

ISSN 2579-1680



EXPO NEWS

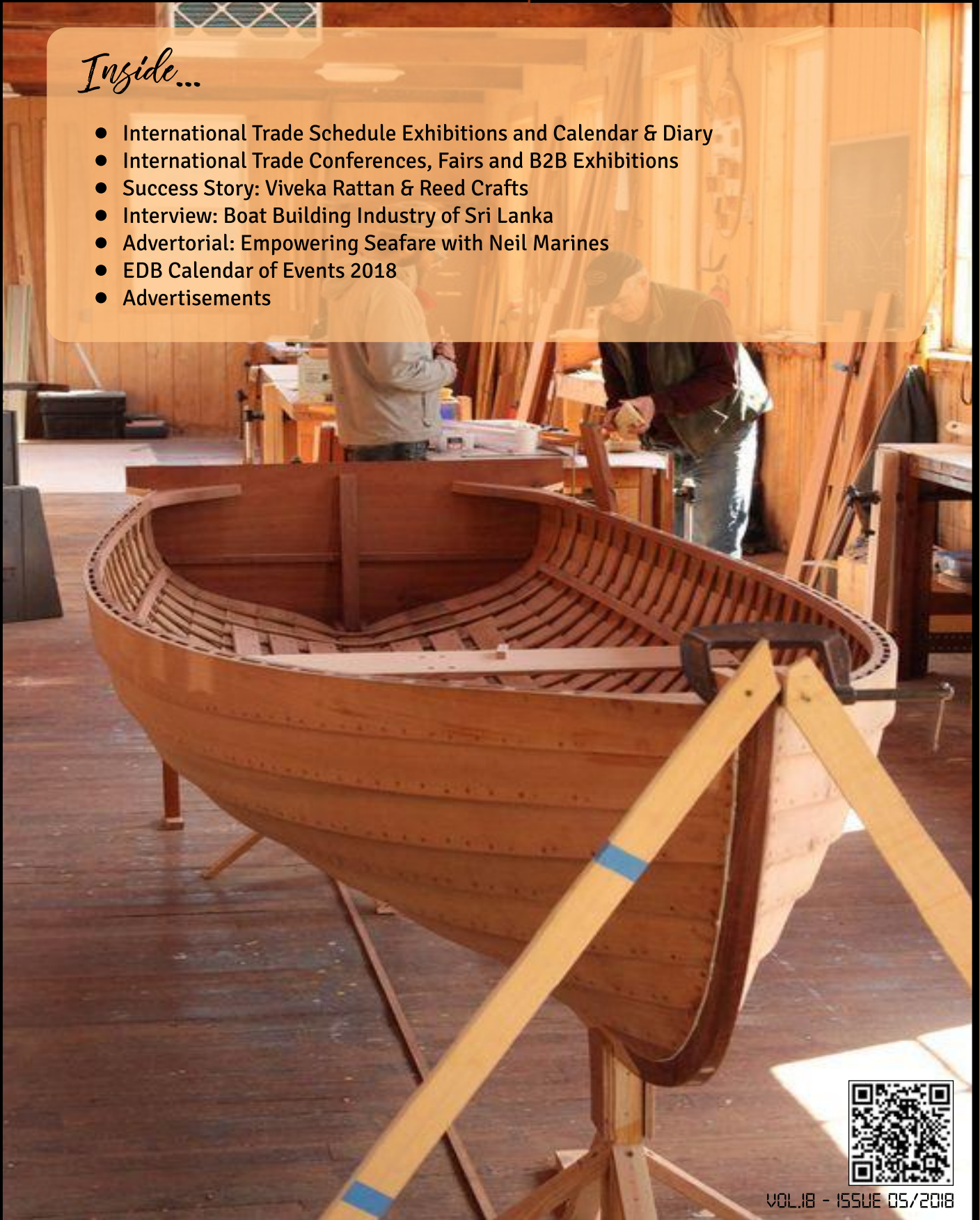
VOL.18 - ISSUE: 05/2018

May 2018

Monthly Information Bulletin for Sri Lankan Exporters

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2018

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GEMSTONES
DIRECT FROM THE SOURCE

