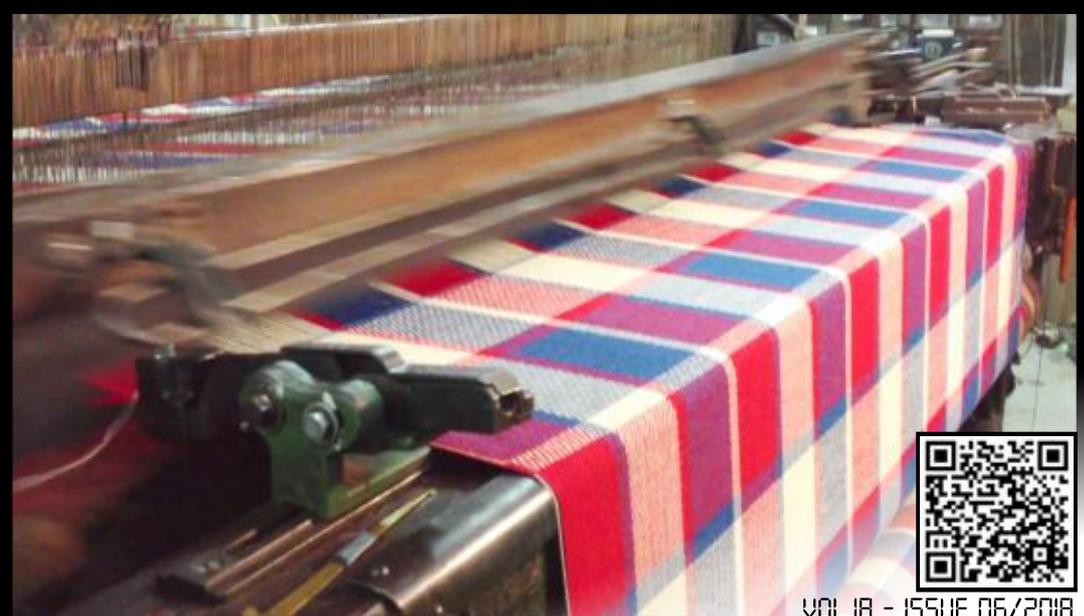




## Inside...

- International Trade Schedule Exhibitions and Calendar & Diary
- International Trade Conferences, Fairs and B2B Exhibitions
- Interview: Germany to set-up Chamber of Commerce in Sri Lanka
- Success Story: Ecoeye Lanka Pvt Ltd
- New Acquisitions or New Arrivals in EDB Business Library
- Advertorial: Food Processing in Sri Lanka
- EDB Calendar of Events 2018
- Advertisements



# CONTENTS

Monthly Information Bulletin for Sri Lankan Exporters



International Trade Exhibitions

01



Ecoeye Lanka Pvt Ltd

07~10

GEMSTONES  
DIRECT FROM THE SOURCE



*Facets*  
SRI LANKA  
INTERNATIONAL  
GEM & JEWELLERY SHOW

30TH 31st AUG & 1st 2nd SEPT 2018  
AT SIRIMAWO BANDARANAIKE MEMORIAL EXHIBITION CENTRE  
WWW.FACETSSRI.LANKA.COM

International Trade Events-Local

02

2018  
CALENDAR  
OF EVENTS

2018 - Calendar of Events

11



Germany set-up Chamber of Commerce

03~05



Food Processing in Sri Lanka

13~15

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. 23<sup>rd</sup>/24<sup>th</sup>/25<sup>th</sup>

2018  
May 2<sup>nd</sup>

500+ companies  
1,200+ booths

120,000+ visitors

Visit us at  
EXPOFLOR  
http://www.diy-show.jp/2018/

Int'l Trade Conference & B2B Exhibition

16~19

"Expo-News" Monthly bulletin - June 2018

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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](mailto:tisinfo@edb.gov.lk) | Web : [www.srilankabusiness.com](http://www.srilankabusiness.com)

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

## Rubber Products

**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  
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)

## Tea & Coffee

**September 03 - 05, 2018**

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

**September 11, 2018**  
GCA GOLF OUTING  
Scarsdale, United States ([www.greencoffeassociation.org](http://www.greencoffeassociation.org))

