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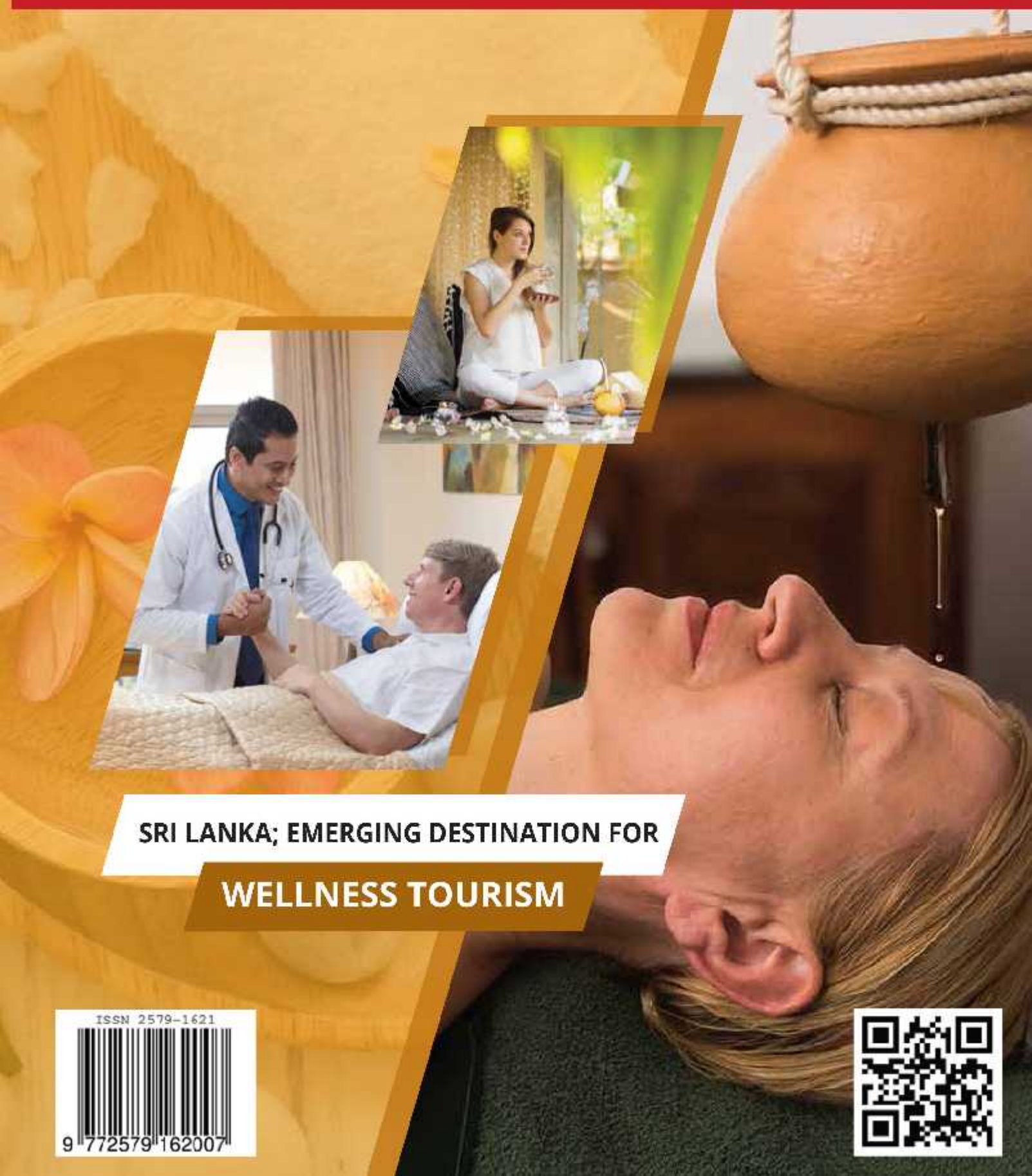

SRI LANKA; EMERGING DESTINATION FOR WELLNESS TOURISM

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Sri Lanka, Germany,
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STANDARDS & ACHIEVEMENTS

EDITORIAL

The theme of this edition of Business Lanka Magazine is 'Wellness Tourism' and features a wide array of informative articles and interviews giving unique insights into Sri Lanka's well-established medical system in indigenous medicine, western health services and other alternative medical practices, which make the country an ideal destination for medical travellers.

The wellness tourism sector has been identified as one of the key sectors for development and promotion in the National Export Strategy (NES) of Sri Lanka. Featured in the magazine is an exclusive interview with Dr. Franz Linser, Founder and CEO of Linser Hospitality, an internationally renowned consulting firm based in Austria. He is a world-renowned wellness tourism expert in developing modern innovative health and wellness projects. Dr. Linser goes into detail on Sri Lanka's potential for becoming a regional hub for wellness tourists from the EU.

Professor Lal Chandrasena of the Private Hospitals Association imparts his knowledge on Sri Lanka becoming an emerging medical tourism destination, and explains the process of acquiring international accreditation to local private hospitals and the role of the association to ensure high standards of medical professionals.

We discuss broad initiatives and ongoing international promotions implemented by the Sri Lanka Tourism Promotion Bureau.

Two articles featured in the magazine provide valuable insights into the two streams of medicine that have become mainstream in Sri Lanka. One article tackles the historical legacy of Indigenous Medicine, its resurgence in the past decades in the context of wellness tourism. The other article deals with Western Medicine and how it became the staple medicine system in Sri Lanka.

Another feature article delves into the brief history of Ayurveda in Sri Lanka and its holistic approach to human health and wellbeing.

Throughout the feature articles and interviews, we are able to impart knowledge on inbound health and medical tourism in Sri Lanka and explore the lucrative prospects it offers for investors.

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BUSINESS LANKA
Sri Lankan Pride Across The World

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DIGGING DEEP INTO TRADITION TO BUILD SRI LANKA'S WELLNESS INDUSTRY

Sri Lanka's indigenous medical system has its origins more than 5000 years ago. The present indigenous medical sector blends with "Deshiya Chikitsa" inherited in Sri Lanka, Ayurveda and Siddha practices from India and Unani system from Greece which spread from the Arabian region. The Wellness Tourism also interconnects with other spiritual practices such as Yoga and meditation as it defines the balance between body, mind and soul.

The standard wellness tourism product is provided in resort or hotel environments. It builds on body and facial therapies and wet areas such as steam rooms and saunas and tends to focus on pampering and relaxation. This wellness product has become global and can be found in most countries. Sri Lanka needs to find and define its own wellness directions that puts the country in a competitive position and can be attractive in the Asian region and beyond.

The growing interest in and demand for wellness services is a favourable global trend for the development of this industry in Sri Lanka. Many countries and destinations are defining themselves as wellness tourism destinations but most do not have Sri Lanka's rich cultural and wellness lifestyle-based heritage.

There are several strong competitors such as India, Malaysia and Thailand, as well as the Republic of Korea and Dubai setting the benchmark for medical tourism. The key competitive factors oscillate between prices, access, amenities and reputation of both the hospital and the specialist. These are considered generic qualities and success mainly depends on how much the destination and its investors are ready to invest into medical infrastructure and human resources.

Sri Lankan Western hospitals are also receiving medical tourists from Maldives, Seychelles, South Asian and African region mainly for cost effective medical treatments. The sector is well established with internationally recognized medical professionals practising in UK and USA. Targeting medical travellers, our private hospitals have obtained international accreditations such as JCI and ACHSI. Also, the industry is armed with modern infrastructure facilities and high-tech health equipment to cater to this need.

In the present context, Sri Lanka caters to two main segments. Countries which cannot find quality medical service in their own country such as Maldives, Seychelles, and African countries where the western medical sector has a vital role. The other segment is the countries in higher ranks in the development index, which they are seeking for preventive treatments to develop their personal wellbeing, where the Sri Lankan indigenous/Ayurveda sector could cater to.

THE FIRST AND MOST OBVIOUS OF THESE ADVANTAGES IS SRI LANKA'S CULTURAL HERITAGE, WHICH HAS MANY OF THE CHARACTERISTICS THAT ARE IN HIGH DEMAND IN THE DEVELOPED WORLD'S TOURISM MARKETS. AMONG THESE CHARACTERISTICS, FOUR COULD ALLOW THE COUNTRY TO STAND OUT AS A WELLNESS TOURISM DESTINATION:

- The philosophy supporting Sri Lankan culture: The balance of mind, spirit and body is a core principle held by the Sri Lankan population and is an integral part of the country's culture and life philosophy. This is particularly reflected in traditional health systems and medicines, which do not dissociate the physical from mind-related treatments.
- The long history of Sri Lankan traditional medicine supports its legitimacy: Such approaches have been practised for many thousands of years in Sri Lanka, with Ayurveda at the core of the medical approach. The fact that those techniques were built and tested over a long time reinforces their appeal for clients seeking alternative medicines as preferred approaches to health.
- Sri Lanka's traditional health system is specific to the country: Ayurveda is a major component of Sri Lanka's approach to health as well as to well-being, but the country follows a different doctrine than neighbouring countries. In Sri Lanka, Ayurveda has been merged with local traditional knowledge, especially with regard to ingredients and their transformative properties. This gives Sri Lankan traditions their uniqueness. Ayurveda in Sri Lanka is not only a health system but also an integrated part of the country's lifestyle. This gives a special foundation to any development based on or inspired by Ayurveda.

- Mindfulness culture associated with Buddhism: Over 70% of the population of Sri Lanka is Buddhist and Sri Lanka hosts the holiest Buddhist temple of the world, the Temple of Tooth in Kandy, where Buddha's Tooth Relic is kept.

These natural and cultural endowments of Sri Lankan culture could be harnessed to build both a wellness tourism and an associated medical tourism industry that is authentic and anchored in traditions. This could have a positive effect on the tourism sector and could have a positive spillover to other industries. Tourism is a good means to build a national brand, as it conveys a country's image through tourists' experiences. A strong link to the ideas of health and tradition could also boost parts of the food sector, as well as skincare products coming from Sri Lanka.

Wellness tourism has several definitions. The one that should be applied for Sri Lanka is: 'Tourism which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual.'

Two subsets of wellness tourism are especially relevant to Sri Lanka:

- Holistic tourism is based around alternative and complementary health and healing treatments and therapies aimed to balance body, mind and spirit.

- Spiritual tourism focuses on the search for higher meaning and transcendence and the connection to oneself and the universe. This can involve visits to spiritual sites, landscapes or retreats, as well as activities like yoga and meditation.

DEVELOPING A SRI LANKA CENTRIC WELLNESS OFFER

Looking at general market trends, facilities that adapt a health orientation (and which are called healthy hotels in the accommodation sector or healthy options in services) tend to garner more interest and attention. This trend relates to hotels and resorts that provide a wide range of options for guests to lead a healthier lifestyle during their stay. This is the least intensive segment of the wellness sector since any guest can choose these services: they do not need to be wellness-motivated guests. Especially in the medium and long-term, the healthy hotel product can be relevant for Sri Lanka. As Fengshui can be used in the development of commercial facilities (such as spas or hotels), Ayurveda could also be considered as a general driving principle for accommodation providers, This could lead to Ayurvedic-specific hotels or Ayurveda principles could be adapted by healthy hotels to define guest benefits and operational standards. Family-oriented wellness facilities represent the most growth potential for travellers looking for locations and services with a wellness focus for their international trips. This has limited relevance to Sri Lanka, but two other types of facilities with expected high growth potential, destination spas and retreats, are more relevant. Destination spas are costly to develop and run and are very dependent on the overarching healing concept that they adopt.

There must be a clear definition of the benefits of a wellness trip-general relaxation and pampering may not be enough anymore. The market has three major development directions: 1. Generalization-wellness attributes are associated with everything from shoes to hotels. 2. Localization – (re)discovery of local assets in wellness and lifestyle (for instance, natural resources such as thermal springs and traditional healing such as traditional Chinese medicine). 3. Fusion-combining various elements and assets to create something innovative, creative and attractive (for example, hydrotherapy combined with Ayurveda becomes aquaveda). Sri Lanka has to find opportunities in all three directions. The country has resources, tradition and opportunities for all three types of product development that it should capitalize on.

THE WAY FORWARD

The wellness sector presents a clear opportunity for development in Sri Lanka, since there is a strong match between global trends and Sri Lanka's local resources and traditional health approaches. The country has all natural and traditional endowments that can be used to develop a sustainable wellness tourism value chain that is deeply rooted in the local communities and traditions.

Since the wellness tourism sector is a young industry, the government has not yet had time to develop the necessary support and policy frameworks, but a stronger institutional intervention is the only way to ensure the sector reaches the vision described by the Tourism Vision 2025 and the Tourism Strategic Plan 2017-2020. In the worst case, opportunistic activity could have a durable negative impact on the country's image as a destination and as a possible supplier.

It thus becomes urgent that institutions take action to understand the sector and to support it accordingly. A solid framework will need to be established for the sector in terms of governance, quality assurance, regulation and well-targeted promotion. This will allow Sri Lanka to develop a reputation for services that are well-known and of high quality, while being sustainable and symbiotic with the local population.

SOME KEY AREAS TO FOCUS INCLUDE:

1. Certification requirements: The paramount need is to establish a national certification system for wellness and traditional medicine service providers, while international certification options are needed to support the western medicine segment.
2. Institutional adjustments: Due to the complete absence of institutional coordination and support in the wellness and traditional medicine sectors, there is a need to fill that gap and initiate sector coordination through institutions in both segments.
3. Regulatory amendments: In the wellness and traditional medicine segment, creation of quality assurance mechanisms and regulations is one of the major action areas needed to ensure the sector's proper operation and to secure the reputation of service providers.
4. Investment requirements: Investment in Sri Lankan tourism will need to be guided to avoid the generalization and commercialisation of natural and cultural assets in wellness and medical tourism.

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SRI LANKA – EMERGING MEDICAL TOURISM DESTINATION

PROFESSOR LAL CHANDRASENA
President - Private Hospitals Association

While the definition of tourism is universal, wellness tourism and medical tourism are two phrases which are same and different at the same time with no general consensus on a definition. Medical tourism is also defined as people travelling to a different place to receive treatment to a disease, an ailment, or a condition, or to undergo a cosmetic procedure, and who are seeking lower cost of care higher quality of care, better access to care or different care than what they could receive at home.

Deloitte defines Wellness tourism as involving people who travel to a different place to proactively pursue activities that maintain or enhance their personal health and wellbeing, and who are seeking unique, authentic or location-based experiences/therapies not available at home.

In essence, medical tourists are generally ill or seeking cosmetic/dental surgical procedures or enhancements while wellness tourists are generally seeking integrated wellness and prevention approaches to improve their health/quality of life.

Ayurveda, is an ancient system with historical roots in the Indian subcontinent.

Modernized practices derived from Ayurveda traditions are a type of therapies and practices that have been integrated in general wellness applications and will not form a part of this discussion.

The United Nations World Tourism Organization (UNWTO) reports that the number of international tourists reached one billion in 2012 from merely 25 million in 1950.

Tourism trend also shows projected growth in tourist arrivals in emerging economies between 2010 and 2030that is double that of the traditional advanced economy tourist destinations in Europe and North America. The biggest growth is expected to take place in Asia and the Pacific where the annual increase in tourist arrivals is forecasted to increase by 331 million to reach 535 million by 2030.

OVERVIEW OF THE MEDICAL TOURISM INDUSTRY

Visa estimates 11 million tourists travel each year for medical care. This is 3-4% of the world's population. Patients beyond Borders provides a more conservative estimate of the industry's worth at USD 45.5-72 billion with 14 million travelers spending approximately USD 3,600-7,600 per medical visit.

The Medical Tourism Association estimates it at USD 100 billion merely by calculating the estimated annual growth proposed by Deloitte in 2008. Transparency Market Research in 2016, valued the global medical tourism market at around US$46.46 billion. It is foreseen to soar to around US$160.8 billion by the end of 2025.

The statistics vary on the size of the industry but the fact that Medical Tourism remains a big and steadily growing industry is indisputable. The Medical Tourism industry has a promising future. Visa feels it will grow 25 percent each year. Deloitte expects medical traveler numbers to increase 35% annually. Currently, Americans make up the largest number of medical tourists but China with its growing middle class is expected to surpass them by 2025. According to The Commonwealth Fund, the United States has the most expensive healthcare prices in the world. The second highest country is Australia.

MEDICAL TOURISM GROWTH IS DRIVEN MAINLY;

Cost savings – The cost of a procedure done in a developing country is often one fourth the cost done in a western country like USA, EU or UK.

Quality and Standard of healthcare in developing countries – With the healthcare sector opening up for foreign investments, Joint ventures and partnerships, International accreditations (JCI, MTQUA), Physicians trained in USA/UK returning back home lured by the improving economic conditions has all immensely contributed to the enhancement and advancement of the healthcare sector in developing countries. No waiting lists and quick access to care – Due to very high demand from the aging baby boomer population, healthcare sector in developed countries are plagued with backlogs and long queues. Faster and cheaper alternatives without compromising quality are increasingly found in developing countries.

Affordable international travel – ease and increasing number of flights and connections have contributed to the growth of medical tourism. While people have to seek medical care in their home countries for acute illnesses and emergencies, elective surgeries which have cost savings, high quality, no waiting have made more and more people seek care outside of their home countries.

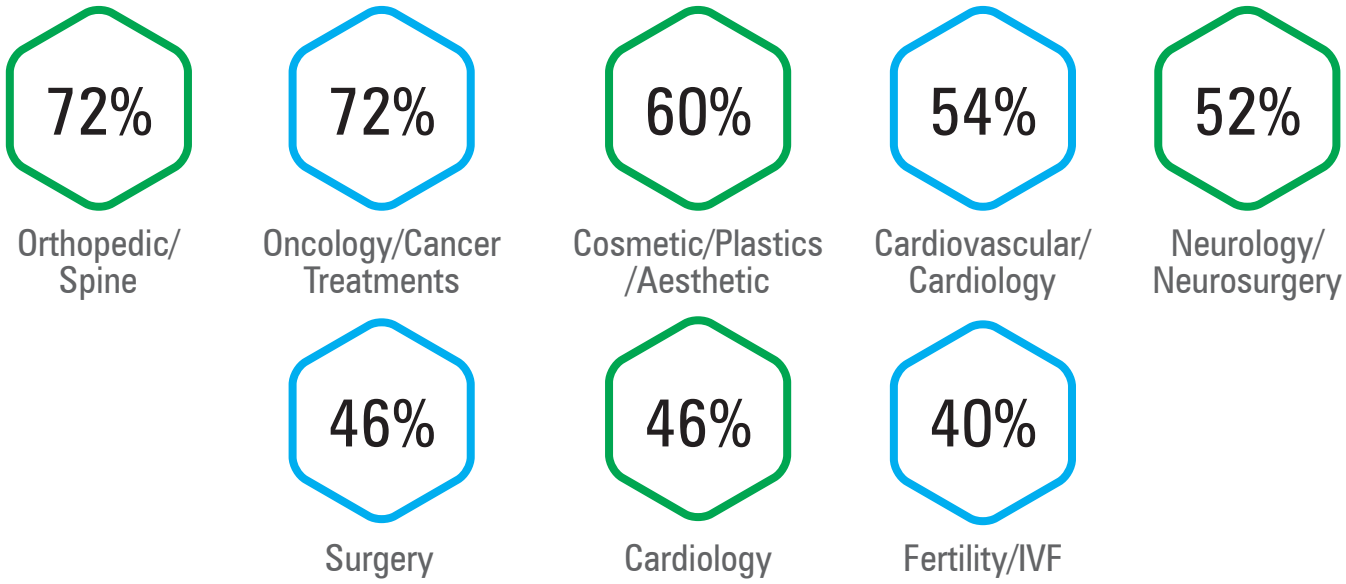


FIGURE 1 – PROCEDURES COMMONLY SOUGHT BY MEDICAL TOURISTS
(SOURCE – INTERNATIONAL HEALTH RESEARCH CENTER)

As people are taking that first step of traveling out of their home countries in seek of medical care, communication plays an pivotal part. Preliminary information on country, healthcare, hospitals, cost can now be found on the internet making international coordination between hospitals and patients less intimidating.