Facets
SRI LANKA

INTERNATIONAL
GEM & JEWELLERY SHOW

30th - 31st AUG & 1st - 2nd SEPT 2018
AT SRIPAWO BANDARAWAKE MEMORIAL EXHIBITION CENTRE
WWW.FACETSRI.LANKA.COM

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15-23 JUNE 2018
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The 36th International Processing and Packaging Technology Event for Asia

PROPAK ASIA 2018

13-16 JUNE 2018
BITEC, BANGKOK, THAILAND

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

2018 May 2nd Wed.

Exhibitors: 500 companies, 1,200 booths
Visitors: 120,000 visitors (110,769 visitors in 2017)

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

Int'l Trade Conference & B2B Exhibition

17~21

2018
CALENDAR
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"Expo-News" Monthly bulletin - May 2018

Published by: Trade Facilitation & Trade Information Division | Sri Lanka Export Development Board | 42, Navam Mawatha, Colombo 02, Sri Lanka

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

Rubber Products

June 13 - 15, 2018

RUBBER TECH VIETNAM 2018
Ho Chi Minh
Web: 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

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
Tel: +91 988 675 8930 / 729 005 0669
Email: irkarnataka1@gmail.com

November 15 - 16, 2018

ASIAN POWERTRAIN CONFERENCE 2018
Tel: +91 9833 901586 / 8086 582510
Web: www.asianpowertrainconference.com

Tea & Coffee

June 08 - 10, 2018

COFFEE FEST DENVER
Denver, Colorado
Web: www.coffeefest.com

June 12 - 14, 2018

WORLD TEA EXPO
Las Vegas, Nevada
Web: www.worldteaexpo.com

June 19 - 20, 2018

SINGLE SERVE CAPSULES
Chicago, Illinois
Web: www.ami.international

June 21 - 23, 2018

SCA WORLD OF COFFEE
Amsterdam, The Netherlands
Web: www.worldofcoffee.org

September 03 - 05, 2018

TEA & COFFEE WORLD CUP 2018
NEC Birmingham, England
Web: www.tcworldcup.com

September 11, 2018

GCA GOLF OUTING
Scarsdale, United States
Web: www.greencoffeeassociation.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

Jewellery

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

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)**

Ceramics & Others

June 05 - 08, 2018
DUTCH LILY DAYS
Collective Trials
Web: www.dutchlilydays.com

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

Woodcarving (UK)

June 02 - 03, 2018
THE TOOLPOST OPEN HOUSE
Unit 7, Hawksworth, Southmead Industrial Park
Didcot, Oxfordshire, OX11 7HR
Web: www.toolpost.co.uk

June 08 - 09, 2018
**TRI-CITY WOODCARVERS 21ST ANNUAL
RENDEZVOUS**
Benton County Fairgrounds, Kennewick WA 99336
Contact: +1 509-713-0108

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
WINSCONSIN 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

Sri Lanka

INVESTMENT AND
BUSINESS CONCLAVE
2018



Partnering for Prosperity

19th – 21st June 2018 | Cinnamon Grand Colombo, Sri Lanka

GEMSTONES
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Facets
SRI LANKA

INTERNATIONAL
GEM & JEWELLERY SHOW

30th 31st AUG & 1st 2nd SEPT 2018

AT SIRIMAVO BANDARANAIKE MEMORIAL EXHIBITION CENTRE

WWW.FACETSSRILANKA.COM

   FacetsSriLanka



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. 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.

BOAT BUILDING INDUSTRY OF SRI LANKA

Based on an Interview with Mr. Gamini Herath Managing Director - BTI



BOAT BUILDING INDUSTRY OF SRI LANKA

Based on an Interview with Mr. Gamini Herath Managing Director - BTI

Sri Lanka – the resplendent island in the center of the Indian Ocean has a long and a proud history of boat building. It has a great advantage in becoming the hub for boat manufacturing in the Asian region due to its strategic location, highly trainable workforce and labour cost.

Sri Lanka has one of the best natural harbours in the Asian region and its commercial port in Colombo is rated among the most economical and efficient which offers a complete service to shippers.

