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**7 ~ 8 May 2018**

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Now open for registration

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& EXHIBITION**

TUNA 2018 BANGKOK  
28 - 30 MAY 2018

**SEOUL  
INT'L  
SEAFOOD  
SHOW  
2018**

May 9 ~11, 2018  
COEX HALL - D, SEOUL

The 25<sup>th</sup> International Processing and Packaging Technology Count for Asia

**PROPAK  
ASIA 2018**

13 - 16 JUNE 2018  
HYATT, BANGKOK, THAILAND

**EXPO FLOR  
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2018**

19-21 SEPT  
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CALENDAR  
OF EVENTS**

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Concept & Designed by: Zahir Ansari-MA, TF&TI Division, EDB

## Tyre & Rubber

*May 07 - 08, 2018*

**WORLD RUBBER SUMMIT 2018**  
Colombo, Sri Lanka  
Web: [www.wrs2018.rubberstudy.com](http://www.wrs2018.rubberstudy.com)

*May 29 - June 01, 2018*

**THE TYRE COLOGNE**  
Koelnmesse GmbH  
Tel: +49 221 821 2213  
Web: [www.thetire-cologne.com](http://www.thetire-cologne.com)

*June 13 - 15, 2018*

**RUBBER TECH VIETNAM 2018**  
Ho Chi Minh  
Web: [www.rubbertech-expo.com](http://www.rubbertech-expo.com)

*June 19 - 21, 2018*

**TYREXPO INDIA &  
RUBBER TECH INDIA 2018**  
New Delhi  
Tel: +91 85277 58003

*June 21 - 23, 2018*

**RUBBER TECH INDIA 2018**  
New Delhi  
Web: [www.rubbertech-expo.com](http://www.rubbertech-expo.com)

*September 04 - 06, 2018*

**9th IRGCE  
INTERNATIONAL RUBBER GLOVE  
CONFERENCE & EXHIBITION**  
Kuala Lumpur Convention Center, Malaysia  
Web: [www.irgce.com](http://www.irgce.com)

*September 20 - 22, 2018*

**RUBBER TECH CHINA 2018**  
Shanghai  
Web: [www.rubbertech-expo.com](http://www.rubbertech-expo.com)

*September 27 - 29, 2018*

**ASIA RUBTECH EXPO-2018 (IIRCE)**  
India International Rubber Conference & Expo  
Bengaluru - 560 001, Karnataka, India  
Tel: +91 988 675 8930 / 729 005 0669  
Email: [irkarnataka1@gmail.com](mailto:irkarnataka1@gmail.com)

*November 15 - 16, 2018*

**ASIAN POWERTRAIN CONFERENCE 2018**  
Tel: +91 9833 901586 / 8086 582510  
Web: [www.asianpowertrainconference.com](http://www.asianpowertrainconference.com)

## Ceramics

*May 01 - 03, 2018*

**I-X Center, Cleveland, OH - United States**  
Ceramics Expo 2018

*May 09 - 11, 2018*

**Chong Qing China International Surface Finishing,  
Electroplating and Coating Exhibition 2018**

*May 09 - 11, 2018*

**3rd Ceramics Osaka**

*May 15 - 17, 2018*

**Guangzhou - China**  
China Guangzhou International Floor Fair 2018  
(CGFF 2018)

*July 10 - 12, 2018*

**Moscone Center, San Francisco, CA - US**  
SEMICON West 2018

*August 09 - 21, 2018*

**Moscow - Russian Federation, CeMAT Russia**

*October 11 - 13, 2018*

**Mumbai - India, POWTECH India**

## Jewellery

**UBM Asia's Jewellery Portfolio**  
Offers a Total Solution to your Global Needs

*May 23 - 27, 2018*

**RUSSIAN FEDERATION - Moscow**

*June 21 - 24, 2018*

**HONG KONG**

*June 22 - 24, 2018*

**INDIA - Hyderabad**

*August 28 - 30, 2018*

**JAPAN - Tokyo**

*September 12 - 15, & 12 - 18, 2018*

**HONG KONG**

*September 29 - October 01, 2018*

**INDIA - New Delhi**

*October 25 - 28, 2018*

**MALAYSIA - Kuala Lumpur**

*November 30 - December 03, 2018*

**HONKONG INTERNATIONAL JEWELRY  
MANUFACTURES SHOW (HKJMA)**

## Tea & Coffee

*May 19 - 22, 2018*

**NRA SHOW**  
(National Restaurant Association)  
Chicago, Illinois, United States  
Web: [show.restaurant.org](http://show.restaurant.org)

*May 29 - 30, 2018*

**PLMA INTERNATIONAL**  
Amsterdam, The Netherlands  
Web: [www.plmainternational.com](http://www.plmainternational.com)

*June 08 - 10, 2018*

**COFFEE FEST DENVER**  
Denver, Colorado  
Web: [www.coffeefest.com](http://www.coffeefest.com)

*June 12 - 14, 2018*

**WORLD TEA EXPO**  
Las Vegas, Nevada  
Web: [www.worldteaexpo.com](http://www.worldteaexpo.com)

*June 19 - 20, 2018*

**SINGLE SERVE CAPSULES**  
Chicago, Illinois  
Web: [www.ami.international](http://www.ami.international)

*June 21 - 23, 2018*

**SCA WORLD OF COFFEE**  
Amsterdam, The Netherlands  
Web: [www.worldofcoffee.org](http://www.worldofcoffee.org)

*September 03 - 05, 2018*

**TEA & COFFEE WORLD CUP 2018**  
NEC Birmingham, England  
Web: [www.tcworldcup.com](http://www.tcworldcup.com)

*September 11, 2018*

**GCA GOLF OUTING**  
Scarsdale, United States  
Web: [www.greencoffeassociation.org](http://www.greencoffeassociation.org)