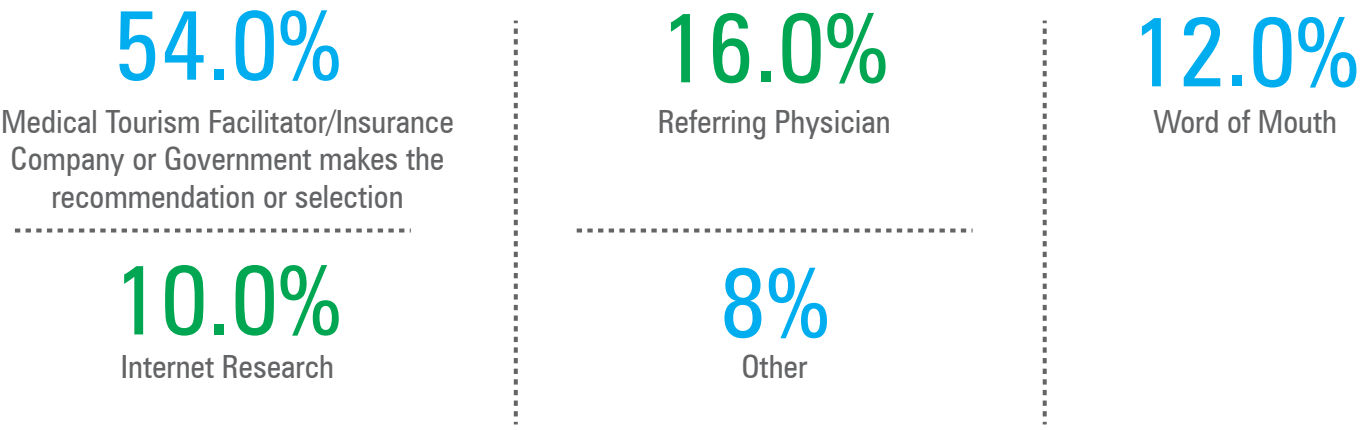


FIGURE 2 – HOW PATIENTS CHOOSE THEIR PREFERRED HEALTHCARE PROVIDER
(SOURCE - INTERNATIONAL HEALTH RESEARCH CENTER)

If we break down the payment method; 40% of them are Individual self paying with another 30% utilizing their insurance. Furthermore 86% of patients bring family members with them on their medical travel trips. Almost 80% of the patients spend between one and four weeks abroad for their procedure. This number is almost evenly split between those who spend 1-2 weeks and those who spend 2-4 weeks at their destination. 11% spend more than four weeks abroad.

The safety of the destination is paramount in the medical tourism arena with tourism attractions and ease of travel also considered important when choosing appropriate destinations.

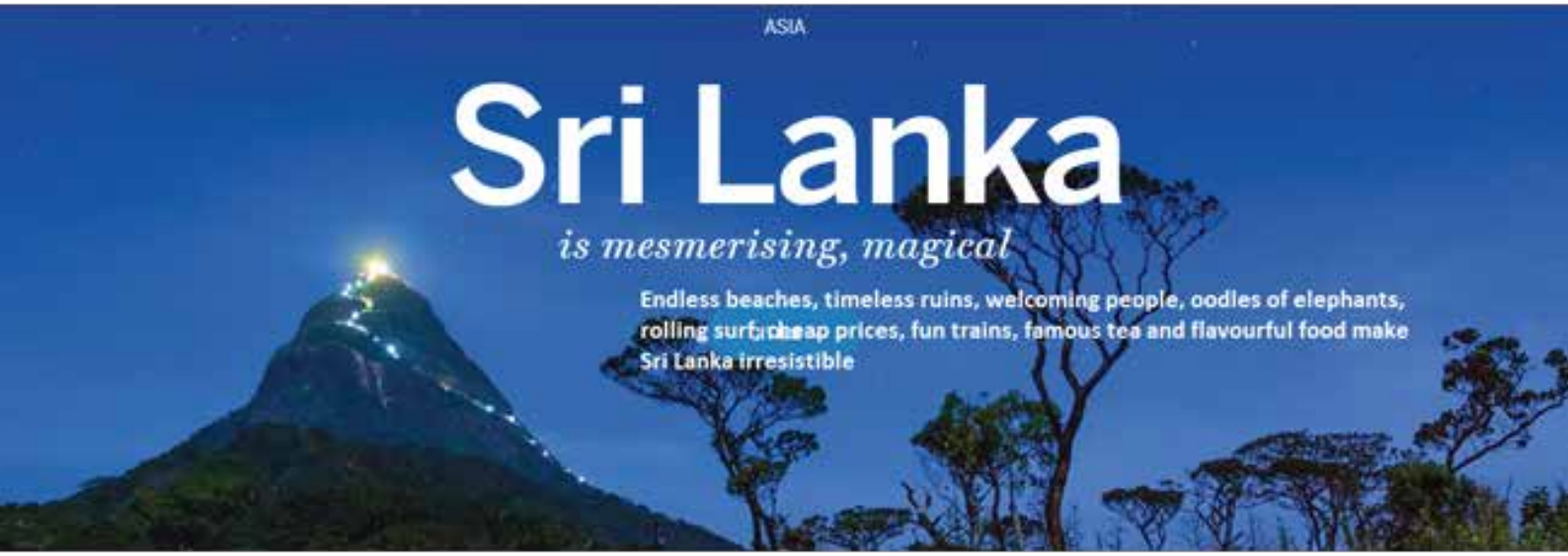
MEDICAL TOURISM GROWTH IS DRIVEN MAINLY;

India is one of the first countries to recognize the potential of medical tourism after a Confederation of Indian Industry and McKinsey study on Medical Tourism that got the Government strongly supporting the sector. Based on the growth forecasts medical tourists going to India is estimated to grow to over half a million annually. Surgical treatments especially cardiac procedures, orthopedic procedures, cosmetic surgery are much in demand by medical tourists. Dental treatments are also one area that is catching up rapidly.

Thailand is reported to have earned USD 8 billion from 2010 to 2014 from medical tourists treatments alone. Stunning tourist attractions, travel convenience, state-of-the-art medical technologies, international accreditation, security are some of the advantages Thailand explores. Thailand's major market focus is Japan and Middle East. Thailand Medical Tourism Cluster is a government agency cluster that spearheads its medical tourism sector. Cardiac procedures, Spinal fusions, orthopedics, cosmetology, prostrate surgeries are common.

Malaysia's cost effective treatments, hospital facilities that match or exceed western standards, skilled medical professionals, along with strong government support through the Malaysia Healthcare Travel Council (MHTC) have been successful in bringing in over 583,000 medical tourists in 2016 alone according to MHTC. These medical tourists are mainly from Middle East, Indonesia and Bangladesh seeking assistance in fields such as Oncology, Cardiology, Cardio-Thoracic and Fertility. Malaysia attracts many medical tourists from neighboring Singapore due to significant lower cost.

Philippines joined the medical tourism service industry not driven by the economic aspect but as a counter measure to stem the brain drain the medical sector. Majority of medical professionals especially nurses in USA, Canada, UK, EU and Singapore are Philippines. Japan, Taiwan, Hong Kong, USA are major markets for Philippines. Specialties such as Cardiology, Cosmetic, Transplants bring in most patients. Government supports these initiatives through the Philippine Medical Tourism Program (PMTP).



HEALTH CARE:

Healthcare services in the public sector is the responsibility of the Ministry of Health, Nutrition and Indigenous Medicine and Provincial Council Health Ministries. Facilities provided by the state sector ranges from preventive, curative and rehabilitative healthcare services. Public healthcare is provided through three tiers, and is organised as primary (facilities that offer non specialist inpatient and out-patient care such as maternity homes, central dispensaries, rural hospitals, peripheral units and divisional hospitals), secondary (base hospitals, district general hospitals & provincial hospitals that offer general surgical and medical units in addition to providing out-patient care) and tertiary (teaching hospitals and provincial general hospitals which have all facilities in secondary care institutions as well as other specialties) level hospitals on the basis of size and facilities offered.

According to the Ministry of Health, utilization of inpatient healthcare services is dominated by the public sector, whilst outpatient care is dominated by the private sector. Public healthcare infrastructure has not kept pace with the growth in demand for healthcare services in the country. Physical infrastructure, particularly in most rural areas are inadequate to meet today's healthcare demands. This has resulted in long waiting times for treatment, poor quality service and unsatisfactory attitudes of some healthcare workers in the public healthcare system.

Hence naturally Medical/Health Tourism will have to be promoted together with the Private Sector Health care service.
The main players in the private sector are Nawaloka Hospitals PLC, Durdans Hospital PLC, Asiri Hospital Group PLC., Lanka Hospitals PLC. and Hemas Hospitals.

• NAWALOKA HOSPITALS PLC:

Nawaloka Hospitals PLC is one of the largest and long standing private hospitals in Sri Lanka. The hospital commenced operations in 1982 with 100 beds and has grown rapidly over time introducing many new technologies to the healthcare market in Sri Lanka.

Nawaloka Hospitals is an ISO accredited hospital and presently has a capacity of 400 beds. It is the largest private hospital in Sri Lanka. The hospital functions as a multi-specialty general hospital and offers care in approximately 17 specialties. The hospital is also the largest consulting practice with more than 300 visiting specialists.

• DURDANS HOSPITAL PLC:

Durdans Hospital PLC has a total bed capacity of 300 and is reported to attract 174 visiting consultants. The hospital's primary focus with respect to service delivery lies in the areas of paediatrics, obstetrics, gynaecology and diagnostics.
Durdans is a dominant player in the diagnostics market. Durdans Hospital PLC is JCI & ISO accreditated.

• ASIRI HOSPITALS GROUP PLC:

Asiri Hospitals Group PLC has 3 main multi-specialty fully fledged hospitals under its umbrella. Also known to be the leader in diagnostic services in Sri Lanka with state of the art laboratories, diagnostic equipment and skilled staff.

- LANKA HOSPITALS PLC:

Lanka Hospitals PLC is the most recent entrant to the private health care industry in Sri Lanka. The hospital provides care via the main facility located in Colombo and eight off site clinics located around the country. It operates as a multi-specialty hospital and has an installed bed capacity of 350. JCI accredited.

ADVANTAGES SRI LANKA HAS

- COST SAVINGS

Price comparison of selected medical procedures

Surgery	Sri Lanka	India	Thailand	Malaysia	USA
Heart bypass	6,220	5,200	15,121	11,430	144,000
Angioplasty	3,110	3,300	3,788	5,430	57,000
Heart valve replacement	6,220	5,500	21,212	10,580	170,000
Hip replacement	4,440	7,000	7,879	7,500	50,000
Hip resurfacing	4,440	7,000	15,152	12,550	50,000
Knee replacement	3,550	6,200	12,297	7,000	50,000
Spinal fusion	2,665	6,500	9,091	6,000	100,000
Dental implant	1,330	1,000	3,636	354	2,800
Gastric sleeve		5,000	13,636		28,700
Gastric bypass		5,000	16,667	9,540	32,927
Lap Band		3,000	11,515		30,000
Liposuction	2,220	2,800	2,303	2,299	9,000
Tummy tuck		3,000	5,000		9,750
Breast implants	2,220	3,500	2,727		10,000
Rhinoplast		4,000	3,091	1,293	8,000
Face lift		4,000	3,697	3,440	15,000
Hysterectomy	1,155	2,500	2,727	5,250	15,000
Lasik	1,155	500	1,818	477	4,400
Cornea	530		1,800		
Retina	530	850	4,242	3,000	
IVF treatment	3,550	3,250	9,091	3,819	14,500
Kidney transplant	17,500				

* All figures are in USD terms

- PHYSICIANS TRAINED IN UK AND THE COUNTRY'S WELL EDUCATED, ENGLISH SPEAKING MEDICAL STAFF
- AFFORDABLE INTERNATIONAL TRAVEL

- INTERNATIONAL ACCREDITATIONS (JCI, MTQUA)

Sri Lanka is an island situated off the southern coast of India. It lies between northern latitudes50 55' and 90 50' and eastern longitudes 790 42'and 810 52'. The island is in the northern Indian Ocean in South Asia, separated from the Indian sub continent by a narrow strip of shallow water, known as Palk Strait. Total area of the country is65,610 square kilometers including inland water. The mean temperature ranges from 26.50C to28.50C (79.70F to 83.30 F) in the low country and from 140C to 240C (580F to 750F) in the hill country. The country is known as the 'Pearl of the Indian Ocean' because of its natural beauty. It contains tropical forests and diverse landscapes with high bio diversity. In addition the country has a rich cultural heritage with much evidence in historical places like Anuradhapura, Polonnaruwa and Sigiriya. The hill country as well as the South West region receives sufficient rain. The rest of the island, mainly the North, North Central and Eastern parts remain dry for a considerable period of the year.

WELLNESS TOURISM IN SRI LANKA ON A GLOBAL SCALE

As the pioneer tourism body in the nation to enhance the growth of the tourism sector in the country, Sri Lanka Tourism Promotion Bureau contributes to promote destination Sri Lanka with its continuous tourism promotional campaigns, events, and consumer fairs and international press trips. Tourism in Sri Lanka has expanded to greater dimensions such as Eco tourism, Film tourism, Wedding tourism, Culinary Tourism, medical tourism and in today's context, wellness tourism too, turns out to be a niche segment of tourism in Sri Lanka.

Sri Lanka Tourism has identified an array of themes such as Scenic, Wild, Thrills, Bliss, Essence, Festive, Heritage and Pristine, which depicts the ultimate wonders of Sri Lanka as a compact island. Under the Theme ''Bliss" Sri Lanka Tourism has described the crucial role wellness tourism plays to promote Sri Lanka as a popular wellness tourism destination with its ancient and traditional Ayurveda treatments dating back to thousands of years.

The traditional Ayurveda healing methods and exercises vary from Ayurvedic steam baths and saunas to meditation, Acupuncture, energy medicine and yoga. Based on herbs and diet, it was the regions only treatment method until the introduction of western medication.

''Ayurveda" which derives from ancient Sanskrit means ''the Science of life" which has a holistic approach to the ways the body and mind can be treated. Ayurveda consists of three vital forces – Vata (wind), Pita (fire) and Kapha (earth).Ayurveda is known for its amazing healing methods for certain illnesses which even surpasses western medication practices, and Ayurveda treatment methods have captured the western world and most tourists have recognized Sri Lanka as their destination of choice for medication.

Specialized instructors and trained staff are based in every luxury hotel to look into the visitor's needs, from Ayurveda body massages to Ayurveda steam baths and Ayurveda herbal baths. Some of these Ayurveda resorts possess '' beheth oru" which dates back into the ancient times, immersing the individual in a boat filled with herbs and medicinal drugs plants to rejuvenate, refresh, and heal the body.

Affiliated to wellness tourism, there are many segments and sub categories including traditional and alternative medicine, spas, spirituality, nutrition and fitness, and also Sri Lanka's historical connection with Ayurveda are the key reasons for the global demand for the wellness of mind and body. Tourists and travelers who need to get away from their busy and stressful lifestyle, will find it a most relaxing experience to indulge themselves in the amazing Ayurveda and holistic treatment to rejuvenate and refresh their minds and enjoy themselves in the luxurious comfort of Sri Lanka's exclusive spas.

Sri Lanka's top source markets for wellness tourism includes European countries, USA, China and Japan, while most of them are focused on treatment for weight loss, stress relief, detoxing to get away from their busy and stressful life styles in their countries. Most tourists like to experience the powers of meditation and yoga to maintain a perfect mental health and a healthy lifestyle. To promote these elements of wellness tourism, luxury spas, Ayurvedaproducts, herbal treatments, and meditation centers are available in star class hotels, boutique hotels and luxury villas across the island. Each of these establishments are closely monitored by Sri Lanka Tourism to ensure quality of products and services.

In wellness tourism, a healthy and nutritious diet is also a key factor. Providing organic food products, and looking towards a healthy diet with fruits, vegetables can be very beneficial for health conscious travelers. In this regard Sri Lanka Tourism contributes to promote spice gardens, herbs and spices to create awareness of authentic and healthy Sri Lankan cuisine and its health benefits.

Since Ayurveda is concerned with treating the inside as well as outside the human body, one can enjoy the authentic Sri Lankan cuisine prepared in the Ayurveda manner, which are freshly harvested and prepared using authentic herbs and spices sourced locally. In Ayurveda, food is classified into six taste categories:sweet, sour, salty,bitter, pungent and astringent.To receive a proper nutritional balance, Ayurveda philosophy recommends all these categories in every meal.

Holistic wellness such as Yoga and meditation have also gained immense popularity over the years in wellness tourism. For those who seek the inner peace of mind and relief from mental tension, these elements tend to be highly productive, and specialized instructors and trained staff are widely available to look into visitor's needs.

The wellness tourism sector in Sri Lanka is heading towards rapid growth but has to be nurtured carefully in collaboration with the industry stake holders from both government and private sector. Potential new markets for traditional medicine include Gulf /Russian federation countries, Eastern Europe, the far east and Australia. The government has recognized wellness tourism as a key sector for investors. Wellness tourism can be considered as a niche market for the country because of its potential to attract foreign investment and revenue generation.

While wellness tourism was once single dimensional and was restricted to pampering spa vacations, nowadays wellness travel includes many combinations of healthy experiences including eating, cooking, exercise and meditation.

Sri Lanka has the potential of being successful in marketing Ayurveda products to tourists who like to experience the relaxing aroma of Ayurveda products. Sri Lanka already has exclusive and local Ayurveda brands that are exported in order to popularize traditional Sri Lankan Ayurveda overseas.

Sri Lanka Tourism Bureau is working towards ensuring that Sri Lanka's wellness tourism sector is developed at an international level, with the aim of bringing more tourists to the island and promote Sri Lanka as a holiday destination popular for every aspect of tourism. Sri Lanka's tourism authorities are focused on applying global quality standards on the services provided by the local health tourism sector.

The main objective of Sri Lanka Tourism is to promote Sri Lanka as a preferred holiday destination enriched with its natural resources, scenic landscapes, diversity of locations, authentic cuisine and cultural heritage. In its promotional campaigns overseas, Sri Lanka Tourism makes it a point to highlight Sri Lanka's Ayurvedic bliss via many platforms.

