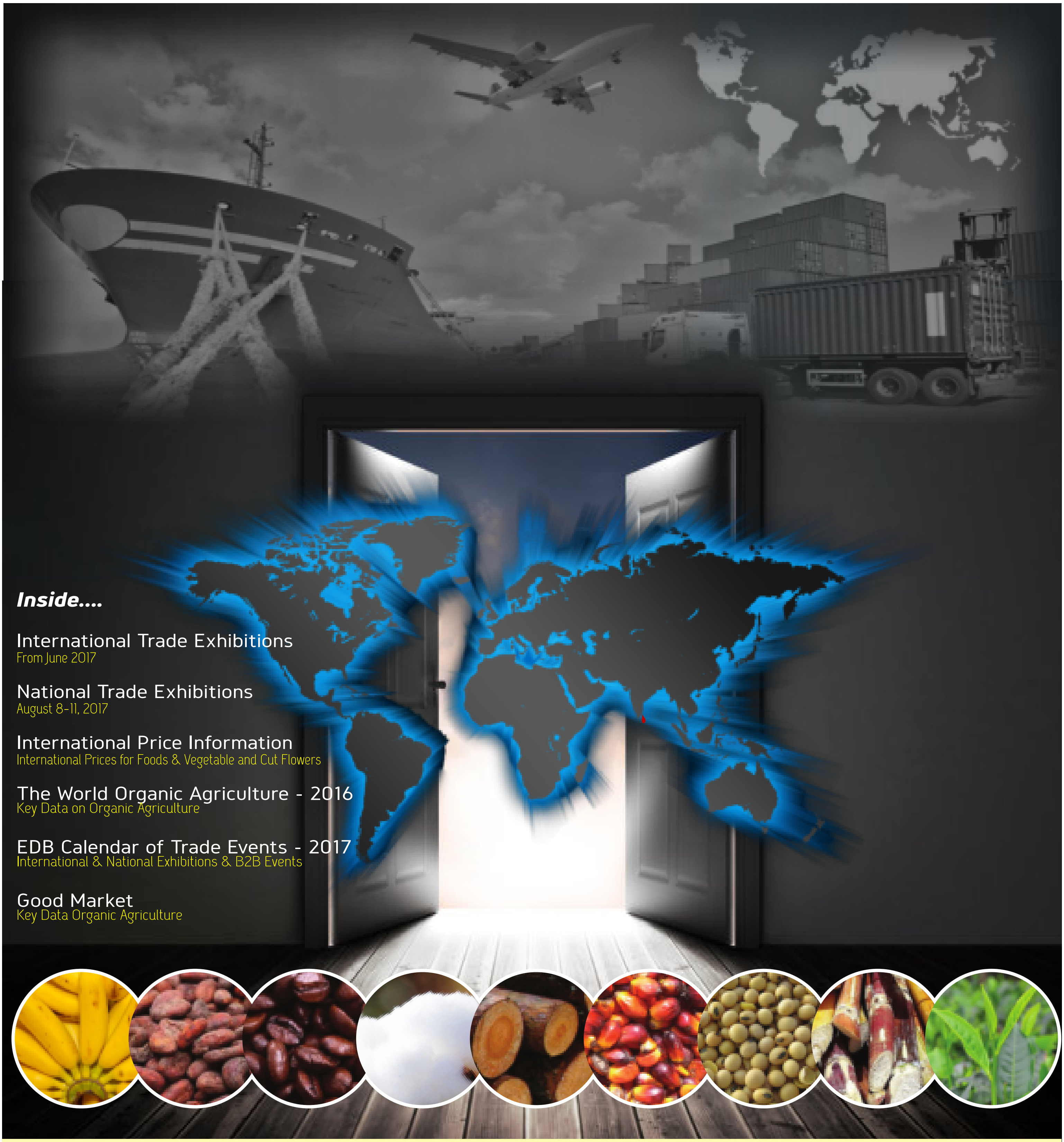
EDB

MAY 2017

EXPO NEWS

Vol.17 - May2017

Monthly Information Bulletin for Sri Lankan Exporters



Inside....

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Tel : +94 (0)11 230 0705~11 | Fax : +94 (0)11 230 0715, 230 0676 | E-mail : tisinfo@edb.gov.lk | Web : www.srilankabusiness.com

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

SRI LANKA EXPORT DEVELOPMENT BOARD

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

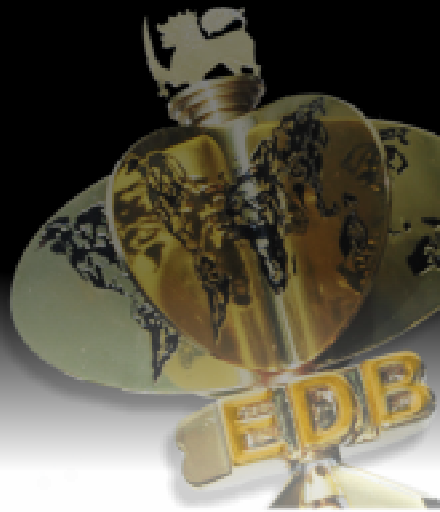
Duly completed forms should be reached on or before 30-06-2017.

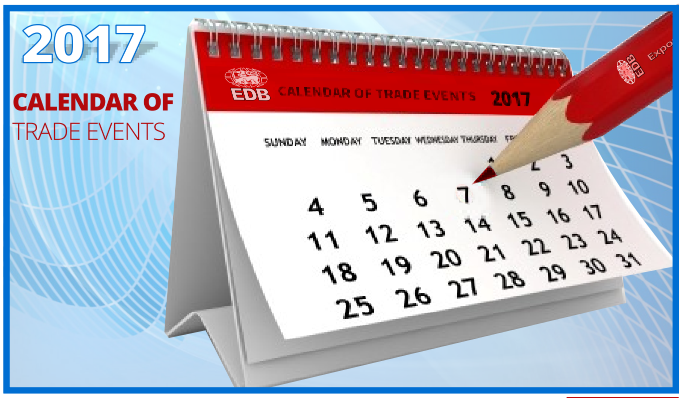
Chairperson & Chief Executive,
Sri Lanka Export Development Board,
NDB-EDB Tower, No 42, Navam Mawatha, Colombo 02
Website: www.srilankabusiness.com

