



EXPO NEWS



VOL.18 - ISSUE: 07/2018

July 2018

Monthly Information Bulletin for Sri Lankan Exporters



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Food ProPack Ag-Biz
TRADE FAIR FOR NATIONAL AGRIBUSINESS

2018

3rd, 4th & 5th August
10.00am to 8.00pm
@ BMICH

International Trade Events-Local

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2018

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2018 - Calendar of Events

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TEA & COFFEE

WORLD CUP

Europe

Exhibition & Symposium

3-5 September 2018 **Birmingham NEC, UK**

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LIVE, FRESH AND CHILLED FISH & SEAFOOD

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03~06

19-21 SEPT
QUITO 2018

EXPO FLOR ECUADOR
2018

The leading comprehensive exhibition for HC industry
The 54th

JAPAN DIY HOMECENTER SHOW 2018

No.1 Trade & Public Show for Home and Lifestyle in Japan

Aug. **23rd** / **24th** / **25th**

Trade Day Public Day

Int'l Trade Conference & B2B Exhibition

16~19

“Expo-News” Monthly bulletin - July 2018

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INTERNATIONAL TRADE EVENTS - LOCAL



**INTERNATIONAL
PROCESSED FOOD
BEVERAGE
PACKAGING
AGRICULTURAL
EXHIBITION**

**Pfood
ProPack** **Ag-Biz**
TRADE FAIR FOR NATIONAL AGRIBUSINESS

2018

3rd, 4th & 5th August
10.00am to 8.00pm
@ BMICH



From the Farm to the **fork**



CONSTRUCT
EXHIBITION
2018
18th Successive Year
INNO - SMART SRI LANKA

August 24~26, 2018
at BMICH, Colombo, Sri Lanka



GEMSTONES
DIRECT FROM THE SOURCE



Facets
SRI LANKA

**INTERNATIONAL
GEM & JEWELLERY SHOW**

30th 31st AUG & 1st 2nd SEPT 2018
AT SIRIMAVO BANDARANAIKE MEMORIAL EXHIBITION CENTRE

WWW.FACETSSRILANKA.COM

FacetsSriLanka

Rubber Products

September 04 - 06, 2018

9th IRGCE INTERNATIONAL RUBBER GLOVE
CONFERENCE & EXHIBITION
Kuala Lumpur Convention Center, Malaysia
Web: www.irgce.com

September 20 - 22, 2018
RUBBER TECH CHINA 2018
Shanghai
Web: www.rubbertech-expo.com

September 27 - 29, 2018

ASIA RUBTECH EXPO-2018 (IIRCE)
India International Rubber Conference & Expo
Bengaluru - 560 001, Karnataka, India
Email: irkarnataka1@gmail.com

November 15 - 16, 2018
ASIAN POWERTRAIN CONFERENCE 2018
Tel: +91 9833 901586 / 8086 582510
Web: www.asianpowertrainconference.com

Tea & Coffee

September 03 - 05, 2018

TEA & COFFEE WORLD CUP 2018
NEC Birmingham, England (www.tcworldcup.com)

September 11, 2018
GCA GOLF OUTING
Scarsdale, United States (www.greencoffeessociation.org)

September 20 - 23, 2018

ISTANBUL COFFEE FESTIVAL 2018
Istanbul, Turkey (www.istanbulcoffeefestival.com)

November 07 - 10, 2018
SINTERCAFE 2018
San Jose, Costa Rica (www.sintercafe.com)

Jewellery

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

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
HONGKONG INTERNATIONAL JEWELRY
MANUFACTURES SHOW (HKJMA)

Woodcarving (UK)

August 25 - 27, 2018

CHESHIRE GAME & COUNTRY SHOW
Flittogate Lane, Knutsford, WA16 0H - UK
Web: www.cheshiregameandcountryfair.co.uk

September 07 - 08, 2018

YANDLES & SONS WOODWORKING SHOW
Hurst Works, Hurts, Martock, Somerset, TA12 6JU
Web: www.yandles.co.uk

September 15 - 16, 2018

WISCONSIN RIVER CARVERS 2018 SHOW
The Holiday Inn, 1001, Amber Avenue, Stevens Point,
Wisconsin 54482
Web: wisconsinriverwoodcarvers.org/2018show

September 28 - 30, 2018

BENTLEY WOODFAIR
Bentley, Halland, East Sussex, BN8 5AF
Web: www.bentley.org.uk

October 21, 2018

WORLD STICK MAKING CHAMPIONSHIP
Bakewell Agriculture Centre, Agricultural way, Bakewell,
Derbyshire, DE45 1AH
Web: <https://thebsg.org.uk>