The Sri Lankan boat building industry is fast developing with vast potential for growth in the international market. In 2008, the industry drew USD 2.4 million while today it draws an impressive USD 100 million (Rs. 1.5 billion), a rapid growth of 40% in 9 years, according to Mr. Gamini Herath, Managing Director of Boat Building Technology Improvement Institute (BTI).

Sri Lanka has the capacity to build and operate boats for yacht chartering and nautical activities. Further, foreign yachts can come to Sri Lankan waters to anchor and spend a few days in the country as we have attractive on-shore activities such as Whale/Dolphin watching, scuba diving, leisure fishing, snorkeling, windsurfing, kite surfing and many more throughout the year. Mr. Herath added that, the country should take full advantage of this emerging trend before losing the competitive advantage we have to other countries in the region.

Although Sri Lanka has a long history of Boat Building, the nation is currently not engaged in boating activities. Therefore, it has become essential to create an interest amongst the local community on boating activities. The future of Sri Lanka's boating industry lies in the local market, and having a strong local market will fuel the country's export market as well. In the above context, the industry, BTI and EDB have initiated a number of activities to attract the enthusiasm of the nation towards boating activities. One such initiative to be commenced in 2018 is the "Grow Boating Campaign". It hopes to increase the interest in Sri Lankans with boating activities similar to that of boating countries such as Australia, New Zealand, Singapore, Japan etc. The expanding tourism industry is opening up a new frontier of leisure and pleasure crafts. In addition, the increased interest of the local community in boating activities has created additional market opportunities as well. The country's leisure sector records growth where whale watching and other leisure activities contributed by the surge in the tourism industry have a positive impact on the boat building industry.

Currently Sri Lanka has a lucrative market in India, Maldives, Mauritius, Seychelles, Singapore, and the East African countries (Nigeria, Kenya, and Tanzania). They have proven to be valuable partners in the growth of Sri Lanka's boat industry. Mr. Herath notes that Sri Lanka's next target markets are Europe and East Africa, as well as regional countries. He emphasized that global economic conditions are conducive to the expansion of the Sri Lankan boat industry and that it is important to move fast to secure the markets.

Further, considering the high marine diversity in the country and the influx of high spending tourists, the country has a massive potential for marine (nautical) tourism which too will create more market opportunities.



BOAT MANUFACTURING

Sri Lanka is engaged in both boat and ship building, and Mr. Herath highlights that the industry shows promise.

Sri Lanka is capable of building quality boats that can compete with the world leaders in boat building. Since France, Italy, Belgium, Scandinavia, Finland, Sweden, Denmark, Norway and the UK are competing boat building nations, Sri Lanka needs to aggressively market and canvass for opportunities to grow its position in the world market.

There are around 20 active boat yards building boats in Sri Lanka, of which 10 companies have export capabilities such as Neil Marine Sri Lanka, Solas Marine, Dhanusha Marine Lanka, North West Marine, Cey-Nor, Ranil Marine, and Sealani Boatyard. As well as the BOI companies such as BAFF Polymech, AJ Fishing Industries, and JosteinViksund. Sri Lanka builds around 1200 boats annually for local and international use. Ship building was done exclusively by Colombo Dockyard until recently, but the company was recently joined by Walkers Colombo Shipyard for small-scale ship building. Most of the units have an installed capacity to double the annual turnover which means only around 50% of the capacity utilization has been recorded during the past two years. The best known sail makers of the world "North Sails" have their factory operating in Sri Lanka.

Boats are categorized by their use: Fishing vessels, fisheries research vessels, speed, speed cruisers, pleasure crafts, luxury sailing and motor yachts, coast guard vessels, surveillance vessels, patrol crafts, fast attack crafts for army and navy, sea cadet training vessels, rescue crafts, work boats and passenger vessels for inland waterways and sea faring. New additions to the product range are house boats, floating restaurants and bars, pontoons and paddle boats. Most of these boat hulls are made out of FRP and other composite material. Larger vessels are built by using aluminum and steel.