**September 20 - 23, 2018**

ISTANBUL COFFEE FESTIVAL 2018  
Istanbul, Turkey ([www.istanbulcoffeefestival.com](http://www.istanbulcoffeefestival.com))

**November 07 - 10, 2018**  
SINTERCAFE 2018  
San Jose, Costa Rica ([www.sintercafe.com](http://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**  
HONKONG 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](http://www.cheshiregameandcountryfair.co.uk)

**September 07 - 08, 2018**  
YANDLES & SONS WOODWORKING SHOW  
Hurst Works, Hurts, Martock, Somerset, TA12 6JU  
Web: [www.yandles.co.uk](http://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](http://wisconsinriverwoodcarvers.org/2018show)

**September 28 - 30, 2018**  
BENTLEY WOODFAIR  
Bentley, Halland, East Sussex, BN8 5AF  
Web: [www.bentley.org.uk](http://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](http://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](http://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](http://www.skpromotions.co.uk)

## Ceramics & Others

**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

**October 02 - 03, 2018**  
ASIAN RETREAD CONFERENCE 2018  
Sime Darby Convention Centre  
Kuala Lumpur, Malaysia  
Web: [www.asianretreadconference.com](http://www.asianretreadconference.com)

# GEMSTONES DIRECT FROM THE SOURCE



# Facets

SRI LANKA

## INTERNATIONAL GEM & JEWELLERY SHOW

30TH 31<sup>st</sup> AUG & 1<sup>st</sup> 2<sup>nd</sup> SEPT 2018

AT SIRIMAVO BANDARANAIKE MEMORIAL EXHIBITION CENTRE



# GERMANY TO SET UP CHAMBER OF COMMERCE IN SRI LANKA IN 2018



In an exclusive interview with the Business Lanka Magazine, Ambassador of the Federal Republic of Germany Jörn Rohde, speaks of the dynamic double digit growth in trade between Germany and Sri Lanka, capitalizing on GSP+, which has opened up avenues for local exporters, and the steps Sri Lanka needs to implement to become a hub in the South Asian region.

Q

## **COULD YOU OUTLINE GERMANY'S TRADE RELATIONS WITH SRI LANKA AND HOW IT HAS DEVELOPED IN THE RECENT YEARS?**

"Trade between Germany and Sri Lanka has increased dynamically over the years. From 2014 onwards, trade values have increased from 700 million euros to around 1.2 billion euros in 2017. The dynamic double-digit growth is on the one hand based on the increase in traditional exports from Sri Lanka, as well as an increase in exports related to the textile, electronics and fisheries sector thanks to the re-granting of GSP +, which has helped this progress. On the other hand, there has also been a surge in German exports. From January until October 2017, we have seen a 15% increase in Sri Lankan exports and an 80% increase in German exports.

As a direct consequence of the increase in trade between the two countries, we have decided to establish a Delegation of German Industry and Commerce in Sri Lanka early in 2018, as an official institution for the promotion of bilateral trade and investment. Representing the German Association of Chambers of Industry and Commerce, a team of experts will assist the delegation in helping to create the necessary framework to facilitate trade between our two countries, and help Sri Lankan exporters understand the relevant procedures to export to Germany."

Q

## **ARE THERE ANY RESTRICTIONS SRI LANKAN COMPANIES SHOULD BE AWARE OF WHEN TRADING WITH GERMANY?**

"We don't have additional rules and regulations to deter exports. We have regulations that have been set by the EU which need to be met by Sri Lankan exporters as these environmental, health and safety regulations or standards are meant to ensure the safety of consumers from the EU. Most Sri Lankan exporters might initially find it difficult to adhere to the standards set by the EU, but once you invest in ensuring that these standards are met, it makes it easy to venture into any market across the globe and become a competitive global player.

It is generally important that Sri Lanka achieves high environmental, safety and health standards in order to compete globally. For example, the fishing ban on Sri Lanka was lifted once the government agreed to adhere to the rules and regulations set by the EU which has resulted in an increased growth in fishing exports while Sri Lanka's apparel industry has also become a global player and continues to contribute to the country's economic growth due to the standards it follows.