October 26 - 27, 2018

WOODWORKING & POWERTOOL SHOW
Westpoint Centre, Clyst St Mary, Exeter, EX51DJ
Web: www.wptwest.co.uk

November 03 - 04, 2018

THE TOOLPOST OPEN HOUSE
Unit 7, Hawksworth, Southmead Industrial Park
Didcot, Oxfordshire, OX11 7HR
Web: www.toolpost.co.uk

November 16 - 18, 2018

NORTH OF ENGLAND WOODWORKING SHOW
Railway Road, Great Yorkshire Showground,
Harrogate, HG2 8NZ
Web: www.skpromotions.co.uk

Ceramics & Others

August 09 - 21, 2018
Moscow - Russian Federation, CeMAT Russia

October 11 - 13, 2018
Mumbai - India, POWTECH India

October 02 - 03, 2018
ASIAN RETREAD CONFERENCE 2018
Sime Darby Convention Centre
Kuala Lumpur, Malaysia
Web: www.asianretreadconference.com

LIVE, FRESH AND CHILLED FISH & SEAFOOD

1 US\$ = GB£ 0.75
1 US\$ = HK\$ 7.85

FISH SPECIES TRADE NAMES	PRODUCT FORM & GRADING	INDICATIVE PRICE in US\$/KG	PRICE REFERENCE & MARKET AREA	ORIGIN
ATLANTIC SALMON	Chilled (Air-flown) - Gutted 3-5 Kg/pc	¥ 1200-1300 = 10.85-11.75	Wholesale Tokyo, Japan	Scotland
		¥ 1000-1300 = 9.04-11.75		Norway
		¥ 1400-1500 = 12.66-13.56		Australia
	Fillet - Fresh	2-3 lb/pc 6.00-6.20/lb = 3-4 lb/pc 6.10-6.30/lb =	Wholesale Miami, USA	Europe
Fillet - D-Trim	2-3 lb/pc 5.15-5.30 = 3-4 lb/pc 5.25-5.40 = 4-5 lb/pc 5.25-5.40 =	Chile		
HALIBUT	Whole - Gutted	10-20 lb/pc 7.75-8.25 + 20-40 lb/pc 8.00-8.50 + > 40 lb/pc 8.50-9.00 +	FOB New York, USA	USA
GROUPER <i>Epinephelus spp</i>	Whole - Fresh/Chilled	S\$ 6.00-12.00 - 4.41-8.82	Wholesale Singapore	Indonesia / Malaysia
		5.10 =	Wholesale Sao Paulo, Brazil	Brazil
MUD GROUPER	Whole - Fresh	HK\$ 82.50-148.50 - 10.51-18.92	Wholesale Hong Kong	Hong Kong
BROWN SPOTTED GROUPER <i>E. coioides</i>	Whole - Fresh/Chilled Small	RM 21.58 + 5.38	Wholesale Penang, Malaysia	Thailand
RED GROUPER	Whole - Gutted/Chilled	5.75-6.25 +	Wholesale Miami, USA	Central America
YELLOW CROAKER	Whole - Fresh	HK\$ 35.00-135.30 = 4.46-17.24	Wholesale Hong Kong	Southeast Asia/ China
CROAKER <i>Micropogon furnieri</i>	Whole - Large Medium Small	1.45 - 1.00 - 0.75 +	Wholesale Sao Paulo, Brazil	Brazil
PACIFIC CROAKER <i>Cynoscion albus</i>	Whole - Small Large	2.35 - 3.25 -	Wholesale Costa Rica	Costa Rica
MANGROVE SNAPPER	Whole - Fresh/Chilled	RM 27.47 +6.85	Wholesale Penang, Malaysia	Thailand/ Indonesia
	Evisc - Chilled	NQ	FOB New York, USA	USA
LANE SNAPPER <i>Lutjanus guttatus</i>	Evisc - Chilled 1-2 lb/pc 2-4 lb/pc	3.75-4.00 - 4.00-4.25 -		South America
YELLOW TAIL SNAPPER <i>Lutjanus argentiventis</i>	Evisc - Chilled 1-2 lb/pc 2-4 lb/pc	4.00-4.25 4.00-4.35		