Among the recommendations made by the international trade center for the development of medical and wellness tourism, Sri Lanka has positioned itself as one of the authentic Ayurveda wellness destinations in the world for development, production, and export of Ayurveda linked cosmetic and supplementary products to the global market. With the wellness tourism rapidly growing to be a promising sector, Sri Lanka has a huge potential of becoming a wellness tourism hub.

With natures touch and luxury blending together, Sri Lanka is one beautiful destination which has everything to offer, from a wide diversity of locations to a rich and a glamourous culture.

Therefore, wellness tourism in Sri Lanka moves towards a promising dimension of bringing more tourist arrivals and revenue to the country, and Sri Lanka Tourism Promotion Bureau will extend its global support to develop this segment of tourism via its global promotional campaigns, highlighting its traditional heritage and promoting Ayurveda products especially in the European continent and other markets.

SIDDHALEPA

THE LEADING INDIGENOUS AYURVEDA MEDICAL COMPANY IN SRI LANKA

The Siddhalepa Group is founded on the ancient practice of Ayurveda in Sri Lanka, a family heritage of over 200 years and three generations. Siddhalepa (the balm) is the flagship brand of the Hettigoda Group, manufacturers of over 150 ayurveda pharmaceuticals, health, beauty, skin and oral care, wellness and spa products. The Group was founded in Sri Lanka in 1934 by Kidney Specialist and Astrologer, Dr. Hendrick de Silva Hettigoda who hailed from an ancestry of ayurveda physicians of Sri Lanka. In 1969, of his nine children, Hendrick De Silva Hettigoda chose his fifth child Victor, to continue his ayurveda medical practice. The father recognized in this son, the makings of an entrepreneur. Victor is also the nephew of a world-famous Buddhist priest and philosopher, the late Venerable Aggamahapanditha, Prof. Walpola Sri Rahula Thero, who authored What the Buddha Taught and propagated Buddhism in the West.

POPULAR SIDDHALEPA PRODUCTS

Hettigoda Industries manufactures an extensive range of Ayurveda (herbal) products. The Group's top brands are:

1. Siddhalepa Balm, Siddhalepa Oil, Siddhalepa Inhaler
2. Supirivicky and Kekulu Toothpaste and Mouth Wash
3. Soaps: Visaka, Paboda, Divya, scrubbing soap, Ayurveda Baby soap, tea, coconut and cinnamon soap.
4. Room amenities
5. Sujatha Cream & Powder.
6. Lakpeyawa
7. Asamodagam
8. Elixirs
9. Herbal Teas
10. Threepala and Ayurveda Supplements

SIDDHALEPA AYURVEDA HOSPITAL

The hospital established in 1988 is run by experienced Ayurveda specialist doctors renowned for providing customized remedies combined with personal care and attention. In patient and out patient services are provided under the supervision of Ayurveda doctors.

SIDDHALEPA AYURVEDA FACTORY

The Group was the first in the country to receive the ISO Trinity with ISO 9001, 14001, 22000 as well as HACCP, SLS275 and GMP recognition. The Group's unwavering commitment to a green environment has also won them many national and international green awards and accolades. Siddhalepa production process combines the knowledge of Sri Lankan authentic Ayurveda with Scientific Technology.

SIDDHALEPA AYURVEDA HEALTH RESORT, WADDUWA

A combination of health, luxury and relaxation,Siddhalepa Ayurveda Health Resort is the only Ayurveda Resort that maintains more than 200 kinds of Ayurveda products. Siddhalepa Resorts and spas use home-made therapy oils and natural ingredients for its guests. Twice a day yoga sessions along with the therapies and weekly meditation sessions help the visitors to heal the body, mind and soul. More than 400 herbal plants are cultivated along with organic vegetables on the premises. The health and well-being of guests are carefully considered in the preparation of all Ayurveda menus at the resort. Featuring some of the most sought after Ayurvedic cuisines Sri Lanka has on offer, the resort presents mealtimes that are truly absorbing and a memorable journey through age-old recipes and unique twists in cuisine which is thought to balance the three Doshas, while ensuring the smooth functioning of the body.

ANARVA MOUNT LAVINIA

The latest addition to the Hettigoda Group is Siddhalepa Anarva, a citiy hotel in Mount Lavinia in close proximity of the beach. Anarva offers affordable luxury accommodation and is close to the capital Colombo. When it comes to healthy dining in Colombo, look no further than Siddhalepa ANARVA Mount Lavinia. Satisfy the urge to eat healthy as well as excite your taste buds, when you dine in the warm ambiance main restaurant, The Day & Night. The restaurant offers a wide range of well balanced and healthy cuisines incorporating a delicious fusion of Western & Asian dishes. Guests can enjoy the luxury of immersing themselves in the tranquility and enormity of the Anarva infinity pool, a standout feature of what Anarva provides the guests. Anarva is rated among the stylishly appointed 4 star hotels in Colombo which offer indulgent experiences and courteous service.

TREATMENT PROCEDURES AND MODULES PRACTISED AT SIDDHALEPA

Given below are some of the treatment procedures and treatment modules adopted at the Ayurveda centres.

TREATMENT PROCEDURES:

Neutralizing or Detoxification	-	To neutralize or nullify the bad effects of toxins and impurities in the system.
Cleansing or Elimination	-	To expel the provoked Vata, Pitta, Kapha (doshas) by suitable panchakarma procedure.
Weight Control	-	Specific herbal medication and diet are prescribed following a special time of treatment.
Augmenting the body resistance to illness	-	Rejuvenating non-toxic medicaments are prescribed to be taken daily for a stipulated number of days.

Yoga	-	Yoga Asanas, Pranayama and Bhavana (Meditation) are taught by competent teachers.
Specific Medication	-	Specific medication which is non-toxic and time tested is prescribed by competent doctors for minor and uncomplicated disorders. For complicated ailments, Siddhalepa Ayurveda Hospital has facilities to accommodate patients for extended stays.

TREATMENT MODULES:

Having diagnosed the "State of Health", the doctor would identify and recommend the appropriate treatment module to enhance the efficacy of the "Treatment Procedures" identified. The treatment modules are: -

Head Therapy	-	To nourish the scalp and enhance growth of hair
Shirodhara or Shiraseka	-	To induce sleep, and release Stress
Picchill	-	To soothe and to relieve inflammatory conditions of the scalp
Parisheka	-	To relieve burning sensation of the body
Full body Treatment	-	To impart strength, good complexion and longevity. Relieves fatigue and induces good sleep.
Therapy of upper/lower limbs	-	To relieve aches and pains, eases muscular spasms and muscular rheumatism.
Face massage	-	To nourish the facial muscles and to improve complexion.
Face packs	-	To cleanse, moisturize and soothe the skin.
Akshitarpana	-	The special eye-bath nourishes the eyes and enhances eye sight.
Netraparisheka	-	The cleansing of the eyes and soothes irritated eyes. It is also cooling.
Netrapindi	-	Placing of special medicated eye-packs. It soothes irritated eyes, nourishes and relaxes tired eyes.
PindaSweda	-	A special procedure of sudation. It induces sweat, removes stiffness of joints and makes the body supple. Cleanses the body channels. It is invigorating and restorative.
ParishekaSweda	-	To produce sweat and cleanse the body of its toxins.
KutiSweda	-	Similar to sauna. Used to reduce weight. It is used with care under the supervision of the physician.
Steam bath	-	The body is made to sweat in a special chamber. It is indicated to reduce body weight and fat.
Herbal bath	-	To alleviate certain skin disorders, remove toxins and relieve pain. It refreshes and invigorates the human body.
Pebble walk	-	To bring about reflex reactions of the sole to stimulate and tone-up internal organs. The guests are expected to strictly follow the instructions before, during and after treatment.

INTERNATIONAL BRANCHES

The group also runs spas in Germany, the Czech Republic and Slovakia.

SIDDHALEPA PLANTATION

Siddhalepa's contribution to nature is vast. The company has taken up the challenge to grow their own herbal plantations in Rathnapura, Puttalam, Katuwana and Wanathavilluwa based on the climatic conditions.

CSR PROJECTS

Over the years Siddhalepa has extended support to the community through extensive CSR initiatives which have benefited thousands of people including school children, pilgrims, victims of natural disasters, farming families and many more.The generosity which runs through establishment is manifested in the projects implemented such as the reconstruction of the tsunami devastated school – Anula Devi Balika Vidyalaya and first aid treatment to the pilgrims to Adam's Peak. Siddhalepa has also spearheaded the implementation of waste management systems, dengue awareness programmes and other social awareness activities. Siddhalepa's concerns for the people is what makes them stand out and the company invites everyone to be a part of their initiatives.

LANKA HOSPITALS EXPANDS REACH OVERSEAS IN EFFORT TO GROW MEDICAL TOURISM

DR. PRASAD MEDAWATTA,
GCEO of Lanka Hospitals

Lanka Hospitals Expands Reach Overseas in Effort to Grow Medical Tourism Sri Lanka is well poised to attract more international travellers seeking medical attention, with increased investment in state of the art infrastructure, attracting renowned doctors and a fast-developing cosmopolitan lifestyle on offer.

The Ministry of Industry and Commerce Sri Lanka has named 2015-2020 as the period of the National Masterplan Initiative on medical tourism. The initiative, which was set by the Export Development Board with a goal to achieve US$ 20 billion through professional service exports within this time frame, highlights medical tourism as a main subsector.

Lanka Hospitals is in the forefront of this growth spurt, arming itself with Joint Council International (JCI) and Medical Travel Quality Alliance (MTQUA)accreditations and offering an extensive array of services that extend well beyond its own state of the art facility nestled in Central Colombo. Now it's looking at setting up offices overseas to make a more concerted efforts to market Sri Lanka as a hub for medical tourism.

Business Lanka Magazine spoke with Dr. Prasad Medawatta, GCEO of Lanka Hospitals on the prospects of the island being a powerhouse in the world of medical tourism and how Lanka Hospitals is helping to drive growth.

"Lanka Hospitals today is in the forefront of medical services in Sri Lanka. We have structured our hospital and our services with the patients at heart and reinforced it with the latest infrastructure and the best doctors practising in the country today."
This has lead Lanka Hospitals to achieve many significant milestones including delivering 1000 IVF babies and performing over 7500 paediatric and adult cardiac surgeries among many other milestones. This has propelled the hospital to gain a reputation as a leader in medical service in Sri Lanka.

"Now we are pushing our borders into new markets in order to promote Sri Lanka as a sought-after destination for both elective and non-elective diagnostics based medical services."

EXPANDING OFFSHORE

In May 2018, Lanka Hospitals established its first comprehensive offshore facility offering preliminary medical services with the opening of the Maldivian Service Centre in Male, Maldives.

Maldivian and international patients visiting the Maldivian Service Centre can access preliminary diagnosis as well as comprehensive pre-assessment, where those requiring the next phase of medical procedures will be directed to Lanka Hospitals. The service centre will also process all relevant documentation and insurance procedures necessary and assist the patients to make detailed inquiries from Lanka Hospitals, as well as to directly communicate with respective specialists via real-time Telemedicine services complemented with teleconference facilities.

Lanka Hospitals Maldivian Service Centre serves Maldivian and international patients in Malé in collaboration with Maldivian medical centre – MedHope, a well-established medical centre with diversified services.

"We have been conducting medical clinics in the Maldives and Seychelles since 2014 and this step is within our plan to provide a more comprehensive set of services in country before the patient needs to travel to Sri Lanka.

In-country medical service is a key step in growing the medical tourism sector and to compete with several other countries that already have a presence on the ground with clinics and doctors providing preliminary services.

Lanka Hospitals recently announced the opening of a fully-fledged Medical and Specialty Centre in Victoria, Mahé Island in Seychelles. The new centre opened in Seychelles will offer a host of services including Specialist Consultations, and laboratory facilities.

Lanka Hospitals is also in the process of extending its Laboratory service alongside the Medical Service Centres, enabling a faster and more efficient service to patients in the respective countries.

A WINNING COMBINATION

Lanka Hospitals is the first Sri Lankan hospital to receive the international medical tourism accreditation from US-based Medical Travel Quality Alliance (MTQUA). The award was the result of a month-long evaluation process that entailed in-depth interviews and a formal review of its operations, measured against international standards of quality in 10 non-clinical areas that directly influence a medical traveller's well-being.

This addition to its list of accolades, the relative cost saving, Colombo's progression as a modern metropolis and Sri Lanka's leisure tourism opportunities are a winning combination in making the country a preferred destination for medical tourism.

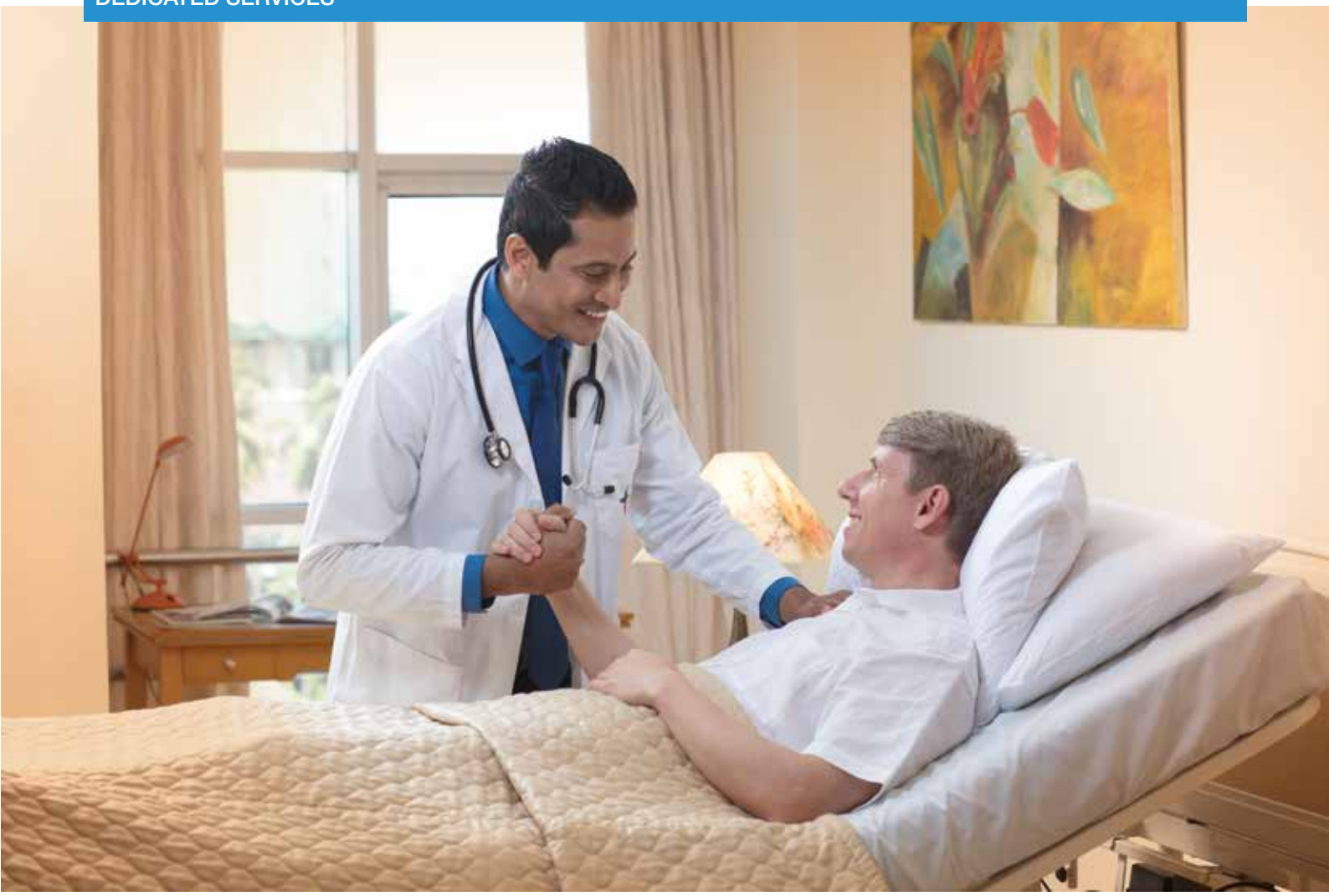
"We have invested in our infrastructure and we have invested in the development of our staff. Our Doctors are among the best in their individual specialties and have extensive experience here and abroad. This coupled with the lower overall cost of getting medical attention in Sri Lanka, which includes local accommodation, travel costs, and other services. Other facilities in Colombo facilities such as supermarkets, entertainment, et al, are relatively better than that available in the region as well. Couple this with the opportunity to recuperate in one of Sri Lanka's idyllic beach destinations or in the lush hill country of Sri Lanka makes it a very attractive option for patients seeking medical service overseas."

Colombo's hotel stock got a massive boost over the last five years with many properties opening up for business. With a couple more in the pipeline and the addition of high-end apartment complexes and the advent of budget hotels, caters well to the increase in tourist arrivals from a mere half a million a year average for decades during the war to over two million visitors in 2017.

Add to this the influx of international brands opening stores, the development of the Port City off the Colombo Harbour, the numerous restaurants that have established in the city, especially offering specialised international cuisine and improving standards of entertainment offer visitors a better standard of living compared to the region.

Sri Lanka is also considered as a premier holiday destination for many travellers. This is also increasingly becoming a factor in choosing a destination for medical services, where the patient can recoup in the comfort of the plush resort on the beach or tour the cultural circuit and yet be close enough for follow up attention and check-ups.

DEDICATED SERVICES



Lanka Hospital has established a dedicated International Patient Care Centre, designed to provide personalized and the best medical care for visiting patients. The hospital's services are also designed to offer a variety of specialisations including cardiac care, fertility services, neurosciences, blood cancer care, Gastroenterology and other centres of excellence. Each vertical of specialization is developed as a self-contained unit, minimizing the need for patients to visit separate units for tests and other services related to their treatment.

Lanka Hospitals is also amongst a handful of hospitals that offers a wide range of specialisations with a very high success rate. The hospital also offers pre-packaged health check packages for those opting for preventive care.

The cost savings for medical tourists are also tremendous and as a result are one of the more important factors in seeking treatment at Lanka Hospitals. It is important to note that the cost for each individual will vary depending on their need and requirements. Usually, a knee replacement would cost on average of $40,000 in the US. Whereas getting that same procedure done using similar quality parts in Lanka Hospitals would cost 20% only. The costs compared to the UK are similarly lower by about 20%. This is mainly possible because of favorable currency exchange rates.

CHANGING LANDSCAPES

During the last decade, most seeking treatment abroad, travelled for elective procedures such as cosmetic or plastic surgery and as it was often more expensive in their home country. This trend has shifted in the past few years due to rising cost of healthcare, inadequate or a complete lack of insurance and longer waiting times to receive treatment among numerous other reasons.

The biggest draw, however, has been the lower cost for medical procedures and healthcare overseas, especially for life-saving procedures that otherwise may not be affordable in their home country.

A study published by VISA and Oxford Economics identifies medical tourism as a fast-growing industry valued at over US$ 439 billion.