Keeping in mind that maintaining high environmental, health and safety regulations is a prerequisite to be part of a global value chain serving developed markets in the EU or North America, I see the recent retraction of the ban on asbestos clearly as a step in the wrong direction as it sends the wrong message to potential investors."

Q

## **WHAT AREAS / PRODUCTS SHOULD SRI LANKA CONSIDER EXPORTING, TO INCREASE ITS TRADE WITH GERMANY?**

"Apart from the traditional exports, Sri Lankan exporters can venture into other areas, if the safety and health protocols set by the EU and Germany are being adhered to. Sri Lankan exporters need to be versatile and look at the bigger picture. For example, in Germany there are small and medium size enterprises that have ventured out to set up office in other countries, because they understand the importance and value of having a global reach and presence. So apart from the large companies like Bosh, Volkswagen, Mercedes Benz, there are thousands or so SMEs that silently support the German economy. We call them hidden champions. The Sri Lankan government needs to provide the necessary support to exporters to explore new markets, and on our part the soon-to-be established German Chamber of Commerce office in Colombo will help German importers connect with Sri Lankan exporters. Through this Chamber, Sri Lankan exporters will, among other things, gain easy access to German markets, and information about German laws and regulations.

Sri Lankans already view Germany as a lucrative market, as many Sri Lankans visit Germany for trade and tourism fairs. The establishment of the Chamber of Commerce, will help facilitate the process even further and help Sri Lankan exporters seek more opportunities."



Q

## WHAT ADVICE WOULD YOU GIVE SRI LANKAN BUSINESSES, IN TERMS OF INCREASING TRADE TIES WITH GERMANY?

“Make Germany your hub in the EU. Being centrally located geographically, Germany is also, by far the largest economy within the EU with an excellent infrastructure. My advice to the Sri Lankan exporters is to take advantage of GSP+. There are over 6,000 products that are exempt from taxes. This can serve as a stepping stone to diversify exports. Once you enter the EU market, Sri Lankan exporters have direct access to over 450 million consumers, even after Brexit.”

Q

## IN YOUR OPINION, WHAT AREA SHOULD SRI LANKA FOCUS ON, TO BECOME A HUB IN ASIA, AS ENVISIONED BY THE GOVERNMENT?

“For Sri Lanka to be a hub in South Asia, being a small country, Sri Lanka needs to capitalize on location and infrastructure while the legal environment must see improvements. Since Sri Lanka cannot offer a large market with a large number of consumers, you simply need to offer excellent investment conditions to realize the hub vision, like Singapore demonstrates in Southeast Asia. The World Bank’s current Ease of Doing Business ranking for Sri Lanka is a good indicator of the areas in which improvements are urgently needed.

One aspect that I’d like to emphasize is on the importance of skills development, and the concept of lifelong learning. Sri Lanka needs to invest in developing the skills of its labour force, especially the participation of women. Germany, in its part, has lent its hand at supporting this cause for a considerably long time, with the establishment of German Tec in Moratuwa and more recently SLGTI in Kilinochchi. Sri Lanka has an educated population but there is a shortage of skilled workers to meet the demand for labour, therefore, Sri Lanka needs to create a conducive environment for skilled labour to work in the country. I also view the recent budget proposal to liberalize the shipping industry as a good one. For Sri Lankan ports to become a hub even more than it is now, it needs to be an open, dynamic economy. Again look at Singapore: You need to allow large global players to be part of the industry, as this would result in the development and growth of the industry, moving away from a mere transshipment location.”