TRADE NEWS : LIVE, FRESH/CHILLED FISH & SEAFOOD

FISH SPECIES TRADE NAMES	PRODUCT FORM & GRADING	INDICATIVE PRICE in US\$/KG	PRICE REFERENCE & MARKET AREA	ORIGIN
SILK SNAPPER	Evisc - Chilled 1-2 lb/pc 2-4 lb/pc	4.00-4.50 = 4.00-4.35 +	FOB New York, USA	South America
RED SNAPPER <i>Lutjanus sp</i>	Whole - Fresh	S\$ 8.00-10.00 + 5.88-7.35	Wholesale Jurong, Singapore	Indonesia/ Malaysia
	Whole - Fresh	4.70 -	Wholesale Rio de Janeiro, Brazil	Brazil
SEA PERCH <i>Lateolabrax japonicas</i>	Whole - Fresh	HK\$ 74.25-90.75 = 9.46-11.56	Wholesale Hong Kong	China/ Hong Kong
THREADFIN BREAM <i>Polynemus spp</i>	Whole - Fresh/Chilled, Small	RM 10.55 + 2.63	Wholesale Kuala Lumpur, Malaysia	Malaysia
DOLPHIN FISH <i>(mahi mahi)</i>	Whole -	4.00 =	Wholesale Rio de Janeiro, Brazil	Brazil
	H&G - Chilled (Air-flown)	10-15 lb/pc 6.25-6.75 + 15 lb/pc and up 6.50-6.95 +	FOB New York, USA	S. America
WHITE POMFRET	Whole - Fresh/Chilled Medium	RM 34.86 - 8.69	Wholesale Kuala Lumpur, Malaysia	Thailand & Indonesia
	Whole - Fresh/Chilled	HK\$ 84.15-245.85 - 10.72-31.32	Wholesale Hong Kong	Local / Imported
BLACK POMFRET	Whole - Fresh/Chilled	RM 21.71 + 5.41	Wholesale Penang, Malaysia	Thailand
	Whole - Fresh/Chilled	HK\$ 36.00-102.30 + 4.59-13.03	Wholesale Hong Kong	Hong Kong/ China
CHINESE POMFRET	Whole - Fresh	HK\$ 396.00-610.00 - 50.45-77.71		
SILVER POMFRET	Whole - Chilled (Air-flown)	250/300 gm/pc 11.50 = 300/400 gm/pc 15.00 = 400/500 gm/pc 17.20 = 500 gm/pc and up 18.65 =	CFR Middle East	Bangladesh
BOMBAY DUCK	Whole - Fresh	HK\$ 26.00-82.50 = 3.31-10.51	Wholesale Hong Kong	Hong Kong/ China
SCAD MACKEREL	Whole - Fresh	HK\$ 50.00-115.50 - 6.37-14.71		
SPANISH MACKEREL <i>Scomberomous spp</i>	Whole - Fresh/Chilled Medium	RM 25.80 + 6.43	Wholesale Kuala Lumpur, Malaysia	Thailand & Indonesia
	Whole - Fresh/Chilled	S\$ 6.00-13.00 - 4.41-9.56	Wholesale Singapore	Indonesia/ Malaysia
INDIAN MACKEREL <i>Rastrelliger spp</i>	Whole - Fresh/Chilled	RM 11.48 + 2.86	Wholesale Penang, Malaysia	Thailand & Indonesia
	Whole - Fresh	S\$ 4.00-7.00 - 2.94-5.15	Wholesale Jurong, Singapore	

FISH SPECIES TRADE NAMES	PRODUCT FORM & GRADING	INDICATIVE PRICE in US\$/KG	PRICE REFERENCE & MARKET AREA	ORIGIN
HAIR TAIL <i>(Ribbon Fish)</i>	Whole - Fresh	HK\$ 34.65-96.00 - 4.41-12.23	Wholesale Hong Kong	Southeast Asia
HARDTAIL SCAD	Whole - Fresh	RM 7.31 +1.82	Wholesale Penang, Malaysia	Thailand
TILAPIA	Fillet - Chilled, B/L, S/L	3-5 oz/pc 3.50-0.70/lb = 5-7 oz/pc 3.50-3.70/lb = 7-9 oz/pc 3.60-3.80/lb =	Wholesale Miami, USA	Latin America
CHANNEL CATFISH	Fillet - Fresh	3-5 oz/pc 4.50-4.60/lb = 5-7 oz/pc 4.50-4.60/lb =	Wholesale NY, USA	USA
CONGER EEL	Whole - Fresh	HK\$ 47.00-105.00 - 5.99-13.38	Wholesale Hong Kong	Hong Kong/ China
BLACK TIGER SHRIMP <i>Penaeus monodon</i>	Head-on - Fresh/Chilled	S\$ 12.00-36.00 = 8.82-26.47	Wholesale Singapore	Indonesia/ Malaysia
WHITE SHRIMP <i>Vannamei</i>	Head-on - Fresh/Chilled Medium	RM 24.88 - 6.20	Wholesale Kuala Lumpur, Malaysia	Malaysia
	Head-on - Fresh/Chilled	S\$ 6.00-26.00 - 4.41-19.12	Wholesale Singapore	Indonesia/ Malaysia
SEA URCHIN ROE	Price / tray (150-350 gr)			
	Fresh- Large	Red ¥ 3300-12000 =29.84-108.50	Wholesale Tokyo, Japan	Japan
		¥ 1400-2500 = 12.66-22.60		USA