*September 20 - 23, 2018*

**İSTANBUL COFFEE FESTIVAL 2018**  
Istanbul, Turkey  
Web: <https://www.istanbulcoffeefestival.com/>

*November 07 - 10, 2018*

**SINTERCAFE 2018**  
San Jose, Costa Rica  
Web: [www.sintercafe.com](http://www.sintercafe.com)

## Ornamental Fish

*April 23 - 26, 2018*

**ASIA PACIFIC AQUACULTURE 2018**  
Taipei, Taiwan  
Web: [www.marevent.com](http://www.marevent.com)

*May 28 - 30, 2018*

**INTERZOO 2018**  
Nuremberg, Germany

*May 28 - 30, 2018*

**AQUARAMA**  
Guangzhou, China

*May 28 - 30, 2018*

**15<sup>TH</sup> INFOFISH WORLD TUNA TRADE  
CONFERENCE & EXHIBITION**  
Bangkok, Thailand  
Web: [www.infofish.com](http://www.infofish.com)

*June 2019*

**AQUA REALM**  
Singapore

## Others

*October 02 - 03, 2018*

**ASIAN RETREAD CONFERENCE 2018**  
Sime Darby Convention Centre  
Kuala Lumpur, Malaysia  
Web: [www.asianretreadconference.com](http://www.asianretreadconference.com)



# WORLD RUBBER SUMMIT 2018



**7 ~ 8 May 2018**

For more info:

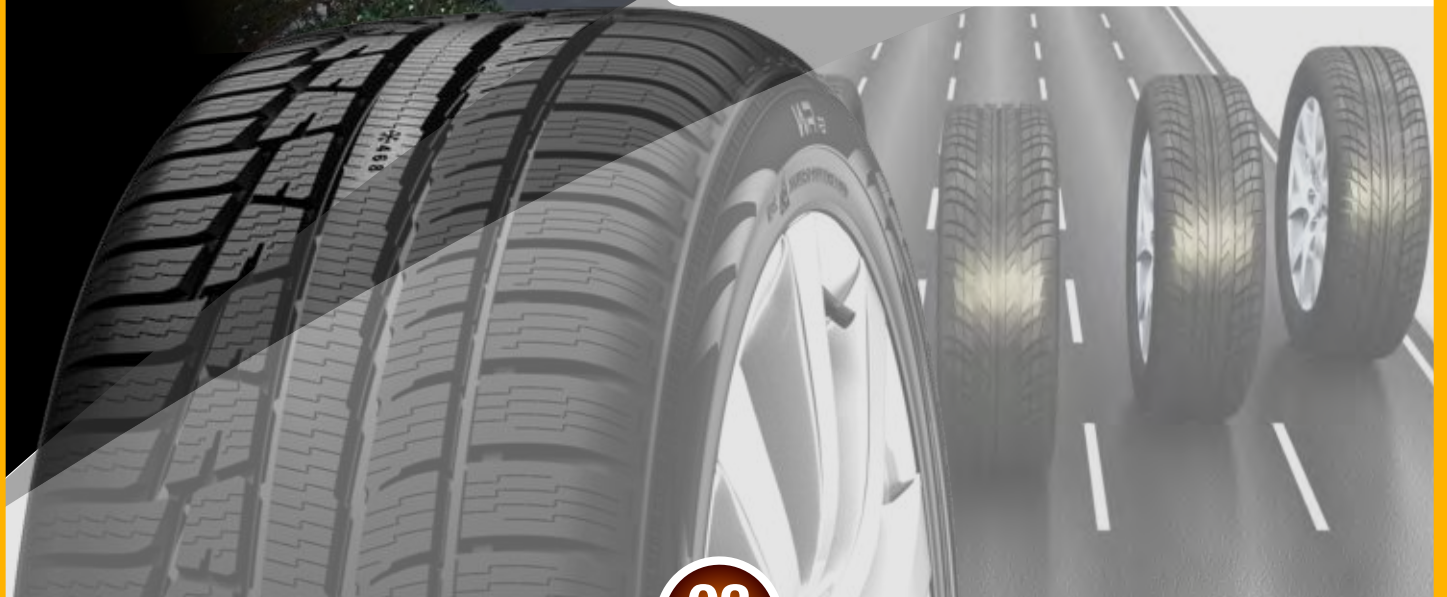
<http://www.wrs2018.rubberstudy.com/>

# TAJ

Samudra Hotel  
Colombo, Sri Lanka



**BREAKING BARRIERS TOWARDS  
SUSTAINABLE GROWTH**





IFEAT  
**Spain**  
STUDY TOUR  
15-23 JUNE 2018

## SEVILLE - MADRID - BARCELONA - GIRONA

IFEAT is pleased to announce that its 11th Study Tour will take place in Spain from 15th to 23rd June 2018. Participants will visit essential oil producers, processors, distributors and users of a wide range of Spanish essential oils and F&F ingredients.

Participation will be limited to a maximum of 40, so IFEAT members are advised to book early, as both the 2016 USA and 2017 Bulgaria Study Tours were extremely popular. Registration will begin in mid-November 2017 and information will be available on the IFEAT website [www.ifeat.org](http://www.ifeat.org). Registration will be limited to one person per IFEAT member company.

Spain is recognised worldwide as a sizeable producer of essential oils and F&F ingredients.

During the Study Tour you will meet Spanish essential oil producing, processing and exporting companies; see the production and processing of at least 16 different products; visit six areas and stay in some of Spain's most beautiful cities. The products will include eucalyptus globulus, cistus, gum labdanum, helichrysum, thyme, pine, turpentine, lavender, lavandin, spike lavender, almond, hazelnut, grape seed, citrus oils, cypress and lentiscus. The areas visited will include Seville, Huelva, Segovia, Guadalajara, Madrid, Barcelona, Lleida, Girona and Emporda.

# SPICES AND CONCENTRATES

Sri Lanka is a goldmine of spices and medicinal plants with enormous industrial potential which can offer premium quality value added products. Dietary supplements, nutraceuticals, fortified food & beverages, functional foods – whatever the terminology, this sector of value added spices & medicinal plants has taken on a multitude of dimensions during the past 30 years.

In the current scenario, the industry has well specified products with controls in the active ingredient assay, limits of related molecules, residual solvent traces from the process, absence of pesticides, aflatoxins, toxic metals & minerals, specific colour, aroma, stability & shelf life validation and much more. Added to this, are the global certifications for non-GMO, Kosher fitness, Organic, etc. EOAS Organics has gone a long way during the past three decades to maintain its global commitment to produce and export such premium quality products.