It is also estimated that some three to four percent of the world's population are traveling across borders to get healthcare.The report also forecasted that the industry is growing by 25% per year and included visitors across all age groups. Most statistics have shown that older patients are more likely to consider traveling for healthcare. However, a survey by VISA of over 30,000 people 18 to 34 years of age hailing from 134 different countries who responded on a booking site called TopDeck Travel showed that about 88% of the total respondents made trips at least once per year, sometimes three times, for healthcare procedures.

GROWTH POTENTIAL

Health tourism has great potential in Sri Lanka, because both medical and wellness travellers stay for an average of 7 days, enjoying other aspects of tourism such as sightseeing and shopping. It has also been identified that medical tourist receipts are relatively higher than that of the leisure traveller.

The fact that visitors seeking medical attention are accompanied by a partner, relative or friend, further increases their spending locally. In terms of markets, Sri Lanka has already established its presence in the Maldives and Seychelles. There is a great potential to capture the Bangladesh and Pakistani diaspora in the Middle East, who are currently travelling to Thailand and Malaysia for treatment. "We are currently targeting patients from countries that either don't have the service available in their own country or is not affordable. Currently, we are seeing an influx of patients from Africa, Europe, UK and even the United States and Australia visiting us. But there is also a segment who prefer our service due to the increasing success rate of certain procedures. This includes patients from Pakistan, Bangladesh and a few other developing countries in the African Continent. Our standards and quality of service are on par with the best in the world and it's a commitment we will continue to uphold."

BARBERYN
AYURVEDA RESORTS
50 1968-2018
YEARS OF WHOLESOME
HEALING AND HOSPITALITY

THE HEALING POWER OF SRI LANKAN TRADITIONAL MEDICINE.

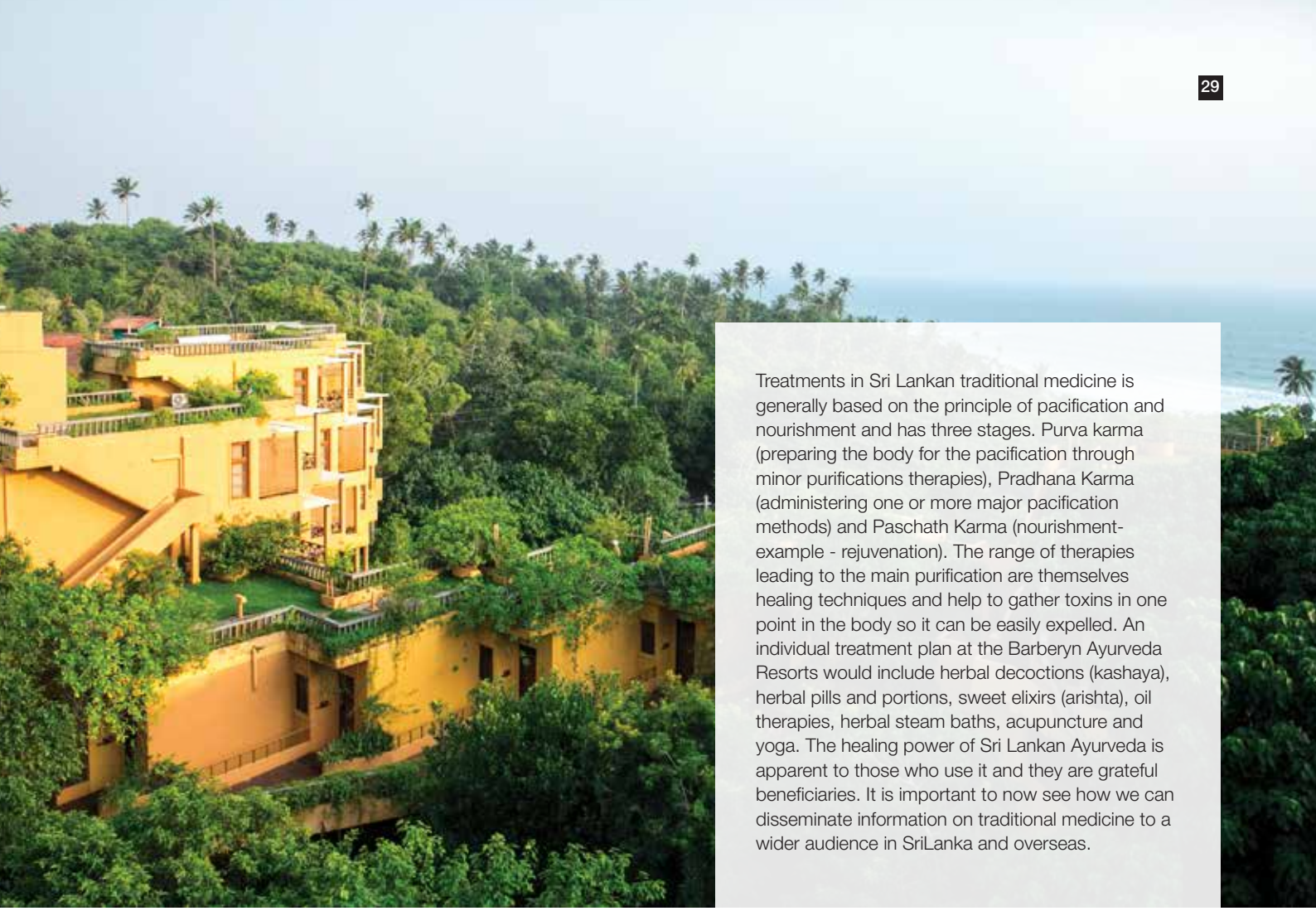
Wide in scope and rich in diversity, Sri Lankan traditional medicine is a combination of the indigenous medicine of the country (Deshiya chikitsa) and Ayurveda received from India. It draws upon Siddha medicine (from South India) and Unani medicine (from the Middle East). While the different systems of medicine all come together to form the body of knowledge that we today refer to as "Sri Lankan Traditional Medicine", they have also kept their own identity. Ayurveda is replete with theories and principles and the three indigenous systems are sources of practical medical wisdom for our daily lives. They consist mainly of recipes - in verse, memorized and handed down from one generation to another. Such recipes are also found in ola leaf manuscripts.
(Ex. Gedi Vana Vedapotha)

THE HEALING POWER OF TRADITIONAL MEDICINE CAN BE EXPLORED AT SEVERAL LEVELS.

At a profound level, is the recognition that human beings need tranquility and balance to be well. Nature provides us with all that we require to heal ourselves and traditional medicine shows us the way we can connect with the natural elements and heal ourselves. According to the ancient wisdom of Ayurveda, human beings and the universe are made up of the same five elements or Pancha Maha Bhuta. Akasha (air/ether),Vayo (air),Thejo (fire),Apo (water) and Pruthuvi (earth). These common factors create harmony between man and the universe. The same way the Wind, the Sun and the Moon keep the balance in the universe, the Tridosha- Vata,Pitta, Kapha, keep the balance in our bodies. At Barberyn we are aware that consciousness and truth preserves the integrity of the mind and the heart. When these things are in a state of equilibrium the human beings experience good health.

Prakurti takes an important place in the principles of Ayurveda as it determines the way of treatment of each individual. Accordingly, each treatment plan is unique.The method of examination and diagnosis is also unique and attempts to find the underlying causes of illness that has arisen. The following three main examination methods can be followed.

- Trividha Pariksha (Three methods)
- Ashtavidha Pariksha (Eight methods)
- Dashavidha Pariksha (Ten methods)



Treatments in Sri Lankan traditional medicine is generally based on the principle of pacification and nourishment and has three stages. Purva karma (preparing the body for the pacification through minor purifications therapies), Pradhana Karma (administering one or more major pacification methods) and Paschath Karma (nourishment-example - rejuvenation). The range of therapies leading to the main purification are themselves healing techniques and help to gather toxins in one point in the body so it can be easily expelled. An individual treatment plan at the Barberyn Ayurveda Resorts would include herbal decoctions (kashaya), herbal pills and portions, sweet elixirs (arishta), oil therapies, herbal steam baths, acupuncture and yoga. The healing power of Sri Lankan Ayurveda is apparent to those who use it and they are grateful beneficiaries. It is important to now see how we can disseminate information on traditional medicine to a wider audience in SriLanka and overseas.

Since Barberyn introduced Ayurveda to the western world, 34 years ago, we have strived to find the perfect balance between fine hospitality and wholesome healing. On this 50th anniversary year, we look back with humility at the many accolades we have received. Among them are the Pioneer of Ayurveda Tourism, The National Tourism Award for Best Ayurveda Resort for several years and being inducted to the Hall of Fame, The Presidential Award for Best Exporter of Health Services for the last 5 consecutive years, and the National Green Gold Award 2016 for the hotel sector.

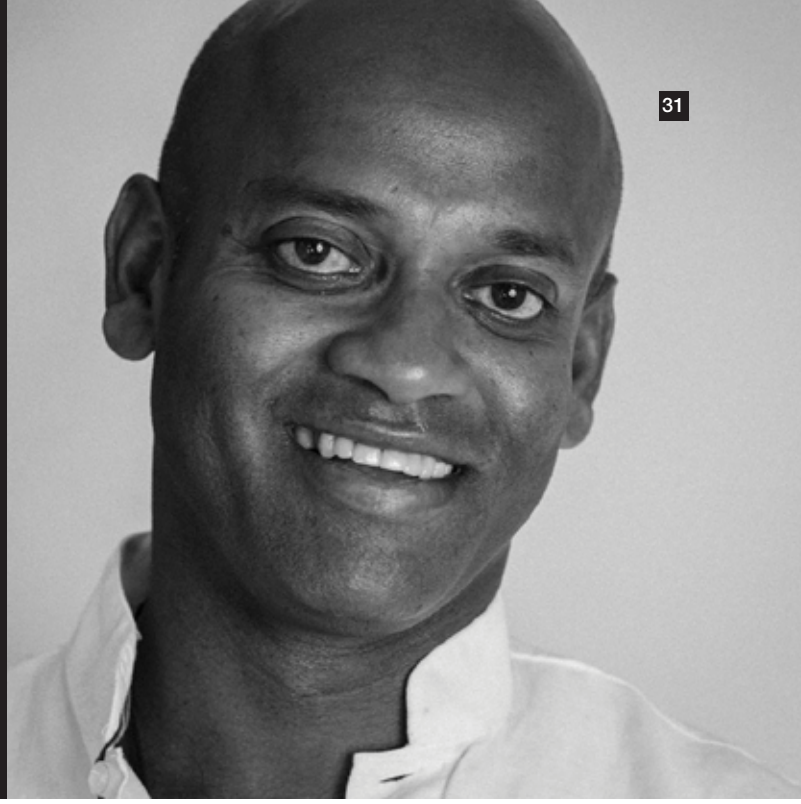
Our rewards however have come from other sources. The smile of a guest whose pain has gone, the relief of one who can sleep again at night, the pride of a guest whose skin is clear from Eczema, the joy of a couple who has a new baby at last. Guests from 58 countries visited our resorts, Barberyn Reef, Barberyn Beach and Barberyn Sands last year. These are the ones already convinced of the power of healing of traditional medicine. What of the others who demand scientific evidence? What measures can we take to scientifically prove the healing powers of traditional medicine? Can a medical system based on profound and philospical principles comply with Western protocols? Do we need to follow them, or can we develop a different and yet rigourous protocols of our own? These are issues that need to be adressed and which we explore and deliberate at at our Institute of Ayurveda and Alternative Medicine (IAAM). It is a conversation for the future.

GEETHA RODRIGO KARANDAWALA
Director
Barberyn Ayurveda Resorts
www.barberyn.com

SEN WELLNESS,

THE CENTRE OF ATTRACTION FOR WELLNESS TRAVELERS...

DR. SAM KANKANAMGE
Sen Wellness Clinic



Q

GLOBAL & LOCAL PERSPECTIVE OF THE WELLNESS TOURISM MARKET WITH SPECIAL CONTEXT OF THE UK & SRI LANKA

Wellness tourism is now a huge industry and is growing- an annual growth of 10.3% and is globally worth around $800 billion (Technavio's and GWI – Global Wellness Institute).

Health conscious, affluent, middle class travellers are seeking a wellness experience rather than conventional travel. Visitors from the UK have an interest in Sri Lanka due to its cultural link and because it is English speaking.

The Year round sunshine, beautiful beaches and wonderful nature are also what attract the tourists. From a local perspective, the wellness community travel with respect for the cluture and environment;they visit Sri Lanka to have a wholesome time.

Q

DO YOU SEE A GROWING IMPORTANCE OF HEALTH AND WELLNESSIN CONTEMPORARY SOCIETY? THEN WHAT ARE THE FACTORS INFLUENCING THE GROWTH OF THE WELLNESS INDUSTRY

More people are becoming health conscious and integrating wellness practices into daily life. Modern society is a 24/7 culture and people seek ways of escaping and switching off from daily stresses and digital technology. People are beginning to think about preventative medicine more, and accepting alternative methods and wellness practices.

There is also a growing presence of media campaigns promoting wellness, especially on social media and Platforms like Facebook. The popularity and influence of health gurus, yoga teachers and figures in the wellness industry has also contributed to reaching a much wider audience.

Q

WHAT ARE THE MAIN COMPONENTS OF WELLNESS TOURISM SECTOR (OTHER THAN THE AYURVEDA) GLOBALLY

Yoga, meditation, mindfulness, detox, nutrition, health, fitness, spa tourism, and spiritual experience.

Q

AT PRESENT WHAT ARE THE TRENDS/DEMANDS IN WELLNESS TOURISM / WHAT ARE THE SPECIAL FEATURES OF HEALTH / WELLNESS TOURISM

Yoga/wellness retreats hosted by yoga teachers and health gurus are very popular right now. The special features of wellness tourism is that the traveler is seeking instruction in some aspect of their wellness and that they seek professionals in these services.

Q

HOW THE SEN WELLNESS CONCEPT CREATED AND HIGHLIGHTS OF ITS STRENGTHS/SECRET IN PENETRATING THE UK MARKET

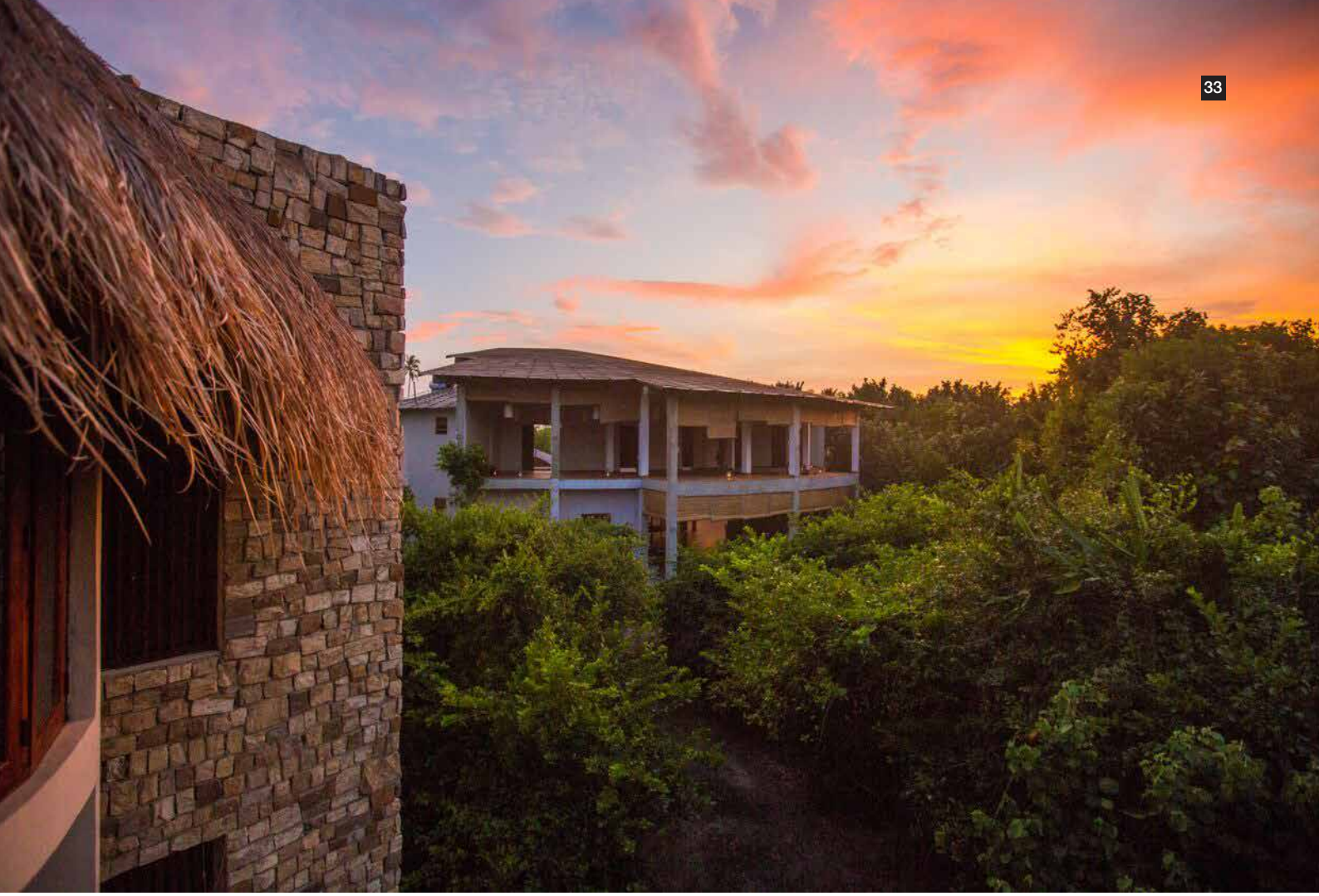
Sen Wellness has a 25 year history of dedication and professionalism to it's client base. We are trusted to provide not only the individual support to our clients, but also to our community. We have grown in the Uk mostly through word of mouth, people have a positive experience with us, they feel better and they tell their friends.

The prestigious medical district of Harley Street, London also lends itself to our reputation of providing professional services at a high standard. We also foster good relations with the Britsih media as its important to have a presence in the national press.

Q

WHAT ARE THE WELLNESS FACILITIES AND SERVICES OFFERED BY SEN WELLNESS SANCTUARY AND CLINIC (SEGMENTATIONS)

Sanctuary - packages that provides mental, physical and spiritual support of high quality Ayuverdic treatment programs, Osteopathy and Acupuncture, Yoga, meditation, sound healing, health conscious food, nature Clinic - we provide a very special personalised holistic health service based on osteopathy, acupuncture, physio and nutrition, alongside a complimentary yoga schedule, including workshops and retreats to help support patients outside of the clinic.



Q

WHAT ARE THE APPROACHES OF SEN WELLNESS IN ATTRACTING WELLNESS TRAVELERS TO SRI LANKA? HOW TO ATTRACT FOREIGN TRAVELERS FOR A DISTINGUISH WELLNESS VACATIONS FROM CURE STAYS AND ILLNESS?

We are very fortunate to be surrounded by so much beauty at the Sanctuary, the beach, nature reserve, national park. Our ethically conscious design respectful of the surrounding nature maximizes healing principles. For example, the building is in the structure of conch shell, which draws the energy from the earth and aids in healing. Most importantly we provide highly professional, skilled practitioners and experienced yoga teachers. The intention is to provide specialised individual services to a small group of people. For example, we only have twelve rooms, accommodating up to 18 guests - facilitates a personal touch.