LIVE FISH & SHELLFISH

1 US\$ = GB£ 0.75

1 US\$ = HK\$ 7.85

FISH SPECIES TRADE NAMES	PRODUCT FORM & GRADING	INDICATIVE PRICE in US\$/KG	PRICE REFERENCE & MARKET AREA	ORIGIN
BROWN SPOTTED GROUPE	Live	HK\$ 170-330 - 21.66-42.04	Wholesale Hong Kong	Southeast Asia
GREEN GROUPE	Live	HK\$ 80-325 + 10.19-41.40		
LEOPARD CORAL GROUPE	Live	HK\$ 350-810 + 44.59-103.18		
BROWN MARBLED GROUPE	Live	HK\$ 180-410 + 22.93-52.23		
RED GROUPE	Live	HK 1238-1320 + 157.71-168.15		
MANGROVE SNAPPER		HK\$ 46-130 + 5.86-8.41		
MALABAR RED SNAPPER	Live	HK\$ 66-125 + 8.41-11.59		
RUSELL SNAPPER		HK\$ 91-140 + 11.59-15.92		
POMPANO	Live	HK\$ 53-105 + 6.75-13.38		
AMERICAN LOBSTER	Live	1 lb/pc 8.00-8.35/lb + 1 1/8 lb/pc 8.00-8.35/lb + 1 1/4 lb/pc 8.00-8.35/lb + 1 1/2 lb/pc 8.50-8.75/lb +	FOB New York, USA	USA
LOBSTER <i>Panulirus sp</i>	Live	HK\$ 350-908 + 44.59-115.67	Wholesale Hong Kong	Southeast Asia/Australia
SHRIMP	Live Medium	HK\$ 100-528 + 12.74-67.26	CFR Hong Kong	Southeast Asia
	Large	HK\$ 320-908 + 40.76-115.67		
THREE- SPOTTED CRAB	Live	HK\$ 83-205 = 10.57-26.11		
MANTIS SHRIMP	Live	HK\$ 65-198 = 8.28-25.22		
RED CRAB	Live	HK\$ 225-825 + 28.66-105.10		



GULFOOD
MANUFACTURING

31 OCT - 2 NOV 2017
DUBAI WORLD TRADE CENTRE



EXPO
2020
DUBAI
UAE



WorldFood Moscow

27th International Food Exhibition

17–20 September 2018 • Expocentre, Moscow, Russia

Fruit & Vegetables is one of the main sectors of World Food Moscow

A leading export platform: 241 companies from 31 countries

Visitors with top decision-making authority: More than 29 000 of wholesalers and retailers visited the exhibition – 84% make decisions or influence on making decisions

Overview of fruit and vegetables sector: Full range of fruit and vegetables

Innovative and inspiring: Tasting contest, new product showcase, theme conferences

based on WorldFood Moscow 2017 exhibition data

Fruit & Vegetables is one of the main sectors of World Food Moscow, the International Food & Drinks Exhibition. Fruit & Vegetables is positioned as a specialized exhibition, enabling an additional marketing campaign (media, mail outs, calling) to be carried out to attract trade professionals.