While countries like India and China are almost saturated in the business of herb-food cycle, Sri Lanka remains much to be exploited. There are lucrative opportunities with products like gotu kola (*Centella asiatica*), instant tea extract, cinnamon polyphenols, pepper products, *Garcinia cambogia*, ginger and certain essential oils. However, there is a lag in the infrastructure and operational requirements for such an industry in Sri Lanka. They are –

1. Organised RM sources,
2. Equipment and Process engineering machinery,
3. Competent human resources for project promotion, operation and research.

The following page details some potential spice products with their technical briefing.

## BRIEF NOTE ON PROSPECTIVE PRODUCTS



### CURCUMINOIDS OF TURMERIC

This is extracted from the plant *Curcuma longa*, a member of the ginger family. Curcuminoids help to reduce inflammation. Several studies suggest that it might ease symptoms of osteoarthritis and rheumatoid arthritis, like pain and inflammation. Other compounds in turmeric might also be medicinal. In some tests, Curcumin seems to block the growth of certain kinds of tumors. One study showed that turmeric extract containing curcumin, stabilizes colorectal cancer that wasn't helped by other treatments. Other preliminary lab studies suggest that curcumin or turmeric might protect against colitis, stomach ulcers, and high cholesterol. Based on studies, turmeric and curcumin might also help treat upset stomach, diabetes, depression, uveitis, and viral infections.



Curcuminoids in turmeric extract – HPLC profile. The three distinct molecules are Curcumin, Desmethoxy curcumin and Bis-Desmethoxy curcumin.



### GARCINIA CAMBOGIA

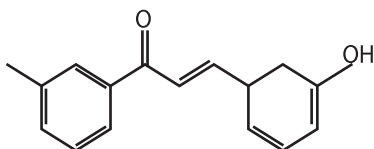
*Garcinia cambogia* (Goraka in Sinhala) is abundantly available in Sri Lanka, but largely exported as dried fruits. *Garcinia cambogia* on extraction, yields 20% to 30% by weight of Hydroxy Citric Acid salts of various specifications. The mechanism of action is the inhibition of an enzyme

called Citric acid lysase which is required in the synthesis of fatty acids, known as de novo lipogenesis, leading to weight loss. Though, there is not enough validation for this claim, this product has been ruling the exports for more than two decades. Hydroxycitric acid might improve weight loss by preventing fat storage and controlling appetite. It might improve exercise performance by limiting the use of stored energy in the muscles, which prevents fatigue.



### CEYLON CINNAMON

Ceylon Cinnamon is unique among the various botanical species around the world. '*Cinnamomum zeylanicum*' is almost free from the toxic 'Coumarins'; a phytochemical found excessively in other species of cinnamon. In addition to the valuable bark oil, the herb can be processed to extract powders useful in diabetes management. EOAS Organics has successfully standardised cinnamon bark extract for the active ingredient MHCP (methyl hydroxyl chalcone polymer) responsible for diabetic management.



Methyl hydroxylchalcone polymer (MHCP), shows promising data in the area of glucose control. A recent study compared the effect of MHCP in 3T3-L1 adipocytes to that of insulin. (Jarvill-Taylor et al., J. Am. College Nutr., 2001; 20:327-336). The results from that study support the theory that MHCP triggers the insulin cascade and subsequent transport of nutrients. The study also demonstrated that MHCP treatment stimulated glucose uptake and glycogen synthesis to a similar level as insulin. The study further demonstrated that treatment with endogenous insulin and MHCP resulted in a synergistic effect. Due to these conclusions it is suggested that MHCP may prove to be a very valuable tool in the fight against diabetes, where insulin is present.

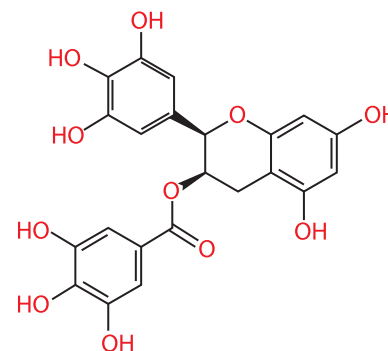
The oils found in cinnamon bark are thought to reduce spasms, reduce gas (flatulence), and stimulate appetite. Cinnamon might also increase blood flow. Cinnamon bark is used for gastrointestinal (GI) issues and diarrhea. It is also used for infections caused by bacteria and parasitic worms; and for menstrual cramps, the common cold, and the flu (influenza).

In foods, cinnamon is used as a spice and as a flavoring agent in beverages. In manufacturing, cinnamon oil is used in small amounts in toothpaste, mouth washes, lotions, liniments, soaps, detergents, and other pharmaceutical products and cosmetics.



### CEYLON TEA

Ceylon tea is popular across the globe for its characteristic flavour. Apart from the traditional grades of beverages, the dried leaves can be extracted for standardised Polyphenols and Catechins. The useful parts of green tea are the leaf bud, leaf, and stem. Green tea is not fermented and is produced by steaming fresh leaves at high temperatures. During this process, it has the ability to maintain important molecules called polyphenols, which seem to be responsible for many of the benefits of green tea. The principal ingredient of tea is EGCG (epigallocatechingallate).



This polyphenol can prevent inflammation and swelling, protect cartilage between the bones, and lessen joint degeneration. They also seem to be able to fight human



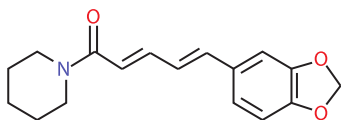
papilloma virus (HPV) infections and reduce the growth of abnormal cells in the cervix (cervical dysplasia). Green tea contains a 2% to 4% caffeine content, which affects thinking and alertness, increases urine output, and may improve the function of brain messengers important in Parkinson's disease. Caffeine is thought to stimulate the nervous system, heart, and muscles by increasing the release of certain chemicals in the brain called "neurotransmitters."

Antioxidants and other substances in green tea might help protect the heart and blood vessels. The waste tea generated in the estates can be value added for instant tea beverages as well, which contributes to major value addition of the tea industry.



## BLACK PEPPER

Black Pepper is one of Ceylon's specialties, with its unique aroma and pungent flavour. Among the various forms of pepper (white pepper, dehydrated green pepper, oleo resin, etc) EOAS has standardised pepper extract containing >95% of Piperine. Also, EOAS adopts super critical extraction technology, ensuring a solvent free organic product.