Q

SENWELLNESS EFFORTS IN COLLABORATION AND COMMUNITY INVOLVEMENT IN SRI LANKAN ASPECT

Sen wellness works with our The Sen Wellness foundation, a UK based charity that carries out charitable work both in Sri Lanka and also the UK. With regard to Sri Lanka - we work with local people, annually working with local families, providing support. We employ local people at the sanctuary - this gives local people sustainable opportunities. Most importantly we believe that in terms of community women should play a major role. 50% of our employees are women, including our manager and senior doctors. This is inspiring for women in the local community and we are working to break down the taboo of women working in resorts.

We feel like the guardians of our local natural and are constantly doing very valuable environmental work. The Rekewa Lagoon restoration program to promote sustainable fishing means that twice annually we release 100,000 prawn lava into the lagoon. We also run and mangrove cultivation program surrounding the lagoon. This work is carried out in collaboration with the local independent environmental agency and the local lagoon committee. We also support families with an aid program.

Q

HOW APPEALING WILL SRI LANKA BE AGAINST THE MORE POPULAR DESTINATIONS?

Sri Lanka is currently a very fashionable destination in terms of general tourism, this appeal will grow as services expand and the tourist market becomes established.

Q

WHAT IS THE CRITERIA AND THE PERCEPTION OF A TOURIST THAT THEY LOOK FORWARD BEFORE THEY SELECT A TREATMENT CENTER OF AYURVEDA OR WELLNESS.

Wellness tourist want a beautiful natural location as a setting and accommodations that are well maintained and clean.
Authenticity, along with reputation. Qualification and registration of the center and its practitioners.

A good selection of local food - dietary requirements are seen to. They are more sensitive to the energy and vibrations that comes from their website and communications - warm, welcoming and genuine as opposed to mechanical and impersonal.
Welcoming to all.

Q

HOW DO YOU SEE THE INFLUENCE OF WELLNESS IN SELECTING TOURISM DESTINATIONS

A lot of people that are travelling more conventionally want to integrate a level of wellness into their time and therefore will pick a destination that combines both travelling and wellness experience.

Q

DO YOU SEE QUALITY MANAGEMENT/STANDARDS AS A KEY COMPONENT IN WELLNESS TOURISM? AND HOW DO YOU SEE THE SRI LANKAN INDUSTRY READINESS IN THIS CONTEXT

I believe that a wellness resort should have a high quality management and standards that even surpasses regular level, due to the depth of work within someone's longlasting mental and spiritual health.

Management need to commit to provide a very high standard of care. Sri Lanka ca improve these areas by introducing more accredited standards within the industry.

Q

DO YOU CONSIDER AND EVALUATE WELLNESS VACATIONS AS A TOOL FOR PROMOTING HEALTH?

Many people do not have time to focus on their health so in taking a wellness vacation they are given tools and time to make the positive mental and physical shift.

Taking a person outside of the regular environment helps to reset the mind flow and can then help them to integrate practices into daily life.

Q

DO YOU SEE THE DEVELOPMENT OF HEALTH TOURISM AS A PRIORITY IN THE NATIONAL ECONOMY

Wellness tourism is crucial to the local economy as it will bring much needed foreign currency to Sri Lanka. Sri Lanka should encourage a higher spending demographic of tourist to visit and this is possible within the wellness sector. Due to Sri Lanka being a smaller island (than for example India and Thailand) it cannot sustain large amounts of budget tourism as well. The average spend per night if a wellness tourist is a better fit for Sri Lanka and should be encouraged

Q

WHAT ARE THE RECOMMENDATIONS THAT CAN BE SET OUT FOR WELLNESS HOTELS, SPA RESORTS, TOURIST ASSOCIATIONS, HEALTH INSURANCE COMPANIES, TOURISM AND HEALTH POLICY-MAKERS ON THE AREAS, - QUALITY MANAGEMENT - TARGET MARKETS - SUPPLY SHAPING - PRICING - COMMUNICATION - DISTRIBUTION – COOPERATIONS

The most important thing is to provide high quality, diverse wellness programs with skilled practitioners, therapists, high quality management and keep up hygiene standards.

Furthermore wellness centres need to engage meaningfully with clients and understand their needs in order to meet their expectations. I would recommend creating a centralised wellness tourism body/association that coordinates and standardises wellness quality.

Q

WHAT ARE THE FOCUSES FOR COOPERATION BETWEEN TOURISM/WELLNESS TOURISM AND HEALTH POLICY-MAKERS?

Co-operation between the wellness tourism industry and health policy makers would be a valuable addition to moving the sector forward.

Q

THE RELATIONSHIP BETWEEN TOURISM AND POSITIVE PSYCHOLOGICAL WELL-BEING& THE IMPACT OF URBANIZATION, GLOBALIZATION (DEMAND FOR DIFFERENTIATION: BRANDING USPS)

There is much more depth and reward in providing wellness and helping a guest to heal and reconnect to their health. Increasingly society is becoming more isolated, creating modern day illnesses such as depression, exhaustion, anxiety, unhappiness. People are looking for much more depth to bring back their wellness. Because nowadays people are more connected, they have a lot more opportunity and choices. USPs are important to make your brand stand out from the others and reach to the right guests for your business.

Q

WHAT ARE THE STRATEGIES TO COUNTRY BRANDING AND PROMOTION / POSITIONING SRI LANKAN WELLNESS SECTOR? PROMOTING NICHE PRODUCTS AND SERVICE OFFERINGS BASED ON TARGET MARKETS

Sri Lanka does not have a place in the wellness sector. Our USP should be our nature, culture and heritage, Buddhist meditation, mindfulness, Ayurveda - these are the concepts we can capitalise on and this is what our message should be based upon. New projects and tourism campaigns are not specifically for wellness. The correct communications should be delivered to the target market by promoting it as high quality and established country for wellness. Having a launch pad event in Sri Lanka, targeting travel agencies, journalists, bloggers and influencers so they can experience what Sri Lanka can offer in terms of wellness.

Q

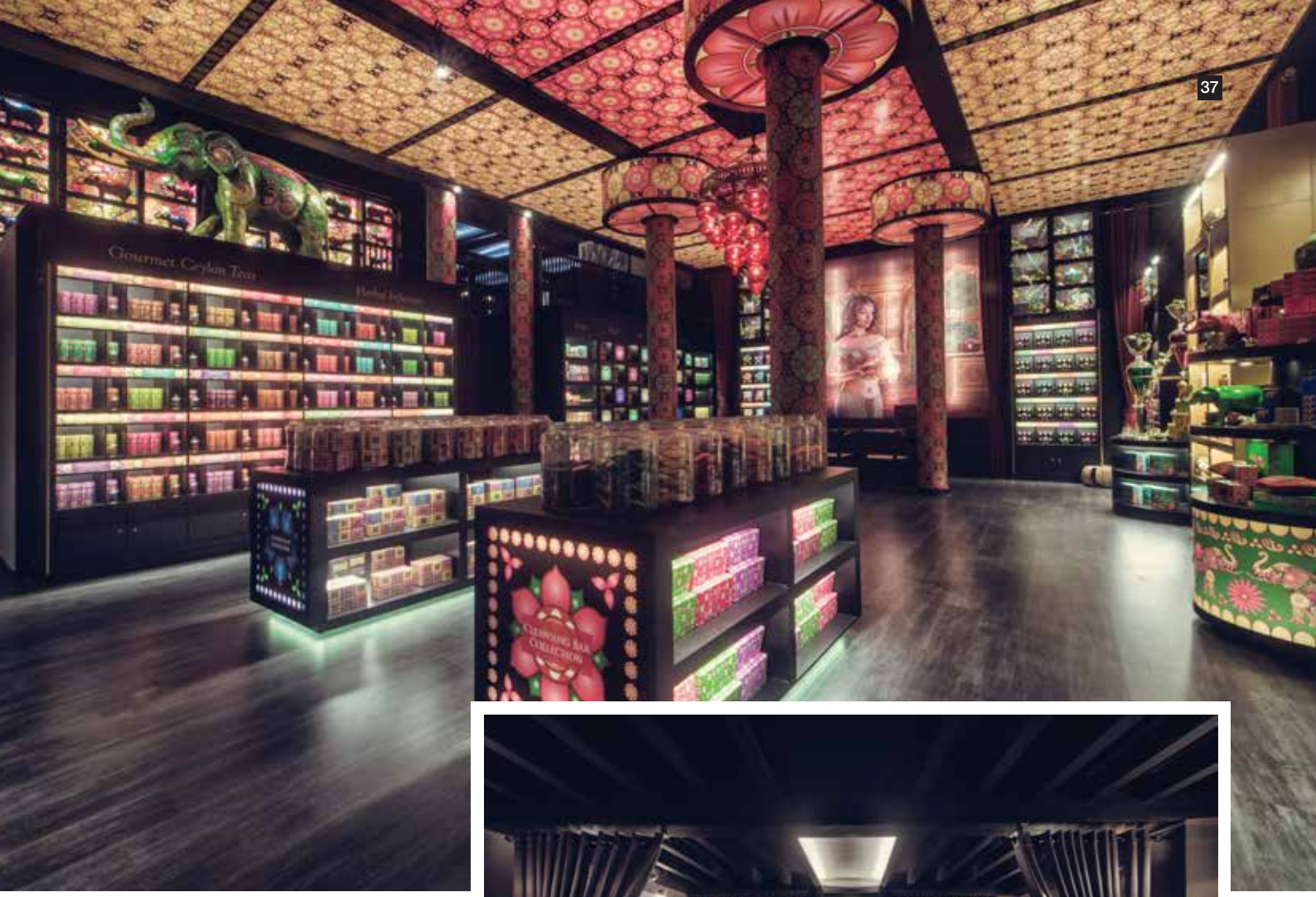
WHAT ARE THE CHALLENGES TO BE FACED BY SRI LANKAN INDUSTRY IN COMPETING GLOBAL MARKET AND HOW TO MITIGATE THOSE CHALLENGES

Finding the USP and getting the right message across. Locating skilled and professional staff with the correct attitude. Training local people to be able to provide world class treatment programs. There are other established brands in other destinations in the global market, whereas currently there are no such resorts in Sri Lanka. Attracting this kind of high end brands will help Sri Lanka to establish itself in the niche of a high end wellness destination. For example, India and different destinations have a large marketing budget and a lot of resources from promotion and marketing. This support is not available in Sri Lanka and it is up to the business to promote their own business. This support would be hugely beneficial to bringing tourism to Sri Lanka.

Q

WITH YOUR EXPERIENCE WHAT ARE THE WEAKNESSES THAT YOU SEE IN SRI LANKA AS A DESTINATION FOR WELLNESS BASED TOURISM

There is a lack of businesses offering high clasprofessional services. People searching for wellness retreats do not think of Sri Lanka first. For example, if they want Ayurveda people relate to India and Bail for yoga. More skilled trained professionals are needed.



SPA CEYLON
LUXURY AYURVEDA

WHEN TRADITION MEETS LUXURY

Bring you the ultimate in Ayurveda luxury - for health, well-being & relaxation. In Sri Lanka, Spa Ceylon is the iconic wellness brand celebrated for its commitment to health and well-being.

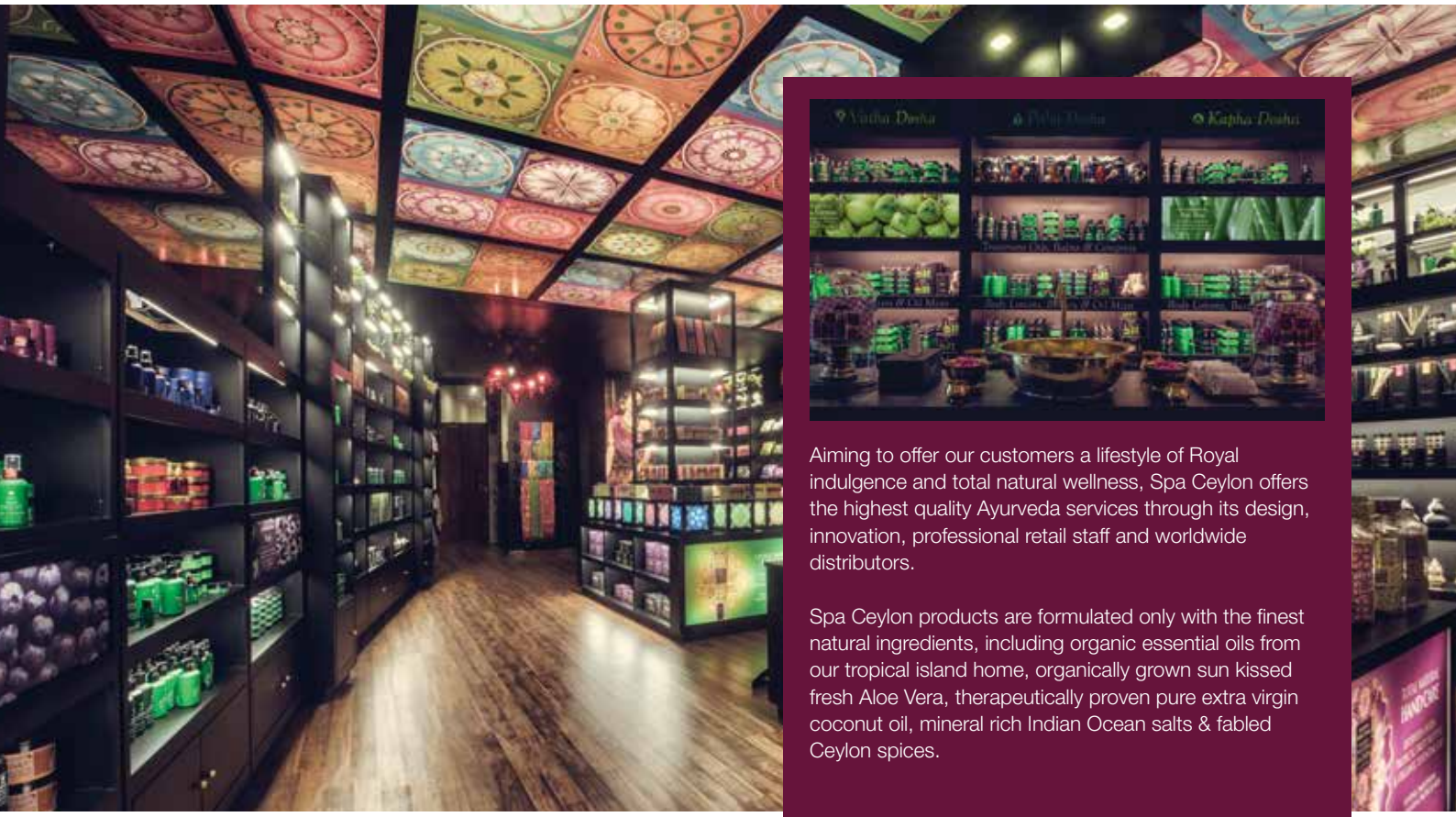
The Spa Ceylon range of Ayurveda luxuries is the result of nearly 50 years of expertise in the field of natural health & beauty products from the pioneer in modern Ayurveda beauty care in Sri Lanka.

Founded in May 2009 by brothers Shiwantha Dias and Shalin Balasuriya, Spa Ceylon has fast become a dynamic force in the global luxury wellness sector and has taken its luxury Ayurveda brand to the world, with a global presence of nearly 60 branded stores and spas.

Spa Ceylon now produces over 450 all-natural Ayurveda inspired personal care, wellness and home aroma products. Their complete range comprises prestige skin, body, bath, scalp and hair care preparations, oils, balms and potions, home aroma blends, candles, diffusers, incense, herbal infusions and teas, handmade stoneware, bath accessories and a range of tropical resort wear.

The brand promotes natural well-being rituals drawn from holistic practices of age-old wisdom, deep rooted in the culture of the island. Derived from royal relaxation, rejuvenation and healing rituals of Ayurveda, practised in the grand palaces of Ceylon, comes the range of treasured formulae and rituals from Spa Ceylon, to hydrate, treat, purify and soothe your body, mind and soul.

The range includes treatment oils, massage balms, massage and bath oils, essential oils, cleansing bars, exfoliating bars, shower gels, body scrubs, body pacs, milk baths, body lotions, moisturizing balms, body mist, soothing balms, foot care and herbal compress.



Aiming to offer our customers a lifestyle of Royal indulgence and total natural wellness, Spa Ceylon offers the highest quality Ayurveda services through its design, innovation, professional retail staff and worldwide distributors.

Spa Ceylon products are formulated only with the finest natural ingredients, including organic essential oils from our tropical island home, organically grown sun kissed fresh Aloe Vera, therapeutically proven pure extra virgin coconut oil, mineral rich Indian Ocean salts & fabled Ceylon spices.

The company's precise production & quality assurance procedures incorporate traditional herbal prescriptive with modern dermatological science, to protect & deliver the God-given herbal benefits of our all-natural ingredients in its high performance formulae.

Spa Ceylon promotes environmentally-friendly products, supports human rights, and is against the use of child labour and animal testing. All products are alcohol free & contain no ingredients of animal origin.

The luxury Ayurveda brand is committed to maintaining close working relationships with all of its distributors offering services ranging from retail store design, customized marketing plan and strategy to achieve the perfect mix of luxury retail distribution worldwide.

The team has reiterated that they are encouraging this commitment to setting wellness goals at both personal level, and via larger community minded initiatives like the in-store recycling project and look forward to engaging with like minded Sri Lankans.

Every detail of each Spa Ceylon spa & spa ritual has been thoughtfully designed and detailed to perfection - to ensure guests receive a totally fulfilling & relaxing spa experience like no other. From organic cotton & Ayurveda herb filled cushions and pillows; to old-fashioned wooden foot baths laden with pebbles, jasmines, wild lime and garden mint; to exotic massage balms richly blended with Ceylonese spices, virgin coconut and aromatic ginger; to refreshing organic herbal tea accompanied by traditional palm sweetener, served in custom-designed hand-made Spa Ceylon stoneware; to highly precise signature massage movements by the spa therapists, every element is detailed and designed to complement each other - making the luxurious Spa Ceylon experience uniquely different.

Having been awarded 'World's Best Luxury Ayurveda Spa' operator at the World Luxury Spa Awards 2017, this year saw Spa Ceylon winning the Global Award for Best Luxury Ayurveda Spas, the Continent Award for Best Luxury Spa Group and the Regional Winner for Best Luxury Urban Escape.

With their products now approved for sale in the European Union, the brand is planning its European roll-out in Eastern Europe this year, while further expanding their Asian footprint with new market openings in China, Taiwan and Hong Kong, and in other Asian existing markets, to reach their targeted 100 worldwide Spa Ceylon locations in 2018.

As a conscientious, activist brand, Spa Ceylon continues their conservation initiative to Save The Majestic Ceylon Elephant and has also introduced a whole selection of spa formulae, home aromas and safari sets to create awareness and help raise funds towards elephant conservation projects in the country.

SRI LANKA EYES MARKET SHARE AS NUMBERS INCREASE IN HEALTH TOURISM

With revenues from global health tourism reaching 563 billion dollars in the year 2015, and the Asia-Pacific region contributing a whopping 111 billion dollars to this burgeoning number, Sri Lanka is hoping to gain a strong foothold in this lucrative market which is growing exponentially.