Products

Fresh vegetables

Fresh fruit and berries

Fresh and processed mushrooms

Packaging equipment and materials

Industrial and commercial equipment

Participation in the exhibition

For participation, please contact Tony Higginson

By tel. +44 (0) 207 596 5086 or email tony.higginson@ite-exhibitions.com

EDB CALENDAR OF EVENTS-2018

2018 EDB CALENDAR OF EVENTS



TRADE FAIRS AND EXHIBITIONS – OVERSEAS

Period 2018	Product Category	Events & Country	Resp. Div.
Aug. 23-25	Multi Products	NCE - Solo Sri Lanka Exhibition jointly with MDA in Chennai, India	MDD
Sep.		Gem & Jewellery Bangkok Gem & Jewellery Show in Bangkok	IDP
Sep. 11-14	Apparel	Apparel Sourcing Paris in Paris, France	IDP
Sep. 26-28	Electronics	Electronica and Productronica India 2018 in Bangalore, India	ESD
Oct.		15th China Int'l Small & Medium Enterprise Fair (CISMEF) in Guangzhou, China	RDD
Oct. 11-13	Construction	Power & Energy Tanzania 2018 Exhibition & Conference in Tanzania	ESD
Oct. 21-25	Processed Food	SIAL 2018 in Paris, France	EAD
Nov. 05-10	Multi Products	China International Import Expo in Shanghai, China	MDD
Nov. 16-18	Construction	Myan Build 2018 - International Building & Construction Exhibition in Myanmar	ESD
3rd Quarter	Multi Products	Expo Pakistan Exhibition in Pakistan	MDD

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

Period 2018	Product Category	Events & Country	Resp. Div.
Sep.	Rubber	Technical Training & Exposure Programme in Malaysia	IPD
Sep. 09-13	Spices & Ess'l Oils	IFEAT (Spices & Essential Oils) Conference in Colombia	EAD
Oct.	Processed Food	Outward Mission to promote processed food products in Qatar Market	EAD
Nov.	ICT (B2B Link)	ICT/BPM exporters with international business development consultants in EU/Nordic	ESD
Nov.	ICT	B2B Programme and networking meetings in Sweden, Finland & Norway	ESD
Nov.	Wellness Tourism	B2B networking events through International Consultant / Wellness Forum in U.K.	ESD
Dec. 11-15	Printing	Interprint Expo - Digital Printing, Packaging & Allied Machinery Exhibition in India	ESD
3rd Quarter	Apparel	Inward/Outward buyer delegation in China & India	IPD
	Multi Products	Inward Buying Missions in Malaysia, Indonesia & Thailand	MDD
4th Quarter	Multi Products	Inward Buying Mission in Denmark, Finland & Sweden	ESD
	Multi Products	Inward Buying Delegation in USA	MDD

TRADE FAIRS AND EXHIBITIONS – LOCAL

Period 2018	Product Category	Events & Venue	Resp. Div.
August	Construction	Lanka Build 2018 Intl. Building & Construction Exhibition in Sri Lanka in Aug 2018	ESD
	Processed Food	Awareness Programme on new packaging trends	EAD
September	Gem & Jewellery	FACETS Sri Lanka Gem & Jewellery Show	IPD
October	Boat & Ship Build	Boat Show Sri Lanka	IPD
	ICT	Inward mission for top Global ICT/BPM CIOs in key target markets	ESD
Oct - Nov	ICT	ICT/tech pavilion at INFOTEL/TECHNO	ESD
November	Electronics	Inward delegation from Vietnam and Thailand	ESD
3rd Quarter	Multi Products	Road Show/Business Forum - USA	MDD
3rd Quarter	Multi Products	Road Shows/Business Forum - Europe	MDD
3rd Quarter	Multi Products	Seminar on Bilateral Trade Development for Estonia, Finland, Belgium, Sweden & Germany	MDD
4th quarter	Red Clay	Product Development Programme	IPD
4th Quarter	Multi Products	President Export Awards (PEA)	MDD

CERTIFICATE COURSES

Period 2018	Events & Programs	Venue	Resp. Div.
3rd Quarter	148th Certificate Course on Import & Export Procedure	5th Floor, EDB	TF&TI
	86th Certificate Course on Operational Aspects of International Trade	3rd Floor, EDB	TF&TI
4th Quarter	149th Certificate Course on Import & Export Procedure	5th Floor, EDB	TF&TI