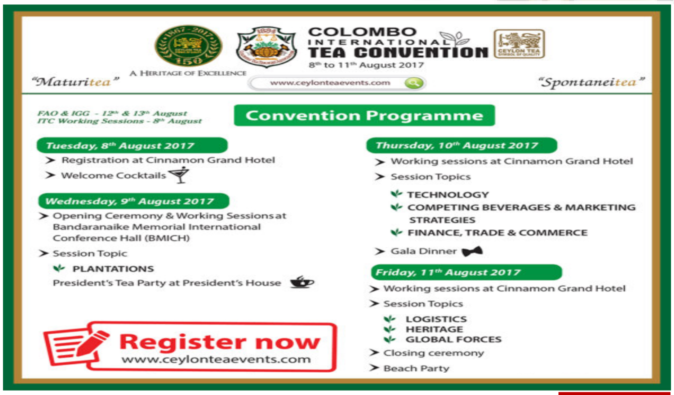
Source : EDB Website

CONTENTS

Monthly Information Bulletin for Sri Lankan Exporters







Expo-News Bulletin May 2017

Compiled by:
TFTI Division-EDB

Concept & Designed by:
Zahir Ansari

INTERNATIONAL TRADE EXHIBITIONS (OVERSEAS)

1. 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: l.how@koelnmesse.com.sg
Web: https://www.thailandfoodfair.com/

2. 13~15, June 2017

USA

World Tea Expo
Las Vegas Convention Center,
United States
www.worldteaexpo.com/wte16/Public/Enter.aspx

3. 16~17, June 2017

INDIA

Asian Tyre & Rubber Conference (ATRC 2017)
Hyatt Regency,
Chennai, India
Mr. Antony Powath
Mobile: +91 9833 901 586
E-mail: antonypowath@rubberasia.com
Web: http://www.atrc.in

4. 03~05, July 2017

MALAYSIA

Asia Rubber Tech 2017
Kuala Lumpur,
Malaysia
Mr. Janson Wong
Tel: +6012 322 7971
Office: + 603 5624 4249
E-mail: jansen@redmanexhibitions.com

