANKA'S CONSTRUCTION SERVICES GEARING UP TO COME UNDER INTERNATIONAL SPOTLIGHT

Gaining momentum to partake in the rapid development of emerging Asia and Africa is Sri Lanka's promising construction exports sector, a sphere that is observed to be growing from strength to strength in the recent years.



Over the last several years, the construction market in Sri Lanka has grown more modestly as the country looks to shift toward a services-led economy and more sustainable construction policies.

While the sector has developed by leaps and bounds in terms of technology and skills development, it can be said that the expertise in this field has always flown in the island nation, passing on from one generation to another.

Dating back to the times of the Kings, then Ceylon, has its name etched in history for its immense development, leading to the

hydraulic era. And today, it is this very knowledge and expertise that the country exports to its regional peers, making a name for itself.

Taking a short journey to the historic times, the construction of irrigation works of ancient Sri Lanka which was largely based on agriculture, was a major achievement as it ensured water supply in the dry zone thus aiding the country to grow self-sufficient. The constructions of large reservoirs and canals, which exist intact even until present times are an indication of the advanced technical and engineering skills used to create them.

Thus Sri Lanka's skills set in the construction space is an element the nation takes pride in as it is deeply embedded in its roots of development. Having evolved with the times in terms of technology and upgrading of skills set, Sri Lanka's construction service exports stands out not only for its expertise, but also for its cost effectiveness.

Within the construction umbrella, the island nation is popular for its solutions in mini hydro projects, a unique area where the country stands tall. Alongside the said projects, Sri Lanka's expertise is also sought after for hydraulic related construction, architecture, quantity surveying, Mechanic, Electrical and Plumbing services (PEB), civil engineering, general construction and green construction, to name a few.

Green construction, an upcoming concept to the global construction sector itself, is an area that is booming by the day. It essentially refers to both, a structure and the using of processes that are environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to



design, construction, operation, maintenance, renovation, and demolition.

With economic development agendas of nations across the world having incorporated the sustainability factor, green construction is just about to be the next big thing. While the concept of building a structure to complement its surrounding environment is not entirely new, there has been a sharp increase in the demand for green buildings and green retrofits in recent years.

In a bid to stay abreast with the ever evolving operative environment, Sri Lanka's construction sector has pumped in added efforts by way of technological knowhow and skills development to cater to its regional peers in this category via exports. With the island nation having embarked on a number of international projects together with countries such as Japan and China, the existing skills have had the exposure to global expertise, thus facilitating knowledge transfer.

Sri Lanka is best known for its construction services exported to tropical countries similar to itself. Maldives is one such country which has now become an intimate market for Sri Lanka. Due to the geographic closeness, and the lack of construction services and materials in the group of islands, Sri Lanka was quick to grab the opportunity to participate and reap the benefits of the fast paced tourism project expansion in Maldives.

The island nation has etched a name for itsself by being heavily involved in a plethora of construction projects in the Maldives, and other tropical nations such as Bangladesh and Myanmar. However, over the years it has expanded its boundaries to cater to the Middle East, to a small extent in India, and as of late been exploring the newly emerging markets of Africa. As for potential markets, Sri Lankan constructors are eying the region of East Africa and in that particularly, Kenya, Uganda, and in



Asia, the countries such as Nepal and Cambodia, to export its construction services.

As the foundation for the uplifting of this sector has been laid, the government has been taking additional efforts to exert a further push. Plans are afoot to expand investment in developing the skills of construction workers so that they can be deployed at international project sites. While challenges remain in exporting skills to markets that avail of the service of Sri Lanka, the government has expressed that it looks forward to engage in a dialogue with partnering countries for relaxing laws pertaining to construction labour exports on project basis.

Furthermore, the Export Development Board (EDB), the apex organization for the promotion and development of exports, has continued to play a key role in showcasing Sri Lanka's potential in the areas of construction services to the world. It is due to the steady promotional efforts of the agency that Sri Lankan construction sector has managed to expand in new markets such as Myanmar.

In line with the government's determination in making Sri Lanka a service led economy, the EDB, together with key stakeholders, is on the active lookout for potential markets to help make construction services a key export revenue earner to the national economy.