NEW ARRIVALS OF BUSINESS LIBRARY

SRI LANKA EXPORT DEVELOPMENT BOARD

TRADE INFORMATION SERVICE

New Acquisitions or New Arrivals – June 2018

NAME OF THE PUBLICATION	VOLUME & No.	MONTH OF PUBLICATION
INDUSTRIAL PRODUCTS		
Hong Kong Jewellery	Vol. 2, No. 155	June, 2018
AGRICULTURAL PRODUCTS		
INFOFISH Trade News	No: 9/2018	May, 2018
INFOFISH International	3/2018	May/June, 2018
COCO Market Focus		Mar, 2018
Rubber Asia	Vol. 33, No. 3	May/June, 2018
Tea & Coffee Trade Journal	Vol. 190, No. 5	May, 2018
Weekly Tea Market Report (Forbes & Walker Brokers Tea (Pvt) Ltd.)	Sale No: 21 – 28th/30th May 2018 Sale No: 22 – 05th / 06th June, 2018	May, 2018 June, 2018
BUSINESS DIRECTORY		
Macao Business Directory	1.2018	June, 2018
OTHERS		
TIME	Vol. 191 No. 22 Vol. 191 No. 23 Vol. 191 No. 24 Vol. 192 No. 1	June, 2018 June, 2018 June, 2018 July, 2018
The Economist	Vol. 427 No. 9094 Vol. 427 No. 9095 Vol. 427 No. 9096 Vol. 427 No. 9097	June, 2018 June, 2018 June, 2018 June, 2018
FORTUNE	Vol. 178, No. 1	July, 2018
Report on International workshop on "Startup Accelerators in Entrepreneurial Ecosystem" - Israel	(14-26 March, 2018)	June, 2018
Construction Review	Vol. 15, Iss 38	May, 2018
Macao Image	No. 69	January, 2018
Lanka Monthly Digest	June, 2018	June, 2018
Increasing SMEs' Trade Competitiveness in Regional and EU Markets	(Press coverage 2015 - 2018)	June, 2018
Facts of Sri Lanka	(70th Anniversary Independence of SL)	February, 2018
Daily News Travel Magazine		June, 2018
Sri Lanka Exporter	Issue 100	Apr - Jun, 2018
Central Bank Annual Report 2017	(Three languages)	June, 2018
Fresh Produce Journal	Vol. 124, Issue 8	April, 2018



INNOVATING HERBAL SUPPLEMENTS THAT RECONNECT CONSUMERS WITH NATURE



The global wellness industry has never before seen as much growth as it has in the last five years. Fuelled by the many challenges, that diet, pollution, modern medicine and other factors have posed on the health and well being of consumers, wellness has become an interest for many, regardless of age. But interestingly, what is driving the wellness industry today is not new

discoveries or major developments in technology, but the introduction of time-tested natural remedies and ingredients, which have kept generations alive and healthy for thousands of years.

Baraka, the flagship brand of Bio Extracts and a subsidiary of Aberdeen Holdings, understood this back in 1994, when it first introduced black seed oil;

a superfood that has been valued for its medicinal properties since ancient times. Since then, using black seed as its core ingredient, it has become one of the most-recognized names in Sri Lanka for producing herbal health supplements that promote a healthy, well-balanced life, among consumers through herbal health.

BLESSINGS AND GOOD HEALTH

The company gets its name from the Arabic word, baraka, which means 'blessing and good health'. As a wellness promoter, this name is a reflection of the core values the company has based itself upon. Around 23 years ago, the company's founders discovered the black seed; which is extracted from the flower of the plant, *Nigella sativa*, and has a rich heritage of over a thousand years as a panacea for good health and well being. Baraka was born out of the idea to bring the goodness and incredible healing properties of black seed to Sri Lankan households.

By this time, there had been research and clinical studies carried out by international experts, on the benefits of the black seed. No other plant has attracted the attention of so many scientists around the world as has the black seed. It consists of over 100 biological compounds, and chemical analysis has revealed, a wide and diverse range of constituents, comprising fatty acids, essential oils, minerals, vitamins and alkaloids. It is also one of the safest plant extracts for human consumption. It is an adaptogen; which means it is an agent for causing adaptive reactions. Black

seed also increases the resistance of the human body, protecting it against various diseases. Thymoquinone; its main active compound, is responsible for its immune stimulant action. It enhances T-cell activity, macrophages and antioxidant action. When combined with other medicinal ingredients, it synergizes their effects, to enhance action.

THE ANCIENT, HEALING BLACK SEED

But the black seed wasn't a recent discovery. It has been used as a major ingredient in traditional medicine for over 2,500 years. The earliest use of black seed dates back to Ancient Egypt, where Assyrians commonly used it for healing ailments and for general well being. In fact, black seeds were also discovered in the tomb of Tutankhamun. Other records indicate its use by doctors and physicians in the times of Ancient Greek, Roman and Persian Empires. Since then, the black seed has found

its way to North America, Southern Europe, the Middle East and South Asia.

The trust and confidence in its traditional usage by local communities across these parts of the world, coupled with clinically-proven benefits to the mind and body, prompted the company's founders to create a health and wellness range that would use black seed, to positively impact consumers today.





A SOLUTION TO HEALTHCARE'S RISING CHALLENGES

The world today is at stake, with the ever-increasing prevalence of communicable and non-communicable diseases, environmental degradation due to global warming, pollution and various factors that have a bearing on our planet and those who call it their home. Social pressures and changing lifestyles have increased the chances of stress and disease in humans. Free radical activity in the human body thrives when the immune system is weak. Trends of high consumption of refined sugar, trans-fats and processed foods that use artificial excipients to enhance the appearance, preservation and taste in our everyday diet, have a bearing on cardiovascular disease, diabetes, cancer, asthma and obesity. That the latter is showing up in children as young as those in pre-school, is a

concern for parents and health authorities.