5. 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

6. 28~31, July 2017

MALAYSIA

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

7. 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

8. 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/

9. 26~28, September 2017

SINGAPORE

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

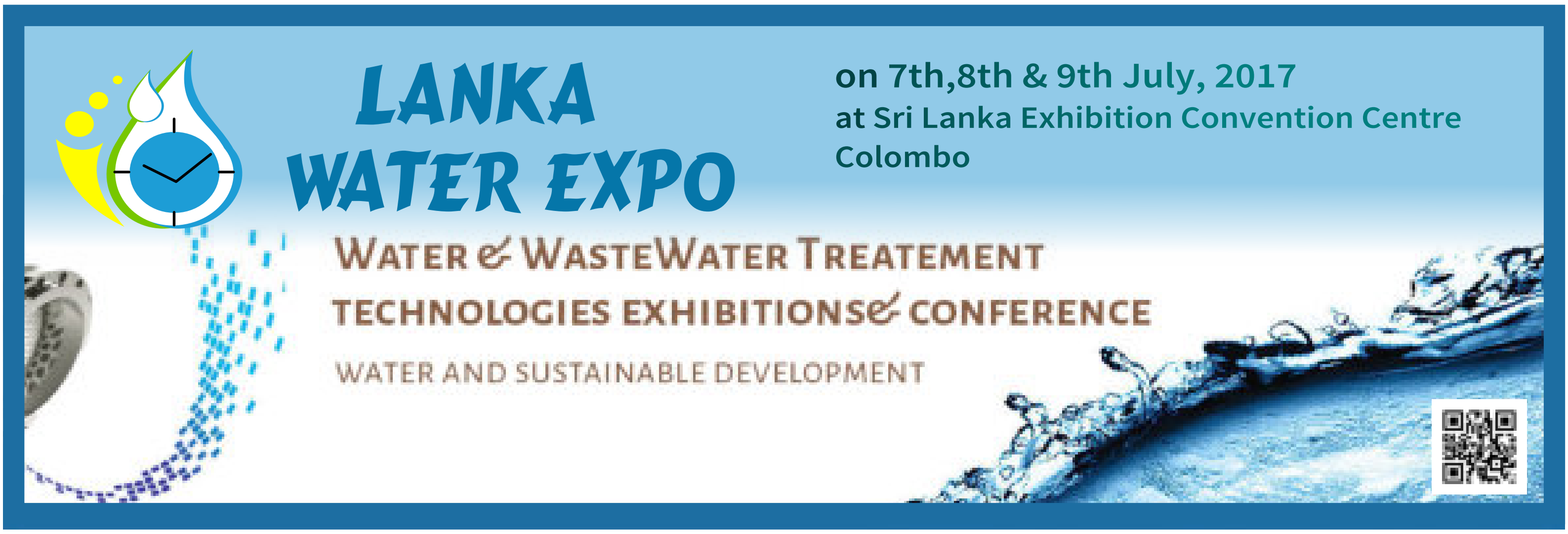
10. 27~29, October 2017

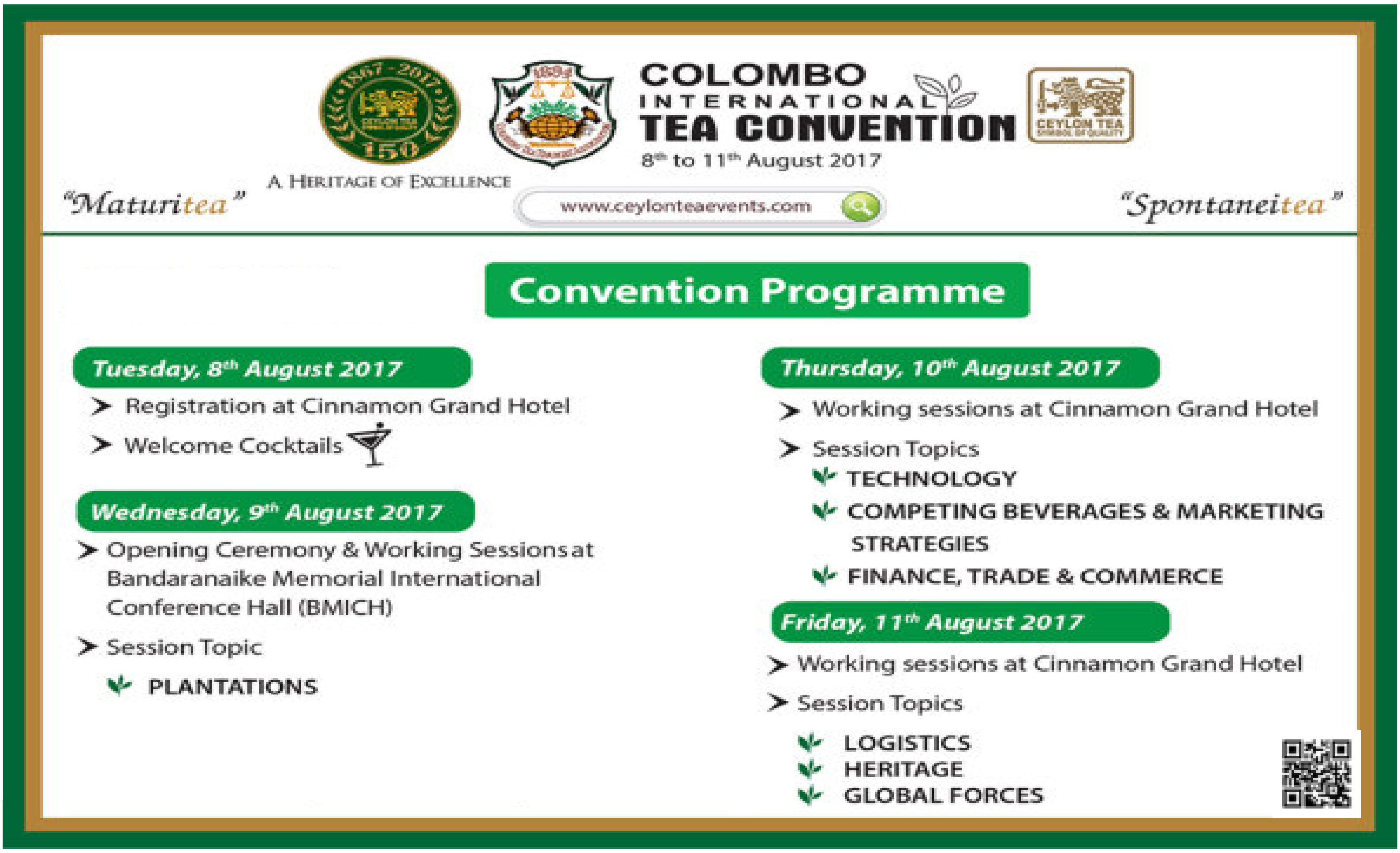
SINGAPORE

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

Source : Information Library at TFTI-EDB

INTERNATIONAL TRADE EXHIBITIONS (LOCAL)





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

Key data on ORGANIC Agriculture

According to the latest FiBL survey on certified organic agriculture worldwide, as of the end of 2014, data on organic agriculture was available from 172 countries (up from 170 in 2013). There were 43.7 million hectares of organic agricultural land in 2014, including in-conversion areas. The regions with the largest areas of organic agricultural land are Oceania (17.3 million hectares, 40 percent of the world's organic agricultural land) and Europe (11.6 million hectares, 27 percent). Latin America has 6.8 million hectares (15 percent) followed by Asia (3.6 million hectares, 8 percent), North America (3.1 million hectares, 7 percent) and Africa (1.3 million hectares, 3 percent). The countries with the most organic agricultural land are Australia (17.2 million hectares), Argentina (3.1 million hectares), and the United States (2.2 million hectares).

THERE WERE ALMOST 2.3 MILLION PRODUCERS IN 2014. FORTY PERCENT OF THE WORLD'S ORGANIC PRODUCERS ARE IN ASIA, FOLLOWED BY AFRICA (26 PERCENT) AND LATIN AMERICA 17 PERCENT).

Currently, one percent of the agricultural land in the countries covered by the survey is organic. By region, the highest organic shares of the total agricultural land are in Oceania (4.1 percent) and in Europe (2.4 percent). In the European Union, 5.7 percent of the farmland is organic. However, some countries reach far higher shares: Falkland Islands (36.3 percent), Liechtenstein (30.9 percent), Austria (19.4) percent. In eleven countries, more than ten percent of the agricultural land is organic.

For 2014, almost 500,000 more hectares of organic agricultural land were reported than for 2013. There has been an increase in organic agricultural land in all regions, with the exception of Latin America; in Europe, the area grew by almost 0.3 million hectares (+2 percent). In Africa, the area grew by almost 5.5 percent (over 54,000 hectares); in Asia, the area grew by more than 158,000 hectares (+4.7 percent) and in North America by more than 1 percent. Only in Latin America did the organic land decrease, mainly due to a decrease in organic grazing areas in Argentina. A major relative increase of organic agricultural land was noted for Nigeria, Myanmar, Tonga, and Malta. In absolute terms, the highest increases were noted for Uruguay (almost 0.4 million hectares), India (+0.2 million hectares) and the Russian Federation (+0.1 million hectares).

Apart from agricultural land, there are further organic areas, most of these being areas for wild collection.

Other areas include aquaculture, forests, and grazing areas on non-agricultural land. The areas of non-agricultural land constitute more than 37.6 million hectares. In total, 81.2 million hectares (agricultural and non-agricultural areas) are organic.

There were almost 2.3 million producers in 2014. Forty percent of the world's organic producers are in Asia, followed by Africa (26 percent) and Latin America (17 percent).

The countries with the most producers are India (650,000), Uganda (190,552), and Mexico (169,703). Over a quarter of the world's organic agricultural land (11.7 million hectares) and more than 86 percent (1.9 million) of the producers were in developing countries and emerging markets in 2014.