Potential of Sri Lankan Engineering Knowledge in the Construction Industry

With the liberalization of economy in 1977, The Sri Lankan construction industry underwent a significant change. During this period, the country witnessed the completion of some major development projects such as the Mahaweli Development Project (accommodating large scale irrigation and hydropower generation), Greater Colombo Economic Commission (facilitating free trade zones) and various urban development programs. Our engineering and technical personnel are now in a better footing with enhanced technical know how and experience (especially in the construction field) to undertake projects of similar nature.

We can categorically state that Sri Lankans are generally dedicated and capable of accomplishing set targets.

The public housing program, implemented in the period from 1978 to 1994 and being reactivated at present, resulted in significant progress in housing construction. In recognition of our achievements and contribution to this sector, the year 1986 was declared as International Year of Shelter and Housing (IYSH) by the United Nations, on the initiative of Sri Lanka.

With rapid growth of the industry, the government has incorporated the following bodies, in order to regulate and maintain quality parameters and standards of the industry:

- Construction Industry Development Authority
- Chamber of Construction Industry
- National Construction Association of Sri Lanka

Further, with the conclusion of the civil war in 2009, larger private sector participation in infrastructure and industrial development with foreign participation has been witnessed.

Also, with the intention of achieving the status of 'knowledge hub' for Sri Lanka by the year 2016, state universities were geared to produce KSAM-graduates (i.e. graduates with knowledge, skills, attitude, and mindset), with high employability and communication skills in English. Most of the graduates falling into this category would be able to find gainful employment with high perks.

Since of late, the Export
Development Board (EDB) of Sri
Lanka is venturing into new arenas
and is hoping to serve the world
community with the aim of mutual
benefit. As such, we are happy to
note that several public sector and
private sector institutions are now
keen on offering services to
undertake engineering projects.

We wish to append below several areas of work thus envisaged, offering comprehensive services designed to develop infrastructure in the following areas of work:

- Major civil works, construction of buildings, civil engineering and infrastructure work for industrial parks, housing schemes, storm water drainage, waste water treatment and irrigation systems
- Port construction and building of revetments and breakwaters
- Erection of communication towers
- Headworks for irrigation and hydropower generation
- Fabrication of containment structures such as silos, oil tanks, and petroleum storage facilities
- Ship repairing and dry-dock engineering
- Architectural, civil engineering and building construction consultancy work

 All civil engineering works involved in bridge and tunnel engineering, airport construction, factory turnkey projects, high-rise buildings and auxiliary services such as Heating, Ventilation and Air Conditioning (HVAC), project management, green buildings, soil conservation, hydro projects, telecommunication, steel construction etc.

We also wish to highlight the following resumes, in supporting our capabilities and credibility:

- Performance of our engineering education sector has been recognized and accredited by the Washington Accord which is an international accreditation agreement for professional engineering academic degrees between the bodies responsible for accreditation in its signatory countries. Established in 1989 the signatories as of 2014 are Australia, Canada, Taiwan, Hong Kong, India, Ireland, Japan, Korea, Malaysia, New Zealand, Russia, Singapore, South Africa, Sri Lanka, Turkey, the United Kingdom and the United States. This significant achievement is in sequence to various measures such as strong theoretical education background, Research and Development (R&D) works, and in-plant training undertaken by the country's higher education institutions.
- At present, over two hundred thousand Sri Lankan engineers, professionals, and skilled technicians are working under tiresome conditions effectively, in various parts of the world. It is a time-proven factor that they perform well, meeting the aspirations of their employers with good reputation, dedication, efficiency and resilience, with adaptability to any environment.

When the country is faced with problems in reconstruction and rehabilitation following devastating tsunami and war, our engineering services sector played the prominent role and normalcy was restored at a rapid pace.

It is noteworthy to mention that technology and engineering practices are under constant review and change. Coherent policies, methodologies and approaches are needed to mitigate and overcome problems arising from the ever increasing material cost and fast-dwindling resources. Appropriate steps are being taken by our regulatory bodies so that our workforce and facilities can be mobilized to engage in the situation as per the demand.