The practice of Western medicine; which was once revolutionary in its ability to fight disease and increase our lifespan, is now facing an ever-growing set of challenges. Bacterial and viral resistance, immune deficiencies, emergence of new antibodies are on the rise, and threatens our health and well being.

Going back to nature, is a trend observed today by a discerning pool of wellness practitioners and individual consumers. When the ecosystems are disturbed, there is bound to be reaction. However, it is true that nature has the answers. In this light, scientists are constantly searching for answers

by looking back at how ancient civilizations flourished by understanding and staying connected to nature. The secrets of their existence can bring merit to the questions that need solutions today.

This doesn't venture too far from the Ayurvedic heritage of Sri Lanka, that depends on ancient knowledge of the healing properties of natural ingredients. Herbal and natural products assist the body to produce its defences within. The body is regulated in a natural system and harmonizing with this system ensures relief without side effects. Premature ageing that affects longevity can be caused by artificial lifestyles. Switching back to a lifestyle that is closer to nature can catalyse a healthier life.

HERBAL SUPPLEMENTS AND HEALTH FOODS

With this understanding, in 1994, Baraka set out to introduce black seed as a single product, in an oil form. Black seed oil remains one of the brand's most popular products, because of its promise to promote healthy hair and skin, and soothe coughs, asthma, headaches, toothaches, backaches and the inflammation of the nose, throat and

tonsils. It can also control diabetes and cholesterol, and aid in the prevention of cancer. Extensive research has found that black seed oil is a potent antioxidant and immune stimulant, and has anti-infective, bronchodilatory, anti-allergy and -respiratory, anti-diabetic, anti-cholesterol, anti-inflammatory/analgesic, hepato-protective, gastrointestinal and

diuretic properties.

Since then, Baraka has innovated a wide range of herbal remedies and skincare products that use black seed as a core ingredient, alongside other herbs and spices that have also been highly prized in the practice of traditional medicine. Together, they cover a wide range of healthcare



benefits, and combat diabetes, cholesterol, arthritis, hypertension, memory impairment, virility, weight gain, gastritis, pain and inflammation, respiratory tract issues, skin disorders and other common ailments. Black seed oil is geared to provide products in various formats; soft gel capsules, hard gel capsules, tablets, powders, creams and liquid fill in blister packaging, bottle packs and sachets.

The Baraka range of herbal health and wellness supplements are produced through a state-of-the-art manufacturing process. The plant meets the critical standards required in healthcare manufacture, and GMP; HACCP; ISO 22000 & 14001 certified. It is also approved and certified by the Ministry of Health & Indigenous Medicine Sri Lanka, and is listed with the United States Food and Drug Administration (USFDA). The products are all Halal- and Kosher-certified. Baraka also carefully selects its suppliers, ensuring they provide only the highest quality ingredients.

Diabsol Advanced uses fenugreek oil, which helps reduce the risk and complications of diabetes. Garlichol uses garlic oil, which is a natural way to reduce the risk of cardiovascular disease, lower the viscosity of the blood, prevent platelet aggregation, lower LDL cholesterol and enhance the immune function. JointSafe contains glucosamine to relieve the pain and inflammation caused by osteoarthritis, curtail cartilage degradation and prevent damage from joint overuse. Gastricare contains a combination of ash plantain and licorice powder, to help relieve gastric irritation and hyperacidity. Slimexol uses virgin coconut oil to speed up metabolism, break down fats, increase energy, and reduce fat deposition and cholesterol. MemoPlus contains the 'brain food', Bacopamonnieri, which improves mental sharpness and concentration, and reduces stress-induced anxiety. Virega Plus uses



Welpenella and Ashwagandhato enhance stimulation and improve sexual performance. Rauwolfia Plus contains Rauwolfiato relieve hypertension and reduce high blood pressure. CodSeas uses cod liver oil to prevent cardiovascular disease and arthritis, and promote youthful skin. Vine contains vitamin E to maintain healthy and youthful skin, hair and nails, and promote anti-ageing. Karawila Plus uses karawila as a natural way to control diabetes. Karapincha Plus uses karapincha to relieve digestion and stomach disorders. Gotukola Plus uses gotukola to improve blood circulation and enhance memory.