# PEST CONTROL CHEAT SHEET



- ANTS : Peppermint
- APHIDS : Peppermint, White Fir, Sandalwood,
- BEEETLES : Peppermint, Thyme
- CATERPILLARS : Peppermint
- CHIGGERS : Lavender, Lemon-grass, Thyme
- CUTWORM : Thyme
- FLEAS : Peppermint, Lavender, Lemon-grass
- FILES : Peppermint, Lavender, Basil, Clove, Eucalyptus, Rosemary
- GNATS : Patchouli
- MOSQUITOES : Lavender, Lemon-grass
- MOTHS : Peppermint, Lavender
- PLANT LICE : Peppermint
- ROACHES : Eucalyptus
- SLUGS : White Fir
- SNAILS : Patchouli, White Fir
- SPIIDERS : Peppermint
- TICKS : Lavender, Lemon-grass, Thyme
- WEEVILS : Patchouli, Sandalwood

“I started  
**My Business with  
2 yards of Cloth**  
bought from  
Rs. 500/= mother gave me”

Nalin Herath of  
Ecoeye Lanka (Pvt) Ltd.,  
endeavouring  
to win the world  
earning  
Dollars and  
Pounds  
through  
hand-loom  
textile  
related  
products



Nalin Herath  
Ecoeye Lanka (Pvt) Ltd.

# SUCCESS STORY : ECOEYE LANKA PVT LTD

There is an old saying, "Behind Every Successful Man, There is a Woman." That is a proven truth in the Sri Lankan society. Nalin Herath, the proprietor of Ecoeye Lanka (Pvt) Ltd., is a man of courage with a success story proving that if a man has one woman at his back and one at front, his success could be doubled.

Nalin Herath, who was obtained vocational education relevant to the garment field after finishing his higher education, selected it as his way forward in life. Employed as a Quality Controller and various administrative professions relevant to the field, he was an employee that made great endeavours to uplift the organizations he was employed in from their existing levels.

But, unfortunately, none of the organizations he uplifted through his courage were not concerned in uplifting Nalin's economy.

**"All of them used my skills only for their organizational development. So, I thought of starting a business enterprise of my own"**

Hidden expectations of reaching the apex of the business world through own strength was engendered in Nalin's mind with the ending of his school education.

Nalin decided to leave his profession and follow a management course relevant to the garment industry utilizing his savings to support him in bringing his new hopes to fruition.

Other than his field experience and administration and management knowledge, Nalin had a talent for artistic creations from his childhood. His expectation was presenting a creative product to the market. He had realized that, if he is to start a business enterprise relevant to the aesthetic field, handloom textile related garment industry is a good sphere to start in.

**"Even though I had all the skills necessary to start a business enterprise, my only problem was lack of capital. At that point, my mother gave me Rs. 500/=. I bought two yards of cloth from that money, cut it in half and sewed two bags. That was how I started my business enterprise"**

Even though he is producing multicolored handloom bags suiting modern fashions, his path was not a decorative one. Nalin who came to traverse the sea of business with a large bundle of hopes and expectations faced a large number of obstacles he never expected.

**"Though I took my bags, made painstakingly foregoing sleep and with borrowed money, the people in the shops did not buy my products Traders were used to selling cheap products imported from countries such as India and China"**

Even though his subconscious mind told him to stop his business enterprise in the face of obstacles thrown on his path by the society but his self-confidence, rising above all those obstacles, ordered him to go forward without stopping.



# SUCCESS STORY : ECOEYE LANKA PVT LTD

**“Every instance I broke down, my mother encouraged me. She bought two sewing machines for me spending some of her savings”**

Another basic necessity of Nalin’s business enterprise was thus fulfilled. He started to run his business with more strength. He started practically experimenting with all his inherent skills in the handloom textile industry.

**“Traders realized that there is some attractive difference in my products than other bags. They began to accept my products for selling, subject to the condition of paying for them after they were sold”**



Gradually, he went on seeking the Silk Road of development. But, even at that time, he was facing the problem of finding working capital.

The second woman we mentioned earlier in this article came to help him at that point of time.

**“My wife sold all her jewelry and gave me that money to invest in the business. I was able to fulfill orders and manufacture the necessary samples without a break using that money”**

Nalin’s mother was the spiritual strength behind the development of Ecoeye Lanka (Pvt) Ltd. Today, it is his wife

who is administering the finances of his business enterprise and encouraging him. That is why we mentioned earlier that Nalin, who received the strength of two women to the maximum, in a man that is two times successful.

Even though Ecoeye Lanka (Pvt) Ltd., had some business purchase in the area by that time as a sole ownership, Nalin was entangled in another problem.