Land use details were available for over 90 percent of the organic agricultural land. Unfortunately, some countries with very large organic areas, such as Australia, Brazil and India had little or no information on their land use. Almost two-thirds of the agricultural land were grassland/grazing areas (27.5 million hectares). With a total of at least 8.5 million hectares, arable land constitutes almost 20 percent of the organic agricultural land. An increase of almost seven percent over 2013 was reported. Most of this category of land was used for cereals including rice (3.4 million hectares), followed by green fodder from arable land (2.6 million hectares), oilseeds (almost 1 million hectares), vegetables (0.3 million hectares), and dried pulses (almost 0.4 million hectares). Permanent crops account for eight percent of the organic agricultural land, amounting to 3.4 million hectares. The most important permanent crops were coffee (with more than 0.7 million hectares, constituting almost one quarter of the organic permanent cropland), followed by olives (0.6 million hectares), grapes (0.32 million hectares), nuts (0.28 million hectares), and cocoa (0.25 million hectares).

SELECTED CROPS

For this new section, a summary of the "State of Sustainable Markets: Statistics and Emerging Trends – 2015" report is provided. It offers a snapshot of production-related data (area, production and producers) for key global sustainability standards across eight commodity sectors (bananas, cocoa, coffee, cotton, forestry, palm oil, soy beans, cane sugar and tea) and forestry.

GLOBAL MARKET

Global retail sales of organic food and drink reached 80 billion US $ in 2014 according to Organic Monitor. North America and Europe generate most organic product sales. These two comprise approximately 90 percent of organic food and drink sales.

Many of the organic crops grown in other regions, especially Asia, Latin America, and Africa, are destined for exports. The global market for organic food and drink has expanded over fivefold between 1999 and 2014, and Organic Monitor projects growth to continue.

In 2014, the countries with the largest organic markets were the United States (27.1 billion Euro), Germany (7.9 billion Euro) and France (4.8 billion Euro). The largest single market was the United States (approximately 43 percent of the global market), followed by the European Union (23.9 billion Euro, 38 percent) and China (3.7 billion Euro, 6 percent). The highest per-capita consumption with more than 100 Euro was found in Switzerland, Luxembourg and Denmark. The highest market shares were reached in Denmark (7.6 percent), Switzerland (7.1 percent) and Austria (6.5 percent in 2011).

AFRICA

THERE WERE ALMOST 1.3 MILLION HECTARES OF CERTIFIED ORGANIC AGRICULTURAL LAND IN AFRICA IN 2014, WHICH CONSTITUTES ABOUT THREE PERCENT OF THE WORLD'S ORGANIC AGRICULTURAL LAND.

There were more than 570,000 producers. Uganda was the country with the largest organic area (with more than 240,000 hectares) and with the largest number of organic producers. The country with the highest share of organic agricultural land was the island state Sao Tome and Principe, with 12 percent of its agricultural area being organic. The majority of certified organic produce in Africa is destined for export markets. Key crops are coffee, olives, nuts, cocoa, oilseeds, and cotton. There is a growing recognition among policy makers that organic agriculture has a significant role to play in addressing food insecurity, land degradation, poverty, and climate change in Africa.

In October 2015, the African organic movement and its partners and stakeholders gathered in Lagos, Nigeria for the 3rd African Organic Conference under the theme "Achieving Social and Economic Development through Ecological and Organic Agricultural Alternatives". The conference was moderated by the African organic umbrella organisation 'AfrONet' and had 220 participants from 28 countries (22 from Africa) and four continents, including the participation of the African Union. The Lagos Declaration calls for more support from the African states for the Ecological Organic Agriculture Initiative and its 10-year strategic plan. The Strategic Plan (2015-2025) provides a visionary direction for the development of Ecological Organic Agriculture on the African continent.

ASIA

THE TOTAL ORGANIC AGRICULTURAL AREA IN ASIA WAS 3.6 MILLION HECTARES IN 2014.

This constituted 8 percent of the world's organic agricultural land. There were more than 0.9 million producers; most of these were in India. The leading countries by area were China (1.9 million hectares) and India (0.7 million hectares); Timor-Leste had the highest proportion of organic agricultural land (almost 7 percent). Organic production and domestic markets have established themselves throughout the region, and Asia has the third-largest market for organic products. Whereas many countries mainly export primary crops, others, including Japan, depend on organic imports (Sahota 2016).

Governments are encouraging development – e.g. in Bhutan, Laos and Malaysia. Having completed the ASEAN Standard for Organic Agriculture (ASOA) in 2014, the ASOA Task Force received a mandate to follow up with the development of certification and recognition arrangements in 2015. At the same time, Community Supported Agriculture (CSA) and Participatory Guarantee Systems (PGS) are developing apace as low-cost alternatives to third party certification for the domestic market.

EUROPE

IN EUROPE, 2.4 PERCENT OF THE AGRICULTURAL AREA WAS ORGANIC (EUROPEAN UNION: 5.7 PERCENT).

As of the end of 2014, 11.6 million hectares of agricultural land in Europe (European Union 10.3 million hectares) were managed organically by almost 340'000 producers (European Union almost 260,000). Twenty-seven percent of the world's organic land is in Europe. Organic farmland has increased by approximately 0.3 million hectares since 2013. The countries with the largest organic agricultural areas were Spain (1.7 million hectares), Italy (1.4 million hectares) and France (1.1 million hectares). Eight countries have more than 10 percent organic agricultural land: Liechtenstein has the lead (30.9 per cent), followed by Austria (19.4 percent) and Sweden (16.3 percent).

Retail sales of organic products totalled approximately 26.2 billion Euro in 2014 (European Union: 23.9 billion Euro), an increase of 7.6 percent over 2013. The largest market for organic products in 2014 was Germany, with retail sales of 7.9 billion Euro, followed by France (4.8 billion Euro) and the UK (2.3 billion Euro).

In 2014 and 2015, the Swedish organic market experienced an unprecedented growth, increasing by more than 40 percent – a rate that is very remarkable for an already well-established market.