Piperine interacts with the surface of the gastrointestinal tract without irritating it, to quickly shuttle ingested substances to the body's uptake receptors. When there, piperine extends the time where, substances are exposed to their target cells before metabolic breakdown occurs. It does this by way of slowing intestinal transit rate and inhibiting certain pancreatic enzymes responsible for metabolizing nutritional substances and excreting them through urination.

The result is that a greater amount of the nutrients ingested are used by the body. Studies show piperine can increase the absorption of vitamins, minerals, amino acids, herbal extracts, and other substances. It works so well

that it could cause higher levels of certain drugs in the blood than intended.

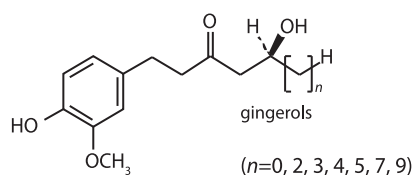


## GINGER

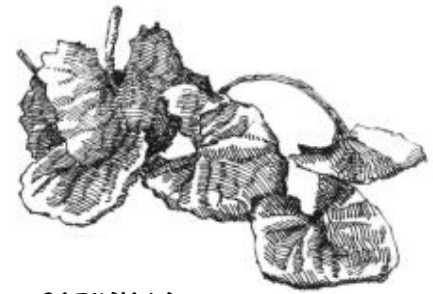
Ginger is commonly used to treat various types of "stomach problems," including motion sickness, morning sickness, colic, upset stomach, gas, diarrhea, irritable bowel syndrome (IBS), nausea, nausea caused by cancer treatment, nausea caused by HIV/AIDS treatment, nausea and vomiting after surgery, as well as loss of appetite.

Other uses include pain relief from rheumatoid arthritis (RA), osteoarthritis, menstrual pain, upper respiratory tract infections, cough, respiratory problems, migraine headache, bronchitis, and diabetes. Ginger is also sometimes used for chest pain, low back pain, and stomach pain, discontinuing use of drugs called selective serotonin reuptake inhibitors (SSRIs), anorexia, to stimulate breast milk, as a diuretic, and to increase sweating. It is also used to treat cholera, bleeding, bacterial bloody diarrhea, baldness, malaria, inflamed testicles, poisonous snake bites, and toothaches.

EOAS Organics use the supercritical extraction technology to isolate Gingerols, responsible for the therapeutic action of ginger. 'Gingerols' is a mixture of Shogaols and related molecules, useful in everyday nutritional needs. It is a fine flavour for food & beverages with proven anti-emetic effect, safe for pregnant women in resolving morning sickness without drugs.



In manufacturing, ginger is used for fragrance in soaps and cosmetics. One of the chemicals in ginger is also used as an ingredient in laxative, anti-gas, and antacid medications.



## GOTUKOLA (CENTELLA ASIATICA)

Gotukola (*Centella asiatica*) is standardised for 'asiaticosides', which is responsible for activating a class of proteins known as MAPKs, which causes a release in a growth factor for neurons called Brain-derived Neurotrophic Factor (BDNF). Hence, it is a part of child nutrition helping in the memory and function of brain cells.

Asiaticoside, has demonstrated an increase in collagen synthesis and therefore anti-wrinkle activity. Skin ageing appears to be principally related to a decrease in the levels of type I collagen; the primary component of the skin dermis. Type I collagen is also known to impart tensile strength to skin. In vitro evaluations have demonstrated the receptorial activity of Asiaticoside on collagen synthesis. Clinical evaluations confirm its anti-wrinkle efficacy.

Also, centella is a potent wound-healer. It is used for fatigue, anxiety, depression and psychiatric disorders, Alzheimer's disease, and improving memory and intelligence. Other uses include circulation problems (venous insufficiency) including varicose veins, and blood clots in the legs.



## GREEN COFFEE

Green coffee extract is a major nutraceutical ingredient exported from India, which is also abundantly available in Sri Lanka. CHLOROGENIC ACID is a powerful anti-oxidant and helps in weight management. Cafestol is another ingredient in green coffee, which is used in expensive cosmetic formulations, as an anti-ageing ingredient.



## **MORINGA LEAF EXTRACT**

Moringa leaf extract is a total supplement used in the correction of mineral and nutritional deficiencies. This may be a good protein supplement for vegetarians, along with useful minerals like copper, magnesium, calcium, potassium and zinc.



## **ARTIMICININ**

Artemisinin is used most commonly for malaria. It is also used for bacterial infections such as dysentery and tuberculosis, illnesses caused by worms, other parasites, mites fungal infections and viral infections such as the common cold. This grows in abundance in Sri Lanka and offers great potential as a lucrative value addition.



## **FLORAL AROMATICS**

Floral aromatics is an important sector in the value addition of Sri Lankan medicinal & aromatic products. Jasmine, Tuberose and Lotus are among the few at EOAS Organics, using modern technology and infrastructure.



## **VETIVER OIL**

Vetiver Oil and its derivatives such as vetiveryl acetate and vetiveryl formate are of great demand in the fragrance industry.

## **EVOLUTION OF A NUTRACEUTICAL INGREDIENT**

There are ample opportunities with the available herbal resources and demands of the day. A herbal ingredient takes a cue from various traditional medicine systems, and identifies the phytochemical responsible for the therapeutic action. For example, methyl hydroxychalcone polymer (MHCP) mimics insulin, and helps in diabetic management. The extraction process is developed focusing on the physical and chemical properties of this compound, followed by its analytical quantification and clinical validation. Amazing results were observed by administration of papaya leaf juice in the treatment of Dengue fever. The extract standardised for Carpain and Chymopapain, is a valuable product in the treatment of Dengue, by its anti-viral action, thereby controlling the depletion of platelets. A rapid depletion of platelet count is usually the critical condition of Dengue fever. The development of a herbal supplement is a chain of activities, including the process engineering design, and laboratory methods for quantification of the molecules.