One of the new goals of the industry is to increase the local market for yachts, which for many years Sri Lanka has been building for various foreign markets. The Sri Lankan boat industry wishes to harness and profit from the new global trend of elites chartering rather than owning boats. Sri Lanka

produces yachts of 20-30 passenger capacity, which are ideal for lavish and intimate private functions.

With the nautical tourism sector emerging and with the increased interest shown by foreign and local customers on yachts, a marina becomes essential and Sri Lanka aims to compete with regional competitors such as the Maldives, which has many water related leisure activities but no repair services for their craft, thus necessitating a trip to Sri Lanka for boat repairs. Many employment opportunities will be created because of prolonged stays by foreign yacht customers, who buy all their essentials from local markets.



WAY FORWARD

Given its geographical and topographical desirability, the industry is examining the use of Trincomalee as a launching pad, especially for vessels that must cruise on their own power from its point of manufacture. Sri Lanka organizes its own BOAT SHOW once every two years with an objective of providing a forum for the boat building industry to display and promote their respective sectors to potential clients. The Boat Show 2018 to be held in October at the Galle Harbour will go beyond the usual with the organizing of a "Marina Festival" which will include activities like cruises, water sports, and yacht charters open for the public. It will provide entertainment for more people and will also bring in revenue to the Galle Harbor from the small banana seller to the larger supermarket. Mr. Herath says that boating is not a luxury and that it is possible for the regular individual to own and maintain a boat, and the exhibition attempts to convey this to the Sri Lankan market.



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
INDUSTRIAL PRODUCTS		
Ceramic Industry	Vol. 168 Issue No. 3	March, 2018
Lapidary Journal Jewelry Artist	Vol. 72, No. 1	Mar/Apr, 2018
AGRICULTURAL PRODUCTS		
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
SHIPPING		
CASA Weekly	Vol. 20 No. 01	March, 2018
OTHERS		
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 ප්‍රවේශ (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



EMPOWERING SEAFARE WITH NEIL MARINE

In the beginning, when Noah built his ark, the world was flat, and he took his orders from God. He hoped for the best while God planned for the worst. Now, in today's globalised market place, boat-builders take their orders from customers who not only hope for the best, but demand it.

But what exactly is 'best'? Best for what, and best for whom? As is often the case, the answer is—it depends. For boat-builders, 'best' is making a healthy profit that can be used to grow their businesses. For customers, 'best' is a boat that makes *them* a healthy profit to grow *their* businesses.

To coin an oft-used Sri Lankan expression - what to do?

When Neil Fernando, founder chairman of Neil Marine (www.neilmarine.com), launched his start-up boat-building business 50 years ago, he flew in the face of tradition. For a thousand years, wood had been the mainstay of the boatbuilding industry, such as it was. But it was a slow and cumbersome business, and quality controls as we know them today, were non-existent.

Time for a game-changer, and a new beginning.

Then, as now, commercial fishing, whether for export or to feed its own citizens, was a key component of Sri Lanka's economy and social contract. But its fishing fleet badly needed modernising—and that meant boats that could stay at sea longer, hold more fish, required less maintenance and down time, and were not only safer, but also cheaper to build, buy and operate. In other words, all-round better.

Enter Neil Fernando and the new-fangled glass-reinforced plastic—GRP, or fiberglass—and the rest is history. His start-up, Neil Marine, thrived on the challenge. Fifty years later, as South Asia's biggest fibre glass boat-builder, it exports fishing boats to more than a dozen countries, and is supplying a growing foreign market for pleasure and leisure crafts and also surveillance crafts of all shapes and sizes.

Now enter the Sri Lanka Export Development Board (EDB). Last year, it again sponsored the Biennial International Boat and Fisheries Exhibition at Dikovita Fishery Harbour. Why? Because, the government at last sees boat-building, as a key foreign exchange earner, one that also supports an industry that is poised to be the undisputed poster-boy of Sri Lanka's economy—tourism. Specifically, marine tourism.

The National Export Strategy has made it abundantly clear that pleasure and leisure boat-building is now a priority sector for growth and development over the next five years, both for export and to meet the rapidly-growing demand in Sri Lanka itself, for inshore and offshore leisure boats.