**“We were buying handloom textiles for our products from outside vendors. With the development of the organization, the amount of handloom textiles we purchased became insufficient. Even handloom textile suppliers were unable to cope with our demand”**

Nalin who has a good knowledge of the sources of the garment industry utilized the skills he obtained through his learning as a turning point for his Company.

**“I got the idea of producing the textiles we require ourselves. I bought yarn instead of textiles. After dyeing the yarn I purchased, I started utilizing my own personnel to weave handloom textiles”**

As rural women like to weave handloom textiles as a domestic industry, Nalin worked to obtain the handloom textiles required for his industry through supplying handloom machines to the residences of such women. Today, about 40 families have become stakeholders of this business enterprise through his sponsorship.

Ecoeye Lanka (Pvt) Ltd., that was limited only to Kurunegala, is today a company exporting handloom products to a number of countries such as Australia, Germany, the United Kingdom and Canada.

# SUCCESS STORY : ECOEYE LANKA PVT LTD

“It was the Export Development Board of Sri Lanka that gave me overseas exposure for the first time. Special among those overseas experiences was the Serendib Exhibition held in the United Kingdom. Export trade is a very broad field. I was given all the required guidance on that by the Export Development Board of Sri Lanka”

Today, Nalin, coming forward as a budding exporter, is an entrepreneur self-sufficient in his business. He has brought his company, Ecoeye Lanka (Pvt) Ltd., to the level of producing the yarn for the industry, dyeing them, producing handloom textiles, manufacturing value-added garment products using those handloom textiles and generating foreign exchange to the country through exporting them through his step-by-step experimentation in the industry.

The products of Ecoeye Lanka (Pvt) Ltd., are very popular among not only Star Class Hotels but also renowned supermarket chains and memento sales networks.



Today, the hobby of Nalin who walked the roads till his feet ached under the hot sun carrying his load of handloom bags is making the most modern automobile introduced to the market his as soon as possible. That hobby of Nalin is ample evidence for the development of Ecoeye Lanka (Pvt) Ltd. today.

Nalin told us that the labour force of today's society is going towards various tragic happenings.

According to him, one of the greatest tragedies is, young women of today's society earning something through some sort of employment getting married and becoming dependent upon their husbands by bidding adieu to their jobs after marriage.

He says that the handloom textile production and the garment industry of this country are both facing that unfortunate fate and entreats women, having the major share of this country's labour force, to escape the mentality of depending upon their husbands and spend their strength on the development of the national economy.

When an inspiring talk falls on our ears, we always say that it is a talk worth “Masurans,” but, according to today's context, it should be changed to a “Talk worth Dollars.”

Finally, Nalin gave us another “Talk worth Dollars”

“When I was entering the entrepreneurship field, my objective those days was earning Rupees. But, now my objective is not earning Rupees but earning Dollars and Euros”

Discussion Note:

Upul Galappaththy

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

# 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.
Jul. 16-21	Electronics	Tenaga Expo Forum & One on One business meetings in Malaysia and Singapore	ESD
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
2nd Quarter	Multi Products	Inward Buyer Delegation in Canada, Qatar, Dubai, Belgium, Netherlands, Germany & Luxembourg	MDD
	Apparel	International Promotional Program for fashion Designing	IPD
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 – May 2018*