## **MANUFACTURING INFRASTRUCTURE**

The facility should ideally comprise of a multi-product manufacturing capacity enabling the general process operations in the extraction, purification and finishing of the natural ingredients. Isolation of bio-active phytochemicals vary from product to product, depending on the influencing physical & chemical properties of the active compounds and the interfering related compounds. The shopfloor should facilitate quick change-over from product to product. Finished products should be handled in a microbe free and controlled environment. Since the quality assurance certifications are almost mandatory, design aspects are planned well before building the plant. Higher capacities may be planned for utilities depending on the future short-time expansion plans. It is very important to have a fully functional laboratory for both quality monitoring and product development.

## **HUMAN RESOURCES**

The operations of handling bulk herbal raw materials while charging and unloading batches is labour intensive. However, a suitable labour policy may be adopted, where routine un-skilled operations are managed with a contract. This industry also creates opportunities for highly qualified professionals to operate as effective value addition in institutions, in addition to providing employment to chemists, botanists and skilled personnel.

## **FORMULATED NUTRACEUTICAL PRODUCTS**

An extraction plant can always be integrated with a formulation facility for the following reasons – Nutraceuticals ingredients manufactured in-house, better specifications control on supplies, sustainability, confidentiality management, quick access for newer ingredients, sharing of testing, R&D facilities, and consistency of production and distribution.

The increasing awareness of dietary supplements is encouraging. Flooding of harmful packed food and beverages in the consumer sector has led to chronic debilities. Some of such harmful ingredients we find in the packed food are – gluten, fructose, sucrose, soy lecithin, triglycerides, hydrogenated fats, synthetic colours & flavours, toxic agro chemicals, heavy metals, pathogens and many more. These substances hinder the healthy function of body organs, leading to chronic diabetes, heart ailments, obesity, arthritis, etc. Nutraceuticals play a responsible role in the elimination of toxins and prevention of degeneration due to environment and lifestyle.

The formulation of a nutraceutical product, comes from the time tested traditions of ayurveda and other alternative medicine. But, it is enhanced by marking a quantified ingredient which claims the therapeutic action. Other purity specifications are ensured and validated for shelf-life and exact dosages. All these factors make the modern formulation, better accepted in the global market in comparison to traditional preparations.



## ***SOME OF THE NUTRACEUTICAL PRODUCTS WORTH SHOW-CASING FOR THE SRILANKAN MARKET ARE:***

1. Lipid profile regulators – Garcinia, gingerols
2. Aegle marmalasin – Ulcerative disorders
3. Arthritis & cancer prevention – Curcumin with piperine.
4. Degenerative disorders – Moringa extract with piperine.
5. Diabetes management – Cinnamon extract
6. Memory enhancer – gotu kola extract (asiaticosides) and cosmetic products utilizing a coconut oil base & many more.

Frequent formulations involve several ingredients, excipients and taste enhancers. While the key ingredients are made in-house, few additives may also be out sourced. Other than products in capsules, nutraceuticals can also be promoted as health promoting, disease preventing consumer products such as sachets, beverage powders, fortified tea (herbal tea) or fortified food.



**Mr. D. A. PERERA**

Managing Director – EOAS Organics P. Ltd.  
Chairman – SPICE COUNCIL OF SRI LANKA

## ***CONCLUSION***

EOAS hopes to have initiated the need for value addition of the enormous natural resources of Sri Lanka. Before commercialisation of this sector of Herbal Extracts and Nutraceuticals, a study of the botanical resources, it's phytochemistry and applications as a supplement, is important. This may contribute to a sizable volume of foreign exchange through a non-polluting and environment friendly industrial growth.

# The leading comprehensive exhibition for HC industry

## The 54th

# JAPAN DIY HOMECENTER SHOW 2018



### No.1 Trade & Public Show

[2018 Show Theme]  
Let's Find! for your Tomorrow,  
"Tip" of Lifestyle

### for Home and Lifestyle in Japan

Aug.	<b>23</b> Thu.	<b>24</b> Fri.	<b>25</b> Sat.
	Trade Day	Public Day	

\*23(Thu.) is restricted exclusively to Trade buyers.

**Application Deadline**

# 2018 May 2 Wed.

<b>Exhibitors</b>	<b>Visitors</b>
<b>500</b> companies (475companies in 2017)	<b>120,000</b> visitors (110,769 visitors in 2017)
<b>1,200</b> booths (1,088booths in 2017)	

Visit us at

DIY SHOW

<http://www.diy-show.jp/2018/e/>

Venue: Makuhari Messe Hall 5・6・7・8 (Tentative) Organizer: Japan DIY Industry Association



# FROM LOCAL TREES TO GLOBAL HEIGHTS

## NDC Exports

"Cocomate" is the brand name of NDC Exports which is a 100% coconut based company situated in the "coconut triangle" of Sri Lanka where they get their ingredients from. Under the brand name of "Cocomate" they supply a variety of coconut products to the international market.

- Organic Virgin Coconut Oil
- Organic Refined Coconut Oil
- Organic Coconut Milk
- Organic Creamed Coconut
- Organic Desiccated Coconut (chips , fine, medium)
- Organic Coconut Water (normal and king coconut)
- Organic Amino Sauce
- Organic Coconut Vinegar
- Cocotella (chocolate spread)





According to the product range of “cocomate”, NDC Exports is one of the leading virgin coconut brands in the Sri Lankan export market. These high quality virgin coconut oil is not made from copra, but from certified organic fresh coconuts that are processed shortly after they are harvested. After the kernels are cold-pressed out of the dried coconut, no further refining is necessary.

NDC Exports (Pvt) Ltd possesses the necessary technology to produce coconut oil and all its other products, to maintain the necessary standards, further proven through the certifications they have received. As times change, the world has seen an increase in the number of people who seek out healthy products and organically grown food that is free of chemicals. This provides us a future that demands proper nutrition, taste and sustainable sustenance, to which NDC Exports (Pvt) Ltd prepares to deliver.



**We at NDC Exports (Pvt) Ltd are thoroughly dedicated to offering our customers even more organic products, as we believe in our process and in the right nutrition that we deliver.**

“ **I was unsuccessful 200 times in my attempts to can king coconut water** ”

## Hela Coco

**Inventor Hareendra Mahakumara endeavouring to establish a local brand among international soft drink brands**

Thomas Alva Edison who invented the first incandescent light bulb was unsuccessful for 999 times in his experiments to find the ideal metal for its filament. But he never gave up his efforts and ended up lighting the whole world.