Author: Engr. G. R. Amarasooriya, MIIESL





GHERKINS EXPORT HELPS FARMER INCOMES IN NWP

Sri Lanka produces more than 800,000 metric tonnes of fruits and vegetables annually and exports both fresh and processed varieties to many destinations in the world.

The potential for supplying high value vegetables and spices such as gherkins, jalapeno pepper and Spanish pepper for the export market reflected a substantial improvement in export performance during previous years.

Over the years and fruits and vegetables has been an important exportable sector of the country's export portfolio.

'Gherkins' has been identified as one of the main vegetable export crops from Sri Lanka. In 2015, export earnings of gherkins reached US\$ 6.23 mn.and Sri Lanka enjoyed the eleventh (11th) position among gherkin exporting countries in the world.

The export of gherkins has registered a positive growth rate of 1.2% when compared with export earnings registered during the corresponding period in 2014. China, Australia, Taiwan, the Netherlands, Malaysia and Japan are major export markets for Sri Lankan Gherkins. With regard to export performance of gherkins to the European market, a growth rate of 20.07% and 27.37% of exports has been recorded to the Netherlands and UK respectively. Sri Lanka is supplying gherkins to world renowned brands including McDonalds, Burger King and Hungry Jack.

Around 10,000 metric tonnes of gherkins is produced annually in the dry zone and intermediate zones in Sri Lanka. The Kurunegala district is one of the major areas where gherkins, jalapeno pepper, and Spanish pepper are cultivated.

There is high potential for cultivating these demand driven cash crops in areas namely Ambanpola, Ataragalla, Kathnoruwa, Andarawewa and Siyabalangamuwa in the Kurunegala district and farmers have been making high profit both in Yala and Maha seasons for more than 15 years.

Considering the market potential climatic conditions and ideal prevailing in the Province to cultivate high valued vegetables, the North Western Provincial Office of the EDB made arrangements to implement a pilot Project in the year strengthen Gherkins 2015 to production and develop consolidated supply base for the export market.

HJS Condiments, which is a subsidiary of Hayleys Agriculture Holdings that holds 43% of share of Sri Lanka's exports, joined this project to provide buy-back facilities and other assistance. It is a fact that trellis poles is essential to cultivate gherkins in order to maintain the required export quality of crops and