NAME OF THE PUBLICATION	VOLUME AND NO.	MONTH OF PUBLICATION
<b>INDUSTRIAL PRODUCTS</b>		
Ceramic Industry	Vol. 168 Issue No. 5	May, 2018
Jewelry News Asia	Issue No. 405	May, 2018
Tyre Asia	Vol. 9, Issue No. 2	Apr/May, 2018
<b>AGRICULTURAL PRODUCTS</b>		
INFOFISH Trade News	No: 8/2018	2nd May, 2018
European Price Report (GLOBEFISH)	Issue No. 4/2018	April, 2018
COCO Market Focus		February, 2018
Cocoinfo International	Vol. 24, No. 1	2017
Cocoinfo International	Vol. 24, No. 2	2017
Coconut Statistical Yearbook 2015		2016
Directory of Coconut Traders (Exporters/ Importers) and Equipment Manufacturers		2016
Dairy Industries	Vol. 83, No. 5	May, 2018
Weekly Tea Market Report (Forbes & Walker Brokers Tea (PVT) Limited.)	Sale No: 16 – 23rd / 24th April 2018	April, 2018
	Sale No: 18 – 08th / 09th April 2019	May, 2018
	Sale No: 19 – 15th / 16th May 2018	May, 2018
	Sale No: 20 – 22nd/ 23rd May 2018	May, 2018
<b>SHIPPING</b>		
CASA Weekly	Vol. 20 No. 09	30th April, 2018
	Vol. 20 No. 12	14th May, 2018
<b>OTHERS</b>		
TIME	Vol. 191 No. 18	14 May, 2018
	Vol. 191 No. 19	21 May, 2018
	Vol. 191 No. 20	28 May, 2018
	Vol. 191 No. 21	04 June, 2018
The Economist	Vol. 427 No. 9090	05-11 May, 2018
	Vol. 427 No. 9091	12-18 May, 2018
	Vol. 426 No. 9092	19-25 May, 2018
	Vol. 426 No. 9093	26 May - 01 June, 2018
FORTUNE	Vol. 177, No. 6	01 June, 2018
The Economist	Vol. 427 No. 9090	05-11 May, 2018
	Vol. 427 No. 9091	12-18 May, 2018
	Vol. 426 No. 9092	19-25 May, 2018
	Vol. 426 No. 9093	26 May - 01 June, 2018
FORTUNE	Vol. 177, No. 6	01 June, 2018
Report on Machinery Sourcing and Technology Upgradation Mission for the SL Apparel Sector in China (26.09.2017 - 29.09.2017)		09th May, 2018
Report on participation at the International Coloured Gemstone Association (ICA) Congress (21 <sup>st</sup> -24th Oct, 2017)		21st May, 2018
Report on EU - SL Trade related assistance programme, familiarization programme on European External Action and GSP+ compliance and use in Brussels (06th to 09th Nov, 2017)		02nd May, 2018
Market Newsletter (Essential Oils)	April, 2018	
ICCSL Quarterly Highlights	Jan- Mar, 2018	
The Blue Swimming Crab Bulletin	No. 8	Jun - Dec, 2017
ISB News Bulletin	Vol. 38	April, 2018



## FOOD PROCESSING IN SRI LANKA NEEDS TO ADAPT TO CHANGING TIMES

Based on an Interview with Mr. Dhammika Gunasekara, Member of Sri Lanka Food Processors' Association.

Dhammika Gunasekara, a Past President of the Sri Lanka Food Processors Association with long experience in the export and processing of food speaks to Business Lanka Magazine, about the status quo of the food processing industry in Sri Lanka, the strategies that need to be adapted, and the direction the industry needs to take, to ensure that the interests of the farmer and consumer are protected while growing the sector.

### A SOUND SYSTEM OF SUPPORT

"The Sri Lanka Food Processors Association encompasses stakeholders who are in the middle of the value chain in the food processing industry. It starts with post harvest activities such as packaging and transport all the way to the processing and supply to consumers, including certain aspects of retailing and food service. So as we like to say, we stretch from farm to fork. We have conversations with stakeholders on issues that impact the industry. Our goal is to develop the entire industry and economy of Sri Lanka together. The association started in 1999, as an initiative under the USAID program. USAID supports industries to collaborate and work together, to drive policy initiatives and actively engage in policy formation. In 2002, the biggest initiative we undertook at the time, was to launch a local food trade fair which is now a well-established event, the Pro Food- Pro Pack exhibition, which happens every August. This is the largest single platform for processed food and packaging in Sri Lanka and one of the largest in South Asia."



## VISIBLE DEVELOPMENT



"The development of domestic brands as well as increase in owned brands and private label branding for export by our companies is a good measure of what the sector is capable of. We can witness the industry moving forward, especially when you see the kind of interest there is to be part of the Pro Foods/ Pro Pack exhibition. We have seen small and medium players who get exposure at this exhibition, branch out and upgrade themselves after a few years, which is a good sign. As of now the processed food industry makes a significant contribution to the GDP, which is growing at a good pace. The small and micro segment is by far the largest part of the industry and it is in this segment that there is much room for improvement. As an industry, we need to adapt to the changes such as the middle-class growth and increase in tourism and upgrade and match our produce to fit these changes in demographics, and here' swhere we try to help speed things up with the smaller industry members."