As Neil Fernando said in his speech at the last boat show in Sri Lanka: "For us boat-builders, the balance is shifting from fishing vessels to coastal and blue-water pleasure and leisure boats of the kind, that are constantly criss-crossing the oceans of the world, including our own Indian Ocean.

He went on to say: "We have the boats and the expert knowledge. All we need now is determination, a sense of purpose, and a government which clearly understands that to fully exploit our strengths we need the kind of help that only the government can provide."

Rightfully, the Government of Sri Lanka has now identified the Boat Building Sector as one of the fast developing and emerging sectors, and made their stance clear in giving the necessary boost to drive the industry forward.

The expression 'tried and tested' is a long-established axiom of would-be exporters. It is not enough for them to say 'buy our stuff, it's better and cheaper than their stuff'. They must be able to say 'check it out for yourself'. And for that, they need either, a home market or an existing export market where their stuff is already proving its worth; or convincing evidence that what they say is true, or both.

According to Genesis, Noah's ark was 300 cubits in length, 50 cubits in width

and 30 cubits in height. A cubit is the forearm length from the tip of the middle finger to the bottom of the elbow. So, not exactly cutting-edge technology. Good enough for rule-of-thumb wooden fishing boats built on the beach a thousand—even a couple of hundred—years ago, but laughably inappropriate in our high-tech world.

Today, boats big and small are designed and built on sophisticated CAD/CAM computers and tested for seaworthiness using detailed scale models in tanks, that simulate a range of sea conditions. And, last but not least, Classification Societies have a product inspection and certification process that says (you hope): 'This boat is fit for purpose.'

Boat-builders such as Neil Marine, that can tick the right boxes, have pretty much guaranteed export opportunities, but only if they can compete on the single underlying essential—price. Because, other things being equal, price is the deal maker or breaker.



ADVERTORIAL : EMPOWERING SEAFARE-NEIL MARINE

And price is Neil Marine's ace in the hole. It not only pioneered the use of GRP for construction, but also led (and leads) the way with CAD/CAM computer technology for design and manufacture, and cost and quality control. This makes the whole build much quicker, much better—and much cheaper.

But what really nails it for Sri Lanka is the much lower salary overheads—the biggest single cost of a boat—for the skilled workforce that actually puts the rubber on the road. Which means that for foreign boatyards competing for customers, particularly in the highly regulated European labour markets, it makes perfect sense to build boats in low- cost Sri Lanka and ship them home to reap the benefits.

This is exactly what has happened, and is still happening.

For example, 20 years ago, one of Norway's top private boat-builders arrived at Neil Marine to learn the business. He fell in love with the country and perfected the art and science of matching Sri Lanka's boat building expertise with the exacting standards demanded by Norwegian customers.

All of which, helped persuade Neil Fernando that the game was changing, and that leisure boats were the new tomorrow. Fast forward to that tomorrow, and he has launched the first of the luxury Duchess 14.95m (49ft) blue-water yacht built under contract for Menken Maritiem BV (www.menkenmaritiem.nl) in Holland, and the second boat is in production.

The Duchess is the flagship of a range of boats that Neil Marine builds for Menken, a relationship that underscores two other significant benefits for Sri Lanka's boat building industry—technology transfer and access to world-class boat designers and marine architects.

As Neil Fernando pointed out in his speech: “We learnt a lot from them, and the knowledge we gained was of great importance in designing and building our boats to international standards and preferences, which are an absolute must in today's competitive market.”

For Neil Marine, those international standards include Lloyds Approved Status and the thumbs-up from other international classification bodies such as DNV (Det Norske Veritas), ABS (American Bureau of Shipping) and IRS (Indian Register of Shipping), to name some.





Neil Marine has made it clear that while fishing boats are still very much on the company's front burner, "today it is pleasure, leisure and specialist boats, that are the main drivers of their industry's research and development efforts".

This tallies with the government's increasing focus on developing the tourism, leisure and hospitality industries, both on land and on the water. Sri Lanka is now one of the world's leading must-visit tourist destinations, and over the next few years will generate hundreds of millions of dollars in direct capital inflows and inward investment.