Baraka also produces a range of topical applicants to fight and relieve many common ailments. Black Seed Balm uses black seed and clove to provide fast relief from headaches, musculoskeletal pain, back pain, toothache and sinusitis. Ashwa uses a combination of special oils for effective relief from colds, nasal congestion, cough, and discomfort due to runny nose, catarrh and sinus conditions. JointEase uses special oils with virgin coconut oil to relieve joint pain and the soreness and discomfort of arthritic pain. FootKio also uses herbals oils and virgin coconut oil to smoothen rough and dry skin and prevent wrinkling and cracks. Hairmenn Hair Oil uses a combination of traditional oils, herbs and virgin coconut oil to prevent hair fall and premature graying.

The company has also forayed into health foods, at a time when there is a growing concern for the safety and quality of mass-produced foods. Virgin Coconut Oil; the first-pressed oil from Sri Lankan coconuts, has a myriad of health benefits. It reduces fat deposition and increases energy by speeding metabolism. It is also useful in memory impairment, and can be used externally for skin and hair nourishment. When used in cooking, it has an enticing aroma and nutty taste. The virgin coconut oil produced by Baraka is high-grade quality since it undergoes a process of production that meets the stringent standards of healthcare manufacturing requirements. Bee's Honey is presented in two forms. Honey collected from the virgin forests of Sri Lanka in the dry zone region is the wild bee honey type. This is traditionally used for its good health and medicinal properties especially among the elderly. The honey collected from farms of South Africa, is traditionally used as an energy source for children and a tasty breakfast spread.

RIDING ON A COMMITMENT TO HIGH QUALITY AND EXCELLENCE

Today, the company's success is measured by its brand loyalty, growing usership and clientele, and the many accolades it has earned in its journey of excellence. To date, Baraka has had the honour of winning at the Presidential Export Awards, Industrial Excellence Awards and National Business Excellence Awards. It is a subsidiary of Aberdeen Holdings, a diversified group of companies with interests in commodities, tea, recycled paper, corrugated cartons, solar power, aviation, international courier and trading, in the export and import sector, which means it shares the wealth of knowledge and expertise of its parent company.

Combining Sri Lanka's rich herbal heritage with a time-tested remedy; the black seed, Baraka has become a leading player in the herbal healthcare industry in the country. It currently, also reaches over 30 countries worldwide. The concern for fine quality is a passion of the team at Baraka, and they are constantly seeking new ways to provide the best to aid those suffering from various health- and lifestyle-related challenges. The experience of two decades in the procurement of the finest ingredients and the trust developed with suppliers

is a strength Baraka carries today, and it convinces international clientele of the company's commitment to excellence.

Looking into the future, and considering the global wellness trend that has seen consumers of all ages paying more attention to leading healthier lifestyles, gives incentive to Baraka to continue to innovate and expand. The company is currently developing many new products that will be launched soon. At present, it has placed much focus on research and development, which is the cornerstone of the company. The Baraka team comprises experts and trained professionals who believe in natural remedies, and work hard to venture into new territory and discover new combinations of ingredients to extend their values and help consumers lead a healthy and happy life. In an attempt to further appeal to its international clientele, the company is also open to learning and hearing valuable suggestions, in order to develop a stronger portfolio of products and provide a personalized service for the good of humanity.

The Bio Extracts manufacturing complex rests on the southern outskirts of the main city of Colombo, in the industrial estate of Ratmalana, and can be reached on a 24-hour hot-line.

For further information,
Call +94(11)465680,
Fax +94(11)2635860,
Email info@baraka.lk or
visit www.baraka.lk.

The factory can be visited at 672/4, MayuraMawatha, Off Maligawa Road, Ratmalana. Sri Lanka, and the head office can be visited at 11A, Milepost Avenue, Colombo 03. Sri Lanka.

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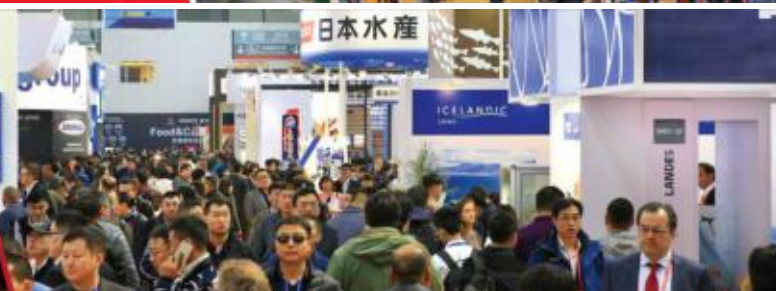


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