## COHESIVE STRATEGIES

"Our domestic market is relatively small in comparison to most of our Neighbours. Therefore, for many processors when looking at using technology they have to find technology that would be cost effective and adaptable for our situation. One of the biggest problems that the industry faces is the lack of raw material, which hampers the steady growth of the industry. When there is limited availability of produce throughout the year, there is a large fluctuation in prices, and all this ultimately affects the industry when it comes to maintaining the prices, market share and quality. There needs to be a policy framework to protect the industry and sustain those who are in the industry. On the other hand, there are several discussions currently being held about reducing post harvest losses which amount to almost 40%. If we can reduce this loss to at least 25% or 30%, that would be a great achievement and a massive benefit for the country. We also need to have mechanisms to ensure that we can handle periods of glut situations as well as shortages much more effectively. We feel that there may be a communication gap, and the need here is to ensure that there is coordination of the whole system, starting with planting. Stake holders need to get together and work out a cohesive system that mitigates this situation, and I think as food processors we have a role to play in getting this coordinated too. Income from the organic industry; we work with a given set of farmers and have systems to ensure traceability. We grow and process on demand, because we are engaged in these networks, thus we know what methods need to be employed and farmers don't suffer. What we need to figure out is how to scale part of what many of our companies are doing successfully, to cover the entire country. This would probably make a huge change in the current situation.

## LOOKING AT THE BIGGER PICTURE

"Agriculture is a sensitive and heavily politicized issue in Sri Lanka, and what we have failed to realize is that the world is rapidly working to implement methods of mitigating the impact of climate change to ensure food security. We as a country are not proactively adopting to the changes and need to expedite implementation of appropriate technologies and policies. There's a lot of education or reeducation to do as part of this mitigation. We are not utilizing the resources we have to its full potential."



## FOOD PROCESSING AS A CATALYST



“On the processing side, if we can safeguard and protect what we grow to reach the market, reduce post harvest losses, address the glut season and low season, as well as provide safe quality products with convenience and reasonable pricing, one of our main goals are met. Processing is all about taking the farmer to the consumer and in this process, we are adding value, preserving, storing, and processing food into different forms. Throughout the evolution of mankind, processing has always been present, and I believe that food processing can address a lot of issues, especially ensuring food security and increasing convenience.”



## BREAKING THE STIGMA

“There are a lot of negative ideas being circulated about food processing and processed food. Most of these are false stories without any scientific backing. People think when you process food you either lose all the good things about it or you always add so many bad things into it. To this all I can say is, that’s not how it works. Not everyone can get every type of food fresh and direct from the farmer and make their meals from scratch at home, that’s just not going to happen. Processing is something that we must have, and you need to use certain processes, whether at home or at factory to ensure that the food is storable and safe to eat. The value additions done by the food processing industry help to ensure that raw material is used efficiently minimizing loss and the benefit is passed on to the consumer. So, the negative thinking and rumor mongering needs to be addressed at all levels. And we need to ensure that only proper scientific facts are taught and communicated proactively. Processors may not be able to replicate home cooking for each meal, but if you’re looking for convenience and having easy access to food, you have to know the processors do their best to get the best product out to consumers.”

## PLAYING A LARGER ROLE

“Food processing has a major role to play when it comes to addressing the farmers’ issues as well as the consumers’ requirements. Food processing is developing not only in Colombo and the suburbs, it is developing outside the western province as well, which is a positive development. When it happens close to the source, the quality of the produce is good and it costs much less, so in the end, the farmer gets a better price and fresher produce enters the system. In Sri Lanka we are behind in some aspects of technology and innovation that is changing rapidly in the modern world, to bridge this gap, Sri Lanka’s food processing industry together with universities and research institutions along with public and private stakeholders must come together to create a cohesive strategy, and also bring in and develop relevant technologies in line with global trends with a focus on harnessing the potential of the industry, to ensure we create an efficient and streamlined system from farm to fork.”



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