Customers from Europe, India or the Gulf—from anywhere, in fact—might want boats that can accommodate a family plus crew for extended cruising around the Indian Ocean, and which can then be docked in Sri Lanka and put out to charter, when not in use.

To support this upscale pleasure boating, which could also be a huge foreign-exchange earner as well as supporting boat building on the scale of the Duchess and others like her, the government's initiatives to develop marinas and secure anchorages, to cater for customers who might want a boat for annual Indian Ocean cruising holidays, will come in very handy.

"Chartering would require a skipper with offshore Yacht master or

equivalent international certification and a good working knowledge of complex modern on-board systems, plus a cook-cum-hostess" says Neil-F which would ideally be his wife.

"A perfect opportunity, therefore, to create alternative skilled employment opportunities for our fishermen and their wives, sons and daughters. So an unquestionable win for all concerned, then, and in more ways than one."

He adds: "Like business, education today has no borders, our marine technical colleges and hospitality centres of excellence would attract fee-paying students from around the world, particularly from neighbouring countries that are also keen to develop their marine tourism industries".

Meanwhile, Sri Lanka's newly formulated National Export Strategy says it has "identified boat building; a visionary sector, as a priority sector for growth and development over the next five years. Sri Lanka's unique geographical positioning at the crossroads of busy East-West trading routes, favour the growth of the boat building sector in Sri Lanka".

"The demand for a vibrant boat-building industry and a regional hub is rapidly increasing. Expanded oceanic traffic in the Indian region, sees boats that are on the lookout for service providers for refuelling, repairs and other ancillary services".

And it concludes: "The boat-building industry has reserves of potential that could have a tangible impact on the Sri Lankan economy and will contribute to a multiplier effect that could benefit other ancillary industries and contribute towards the government's mandate to making Sri Lanka a well-performing regional economic hub.

"As stakeholders of this industry, we are keen to ensure, that the National Export Strategy at large and the boat-building-sector strategy, are provided the support required for Sri Lanka to establish itself as a hub for boat-building and a key destination for the maritime industry in the region."

Neil Marine, has for many years, been exporting boats to the UK, Netherlands, African countries such as Somalia, Tanzania and Nigeria, the Seychelles, Madagascar and Maldives. The company has been a regular participant at the world-renowned Southampton Boat Show in the UK and the Netherlands Boat Show (HISWA), as well as other regional shows and exhibitions.

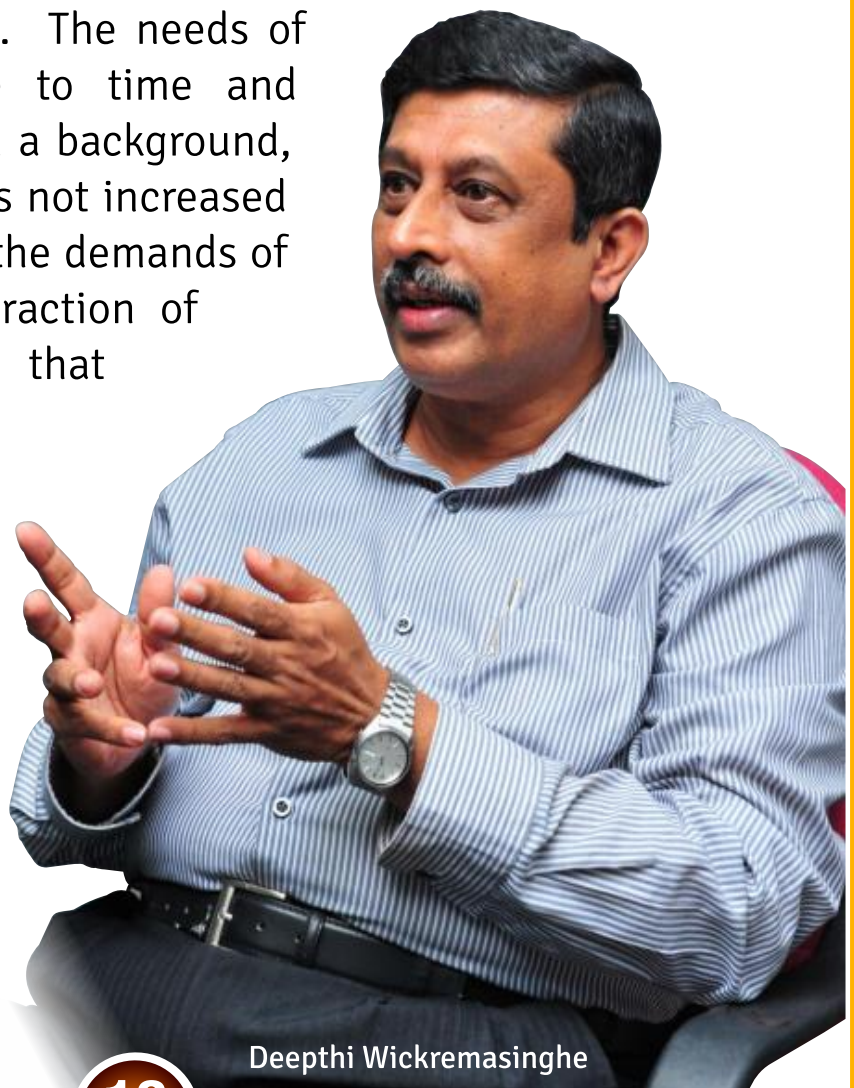
“I DID A SURPRISING AMOUNT OF FIELD RESEARCH TO MAKE A PRODUCT SUITABLE FOR NECESSITIES AND LIFESTYLE OF MODERN WORLD”

