

# ORNAMENTAL FISH FROM SRI LANKA



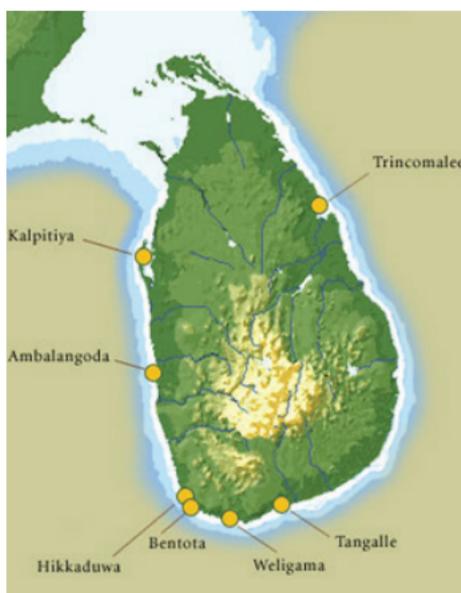
The Ornamental Fish Industry in Sri Lanka, which was initiated with household based small-scale outlets in the cities, has a long history. In the early 1930s, there were several small-scale importers, breeders and hobbyists in the country; and a commercial aquarium was set up in 1952 in Colombo. Ornamental Fish - the attractive, eye-catching finned creatures have been identified by generations of pet lovers across the world, as a relief for mental stress and illness.

## Key Products and Varieties

Sri Lanka exports marine, freshwater, brackish water fish species and marine invertebrates. Experienced scuba divers collect marine fish and invertebrates from the waters around the island; while a large number of small and medium scale producers, who are dedicated to maintain high quality standards, breeds freshwater species in captivity.

Freshwater aquarium fish comprise of more colourful and striking species of Guppies, Swordtails, Platys Barbs Tetras, Angels, Gouramis, and Catfishes etc. Out of the freshwater species exported from Sri Lanka, about 60-70% consists of famous fancy Guppies. These are highly recognised in the international market for its strength and high diversity when compared to other countries.

## Major Diving Sites to Catch Ornamental Fish in Sri Lanka



## Specialties associated with Products

Sri Lanka with its specialists produces new varieties with different features, to ensure that it has a refreshing collection. Sri Lanka won 30 awards for the best and new varieties of various species at the "Aquarama 2013" international ornamental fish competition held in Singapore, indicating the professionalism in fish breeding. Guppy from Sri Lanka is considered a better product in the international market for its quality, strength and life in the aquariums. Several exporters also breed most marine fish caught in seashores across the country and a few marine fish and invertebrate varieties like Clown and Sea horses. Marine fish and invertebrates are collected by experienced scuba divers without the use of any chemicals and carefully quarantined to guarantee the best quality when they reach the customer.



## Value/Quantity and Exports

A majority of ornamental fish production targets the export market; however, those not up to international quality standards are sold at the local market. There are around 45 established exporters in the sector. In 2011, the turnover accounted to US \$ 10 Mn.

In the last 5 years ornamental fish exports remain stable with slight fluctuations in the turnover. However, in the first quarter of 2013 it has recorded a 23% growth compared to 2012.

Key markets supplied to are; the USA, Japan, the United Kingdom, Germany and France. There are also emerging markets such as Qatar and Canada, demonstrating high growth in demand for from Sri Lankan ornamental fish.



## Government Policy and Support

Scuba divers, who adhere to government's rules and regulations, securely collect fish from their natural habitat. Responsible government institutions always monitor their activities to ensure an eco-friendly industry.

Exporters adhere to proper quarantine practices to guarantee the quality of the fish. Upgraded withholding capacities and filtering systems are the features associated with this system. Therefore, Sri Lanka is able to cater to the USA, Japan and the EU as main market places for its ornamental fish products.

The Wild Life Act is also under implementation by the government to control and govern; caching and breeding of endemic fish species. Training programs have been conducted for breeders and fish farmers. Research and Development and Product Development facilities for new varieties are also available with government Institutions such as the National Aquatic Resource and Research Agency (NARA) and the National Aquaculture Development Authority (NAQDA).

The Sri Lanka Export Development Board (SLEDB) is currently developing quarantine facilities for exporters to ensure minimal health issues in ornamental fish exports.



## Infrastructure

- ◆ Newly constructed road system and highways
- ◆ Newly constructed airport in Hambantota
- ◆ Islandwide information and training centres

## Licenses & Certifications Required

- ◆ Health Certificate ( Dept. of Animal Quarantine)
- ◆ Certificate of Origin ( Dept. of commerce)
- ◆ GSP Form A for Marine Fish or Plants ( Dept. of Commerce )
- ◆ Permit for Restricted Species (Dept. of Fisheries and Aquatic Resources)
- ◆ Water Quality Certificate ( NARA / ITI)



## SRI LANKA EXPORT DEVELOPMENT BOARD

The Sri Lanka Export Development Board is Sri Lanka's apex organisation for the promotion and development of exports. It was established in 1979 under the Sri Lanka Export Development Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, headed by H.E. the President of Sri Lanka, which is the policy-making body of the EDB.

### What We Do

We assist in negotiating business with Sri Lanka, either as an importer or an investor in export production.

Functions of the EDB encompass a range of activities such as promoting exports, organising buyer-seller meets, and exhibitions, providing essential information to both local and foreign entrepreneurs and assisting in the formulation and maintenance of quality standards wherever applicable.

The EDB is manned by a team of professionals, knowledgeable in their own specialized areas, who maintain close personal links with the respective sectors and hence highly competent in providing you helpful advice.

The EDB has on its Board of Management, representatives of both state and private sector organisations involved in export activities. Dedicated to the task of promoting more exports and better exports for the benefit of exporters and importers alike, the full range of its services are provided free of charge.

# SRI LANKA EXPORT DEVELOPMENT BOARD



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