EUROPE

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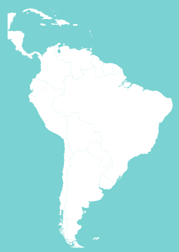
In 2015, the agricultural ministers of the European Union reached an agreement on the proposal for a new organic regulation. The proposal is currently under negotiation between the European Commission, European Agriculture Council and European Parliament with a final agreement on the basic legislation foreseen in 2016. In the field of the European Union's Common Agricultural Policy (CAP), 2014 and 2015 have been dominated by the final adoption of implementing rules on direct payments and new Rural Development Programmes. On the research end, early 2015, the European Technology Platform for Organic Food and Farming Research (TP Organics) published priority topics for the Work Programme 2016/2017 of Horizon 2020, the current research framework programme of the European Union. The European Commission's official Work Programme for 2016/2017, published in October 2015, offers many opportunities for organic food and farming research.

LATIN AMERICA AND THE CARIBBEAN

IN LATIN AMERICA, ALMOST 400,000 PRODUCERS MANAGED 6.8 MILLION HECTARES OF AGRICULTURAL LAND ORGANICALLY IN 2014.



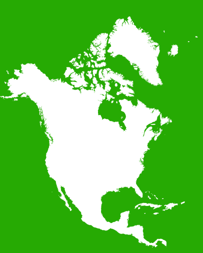
This constituted 15 percent of the world's organic land and 1.1 percent of the region's agricultural land. The leading countries were Argentina (3 million hectares), Uruguay (1.3 million hectares), and Brazil (0.7 million hectares, 2012). The highest shares of organic agricultural land were in the Falkland Islands/Malvinas (36.3 percent), French Guiana (8.9 percent), and Uruguay (8.8 percent).

Many Latin American countries remain important exporters of organic products such as bananas, cocoa and coffee; in countries such as Argentina and Uruguay, temperate fruit and meat are key export commodities. At the same time, domestic markets are trending positively in the region. Healthy products and the gastronomy sector have also been drivers of the organic sector in many countries with value-added products and visible marketing processes such as highly nutritious or gourmet fruits and vegetables.

Participatory Guarantee Systems (PGS), e.g. in Brazil are gaining more recognition among consumers.

NORTH AMERICA

IN NORTH AMERICA, MORE THAN 3 MILLION HECTARES OF FARMLAND WERE MANAGED ORGANICALLY IN 2014.



Of these, 2.2 million were in the United States (2011 data) and 0.9 million in Canada, representing approximately 0.8 percent of the total agricultural area in the region and 7 percent of the world's organic agricultural land. Organic food sales posted an 11 percent increase to reach 35.9 billion US $, now representing nearly 5 percent of total US food sales. The 2015 survey of the Organic Trade Association projected that organic food sales could jump by another 11 percent in 2015.

Domestic organic production cannot keep up with the robust demand, and there is a consensus that more organic farmers and more production are needed. In 2015, officials from the United States and Switzerland signed an organic equivalency arrangement, which joins the arrangements the US has with Canada (2009), the European Union (2012), Japan (2014) and South Korea (2014). In 2011, USDA began to track a number of organic exports and imports with a special harmonized system trade code, known as an HS code. There are now 34 export and 40 import codes for organic products. Currently, US organic exports are estimated at 3.2 billion US $. In Canada, organic sales were estimated at 4 billion Canadian dollars (2015), with continued double-digit growth. After three years of meetings of technical experts, Canada's revised and updated organic standards were published in late 2015—the first comprehensive revision since the regulations were introduced in 2009.

NORTH AMERICA

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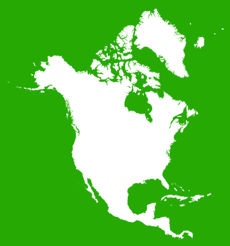

The new version of Canada's organic standards will become mandatory for any new operations immediately, and for all operators within one year of publication. The process to update Canada's organic standards was overseen by the Organic Federation of Canada and a representative volunteer group of producers, processors, consumer groups and industry leaders.

The Organic Science Cluster II (OSCII), an industry-led research and development endeavours initiated by the Organic Agriculture Centre of Canada at Dalhousie University, is currently in its third year of operation. It is supporting 37 research activities across the country in organic agriculture, livestock management and the processing sector. The federal government of Canada recently announced an investment of eight million for the continuation of the cluster until 2018.

OCEANIA

THIS REGION INCLUDES AUSTRALIA, NEW ZEALAND AND THE PACIFIC ISLAND STATES. ALTOGETHER, THERE WERE MORE THAN 22,000 PRODUCERS, MANAGING 17.3 MILLION HECTARES.

This constituted 4.1 percent of the agricultural land in the region and 40 percent of the world's organic land. More than 98 percent of the organic land in the region is in Australia (17.2 million hectares, 97 percent of which is extensive grazing land), followed by New Zealand (106,000 hectares), and Samoa (40,500 hectares). The highest shares of all agricultural land werein Samoa (14.3 percent), followed by Tonga (6.4 percent), the Solomon Islands (6.3 percent) and Kiribati (4.7 percent). Growth in the organic industry in Australia, New Zealand and the Pacific Islands has been strongly influenced by a rapidly growing overseas demand; domestic sales are also growing. In Australia, the domestic market was valued at 1.3 billion Australian dollars in 2014 and in New Zealand at 130 million New Zealand dollars (2012). The most recent Australian Organic Market Report valued the organic industry in Australia at 1.72 billion Australian dollars with exports more than doubling in value since 2012. Domestically, the sector continuing to hold the greatest share of the Australian organic market is dairy, which is closely followed by the meat industry and the fruit and vegetable and processed foods sectors.

Australia has no specific domestic legislation articulating the criteria for the production and marketing of organic products. The main legislative framework supporting the Australian organic industry remains the Export Control Act. However, the introduction of new consumer laws in 2010 provided additional scope to pursue and prosecute businesses attempting to misuse the organic label. Overall, there is little direct Federal Government support for the organic sector.