Only people of persistency know that the endless curiosity to succeed in a targeted task and shedding sweat to satisfy it are the roads to success. Such people shed sweat with persistency to achieve their objectives.

Hareendra Mahakumara, whose experiments to make his product successful failed over 200 times, achieved success at the end, becoming an exporter bringing pride to our Motherland.



**Mr. Hareendra Mahakumara**  
Proprietor - Hela Coco Energy

# SUCCESS STORY : HELA COCO ENERGY

***“A statement given to a newspaper by 2012 Olympic Medalist Tennis player Andy Murray to a newspaper made a deep impact on my mind. He had stated that the energy drink that made way for his victory was young coconut (Kurumba) water. Seeing that, I got desirous of canning, bottling and marketing water from king coconuts and young coconuts, abundantly available in our rural areas.”***

That was how Hareendra embarked on his long journey. But, his journey was not smooth. All his

business dreams in his mind. But, there was a flaw somewhere.

***“There were massive errors in my manufacturing methodology. Truly, I was unsuccessful in over two hundred attempts. But, every time I was unsuccessful, I endeavoured to experiment with a new methodology.”***



friends and acquaintances questioned whether consumers will drink bottled and canned king coconut and young coconut water in a country where king coconuts and young coconuts are amply available.

***“But I did not think the way they did... My argument was, “If countless bottles of drinking water are selling in this country with so many freshwater resources, is there any reason for bottled king coconut water not selling?”***

Hareendra started bottling king coconut water utilizing his full strength and the support of his family. Very soon after opening a king coconut or a young coconut, water in it is affected by micro organisms, causing differences in taste and freshness. There was no way of preserving it for more than one day under any conditions.

He walked all over the village seeking king coconuts and bottled their water bearing massive

Hareendra realized that, if the king coconut is to be sealed as it is opened; new technological machinery is needed for this industry. Even though a local research organization had discovered that technology, Hareendra’s expectations were in vain as it had been sold to a large-scale manufacturing organization even at that time.

***“I manufactured the machinery needed for my industry myself. I developed the ‘Beverage Can Seamer,’ necessary for canning king coconut water truly to the level of an imported machine. Such a machine would cost somewhere about Rupees two million if imported.”***

The best evidence of the level of development of Hareendra’s machine was that two local large-scale organizations getting their beverage can seamer machines manufactured by Hareendra. Canning and bottling king coconut water under the “Hela Coco” brand is launched through such a



# SUCCESS STORY : HELA COCO ENERGY

challenging environment. He selected the tourist hotels of this country first as the market for his products.

***“When I tried to market my “Hela Coco” energy drink to tourist hotels, their Managers asked me whether I don’t have any other product to manufacture other than this nonsense (vikara) product. I did not receive positive feedback from all hotels.”***

But, not being discouraged by such reactions is an excellent quality that can be observed in him. He always likes facing and overcoming challenges. Hareendra has trained himself to derive satisfaction from overcoming such challenges.

***“I supplied my product to more and more hotels. Once, one tourist hotel proprietor tasted my energy drink and offered it to tourists in his hotel. Those tourists told me that they got the same enjoyment of drinking a king coconut through drinking the Hela Coco energy drink. The opinions of those tourists made me strive harder.”***

With his local market gradually developing, Hareendra desired to make the mark of a Sri Lankan brand among popular drink brands of the world. The best place for that was the Export Development Board.

***“Among the State Institutions of Sri Lanka, the Export Development Board is one institution that extends a helping hand to up-and-coming entrepreneurs and really acts. The field of exports is very complex. The guidance they offer people like us who have only local market experience to overcome its challenges is excellent.”***

When taking a particular product to the international market, being manufactured to comply with international standards and having quality assurance certificates is as important as creative packaging. Nothing artificial such as



# SUCCESS STORY : HELA COCO ENERGY

taste enhancers, preservatives or chemicals are used the production process of Hela Coco energy drink. It is a value-added product that can be kept at room temperature for over a year. According to Hareendra, the secret is in its packaging. Furthermore, the Hela Coco energy drink has passed laboratory tests in about 15 countries.

Hareendra, who used to earn a monthly salary through doing sales promotions for various businesses, is today an up-and-coming exporter. By now, he has reached a production capacity of about 30,000 king coconut water cans and bottles.

The nutrients in king coconut water can be absorbed by the body very quickly. Furthermore, the opinion of Doctors is that, king coconut water, having more special nutritional qualities than conventional energy drinks is optimally suitable for those who do tiring work and specially sportspersons. There will be a high local and overseas demand for Hareendra's indigenous drink in the future because of that.

Hareendra, who had overcome the export barrier in the midst of various challenges and social pressures, has one more dream remaining.

***“One of my biggest expectations is taking the brand name ‘Hela Coco,’ manufactured in our country, to the level of cola drinks with the highest demand in the world in five years...”***

He says that, during his endeavours to build up a business enterprise of his own, the only thing he did not do is climbing king coconut trees. All his sacrifices for the sake of his business are embedded in that statement.

As a young entrepreneur, he is sad about not properly utilizing the vigour of youth

and mature intellect. He asks whether it is not a tragedy that the youth generation, that can supply an invaluable contribution to the economic process of the country, wasting their time sitting in three-wheelers or seeking Government jobs.

***“Entrepreneurs change the world. If a youth could experience the happiness of creating a new business enterprise, he or she will realize that that is the highest happiness that can be experienced.”***

Isn't this young man of courage that has conquered the world of exports, requesting the whole youth generation to attain the exhilaration of entrepreneurship he is experiencing?

***Discussed with:  
Upul Galappaththy  
Trade Facilitation & Trade Information Division  
Sri Lanka Export Development Board***



# SEOUL INT'L SEAFOOD SHOW 2018



**May 9 ~ 11, 2018**

**COEX HALL - D, SEOUL**

**Welcome to  
Seoul Int'l Seafood Show 2018**



Seoul Int'l Seafood Show (2018) will be held at Coex Hall D, Seoul, Korea, for the period of May 9th to 11th, 2018. It includes all kinds of fishery products with concepts of top-quality and safety-guaranteed. By showing the newest & latest technologies and products of the industry, the seafood event will fulfill all your business needs. The categories to be displayed are fishery products, processed products, and the associated equipment. Further, the administrative unit is dedicated to provide any support in relation with the exhibition. The Seoul Int'l Seafood Show (3S 2018) has been designed to attract the influential international buyers & visitors. It is expected that numerous leading companies and professionals will be there. This will contribute to the Korean industry of fishery products.