Estimates reveal that around 14 million people, travel abroad each year for medical treatment, from dentistry and transplants, to cancer and cosmetic surgery. With numbers growing year on year, the Sri Lankan government is attempting to become the a hub for health tourism, thereby increasing export earnings.

CHAMINDIKA JUDE SAMARAWEERA
Managing Director
Medical Tourism (Pvt) Ltd

In this light, Business Lanka Magazine, spoke to Chamindika Jude Samraweera, the Managing Director of Medical Tourism (Pvt) Ltd, to find out about the prospects of health tourism in Sri Lanka and measures that need to be taken to harness its potential.

Q: WHAT IS HEALTH TOURISM?

"Health tourism is when tourists elect to travel across international borders to receive some form of medical treatment , which can span across the full range of medical services. Health tourism gets divided into two different sectors, namely medical tourism and wellness tourism. Medical tourism is based on western treatments and wellness tourism includes spa, meditation , quality of life and other alternative treatment like Ayurveda, Unani and Homeopathic medicine."

Q: WHAT DRIVES INDIVIDUALS TO TRAVEL OVERSEAS TO SEEK MEDICAL TREATMENT?

"There are a number of reasons why people travel overseas for health tourism. The lack of availability, the cost and quality are the main reasons for health tourism to grow to such an extent. Wellness tourism has become popular as a post treatment option after medical surgeries etc, so there is a close connection between medical tourism and wellness tourism. In instances where there are some medical conditions that cannot be treated by Western medicine, people want to use Ayurveda or indigenous medicine, as a cure."

Q: WHAT IS THE CURRENT STATUS-QUO OF HEALTH TOURISM IN SRI LANKA?

"Currently, we have opened two markets for medical tourism in Sri Lanka which is Maldives and Seychells, and recently we ventured into Madagascar. Travelers from these three countries choose Sri Lanka, because the particular treatment they seek is not available in their own countries. If you are looking at the aspect of non availability, there is a huge potential in bringing down African travelers to Sri Lanka, because there is niche of African travelers, who seek medical treatments that are unavailable in their country."

The other segment of medical travelers who come to Sri Lanka because the cost is lesser, which is mostly the European and Gulf market. Even though the treatment is available in their country and the quality is good, the cost is high. Most often it would cost 30% of what they would pay in their own country, even after considering airfare and accommodation. This market segment is tough to handle, because they are quality conscious and are not willing to compromise on quality. Another segment of medical travelers come to Sri Lanka for the quality of the treatment and this market consists of mostly Bangladeshis. It's not a big market, but it's a market that is growing. These travelers come here for the quality and success rates of surgeries. In Sri Lanka success rates are 90% and above, where as in Bangladesh it is lesser. Even though the treatment is available and it costs lesser, they prefer coming to Sri Lanka. As of now the most travelers come to Sri Lanka due to non nonavailability."

Q: WHAT ISSUES NEED TO BE ADDRESSED WHEN PROMOTING SRI LANKA AS A DESTINATION FOR HEALTH TOURISM?

"In Sri Lanka we have a unique health care system, which you won't see in most other countries. Most of the private hospitals we work with, don't have adequate resident specialized consultants and have large number of visiting specialized consultants. In this scenario patients are reluctant to do a surgery with a consultant who is not a resident, as there would be a difficulty in reaching the doctor, in an emergency which ultimately affects the quality of service. However, private hospitals since of late have begun having resident specialized consultants, after having understood the potential of health tourism in Sri Lanka".

In addition, health travelers from Europe while looking for the availability of resident specialized consultants are also concerned about international accreditation. As such, most hospitals have obtained the Joint Commission International (JCI) accreditation, which certifies that a hospital meets the same rigorous standards as in the US. However, this accreditation mostly focuses on identifying, measuring and sharing best practices in quality and patient safety but it does not look into the non availability of resident specialized consultants and clinicians which is a problem we face when promoting Sri Lanka among travelers looking for cost as well as the quality. An issue that most hospitals in Sri Lanka face is the cost involved in obtaining international accreditation. As most foreign certifications are expensive, countries like Malaysia have formulated an alternate certification system that is similar to the JCI accreditation. Yet another barrier we face is certification of centers offering wellness treatments. The Kerala government in India for instance, has formulated their own certification process, however in Sri Lanka, the Ayurveda centres have a registration system but no quality certification. We don't have an accepted standard for Ayurveda centers or spas, and because there is no proper certification, there is stigma involved in working at these spas and Ayurveda centres, which is an obstacle for the industry to grow. So in order to promote Ayurveda in Sri Lanka, we need to create a proper framework and make sure this quality is standardized. There should also be a proper monitoring process to maintain the quality and consistency. The Sri Lanka Ministry of Health or the Ministry of Indigenous Medicine should create a certification with specifications, where Ayurveda centres are certified for a specific medication or treatment. It is also important to regulate the use of herbal medicine, and have a national policy regarding traditional medicine.

Another aspect that needs to be changed is the non-recognition of local service providers by international insurance. Medical travelers come to Sri Lanka,because of the cost and quality factor, and the surgeries and health checkups are done through their insurance company. So Sri Lankan companies both hospitals and Ayurveda centres have to first, adhere to a certain standard of quality, for these International insurance companies to link up in order to have cashless service."

Q: WHAT MEASURES SHOULD BE TAKEN TO HARNESS THE POTENTIAL OF HEALTH TOURISM IN SRI LANKA?

"If you take the whole health tourism as a whole, India is the role model we need to follow. They are at the pinnacle of medical tourism, they have even gone to the lengths of establishing small clinics in America, UK where the doctor does the consultation in the US, UK or in the Gulf and recommends to do the surgery in India. India, has understood the whole process and potential and even tapped the insurance companies where several insurance companies in the Gulf, promote medical treatments in India. In the case of Ayurveda the state government has given credibility to the certification they offer stating that these treatments are genuine and they can heal, so people can basically claim from insurance. This is where Sri Lanka should head towards, we should analyze the systems they have put in place and use the same model to develop the health tourism sector in Sri Lanka. Meanwhile, hospitals and Ayurveda centers in Sri Lanka have to be geared to be aligned to cater to the requirements of insurance companies, which is an important aspect in attracting medical travelers. Also, it's important that hospitals follow the Health Insurance Portability and Accountability Act (HIPAA) which sets the standard for protecting sensitive patient data. The hospital that deals with protected health information must ensure that all the required physical, network, and process security measures are in place and followed. Health tourism started in Sri Lanka with Maldivians visiting the country for treatments. Maldivians were previously travelling to India for treatment, when Sri Lankan private hospitals expanded and started offering a diverse array of surgeries, they opted for Sri Lanka. Now, we conduct various promotional activities for clients from both Maldives and Seychelles. To capture the market and sustain it, you need to have end to end care which includes pre treatment, the treatment and post treatment. In Thailand cosmetic and dental surgery is promoted as part of the tourism package, so medical traveller gets to visit clinics in different cities across the country, which is a great way of promoting tourism."

Q: WHAT KIND OF IMPACT DOES HEALTH TOURISM HAVE ON THE COUNTRY'S ECONOMY?

"Health tourism has great potential in Sri Lanka, because both medical and wellness travelers stay for at least a minimum of 7 days or more, enjoying other aspects of tourism such as sight seeing and shopping. The fact is that tourism receipt from a medical tourist is far higher than an average tourist. Also, medical travelers are not sole travelers, they have a minimum of one by stander accompanying them during treatment, which adds to earnings. There is a great potential to capture the Bangladesh and Pakistani diaspora in the Middle East. Currently, they travel to Thailand and Malaysia for treatment, so we have an opportunity to tap this market. It is also important to formulate a frame work and ensure quality is maintained. Once all these aspects come together, you can develop the health tourism sector. The EDB has identified the health tourism sector and its potential to bring in revenue to the country, so in order to capitalize on this a streamline process is necessary.

MEDICAL TOURISM (PVT) LTD AWARDED MEDICAL TOURISM CERTIFICATION FROM U.S. MEDICAL TRAVEL QUALITY ALLIANCE

Medical Tourism (Pvt) Ltd was awarded with Medical Tourism Certification from the US-based Medical Travel Quality Alliance (MTQUA) by demonstrating a high commitment to providing quality in care and services for medical tourists according to MTQUA international quality standards.

IMPORTANCE OF AN INTERNATIONAL ACCREDITATION

THE HEMAS HOSPITALS STORY

Hemas Hospitals Private Ltd. (HH) is a renowned Hospital Chain in Sri Lanka, having its reach in Wattala, Galle, and Thalawathugoda with a strong base of secondary care and tertiary care. It is the only hospital chain in Sri Lanka which is awarded with the Australian Council on Healthcare Standards International accreditation (ACHSI) in 2010 and reaccredited in 2015. At Hemas Hospitals, we strive for excellence in patient care. We take pride in our commitment to ensure that every visitor is provided with the best in healthcare and hospitality. As a multi-specialty family hospital chain with full International Accreditation, HH promises the patient the very best in health care and ensures that they get value for money.

We have taken the pioneering step of taking quality healthcare closer to the homes of the communities we serve in the suburbs of Colombo and South of Sri Lanka.

Built to international standards, our purpose designed hospitals are manned with well trained and experienced staff and doctors and state-of-the-art technology that make us among the very best of healthcare providers in the island.

We have over 500 consultants visiting our hospitals covering a wide range of specialties and our 24-hour Accident and Emergency Units are equipped to handle any medical or surgical emergency.

Spanning experience of 10 years since the launch of our flagship hospital in Wattala in 2008, we are proud of our immaculate service record and the wealth of expertise we have gained - At Hemas Hospital, Wattala, currently there are more than 19,000 out-patient visits and over 1000 in-patient visits per month.

At Hemas Hospitals, the safety of our patients is our greatest priority. In forging a resolute path towards this commitment, we undergo stringent testing by international accrediting agencies so that we can sustain our promise of our hospitals being safe and efficient. We have the coveted ACHSI – Australian Council for Healthcare Standards International Accreditation which provides patients with international standards in terms of service, systems, processes, and technology. Furthermore, Hemas Hospitals is backed by the respected conglomerate Hemas Holdings PLC. Hemas Holdings PLC is the parent company of the Hemas Group which has built a reputation of trust and dependability since its inception 70 years ago.

WE ARE COMMITTED TO IMPROVING OUR SERVICE AND SCALING NEW HEIGHTS EACH YEAR. IN ORDER TO SERVE YOU BETTER WE WELCOME YOUR VALUABLE ADVICE AND FEED-BACK.

WHAT IS AN ACCREDITATION?

In the early 20th century in USA, there was a concern over how to best create an appropriate environment in which clinicians could work. Standards to improve the control of the hospital environment were thus generated, and these subsequently grew into accreditation schemes with the remit to facilitate and improve organizational development. Part of the process was not only about assessing quality, but also about promoting and improving quality. Similar accreditation schemes were soon developed elsewhere in the world.

Healthcare accreditation is an external review of the quality of care and services. It is 'an internationally recognized evaluation process used to assess and improve the quality, efficiency, and effectiveness of healthcare organizations; it is also a way to publicly recognize that a healthcare organization has met national quality standards.'

For organizations striving to provide high-quality care and services within a culture of safety and quality improvement, accreditation will be the natural outcome.

An accreditation system usually consists of components such as:

THALAWATHUGODA

- establishment of agreed standards expected of healthcare organizations
- development of a process for evaluation of the provision of services by organizations wishing to be accredited, which is conducted through a survey by peer surveyors
- conduct of the survey, a process that includes preparatory activities by the healthcare organization, such as collation of evidence of improvement, followed by an assessment by surveyors of the organization's compliance with the standards
- relevant bodies and the public as appropriate
- award of accreditation, and reporting of the results of survey to relevant bodies and the public as appropriate

WHY IS AN INTERNATIONAL ACCREDITATION IMPORTANT?

Accreditation by an international body will make it easier for the patient to consider if the facility is worth visiting. If a patient is making a choice between two healthcare facilities that provide similar services, accreditation of one will most likely tip the balance towards being the one the patient chooses.

Accreditation creates a culture of safety and quality within an organization that strives to continually improve patient care processes and results.

Accreditation to a healthcare organization stimulates continuous improvement. It enables the organization in demonstrating a commitment to quality care. It raises community confidence in the services provided by the healthcare organization. It also provides an opportunity to healthcare unit to benchmark with the best practices.

Through accreditation the organization has,

- Improved the public trust that the organization is concerned about patient safety and quality of care
- Improved the staff satisfaction through safe and efficient work environment
- Strengthened leadership assurance to providing excellent care, quality improvement and achieving excellence
- Improved patient and customer satisfaction
- Promoted continuous Quality improvement.

Accreditation benefits all stakeholders. Patients are the biggest beneficiary. Accreditation results in high quality of care and patient safety. The patients get services by credential medical staff. Rights of patients are respected and protected and demonstration of accountability.

The staff in an accredited healthcare organization is satisfied as it provides continuous learning, good working environment, leadership and all ownership of clinical processes.

MEDICAL TOURISTS ATTENTION

Sri Lanka is emerging as a popular destination for medical tourism due to the country's well educated, English speaking medical staff, state-of-the-art private hospitals and diagnostic facilities, and relatively low cost of services in comparison to global and regional players.

Sri Lanka is expected to be a destination for indigenous medical treatment by 2020 and also the Sri Lankan government expects to promote Sri Lanka as a regional medical hub in the SAARC region.

International Accreditation plays an important role for medical travelers as it acts as a credibility stamp for the medical traveler to ensure that the institution will provide safe and quality care. It also ensures that the hospital meets international standards of care and quality treatment.

Medical tourism has played a catalytic role in making the Asian hospitals strive for world-class quality standards. However, because accreditation is a recent phenomenon in the health sector in Sri Lanka; the knowledge regarding accreditation is not satisfactory to the general public. But there has been a gradual increase in the awareness.

WHY WOULD ANYONE GO TO SRI LANKA TO HAVE SURGERIES/TREATMENTS?

There are two very good reasons for doing exactly that. One is the country of Sri Lanka itself. The other is Hemas Hospitals.

Described by Marco Polo as the finest Island of its size and named Serendib by mesmerized Arabian travelers it is a land of unmatched natural beauty and a proud heritage. Sri Lanka can boast of 2500 years of chronicled history and its people, who have been steeped in Buddhism from that time, are genial and accommodating hosts. With fabled beaches and untouched rainforests complementing the man-made beauty of the rice paddies and tea plantations, Sri Lanka has earned its place among the romantic getaways of the world.

EXERCISE OF ANY KIND HELPS TO BOOST CIRCULATION AND IMPROVE CADIAC EFFICIENCY, IT ALSO RELEASES ENDORPHINS WHICH HELPS US FEEL GOOD.

A long history of accommodating foreign tourists has resulted in a modern and efficient tourist industry that boasts of hotels and restaurants of International caliber. Sri Lanka has always prided itself on its educational and health standards and as a result, the literacy and health statistics of Sri Lankans are comparable with those of the developed world. This has enabled the country to keep pace with the modern world.

WHY CHOOSE HEMAS HOSPITALS FOR YOUR MEDICAL NEEDS?

Hemas Hospitals is one of the crown jewels in the private healthcare sector in Sri Lanka. Hemas Hospital is a fully equipped as a multi-specialty hospital that is comparable with any facility in the region. It is staffed by consultants from both India and Sri Lanka who have had their post-graduate training in the UK, USA, and Australia. The hospital has all the modern investigative facilities like MRI scanning, gamma camera, CT scanning. Specialties from gynecology to ophthalmology are represented in this modern and state of the art facility.

Having earned an unparalleled reputation for excellence in clinical care in the South Asian region, Hemas Hospital has decided to offer its services to the discerning patients from around the world.

We at Hemas Hospitals ensure that patient receives the correct care throughout his/her stay in the hospital.

AFFORDABLE HEALTHCARE

Our hospital provides an integrated approach to the various super specialties for specialized treatment. Whether a patient's needs are basic or complex, they find assurance in a world-class healthcare system that emphasizes safety and excellence in patient care

AREAS OF EXPERTISE

CENTER OF EXCELLENCE IN ORTHOPEDIC AND GI CARE

The most comprehensive orthopedic and GI care facility in the region with fully fledged dignostic to surgical excellence.

UROLOGY AND RENAL CARE

Comprehensive urologic services for all types of urologic illnesses and conditions with surgical expertise in Kidney transplant.

DIAGNOSTICS- RADIOLOGY AND LABORATORY

Full range of Radiology services available at Wattala and Thalawathugoda, including 1.5 T MRI Scanners, 128 slice CT Scan, 2D and 4D Ultra Sound and digital X-Ray machines

SPECIALIST CONSULTANTS

Over 500 Consultants are visiting our hospitals with more than 1500 walking patients per day, bringing their expertise to strengthen our clinical services.

PAEDIATRIC SERVICES

As a family hospital, we take pride in our excellent pediatric services

EMERGENCY TREATMENTS

At Hemas Hospitals, every emergency is given individual priority and patients are treated with the attention they deserve by our team of skilled doctors and nurses, ensuring best clinical outcomes

SURGICAL CAPABILITY

We operate 5 Operating Theaters in Wattala, 2 in Thalawathugoda and 2 in Galle with high dependency units, ICU and surgical ICU facility. We boast of one of the best ICU's in the country

Ultra clean environment with guided airflow systems with Microfilters

Stringent infection control measures on par with international standards

Best surgical safety practices in line with WHO/ ACHS recommendations

OUR LABORATORIES

Hemas Laboratory service conforms to international standards and is the largest laboratory chain in Sri Lanka. We use a fully integrated, bar-coded sample processing system which helps to ensure the accuracy of results. Our unique laboratory web portal provides all patients a unique experience in instantly accessing their lab results online. Hemas laboratory chain is certified by ISO 15189 and ISO 9001 certification, ensuring that the highest standards are maintained.