Interest in Participatory Guarantee Systems (PGS) in the Pacific Islands continued to expand through 2014–2015 as market opportunities for PGS-certified products evolved and examples were generated addressing how organic and PGS can be tools for sustainable social and economic development. A unique aspect of PGS in the Pacific is the regional PGS mark, "Organic Pasifika Guaranteed", which facilitates the recognition of organic products in the local market and is recognized across the 22 Pacific Island countries and territories, facilitating intra-regional trade in organic products. Most of the organically certified products from the region are for export, but there are indications of growing local markets through box schemes. Key products include spices, coconut products, and tropical fruit. The main international markets for the listed products are Australia and New Zealand, representing the main destinations for the export of organic products due to the proximity. Japan is a growing market, and other markets include China, North America and the European Union.

STANDARDS, REGULATIONS AND POLICY

According to the FiBL survey on organic rules and regulations, the number of countries with organic standards is 87. Eighteen countries are in the process of drafting legislation. The dominating topic in 2015 in the European Union was the European Commission's proposal for a new organic regulation. Intensive negotiations within and among the European parliament, the EU Member States, and the European Commission have led to a consensus on some topics such as residue limits and the control system.

However, on other topics such as the revision of the import system no agreement has been achieved so far. The European Union currently recognizes twelve countries as being equivalent to the European Union's system (known as the Third Country list). The latest change was in February 2015 when South Korea was listed based on a bilateral agreement. The US has accepted several foreign governments' accreditation procedures. Certification bodies accredited according to the US requirements by India, Israel, and New Zealand are accepted by the United States Department of Agriculture for certification according to the US National Organic Program (NOP), even though they are not directly accredited by the United States Department of Agriculture. Participatory Guarantee Systems (PGS) are locally focused quality assurance systems certifying producers based on the active participation of stakeholders and
are built on a foundation of trust, social networks and knowledge exchange. Based on the data collected through the Global PGS Survey 2015 by IFOAM – Organics International, it is estimated that 123 PGS initiatives are now established on all continents, and another 110 are currently under development. PGS are spread over 72 countries. Governments have increasingly recognized the potential of organic agriculture to contribute toward their sustainability goals and objectives. Therefore, they are supporting the development of organic agriculture through a variety of government policies and programs such as targeted subsidies, market development, capacity building and research support. A new initiative of IFOAM – Organics International will enable it to serve as the global repository of information on effective governments.

THE WORLD OF ORGANIC AGRICULTURE: SUMMARY

FiBL& IFOAM – Organics International (2016):
The World of Organic Agriculture 2016. Frick and Bonn

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31 policies and programs to support organic sector development. A comprehensive overview of these policies and programs is in preparation, and related materials are being compiled and analysed. By the end of 2016, a Toolkit on Policies Supporting Organic Sector Development will be released and promoted to governments and their organic sector stakeholders.

BETTER DATA

The section "Better data" is a new addition to "The World of Organic Agriculture". For this edition, we received two contributions that deal with data collection methods and suggestions for their data collection – Vitoon Panyakul reports about a study that was carried out in Thailand.

MOVING TOWARD ORGANIC 3.0

Organic 3.0 was launched at BIOFACH in Nuremberg 2014, and the further development of its content is an ongoing process. After two years of think-tanking, the organic movement consults globally on the content of Organic 3.0. At the end of 2016, the global General Assembly will vote on whether Organic 3.0, as defined now, is the commitment for future development.

Source : Business Lanka Magazine (Vol:30 - Issue:02/2017) / ITC Website

EDB

2017 CALENDAR OF TRADE EVENTS

1. INTERNATIONAL TRADE FAIRS AND EXHIBITIONS

Date (2017)	Products	Trade Events	Country	Responsible Division-EDB
May 31 - June 04	Food & Beverages	Capacity Development Program for SME Exporters THAIFEX 2017 Exhibition	Bangkok, Thailand	Export Agriculture
September	Multi Products	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 10 - 13	Multi Products	13th 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
4th 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
May 31 - June 04	Food & Beverages	THAIFEX 2017 Exhibition Capacity Program	Bangkok, Thailand	Export Agriculture
June 13 - 16	Rubber Products	Technical Training & Exposure Program at TARRC	London ,UK	Industrial Product
June	Education	Promotion Program	Nepal	Export Services
3rd Quarter	Apparel	Promotion Program	China	Industrial Product
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
4rd 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
June	Multi Products	Seminar on EU GSP+	Colombo	Market Development
3rd Quarter	Clay Roof Tile	Technology Upgradation and Capacity Development Program	Colombo	Industrial Product
3rd Quarter	Automobile Components	Product Development Program	Sri Lanka	Industrial Product
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

GOOD MARKET

SUPPORTING SRI LANKA'S GROWING ORGANIC MOVEMENT

Organic agriculture has been an inherent part of Sri Lanka's rich agricultural history.

Indigenous knowledge was copiously used to create a cropping system suited for local conditions while non chemical practice was a standard procedure in home based agricultural farming.

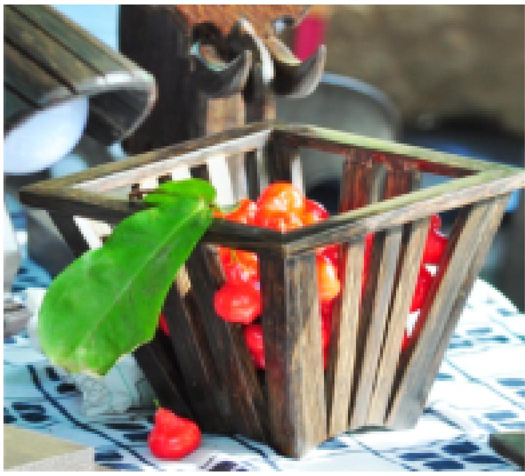
Sustainability was and has always been at the heart of farming in Sri Lanka; therefore, organic farming which is basking in its new found popularity across the globe is not a novel concept when considering the local farming community.

With interest towards organic produce showing an upward trend over the years, Sri Lanka too is witnessing resurgence in the enthusiasm towards organic farming.