Seoul Int'l Seafood Show 2018 is sponsored by Ministry of Ocean & Fisheries, Korea Chainstores Association and Korea Fishery Trade Association. It represents 200 companies, 350 booths and 1200 products. And 20,000 people (10,000 buyers) in total. There are good survey and exhibition analysis results of the past show Seoul Int'l Seafood Show 2017. It's incorporated details include: 8 autonomous regional governments, major private enterprises, public enterprises and 20 foreign countries. Total 18,211 visitors participated in the 3S 2017.

TUNA 2018 BANGKOK

# 15<sup>th</sup> INFOFISH WORLD TUNA

# TRADE CONFERENCE & EXHIBITION

Now open for registration



**28 - 30 MAY 2018**

Shangri-La Hotel - Bangkok, Thailand

For further details and information:

## INFOFISH

1st Floor, Wisma LKIM, Jalan Desaria, Pulau Meranti,  
47120 Puchong, Selangor DE, Malaysia

Tel: (603)80668112 Fax: (603)80603697

Email: [info@infofish.org](mailto:info@infofish.org)

[www.infofish.org](http://www.infofish.org)

# PROPAK ASIA 2018

**13-16th  
JUNE 2018**

The 25th  
International  
Processing  
and  
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Technology  
Event for  
Asia



On-line visitors registration at  
[www.propakasia.com](http://www.propakasia.com)



**WorldSeafood**  
Shanghai



## World Seafood Shanghai

12<sup>th</sup> Shanghai International Fisheries and Seafood Exhibition  
12<sup>th</sup> Shanghai International Aquaculture Exhibition

### Market Insights on the Shanghai and Central China Seafood Market

A specialised fish and seafood exhibition aimed at reducing the demand and supply gap.

**19-21 August, 2017**

Shanghai New International Expo Center, China

Find out more

[www.worldseafoodshanghai.com](http://www.worldseafoodshanghai.com)

#### Other key events held as part of World Seafood Shanghai

- Seafood Tasting Session
- Fresh Food E-Commerce Session
- Business Matchmaking Session
- Business Forums and Activities

#### Co-located event for inter-industry networking



8<sup>th</sup> Shanghai International Catering and  
Ingredients Exhibition

Organisers:





# EXPO FLOR ECUADOR 2018

More information:

Bicentenario Park, Quito, Ecyador

Verónica Soria / [info@florecuador.com](mailto:info@florecuador.com)

Phone.: (+593 2) 292 3646 . EXT 23

[www.florecuador.com](http://www.florecuador.com)

# ASIA'S LARGEST SEAFOOD SHOW

2018



**China  
Fisheries  
& Seafood  
Expo**

AQUACULTURE  
CHINA

SEAFOOD TECHNOLOGY  
CHINA



China's seafood imports have almost doubled in the past five years to more than US\$9 billion.



China is on the cusp of changing from the world's largest seafood exporter to the largest seafood importer.



China's seafood consumption is growing 10 percent each year while consumption in other major markets is stagnant or declining. The World Bank predicts that China will account for 38 percent of global seafood consumption by 2030.



In the next 10 years, China's annual food expenditure is expected to exceed US\$500 billion.



Simply put, China is the most important, dynamic seafood market in the world and China Fisheries & Seafood Expo is the best way to access it.



## 2018 EDB CALENDAR OF EVENTS



### INTERNATIONAL

#### TRADE FAIRS AND EXHIBITIONS – OVERSEAS

Period 2018	Product Category	Events & Country	Rep. Div.
May 09~11	ICT	IT Week 2018 for ICT/BPM Sector Followed by Networking Meetings @ Tokyo, Japan	ESD

#### CONTACT PROMOTION PROGRAMMES/MARKET EXPOSURE PROGRAMS/BUYER-SELLER MEETINGS - OVERSEAS

Period 2018	Product Category	Events & Country	Rep. Div.
May 24~26	Processed Food	Tuna Conference @ Bangkok, Thailand	EAD
June	Rubber	Outward Buyer Mission Program for Sri Lanka Rubber Gloves Industry @ India	IPD
2nd Quarter	Multi Products	Inward Buyer Delegation @ Canada	MDD
2nd Quarter	Multi Products	Inward Buyer Mission @ Qatar, Dubai	MDD
2nd Quarter	Multi Products	Organize Outward Missions @ Belgium, Netherlands, Germany & Luxembourg	MDD
2nd Quarter	Apparel	International Promotional Program for fashion Designing	IPD

### LOCAL

#### TRADE FAIRS AND EXHIBITIONS – LOCAL

Period 2018	Product Category	Events & Venue	Rep. Div.
August	Construction	Lanka Build 2018 Intl. Building & Construction Exhibition in Colombo, Sri Lanka	ESD
August	Processed Food	Awareness Program on New Packaging Trends @ Colombo	EAD

#### CERTIFICATE COURSES

Period 2018	Product Category	Events & Venue	Rep. Div.
2nd Quarter		147th Certificate Course on Import & Export Procedure @ 5th Floor, EDB, Colombo 2	TFTI