**Deepthi Wickremasinghe,
who won the world by inventing new things without being
imprisoned by tradition**

Sri Lanka is a fertile ground for handicraft artisans. It is no secret that the creations of their hands are invincible in the world.

But, the demand for such traditional creations is not everlasting. The needs of buyers change from time to time and country to country. In such a background, if the value of the product is not increased and does not evolve to suit the demands of the modern world, the attraction of the customers towards that product drops.

That is why Maestro Kumara thunga Munidasa stated “Aluth aluth de nothanana jathiya lowa nonagee” (The nation that does not produce new and modern things do not rise in the world.)



Deepthi Wickremasinghe

SUCCESS STORY : VIVEKA RATTAN & REED CRAFTS

Deepthi Wickremasinghe of Viveca Rattan Craft is a person who had won the world conforming to that statement and making new and modern products leaving aside traditional rattan products.

Deepthi Wickremasinghe, starting his life as a banker, left his profession to generate the inventor living in him. Interested in production research, he sought a new dimension to spread his business acumen.

Deepthi was eager to grasp an angle in rattan, bamboo, reed and banana fiber-related industry hitherto unseen by most craftsmen. That is the rattan products and house beautification field high in quality and standards.



“I left the bank and started to manufacture rattan-related furniture. All those products were not of traditional standards but products of modern fashion, conforming to international standards. I exhibited those products at the ‘Architect’ Exhibition in the year 1994. Surprisingly, most Star- Class hotels in Colombo invited me to provide my products to decorate their lounges..”

Deepthi made the mark of his Viveca Rattan Craft in the local market through his first step. Bet, his real target was the export market.

He sought the help of the Sri Lanka Export Development Board (EDB) in order to realize his export dreams.

“I inquired the Export Development Board whether there are opportunities for rattan products in the international market. The officials of the EDB edified me on how to enter the international market for rattan products. Furthermore, they gave me several opportunities that are not given to an apprentice entrepreneur. The tours to, and exhibition opportunities in Sweden, the Netherlands and Japan are special among those opportunities. The “Asia Expo” Exhibition of Japan is one of the best opportunities that opened export opportunities in Japan for me.”

Within a very short time, Deepthi succeeded in uplifting Viveca Rattan to a high position locally and at the international level as result of maintaining the quality and standards of his products optimally. A group of German entrepreneurs investing in Viveca Rattan was a great opportunity to broaden the operations of his Company in the international market and an endorsement of his products from Germany.

SUCCESS STORY : VIVEKA RATTAN & REED CRAFTS

Deepthi is well versed in facing the ups and downs of his Company with equanimity and restraint. When the German investors left the country due to the war situation and the market collapsing in the face of local and global economic crises, he successfully faced those challenges.