IN THE FOREFRONT OF CREATING A LINK BETWEEN FARMERS OF ORGANIC PRODUCE AND CONSUMERS WHO PASSIONATELY EMBRACE SUSTAINABLE LIVING PRACTICES IS THE

GOOD MARKET,

A PLATFORM THAT PROMOTES PRODUCE THAT IS GOOD FOR THE PLANET AND THE PEOPLE.



Dr. Amanda Kiessel one of the Good Market co- founders, says that the idea behind the Good Market was born out of the need to connect ethical producers with ethical consumers.

What began as an initiative with 32 vendors is now a flourishing movement with almost 300 vendors from across the country, who promote a range of environmentally conscious, sustainable products in Colombo and Galle.

Sri Lanka has long held a reputation for its organic farming practices and there are several trail blazing Sri Lankan companies that have been in the forefront of exporting organic produce since the 1990's. Therefore, the country has built a great identity for quality organic produce, in comparison to other countries in the region. "Sri Lankan products have less contamination and are of high quality, but these products were never available for the Sri Lankan consumer. The Good Market therefore, became a platform, for these companies who only exported their products to make it available here in Sri Lanka for local consumers," noted Dr Kiessel.

Speaking about the role The Good Market plays in facilitating both large and small scale organic farmers she noted "There were lots of small scale groups that produced for the local market but didn't have an opportunity to reach the right kind of consumer. The Good Market became a way for them to sell their products. When the Good Market started, most people thought that only Sri Lankans who lived overseas and expatriates will be interested in this concept, but when we started at Diyatha Uyana in Battaramulla nearly all the customers were local. Later, even supermarkets became interested in selling organic produce after they realized that there was a market for it. With this change in attitude towards organic produce, the goal of making organic produce accessible and affordable for all is starting to become a reality."

According to Dr. Kiessel the export of organic produce is one of the channels that Sri Lanka can capitalize on in the global arena.

Even though it is difficult to compete with countries like China and India on pricing of commodity products, there is plenty of opportunity in promoting niche products.

She elaborated "Producing niche organic products is one area where Sri Lanka has a competitive advantage because it has a history of producing products that are of high quality. And, it's encouraging to note, that the Export Development Board is supporting the drive to

promote locally manufactured organic produce, by establishing a National Organic Control Unit which streamlines a certification process for organic products. This in turn, makes it easier for Sri Lanka's certification standards to be recognized by other countries, opening up new avenues for producers to venture into new export markets."

She also pointed out "The certification process will give Sri Lanka more recognition than it already has once the standards are in place in the country. Initially, when the organic sector was getting started most products were sold on a commodity basis. Therefore, even though it was produced in Sri Lanka it was sold in bulk and the branding was put in America or Australia etc. Due to this, a large portion of the value of the product was kept out of the country. We have seen a change now with most companies who have an expertise in the export of organic produce, developing their own brand and being at the helm of creating value added products which are of international quality. This is a huge step forward, because they get to tell their own story, and promote Sri Lanka in the process."

Yet another initiative that is changing the realm of organic farming in the country is the strengthening of connections between key stakeholders such as the EDB, Ministry of Agriculture, The National Organic Coordinating Committee, research groups such as The Centre of Agricultural Research Policy and university participants who meet often and exchange ideas and share experiences with each other. This process of networking between those involved in the development of organic agriculture is a stepping stone towards taking the industry forward.

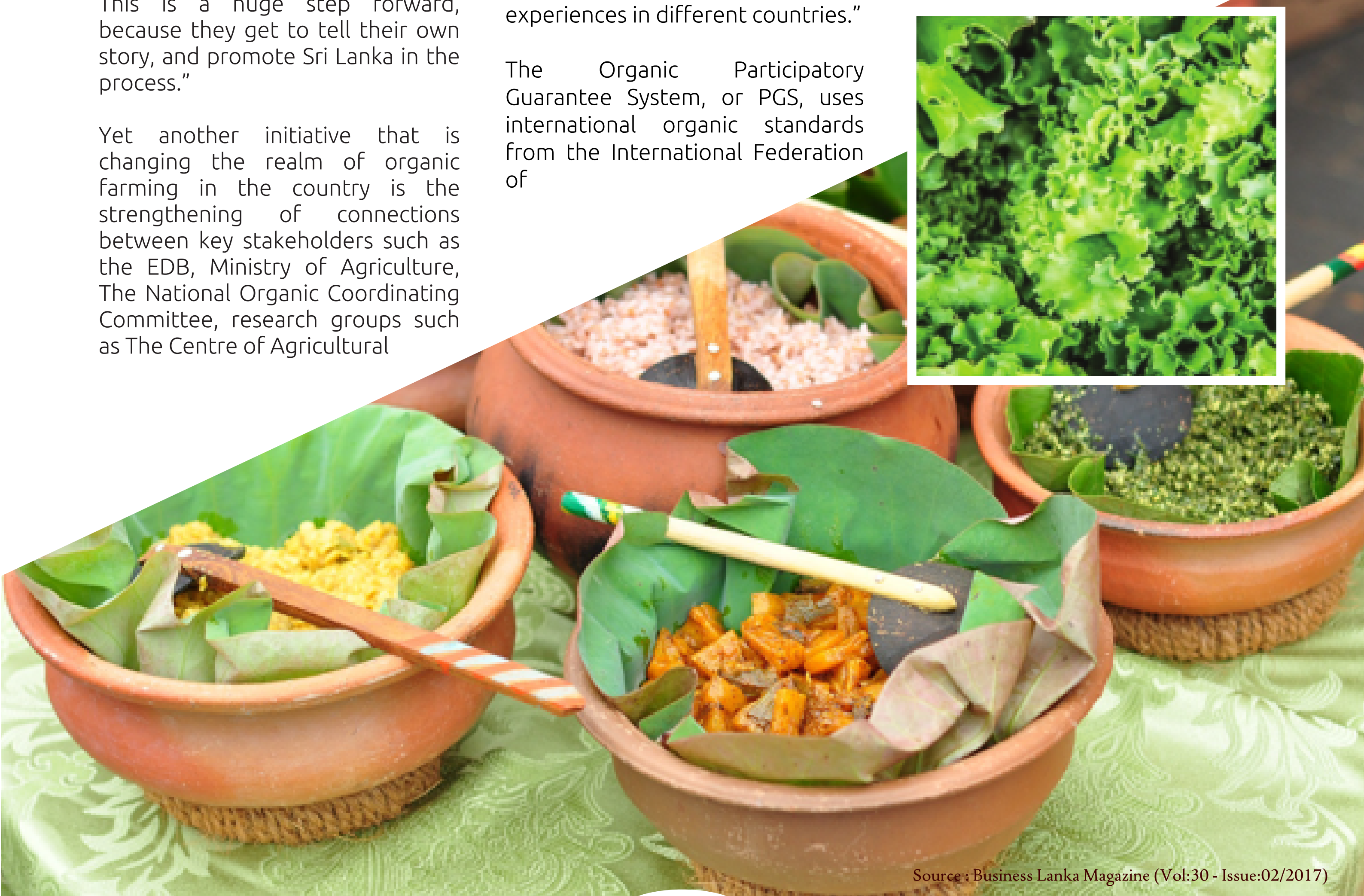
Dr. Kiessel also spoke about the Sri Lanka's own Organic Participatory Guarantee System or PGS which has been in place 2013 and how this system supports in the development of organic farming.