# NEW ARRIVALS OF BUSINESS LIBRARY

## SRI LANKA EXPORT DEVELOPMENT BOARD

### TRADE INFORMATION SERVICE

#### New Acquisitions / Arrivals – March 2018

NAME OF THE PUBLICATION	VOLUME AND NO.	MONTH OF PUBLICATION
<b>INDUSTRIAL PRODUCTS</b>		
Ceramic Industry	Vol. 168 Issue No. 3	March, 2018
Lapidary Journal Jewelry Artist	Vol. 72, No. 1	Mar/Apr, 2018
<b>AGRICULTURAL PRODUCTS</b>		
INFOFISH Trade News	No: 04/2018	March, 2018
INFOFISH	No. 02	Mar/Apr, 2018
GLOBEFISH	Issue No. 01	January, 2018
European Price Report (GLOBEFISH)	Issue No. 02/2018	February, 2018
Dairy Industries International	Vol. 83 - No. 03	March, 2018
Tyre Asia	Vol. 08 - No. 05	Oct/Nov 2017
The Cocommunity	Vol. XLVIII - No. 02	February, 2018
Coco Market Focus		January, 2018
Weekly Tea Market Report (Forbes & Walker Brokers Tea (Pvt) Ltd.)	Sale No: 08 (20-21 Feb2018)	February, 2018
	Sale No: 09 (27-28 Feb2018)	February, 2018
	Sale No: 10 (06-07 Mar2018)	March, 2018
	Sale No: 11 (13-14 Mar2018)	March, 2018
	Sale No: 12 (20-21 Mar2018)	March, 2018
<b>SHIPPING</b>		
CASA Weekly	Vol. 20 No. 01	March, 2018
<b>OTHERS</b>		
TIME	Vol. 191 No. 10	March, 2018
	Vol. 191 No. 11	March, 2018
	Vol. 191 No. 12	April, 2018
The Economist	Vol. 426 No. 9081	March, 2018
	Vol. 426 No. 9082	March, 2018
	Vol. 426 No. 9083	March, 2018
	Vol. 426 No. 9084	March, 2018
FORTUNE	Vol. 177 - No. 04	April, 2018
Lanka Magazine Digest	March, 2018	March, 2018
Arab news	Vol. XLIII - No 61	February, 2018
පරිසර පුවත් (Enviromental News)		Jul ~ Dec, 2017
Report on SL's participation at the 60th Bangkok Gem & Jewelry Fair 2017 (06th – 10th Sept)		March, 2018
Report on B2B Meeting programme for SL Automobile component manufacturing industry in Thailand ( 22nd to 25th Nov, 2017		March, 2018
Report on participation of SL Trade Delegation for the business and investment forum & B2B Sessions (27th – 29th Nov, 2017		March, 2018
Sri Lanka on the path of harmony (70th anniversary)		February, 2018
Sri Lanka Gulf News		February, 2018
Sri Lankan Day 2018		February, 2018
Sri Lanka National Day Celebrations ( 70th Anniversary)		March, 2018
Handbook for Sri Lankan expatriates and those who seek employment opportunities in the Kingdom of Saudi Arabia (KSA)		March, 2018



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- Centrifuged Virgin Coconut Oil
- Coconut Milk
- Coconut Based Confectionery
- De-colored Coconut Oil
- Coconut Water
- Fractionated Coconut Oil

### FEASIBILITY REPORTS (Rs.5000-)

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#### ► ENTERPOT TRADE IN SRI LANKA

*Trade Facilitation & Trade Information Division*  
**Sri Lanka Export Development Board**

No. 42, Navam Mawatha, Colombo 02, Sri Lanka

Tel : +94 (0)11 230 0705 - 11 | Fax : +94 (0)11 230 0676 | Email : [tfti@edb.gov.lk](mailto:tfti@edb.gov.lk)

# Certificate Course on Import - Export Procedures

For 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 : Sri Lanka Customs, Sri Lanka Port Authority (JCT & Harbour)  
and Sri Lankan Cargo-Bandaranayke International Airport.**

<b>VENUE</b>	: Sri Lanka Export Development Board, No.42, Navam Mawatha, Colombo 2.
<b>FACULTY</b>	: Professionals from Sri Lanka Customs, Sri Lanka Ports Authority, Banks, EDB and the Private & Public Sectors
<b>DURATION</b>	: Seven (07) Saturdays and Field Visits during a weekday.
<b>REGISTRATION</b>	: Number 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.
<b>COMMENCEMENT OF PROGRAMME</b>	: The 147 <sup>th</sup> course will be held on 05 <sup>th</sup> May 2018

**Proposed date of commencement: 05th May 2018**

**Course Fee : Rs.20,000/-**

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

Trade Facilitation & Trade Information Division,  
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E-mail: chinthika@edb.gov.lk Web: www.srilankabusiness.com

**Application should be sent to :**

Director  
Trade Facilitation & Trade Information  
Sri Lanka Export Development Board  
42, Navam Mawatha,  
Colombo 02



CHAIRPERSON & CHIEF EXECUTIVE  
Sri Lanka Export Development Board



Ministry of Development Strategies  
and International Trade

# INVITATION TO EXPORTERS

*Discuss and Resolve Export Related Problems*

## The 14th Exporters' Forum

**Chaired by Hon. Sujeewa Senasinghe  
State Minister of International Trade**

will be held in June 2018 at the  
Auditorium, 3rd Floor,  
NDB/EDB Tower, Colombo 02.

Exporters / Entrepreneurs are hereby invited to  
submit export related issues to be discussed at the

**“Exporters Forum - June 2018”**

**Issues should be sent before 21st May to:**

Director – Trade Facilitation & Trade Information  
E-Mail: [forum@edb.gov.lk](mailto:forum@edb.gov.lk) Fax: 0112 300 676

You may also submit your Issues through  
**EDB Online Alert for Trade Obstacles (OATO)**

**Web: [forum.edb.gov.lk](http://forum.edb.gov.lk)**

*For further information please contact:*

Mr. Upul Akmeemana - Tel: 0112 300 677 / 0777 875 509

Ms. C. Sielman - Tel: 0112 300 705~11 Ext: 323

Ms. P. Hewawasam - Tel: 0112 300 705~11 Ext: 329



CHAIRPERSON & CHIEF EXECUTIVE  
Sri Lanka Export Development Board



Ministry of Development Strategies  
and International Trade

## THE 13th EXPORTERS' FORUM AT EDB

The 13th Exporters' Forum Chaired by Hon. Sujeewa Senasinghe, State Minister of International Trade will be held on Thursday, 5th April 2018 at 9.30 a.m. at the EDB Auditorium, NDB/EDB Tower, Navam Mawatha, Colombo 02.

Senior Officials of the Relevant Institutions will also be participating at this Forum to assist the Hon. Minister in resolving the issues submitted by the Export Community.

The issues which were submitted by the exporters, some issues were resolved on time during the forum and rest of the issues were directed to relevant sectors.

### **Attended:**

- Government Officers - 41
- Private Companies - 13
- Associations - 02
- Media Personals - 06