OUR INTERNATIONAL MARKETS

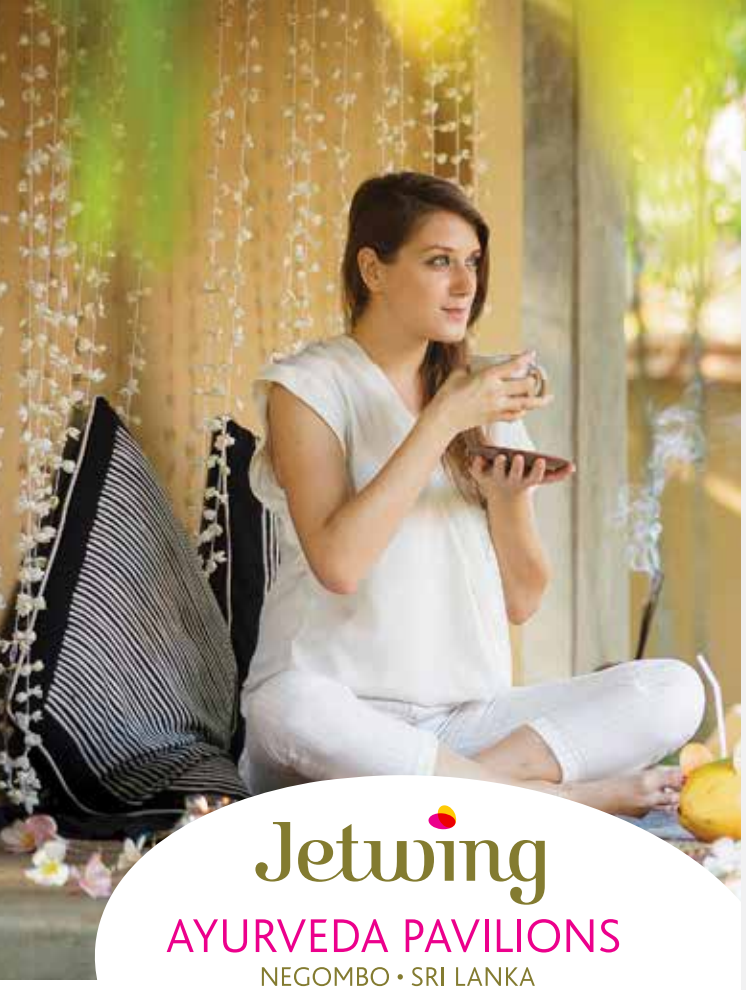
Hemas hospital chain is renowned for excellent patient care in Seychelles and South Asian markets. Our services to patients from Seychelles include all disciplines of medical and surgical care

NEW MARKETS

Recently approached the Maldives and Middle East healthcare market

OUR STRENGTHS IN SERVING INTERNATIONAL PATIENTS

- Our dedicated team appointed for international patient care
- End to End service with pre valuation and post-hospitalization care
- Support for bystanders with accommodation facilities
- Coordination with the referral specialists in the patients home country
- Ambulance facility from and to the airport



Jetwing
AYURVEDA PAVILIONS
NEGOMBO • SRI LANKA

DWELL IN THE ART OF HOLISTIC LIVING AT JETWING AYURVEDA PAVILIONS, NEGOMBO

The history of Ayurveda, Sanksrit for the learning of 'life-knowledge' begin with accounts of the transmission of medical knowledge from the Gods to sages, and then to human physicians. Ayurvedic therapies are typically based on complex herbal compounds, minerals and metal substances, influenced by early studies of alchemy in the subcontinent. It is an integral element of Sri Lankan lifestyle, and for most it is still the first choice of treatment for ailments and illnesses.

At Jetwing Ayurveda Pavilions, this ancient medicine is packaged with the warmth of traditional Sri Lankan hospitality to bring guests an experience that is satisfying to the mind, body and soul. A 30 minute drive from the Bandaranaike International Airport, Jetwing Ayurveda Pavilions is a tranquil hideaway with easy access to the city. Stepping in through the doors, one is transported from the vibrant storefronts and crowds to a blissfully serene setting, the perfect complement to the deep healing treatments that the resort offers. Designed to emulate the aesthetics of a traditional Sri Lankan village, guests are always able to feel a close connection to the environment around them and enjoy the tropical weather as they indulge in carefully chosen treatments.

Ayurveda is a collection of ancient healing practices that is both a science and an art. These have been perfected across generations and now, trained doctors and professionals put these into practice within the peaceful environment at Jetwing Ayurveda Pavilions. The 12 spacious King and Queen pavilions painted in earthy tones and furnished in luxury allow you to fully submerge in an exclusive Ayurvedic experience. In addition to a private treatment area the King and Queen pavilions offer bathtub and open air shower, mini bar and satellite TV. The 24 Classic and Standard rooms include twin or queen sized beds, sofa, wardrobe, free Wi-Fi, telephone with IDD facilities and hot and cold water. The in-room toiletries are made with a blend of natural ingredients such as turmeric, venivel, margosa, sandalwood and aloe vera. Classic and Standard rooms are located in close proximity to Ayurveda Niwasa and Veda Arana treatment centers. All rooms are non smoking to maintain wellness throughout the property.

All the treatments at Jetwing Ayurveda Pavilions are carried out by four doctors qualified with Bachelor of Ayurveda Medicine and Surgery (B.A.M.S) and twelve professional therapists. Therapies in Ayurveda are complex; while it may seem simple to choose a head massage, neck massage or herbal oil massage, there are several more factors that should be considered when selecting a treatment. This is where the resident team of specialized Ayurveda doctors step in.

They consider vatha, pitha. Kapha [the three doshas present in human beings] of an individual's constitution, their current health situation and their history of treatment. After factoring these in with the duration of their stay, they map out a course of therapies that will have guests leaving the resort rejuvenated and recharged.

The range of conditions that Ayurveda is capable of treating is endless, and Jetwing Ayurveda Pavilions provide an array of therapies to guests staying at or visiting the hotel. Some of the most popular choices are Ayurvedic oil treatments such as Shiro abyanga, Snehana and Udwarthana. The Panchakarma, the ultimate healing experience for detoxifying the body and strengthening the immune system to restore balance and wellbeing, is one of the many intense treatments carried out by therapists in the two Ayurveda centres on the property.

Special packages are also available for guests who would like deeper treatments on an extended stay at Jetwing Ayurveda Pavilions. Stress relief, weight reduction and detoxification packages range from anywhere between ten days to three weeks, combining the goodness of Ayurveda with Jetwing hospitality for a healing experience like no other.

In addition to Ayurvedic treatments, Jetwing Ayurveda Pavilions offers guests the opportunity to take part in yoga and meditation sessions, conducted by trained professionals. This contributes to the holistic wellbeing that the resort is trying to promote, offering methods to achieve peace of mind in addition the physical wellness that Ayurveda provides. Music therapy sessions and water exercises are also part of the experience, and are factored into longer stays at the resort. These routines are designed to bring both the body and mind to optimum performance through both relaxation and centering the senses. The retreat also includes a swimming pool with jet set facility, perfect for guests longing to dive in between Ayurvedic treatments.

In its vision to create an experience that is holistic and all-encompassing in terms of wellness, Jetwing Ayurveda Pavilion recommends a personalized diet depending on body constitution and current health following the initial consultation with the Ayurveda doctor. Chefs use the finest of local ingredients and fresh herbs in the preparation of all meals at Jetwing Ayurveda Pavilions. Guests also have the opportunity to participate in cookery demonstrations to gain insight on how to prepare therapeutic meals that fuel a healthy body.

In keeping with the healing and healthy policies of Ayurveda, the Herb and Spice restaurant specializes in nutritious cuisine allowing guests to choose from its nourishing vegan and vegetarian menu. Signature dishes by skilled chefs include the traditional Sri Lankan ‘hath viyanjana’, an ancient recipe combining seven ingredients with strong medicinal properties that together, create a delicacy that prevents and treats a range of physical ailments. The restaurant serves up a variety of special Ayurvedic meals and beverages, crafted to promote well-being, that have been prescribed by our physicians.

These meals are not bound to the service times of a usual hotel; with no time restrictions on breakfast and lunch, guests are free to plan out their dining and relaxation around their unique therapy schedules. If you are seeking a more initimate experience, the experts at Jetwing Ayurveda Pavilions will arrange candlelit dining or a picnic breakfast in the villa or by the side of the pool. Jetwing Ayurveda Pavilions was the first hotel in Sri Lanka to receive Veggie Hotels certification and SLS 1460:2013 standards.

Guests at the resort are treated to world-class facilities as well as professional service that Jetwing is renowned for. From the check-in through to the Ayurvedic consultation and all the treatments on offer, the staff and therapists at Ayurveda Pavilions are among the most professional in the industry. They make it a priority to ensure that guests feel right at home from the moment they begin their journey at Ayurveda Pavilions right till they check out.

Promising a journey of perfect harmony with self coinciding with the surrounding, the Ayurvedic specialists at Jetwing Ayurveda Pavilions are dedicated to meet your every need. To undergo a holistic experience at Jetwing Ayurveda Pavilions call on 011 4 709 400 or log on to our website on www.jetwinghotels.com.

Family owned and in the tourism industry for the past 42 years, Jetwing Hotels has surpassed expectation at every aspect. Building on their foundation of being passionate, as well as the experience of true, traditional Sri Lankan hospitality, constantly pioneering discoveries captures the essence of the brand. Such a strong statement and direction have enabled Jetwing Hotels to imagine, create and manage marvels and masterpieces, where distinctive design and elegant comfort complement each other and the environment. Considered a priority, sustainable and responsible practice is implemented through the award winning Jetwing Eternal Earth Program; with energy efficiency, community empowerment, and education of earth saving measures to school children, being a few tenets of the Program.

AYUBOWAN - MAY YOU LIVE LONG WITH WELLNESS TOURISM IN SRI LANKA

People from all walks of life crave to bring their inner radiance… beauty, harmony and wellbeing to rejuvenate mind, body and soul,which will melt the tension away under the rhythmic pressures of skilled therapists, which will also leave a feeling of relaxed, recharged and ready to conquer the world in you, and it is known as Ayurveda "The Science of Life". Ancient Sri Lankans used herbs, plants and parts of trees to make their home remedies for various illnesses and diseases, and was the inception of indigenous medicine and Ayurveda in Sri Lanka.

Keeping in par with the National Export Strategy (NES) of Sri Lanka, Wellness tourism policy is another step ahead to promote Sri Lankan Tourism across the seas. This will be a major turning point in the industry, as it will invariably open up many more avenues to collateral industries as well.

YOUR WORLD OF AYURVEDA - AWARENESS PROGRAMMES

Sri Lanka being a tropical country, with its extra reserves of forests, and very specially enriched with over thousand varieties of indigenous medicinal herbs, plants and trees,topped up with ancestral expert knowledge of treating any disease, ailments, or poisonings from acids and reptiles, make it the best place to undertake promoting Wellness Tourism programs.

Voicing out this fine combination of remarkable resource to tourists and other interested parties through an awareness program with collaboration of Local university professionals, "Veda Mahaththaya" in the village and foreign missions as well, should not be overlooked. Tourism industry will create a new market segment under the wellness tourism sector which will be a very clear avenue of income generation for Sri Lankan professional communities.

DESIGN AROUND THE HEALING ART OF AYURVEDA - PRODUCT DEVELOPMENT

Drawn from the ancient Asian traditions Ayurveda treatments use finest natural ingredients including indigenous herbs as well as tropical fruits and exotic oils combined with steam, sauna, massage, scrubs, baths and wraps. These awareness programs will create an urge in tourists to savor and experience this marvelous gift of nature which will create a new market for Herbs and Herbal products. This will encourage the farmers to grow more herbs and medicinal plants to cater the boosted demand for natural oils, and other herbal products for local as well as international market for a premium price. We need to inculcate in the minds of Western European, Mediterranean, Middle Eastern, and American communities that Ayurveda is not only preserves and promotes positive health, but aids in curing diseases to improve your overall wellbeing by harmonizing your mind, body, and soul as it refreshes the body as well as mind. We need to Share the Traditional Wonders of Our Ancient Healing Science with other regions.

FACILITIES DESIGNED AROUND OUR ANCIENT SCIENCE – ROAD TO RECOVERY RETREAT AND WELLNESS

Post illness period of recovery after accidents, major surgeries, any sickness or disease is very important to regain yourself. At a vulnerable time of physical, emotional, or conditional disability, it's very important to maintain the environment. A restful, relaxing, peaceful environment with tales and whispers of historic knowledge will inspire the natural stimulation of your entire wellbeing. Designed around an ancient healing science that dates back millennia, Sri Lankan hospitality and Ayurveda is an enchanting combination of tradition and modernity, to immerse you in our ancient art. Here, generations of wisdom come to life with our signature touch of family values for a welcoming experience that not only pampers, but also effortlessly rejuvenates your mind, body and soul. Ayurveda and wellness could assist pain management, continues pampering, herbal food including meals, meditation etc. Sink into the care of our experience Ayurveda doctors with a range of carefully curated treatments, designed to give you a holistic wellness experience. Drawing from over multiple millennia of wisdom, the Ayurveda therapies available with Sri Lankan hospitality include traditional curative and preventive treatments which focus on rejuvenating various elements of your mind, body, and soul. Panchakarma involves the primary purification and detoxification treatments of Ayurveda, which provide you with a holistic wellness experience of preventive, curative, and primitive conditions inspired by our traditional healing science

A combined coordination of western hospitals and Ayurveda service providers could introduce wellness packages. And it will be one of the best services provided for medical tourism. Through this integration, western hospitals and Ayurveda Service Providers could work together effectively and increase repetition of clients which is unique to Sri Lanka.

Kandy the last capital city of the ancient kings of Sri Lanka is located in the Central Province, which is surrounded by greenish mountains and is the home for the most sacred Temple of Tooth Relic which is being respected by all nationalities and a very famous tourist destination.

Located 12 km West of Temple of Sacred Tooth Relic is a serene small town amidst paradise of a green tea plantation, this picturesque village is Yahalatenna. Our home of Sri Lankan hospitality –"Tree of Life Nature Resort" is cocooned in the midst of this village. As you step into the soil of this resort you will be engulfed with its own tranquility and serenity. You will feel you are entering the soothing cocoon of sounds and fragrance of nature. Keeping up our promise "Nature Resort" and preserving our values the Company always nurtures and promotes green and the environment while providing a high quality, customer oriented, truly Sri Lankan service to satisfy our treasured guests.

HISTORIC COMFORTS IN THE CENTRAL HIGHLANDS … MUCH MORE THAN JUST A HOTEL.

Surrounded by acres and acres of plush green carpeted tea plantation, the Tree of Life Nature Resort stands in its magnificent glory boasting the colonial Architecture and ancestral history of its own. 116 years old colonial era Estate Bungalow is the pride of the old Wing. The signature Tree of Life unique architectural style is best defined as contemporary interpretations of Asian designs combined with distinctive local touches to create inspired, memorable spaces. A fusion of colonial style and surrounded by wonders of nature. A place where nature's glory is at its best, lush green croqueted lawns spread in front of you is inviting you to feel its softness, large area of vegetation and the beautiful slopes of knuckles mountain range on its different hues of green.

OUR HILL COUNTRY HOME OF SRI LANKAN HOSPITALITY

Set within 64 acres of beautifully landscaped and sculptured uplands spreads 50 luxurious rooms consist of Villas, suites chalets and deluxe rooms, equipped with, out of the box modern amenities for state of the art great comfort and stylish living. Private balconies in your cozy rooms, offers a panoramic view of encircling mountains.

This is a perfect hideout for honeymooners and nature lovers to savor their love and thirst for nature. Two well-spaced restaurants near the stunning pool is ready to serve you with western or Sri Lankan cuisines in there exquisite setting.

SPREADING THE WINGS AT ITS PRIME MATURITY - DEVELOPMENT

Over two decades Tree of Life Nature Resort built its success story, recognition for its uniqueness and quality and stepped into its third decade with significant expansion projects in store. Newly built Banquet Hall, Luxury Villas, Ayurveda Village with 15 chalets and "Homes Residence" – 116 year old unique bungalow with its magnificent colonial architecture are the latest additions to cater to its sophisticated clientele who seek their hospitality from every corner of the world. For those who are health conscious, we produce our own organic food in our home garden.

Picking up your choice of vegetables and herbs for your meal invariably add more excitement and flavour.

Our ability to provide significant financial returns to our investors and stakeholders is well matched by Tree of life Nature Resorts consistent delivery of exceptional and authentic guest experiences around the world.

Tree of Life Nature Resort is patronized by local as well as foreign travel agents FIT's,

local corporate clients, families, and honeymooners. The direct travel arm of the hotel Tree of Life - Japan is one of the leading agents to promote the hotel. It brings in more revenue through package tours and Ayurveda therapist training programs which are conducted at the hotel with the assistance of qualified Ayurveda experts training them on authentic Ayurveda - Sri Lankan traditional medicine.

Over two decades, Tree of Life Nature Resort has been known for conceptualizing developing an exclusive Nature Resort. To date we have worked to grow our portfolio with various joint venture partnerships to protect our Environment receiving ISO 1400, ISO 50001 for conserving energy. Partnership with control union obtaining certification for UE, USAD and JAS for organic cultivation to hotel guest's use and export through our sister company Hint Nuwara Eliya (Pvt) Ltd. These partnerships showcase Tree of Life Nature Resort's expertise in luxury hotel management which has given us the opportunity to provide more choices for today's sophisticated traveller. Be it in concept development or hotel design and operational excellence.

RESPONSIBLE TOURISM IN THE HILL COUNTRY WITH YOUR CAREER DEVELOPMENT

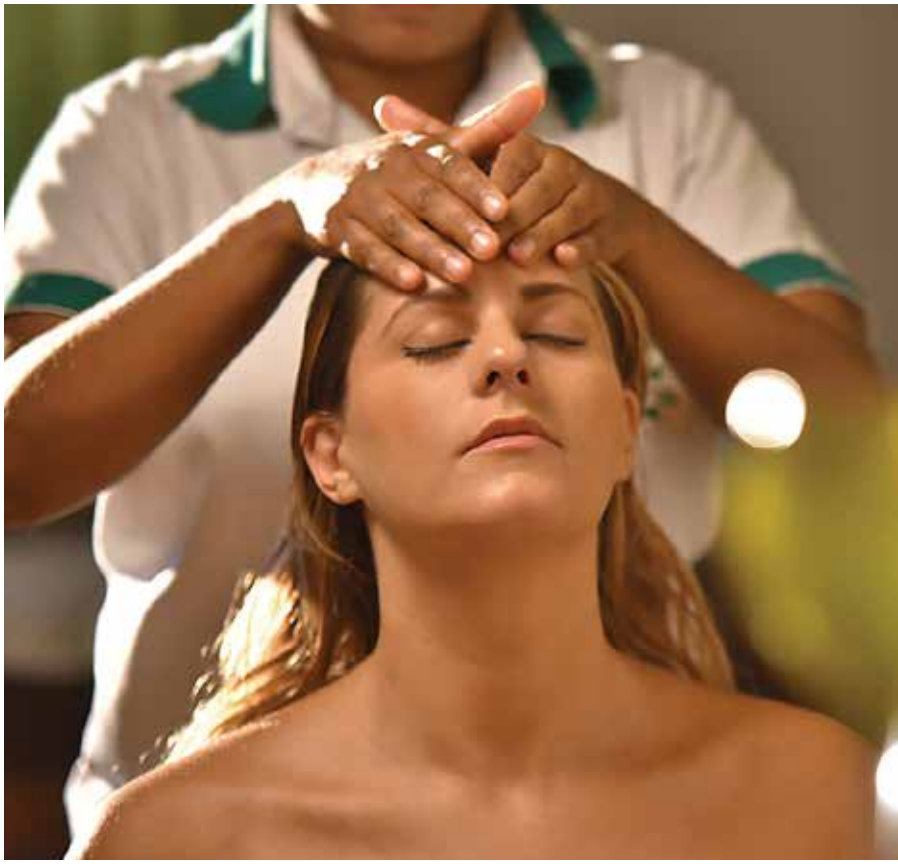
At Tree of Life Nature Resort, we are proud to be the home of Sri Lankan hospitality – an equal opportunity employer welcoming individuals of all backgrounds to our family. As we believe in the importance of supporting every member, our Career Progress and Development Programs have also been designed to serve our employees with superior direction and training. In turn, Tree of Life place a great importance on creating hard working and diverse team of committed professionals and skilled staff and hope to assist our staff in achieving their professional goals, in a friendly environment built on mutual respect.