“Working to earn profits is the general nature of a business. But, I wanted to do something nobody else in Sri Lanka did.”

That is one of the secrets of his success.

“Buyers were under the deep-rooted impression that rattan products from Sri Lanka disintegrate and get attacked by weevils within a very short time. Some said that the finish was not good enough. But, everybody accepted that the rattan products from countries such as India, China and Vietnam were of very high quality. I thought that, if the craftsmen in those countries are producing furniture of high quality, why we can’t do the same. Truly, I changed the international and local attitude about the rattan products of our country..”

Deepthi has secured several awards for rattan products of Viveca Rattan. But, he says the most valuable award surpassing all those awards has been presented to his Company by its buyers.

“An Indian buyer who purchased our products at a trade exhibition highly valued them. He said, ‘The products of your Company are of better quality than Indian products’”

Presenting a traditional product with added value according to modern social necessities is an invaluable feature in Deepthi’s business.

“Once, I got an order from a children’s hospital in Japan to produce rattan cots to hold infants. I knew that there were generally more chances of the child suffocating on milk by laying them on a flat surface in the cot after being fed. I created a cot with the ability to adjust and raise the part of the surface holding the below-waist part of the infant while providing them with soft comfort. We received a great demand for that product from Japanese mothers.”

The experiments Deepthi conducted to promote environment-friendly products using indigenous raw material has to be valued greatly.

SUCCESS STORY : VIVEKA RATTAN & REED CRAFTS

“I produced the travelling bag used by foreigners coming to hotels in this country to carry their goods in touring outside or going to the beach using palm and coconut leaves. It is very popular in the hotels of this country.”

Rattan is imported as raw material for the products of Viveca Rattan because the raw materials available in this country are low in quality. But, because of the huge drain of foreign exchange caused by this, Deepthi has a massive expectation of making his products utilizing locally available replacement raw materials. We must be happy as a country for his experiments using environment-friendly raw materials such as ‘Gallaha’ reeds, banana fiber and palm leaves (Thal Kola) proving to be successful. From the present onwards, he is taking his Company to a new era of transformation to discarded raw material.

“The assistance rendered by State and private sectors for this industry is very less. An entrepreneur like me would not have been generated, If not for the assistance given to me by the Sri Lanka Export Development Board. I obtained all my overseas experience because of the Sri Lanka Export Development Board. The publicity medium for my business was our participation in trade exhibitions.”



In conclusion, we asked one question from this exporter who began at a very low level and took the name of Sri Lanka to the international level **“What is the secret of your success?...”**

His reply was..

“Most of our entrepreneurs import as much overseas products as possible and market them in Sri Lanka. But, I wanted to produce and export a product capable of competing with the products of other countries of the world. Necessity and dedication are not enough to achieve that.

I did a surprising amount of research in this field, developed the quality of our products to suit lifestyles and fashions, needs of the modern world and human behavior patterns and added value That is the secret of my success.”

Discussed with:

Upul Galappaththy

Trade Facilitation & Trade Information Division - Export Development Board

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120,000 visitors (110,769 visitors in 2017)	

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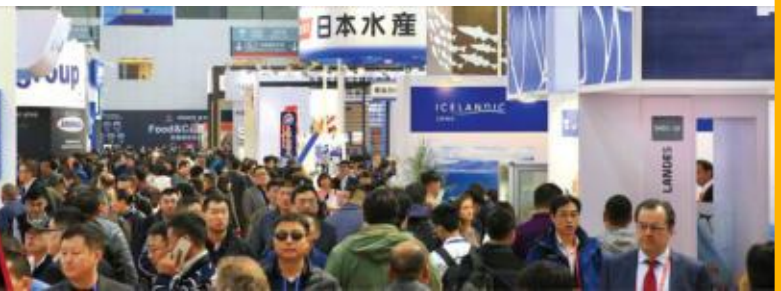
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EDB CALENDAR OF EVENTS-2018

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 Intl 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.
Jun.	Rubber	Outward Buyer Mission Program for Sri Lanka Rubber Gloves Industry @ India	IPD
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



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You may also submit your Issues through
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For further information please contact:

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

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