"The minimum standard for farm products at Good Market is organic certified. When the Good Market first started, there were many small scale farmers who had been doing organic for years, but it didn't make financial sense for them to get a third-party export-level certificate because they had small landholdings and no plans to export. Many countries have developed alternative certification systems for local markets where producers and consumers are able to meet. We learned from these experiences in different countries."

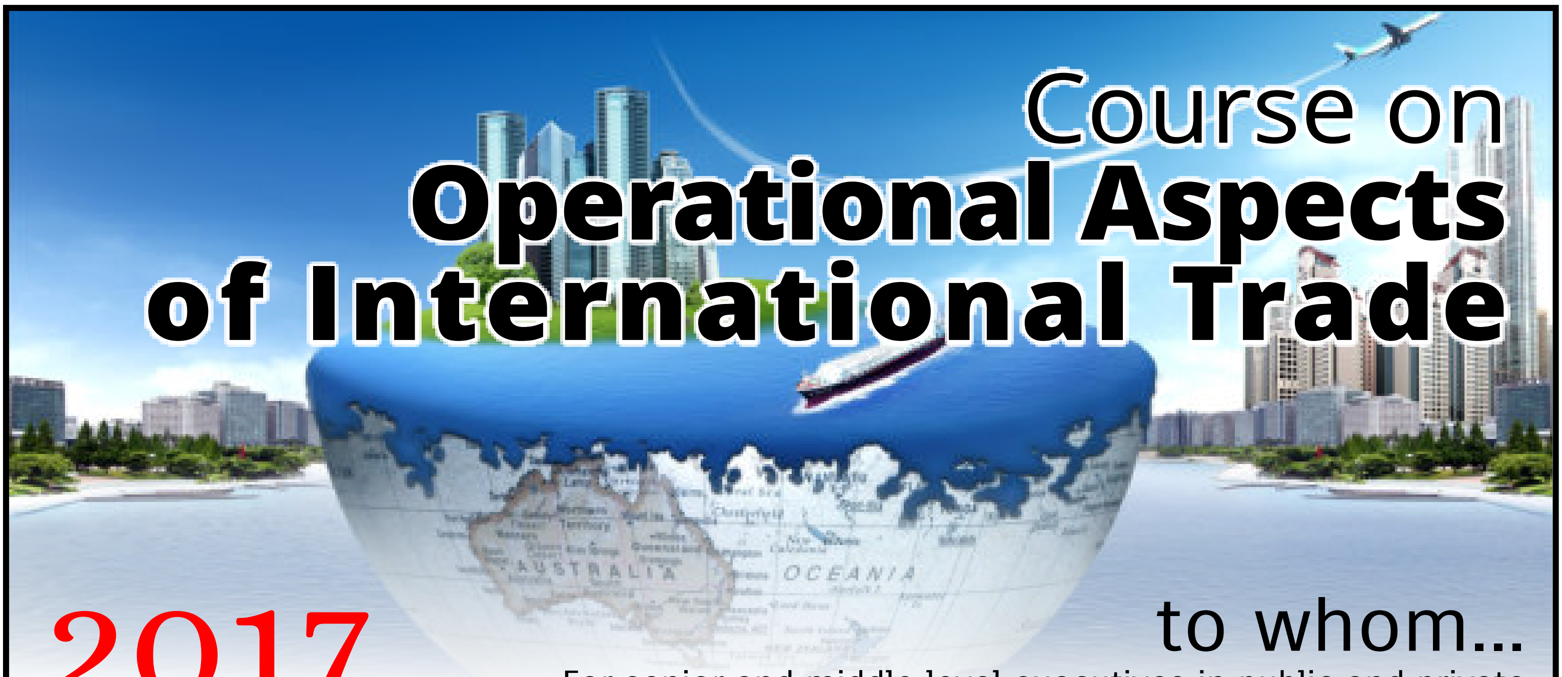
The Organic Participatory Guarantee System, or PGS, uses international organic standards from the International Federation of Organic Agriculture Movements. Producers and consumers volunteer their time to participate in monitoring visits and ensure the products are organic. This helps keep costs down and make organic food more accessible and affordable.

Through the Organic Participatory Guarantee System, farmers sign a promise that they are meeting all the required standards and allow for inspection from a technical leader and volunteers, creating a transparent link between the farmer and consumer.

Speaking about the Participatory Guarantee System Dr. Kiessel said "This becomes a great stepping stone for those looking to export their produce. If small scale farmers get the experience they need in keeping basic records and managing their land organically, then it is easy for them to take a step forward to export in the future. This builds a pipeline for farmers who can eventually export if they wish to."



Source : Business Lanka Magazine (Vol:30 - Issue:02/2017)



Course on Operational Aspects of International Trade

2017

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  - Procedures & Documentation
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42, Navam Mawatha, Colombo 2

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