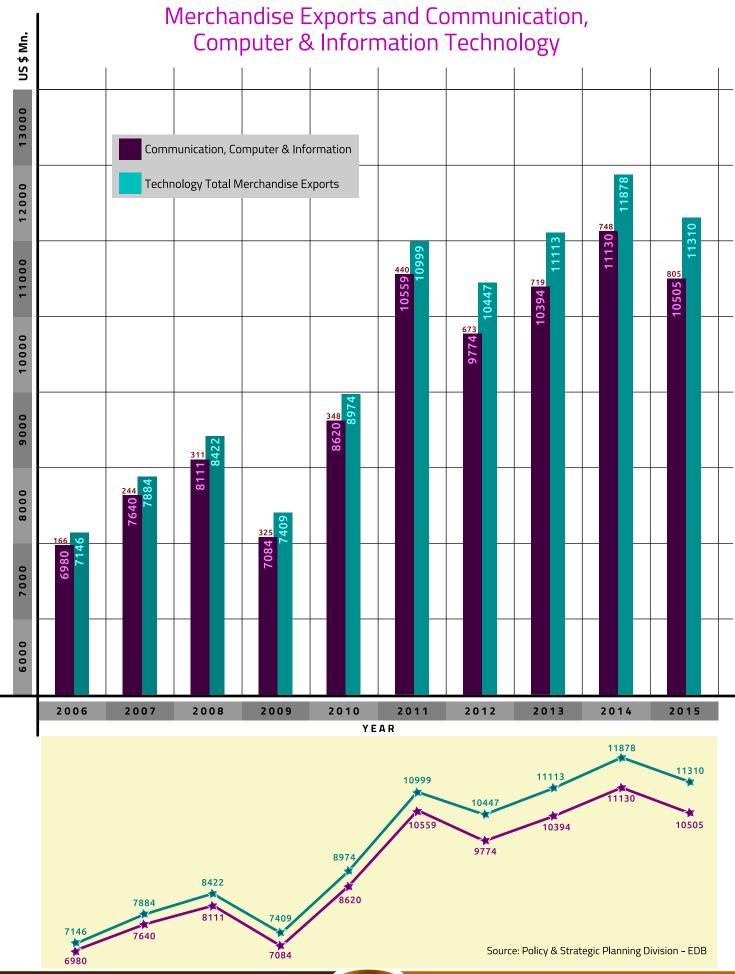


it also helps to increase the crop yield. Therefore, this programme was undertaken in order to assist selected farmers to cultivate quality Gherkins and link them with direct exporters for marketing arrangements. Seventeen farmers in Ambanpola Divisional Secretariat Division have been selected as beneficiaries for this programme. They will be assisted by EDB to upgrade their production and supply capacity by way of providing GI pipes and linking them with direct exporters to achieve the expected outcome of consolidating the supply base for the export market. The Ambanpola Divisional Secretariat is providing its support for this project. Dilhan Athapattu, Regional Development Director for The Sri Lanka Export Development Board, Assistant Director, Thushara Jayalath for the North Western Province of Sri Lanka Export Development Board, R.D.S.T.Gunasinha Assistant Secretariats Ambanpola Division, Nalaka Jayawardene Assistant Manager of HJS Condiments and field officer, Anusha Madushanka, Ambanpola Regional Secretariat officials and beneficiaries participated.



Source: Regional Development Division - EDB

OVERALL EXPORT PERFORMANCE 2006~2015



NATIONAL PROGRAMME TO ESTABLISH 2000 EXPORTERS

1st Awareness Seminar on Thursday 23rd March 2017 at the Auditorium of District Secretariat, Jaffna



EXPLORE EXPERIENCE ENTERPRISE ENTER EXPORT **Opportunities**

: HOW TO · Setting un

: Setting up : Global Market

: Internationalize

FOR WHOM:

- All Entrepreneurs
- Potential Exporters

WHAT EDB OFFERS:

- Grouping of Entrepreneurs Product Sector Wise.
- Conducting Interviews with the Registered Entrepreneurs for Need Analysis.
- Sharing of Model Project Reports/Feasibility Studies.
- Facilitating Setting up Infrastructure Facilities. (Lands/Industrial Estate etc.)
- Facilitating for Bank Financing.(if required)
- Facilitating for Technology Transfer/Sourcing of Machinery/Training etc.
- Facilitating for Product Development.
- Facilitating for Market Development Activities -Trade promotion Events, B2B Meetings & Inward buying Missions etc.
- Providing services of an EDB "Account Manager" for Facilitation, Inputs Coordination and Solving Issues.
- Engaging in Follow up and monitoring.

EXPORT SECTOR PLAYS AN IMPORTANT ROLE IN THE ECONOMIC DEVELOPMENT OF SRI LANKA.

THE GOVERNMENT ENVISAGES TO LAUNCH A NATIONAL PROGAMME TO ESTABLISH 2000 EXPORTERS COMMENCING 2017.

THE SRI LANKA EXPORT DEVELOPMENT BOARD (EDB) UNDER THE AUSPICES OF THE MINISTRY OF DEVELOPMENT STRATEGIES AND INTERNATIONAL TRADE HAS BEEN ENTRUSTED TO IMPLEMENT THE PROGRAMME.

IF YOU ARE INTERESTED TO BECOME AN EXPORTER AND BE A PART OF THE NATIONAL DRIVE WE CORDIALLY INVITE YOU TO PARTICIPATE AT THE 1ST SEMINAR ON THURSDAY 23RD MARCH 2017 AT THE AUDITORIUM OF DISTRICT SECRETARIAT, JAFFNA.

FOR FURTHER INFORMATION PLEASE CONTACT FOLLOWING EDB OFFICIALS:

DIRECTOR /SPECIAL PROJECTS

- 011 2303026

DIRECTOR/REGIONAL DEVELOPMENT

- 011 2300701

OFFICER IN CHARGE / NORTHERN PROVINCIAL OFFICE, JAFFNA

- 021 2215944



Chairperson & Chief Executive Sri Lanka Export Development Board NDB-EDB Tower, No 42, Nawam Mawatha, Colombo 02.

www.srilankabusiness.com