At the home of Sri Lankan hospitality, our doors are always open. Tree of Life Nature Resort is one of the leading names in the tourism sector in Sri Lanka. Resort of untold beauty and experiences that one treasures for life have become our marque and we are indeed proud of the achievements we gathered and the loyalty and the love we have earned from our happy clientele across the globe. The Tree of Life Nature Resort umbrella caters to a wide variety of clientele, from basic needs to customized, personalized service; we understand and offer it all. Through our Tree of Life Co,. Limited in Japan, we have emerged as one of the leading hotels and travel groups in Sri Lanka.

A SYMBOL OF SUSTAINABILITY IN THE HILLS WITH SUSTAINABLE TOURISM AT OUR CORE

Respect for the environment and a commitment to the principles of sustainable corporate management have always been at the core of Tree of Life Nature Resort's ethos. Most importantly, we have taken this from statement to fact across every aspect of business throughout our companies. Belief that tourism cannot exist in isolation, is one of our guiding principles and we work to build positive relationships with the local communities in which we operate, aiming to benefit them through the support of our operations and dedicated efforts to enhance quality of life.

Across all strategy and action, respect for ecosystems around our locations, environmentally friendly processes and care for natural resources as well as energy and waste management are fundamental to Tree of Life. We are always seeking to achieve a safe and sustainable environment for our community, future generations and ourselves by considering our commitment to the environment when making business decisions.



STRENGTH OF PARTNERSHIP

Tree of Life Co. Ltd, in Tokyo Japan specialized in promoting herbs and essential oils for aromatherapy for well over 30 years.
The company imports selected organic herbs, essential oils and other raw materials from their partner farms scattered in 51 countries including Sri Lanka.

Additionally their products are available in many stores in almost all cities in Japan. They own a medical herb garden, two Ayurveda salons and culture school to disseminate the knowledge of Wellness Ayurveda and benefits of using herbs in day to day lives.

SHARING THE TRADITIONAL WONDERS OF OUR ANCIENT HEALING SCIENCE WITH JAPANESE ASSOCIATION FOR PROMOTING AYURVEDA

With collaboration of Sri Lanka Ayurveda association, in 2008, Tree of Life Co. Limited inJapan incorporated a programme to disseminate the knowledge of Ayurveda among Japanese students. Since then well over 100 such education courses were conducted in all parts of Japan. Today there are 110 students who have successfully completed the Ayurveda course in Sri Lanka. We have already conducted well over ten such programs with the assistance of an eminent lecture panel including professionals in the field. Tree of Life Japan culture school has 2377 students who have taken the basic Ayurveda course in Japan. We expect to promote Ayurveda and wellness tourism in Japan paying great emphasis in a well-structured advanced curriculum with the aim of getting affiliated with University of indigenous medicine in Sri Lanka, by Mid-2018. This will definitely be an important milestone; this joint partnership will invariably bring in more students from Japan.

Our aim is to promote Ayurveda as a home remedy and encourage the application of Ayurveda as a medicine at every household in Japan. Our main aim is to make Ayurveda medicine be known by 2025 by every household in Japan and be associated with the Ayurveda Home remedy packs similar to the First Aid Kit in each household and Schools in all parts of Japan.

Tree of Life Nature Resort has already taken the lead and in the forefront to support the Wellness Tourism through Ayurveda, we are happy for our contribution to support the wellness export strategy of the country.

FIND YOUR SPACE WITH NEWS AND REWARDS

Among many awards, national and international institutions awarded for the commendable service provided by Tree of Life Nature Resort, securing the Presidential Award for the conservation of Nature and for sustainability was the highest accolade.

DISCOVER THE FASCINATING WONDERS OF OUR HIGHLANDS

Tree of Life Nature Resort is one of the uniquely themed hotels in Kandy and invites you to enjoy and rewind yourself in our cozy warm interior. Let our eminent staff, and state of the art modern amenities pamper you while indulging in culinary experience unique to our hill country home of hospitality. For the more adventurous traveller Tree of Life Nature Resort offers a wide spectrum of activities including mountain biking, nature walks and bird watching while more chic traveller enjoy a rejuvenating Ayurveda experience with different types of treatment or take a dip in our mountain top swimming pool basking in the beautiful scenery for a more chilled out relaxing experience.

Furthermore, you could leave all your travel arrangements at the hands of our well experienced staff at Tree of Life travels. You could arrange group travel tours or tailor made tours for your convenience. For more information on our tours, please visit http://www.treeoflifetravels.com

SHELLY THENUWARA
Managing Director
Tree of Life (Pvt) Ltd

ASIRI HEALTH
LIVE MORE
A Softlogic Group Company

Today, Asiri Health is a household name in Sri Lanka. We are positioned as one of the top names in the medical sphere in the entire South Asian region, thanks to our ongoing commitment to innovate and upgrade our facilities with the latest state-of-the-art medical technology and equipment on par with international standards.

Reflecting the commitment to world-class excellence in every aspect of healthcare, our centers of excellence are geared to ensure that our patients benefit from the best possible clinical outcomes. Among the best in South Asia, our highly acclaimed Heart Center, Brain and Spine Center, Stroke Unit, Urology Unit and Bone Marrow Transplant unit have successfully treated thousands of patients across Sri Lanka and in the broader South Asian region.

The newest addition to our portfolio are Dental Implants. Currently many Sri Lankans travel overseas for this procedure, which we offer at a tenth of the cost locally, but with the same world class standard in outcome.

THE NEWEST ADDITION TO OUR PORTFOLIO ARE DENTAL IMPLANTS. CURRENTLY MANY SRI LANKANS TRAVEL OVERSEAS FOR THIS PROCEDURE, WHICH WE OFFER AT A TENTH OF THE COST LOCALLY, BUT WITH THE SAME WORLD CLASS STANDARD IN OUTCOME.

DENTAL IMPLANTS

Dental Implants serve as an effective solution for the loss of teeth and are the closest possible replacement to natural teeth. For instance when teeth are lost or removed the resulting bone loss affects facial muscles, which can cause impaired speech, premature ageing and other serious health complications.

In such cases, a Dental Implant provides secure long-term solution to restore chewing ability, improve appearance and prevent bone loss. In fact Dental Implants have the highest rate of success and the longest life span amongst Dental procedures.

Dental Implant technology has improved dramatically in the last few years and Asiri Health has invested heavily in these new technologies to ensure implants procedures can be performed at a fraction of the cost compared to the solutions offered in other regions of the world. At our Cosmetic Center, we combine the latest precision technology to provide Dental Implants that offer a permanent solution, to eliminate discomfort; help preserve the jawbone and thus maintain the shape of the face.

PATIENTS WHO CHOOSE TO GET THEIR DENTAL IMPLANT PROCEDURES DONE WITH US, WILL BE ATTENDED ON BY TEAM OF SPECIALIST MEDICAL PRACTITIONERS TRAINED TO OFFER THE BEST IN-CLASS CLINICAL CARE.

FURTHER, ENHANCING OUR PORTFOLIO WITH THE LATEST IN AESTHETIC CARE AND COSMETIC PROCEDURES IS THE ASIRI COSMETIC CENTRE, WHICH HAS BEEN IN OPERATION FOR THE PAST 3 YEARS. FEATURED HERE ARE TWO OF THE MOST POPULAR;

PRP (PLATELET-RICH PLASMA) TREATMENT

PRP treatments are now a globally accepted solution for hair loss and the treatment of Dermal defects such as age spots and acne scars. It has proven to be a safe and effective technique that involves extracting small quantitates PRP from one's own blood and injecting it into damaged tissues to stimulate the body's response to grow new, healthy cells and promotes healing.

Anyone can benefit from PRP treatment. Even those with underlying medical issues such as Diabetes can opt for PRP treatment as the process involves using one's own blood, which minimizes the risk of infection.

PRP treatments offered at our Cosmetic Centre use clinically advanced equipment and the expertise of skilled medical practitioners who work to ensure that the entire process is completed in under an hour.

LASER TECHNOLOGY

Another breakthrough offered at the Asiri Health Cosmetic Centre is the Laser Technology for removal of hair, wrinkle reduction and the treatment of other dermatological imperfections such as scars, warts etc.

A minimum invasive procedure with little or no risk, Laser Technology is a safe and harmless process that can be used to reduce skin imperfections and improve one's skin health.
Our Cosmetic Centre is the only facility in the country to be equipped with a state-of-the-art laser machine and a team of highly-regarded dermatologists trained to assess, advice and carry out procedures that are best suited to each patient's individual needs.

FOR FURTHER DETAILS ON ASIRI HEALTH AND OUR SERVICES, PLEASE CONTACT;

ASIRI HEALTH
LIVE MORE
A Softlogic Group Company

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Credence Genomics

"BEYOND THE BOUNDARIES OF HUMAN SCIENCE"

OVERVIEW

Credence Genomics is a Sri Lankan bio-technology establishment pioneering in the development of leading-edge innovations on specialized DNA diagnostics based on the next generation sequencing platform with intensive research infrastructure and capabilities.

Conceived by Dr. Vaz Gnanam in 2011 Credence Genomics was one of the earliest biotechnology startups not only in Sri Lanka but in the region to invest in cutting edge NGS and application development. Steering the clinical genomics initiative, he led a team of scientists and ICT engineers to develop leading edge innovative diagnostics tests which have been the result of 4 years of stringent research on industry defining genetic science, application of information technology and testing across a broad spectrum of diseases.

Credence Genomics has built its clinical diagnostic tests and applications on the next generation sequencing platform. Credence Genomics was one of the earliest adopters of the next generation sequencing platform. This allowed for the creation of unique applications which were accurate, fast and cost effective.
The mission of the company is to build low cost, highly accurate, cutting edge diagnostic products more specifically focused on the lower and middle income groups.

With the efforts and essence of the right combination of technology and a dedicated team, Credence Genomics provides real-time genetic analysis services to their customers. The company's devotion to molecular biology, genetics and the extensive investment in installation of cutting edge technology tools has placed them at the forefront of medical and genetic research.

Credence Genomics committed to introducing diagnostic tests that improve people's lives. It is a blend of state-of- the-art technology with scientific excellence in generating clinically actionable, comprehensive diagnostic solutions to better understand human disease. Their diagnostics examine hundreds to thousands of critical changes or misspellings of the genetic code known as mutations in diagnosing a health status in question, enabling Doctors to answer the patient's most pressing questions about the disease. Credence Genomics helps in providing comprehensive, critical answers throughout the disease process to patients, physicians, healthcare providers or researchers.

LEADERSHIP

DR. VAZ S GNANAM - MANAGING DIRECTOR / CHIEF EXECUTIVE OFFICER

Dr. Vaz, though a qualified doctor of medicine, having practiced in the UK in the NHS, has done deep research and study in the field of genetics as his passion is both genetics and IT. Over two years have been spent in R&D building a virtual platform composed of biotech, mathematics and computer software and the unique products that Credence has launched from this platform. He also serves as the Managing Director of Providence Global (Pvt) Ltd., Director of St. Anthony's Industries Group Ltd, Director of Orion Towers (Pvt) Ltd, Director of Sofia (Pvt) Ltd, & Director of Thissource (Pvt) Ltd.

MR. UPALI PERERA
DIRECTOR

Mr. Perera, a qualified Civil Engineer and Accounting and a qualified ISO auditor is an ex Sri Lankan Army Officer (former Garrison Engineer Army H.O) who now lives in Melbourne, Australia. Apart from his training in the Army Academy, Mr. Perera was a senior Financial Analyst at Kodak Australasia Pvt Ltd., for over 20 years and in Management at Amiad Australia Pvt Ltd., for 12 years. He possesses vast experience in finance and logistics. Since his retirement Mr. Perera has invested in various businesses and contributed to projects here in Sri Lanka and abroad.

DR. N. V. CHANDRASEKHARAN – LABORATORY DIRECTOR
Senior Lecturer
Department of Chemistry,
University of Colombo

Dr. N. V. Chandrasekharan is a Senior Lecturer in the Department of Chemistry, University of Colombo with expertise in Molecular Biology and Biochemistry. He has over 40 publications and holds patent in United States of America.

PROF. JENNIFER PERERA
CLINICAL DIRECTOR
MBBS, MD (Microbiology) (Col), MBA (Wales),
PgDMedEd(Dundee), PgDWomen's Stu(Col)

Professor Perera is the past President, Sri Lanka Medical Association and the Dean of the Medical Faculty of the Colombo University. Professor Perera's contribution and recognition of new techniques stems from the fact that she has been a member of many bodies such as the National Science Foundation (Research Committee on Biotechnology), National Research Council, Advisory Committee on Communicable Diseases and Task Force in Microbiology at the Health Ministry Sri Lanka. An award winning scientist Professor Jennifer Perera has won many accolades and prizes including the President's Awards for Research for seven years in a row from 2007 – 2013. As the Chair Professor of Microbiology, University of Colombo Professor Jennifer's presence on the panel of Credence is bound to give the organization a further impetus and take it to the next level of scientific development and initiative.

TECHNOLOGY

Next Generation Sequencing tests produce sequences of huge numbers of different DNA strands at once. These technologies are revolutionizing our understanding in medical genetics, accelerating health-improvement projects, and ushering in a fully understood and personalized medicine in the near future. Targeted sequencing an application based on Next Generation Sequencing allows in-depth analysis of selected genes that enables scientists, physicians as well as healthcare providers to determine the impact of specific genetic variants of diseases and their therapeutic responses.
Credence made a few fundamental decisions which included leapfrogging conventional technology that was out there, had acquired one of the first batch of Ion Torrent PGM machines. All clinical diagnostics are based on analysis of DNA (deoxyribose nucleic acids) which is the basic building block of any life forms. The basic building blocks of life are four – adenine, guanine, cytosine and thymine. Based on the arrangement of these basic blocks Credence Genomics is able to identify organisms, identify disease, predict cancer and evaluate response to medication – to name a few applications. With the NGS technology based equipment and sophisticated IT database analytics/platforms, providing accurate, quick results and evaluate data with extreme precision.

As a singular impact technology next generation sequencing has had a massive impact in changing the way of work especially in relation to genetic and genomic data. Not only does all this data have a huge impact on the outcome of diagnostics, but in research new discoveries are made regularly. Along with all these findings, scientists are discovering new areas of specialized studies backed by large quantity of data. New areas such as epigenomics, metabolomics, etc., have surfaced and co-related studies show that with NGS and supporting technologies we will be able to not only predict and respond to disease, but be able to flag very early changes in our body. Application of this technology is not only limited to the areas of medicine but in related fields such as agriculture, animal husbandry, and other life sciences.

PRODUCTS

Credence Genomics focus on 3 separate areas namely – infectious diseases, infertility and cancer. Our infectious products Rapid Infection Detection (RID), Bactfast and Fungifast are able to identify the presence of bacteria, fungi in any sample with over 92% published accuracy. Furthermore, the technology allows one to do this very quickly. We have also seen that in conditions where there is more than one infective organism our relative abundance report allows us to give a complete view of the all positive infective organisms.

1. CREDENCE RAPID INFECTION DETECTION

Credence Rapid Infection Detection is a test which will detect bacterial and fungal infection within 24 hours. This test uses molecular diagnostic techniques covers all known bacteria and fungi and is even sensitive to culture negative samples. It is affordable low cost precursor test with extremely accurate results and can be used on any clinical samples. It also detects multiple types of microbes up to genus or species level and mixed infection.

2. CREDENCE BACTFAST

BactFast is the fastest, most accurate and sensitive test to identify all known bacteria in one test. This test uses new technology to identify bacterial genes, which are unique to each species. It does not follow the traditional culture technology which has infections. Bactfast is steadily becoming popular as it prevents unnecessary antibiotic treatment.

3. CREDENCE FUNGIFAST

FungiFast is a test which identifies all known fungi. Fungifast uses latest technology to isolate the genes of fungi and thereafter uses a database of all known fungi to identify a particular fungus. Traditionally fungal growth and isolation can be quite challenging. As a result, most clinicians tend to prefer current technology in fungal isolation.

4. CREDENCE VIRFAST

VirFast is a test to rule out any viral infection with extreme accuracy based on NGS sequencing. It will be able to identify the exact viral organisms in the case of epidemic in rapid speed.

5. DXN1

DXN1 is a comprehensive pan infectious diagnostic test with antibiotic sensitivity on the NGS platform. Digital ABST reviews the strain specific information and recommends the most suitable antibiotics based on the organisms DNA makeup. Our cancer panels cover the most common mutations in breast and colorectal cancer which are inherited. We also have a product that looks at 50 genes to help identify the exact chemotherapy the genes are resistant or sensitive too.

1. GSEEK BREAST

Credence breast cancer panel simultaneously screens 18 genes that are responsible for inherited predisposition to breast cancer. Outcome of this test provides comprehensive information on an individual's risk of developing breast cancer during her lifetime. Enables healthcare providers to develop personalized medical management plans to significantly reduce the risk of cancer in the patients who are genetically predisposed and helps in very early diagnosis of disease, increasing treatment outcome and reducing medical costs.

2. GSEEK COLORECTAL

Credence Colorectal screening panel simultaneously screens 17 genes that are responsible for inherited predisposition to ColoRectal cancer. It is a comprehensive testing with 99.7% accuracy and helps in very early diagnosis of disease.

3. GSEEK CARRIER

Credence Carrier Screening, the carrier testing gene panel used by Credence Genomics to gain insight to evaluate if you are a carrier of;

- 245 Neuromuscular diseases
- 159 Heart diseases
- 193 Developmental diseases
- 46 Metabolic diseases
- 210 other diseases including cancers and blindness etc.

4. GSEEK TUMOR HOTSPOTS

Credence Tumor Hotspots seeks to reduce the burden of disease by targeting prevention and treatment more effectively. With the help of tailored medical treatment, the health care management paradigm will focus on prevention, moving from illness to wellness, and from treating disease to maintaining health. At the same time, it will reduce healthcare costs by improving the physicians' ability to quickly and reliably select effective therapy for a given patient while minimizing costs associated with ineffective treatment and avoidable adverse effects.

In fertility we deliver NIPT (non-invasive pre-natal testing) and IVF-G scan, both of which play a contributory and assistive role in increasing the success of IVF and conception.

1. CREDENCE NON-INVASIVE G SCAN

Non-invasive Prenatal Testing (NIPT) is a new DNA based technology which can be performed from the 10th week of your pregnancy to safely test for any genetic abnormalities that your baby might have. Our NIPT test covers a range of genetic diseases such as Down's syndrome (trisomy 21), Edward syndrome (trisomy 18), Patau syndrome (trisomy 13) and certain microdeletions.

2. IVF G SCAN

IVF G Scan is a genetic study of the embryo produced during IVF treatment and can help you have a healthy baby. The test is performed on the embryo before it is transferred. It allows the identification and transfer of embryos free from aneuploidies to the mother and significantly increases pregnancy rates per transfer. Also it reduces the time needed to achieve pregnancy.

D36T

D36T is a franchise which works with integration with other hospitals, clinics and laboratories. Credence Genomics will provide

Infrastructure: Our team of experts will help ideate and design your lab and sourcing of equipment.

Training: Training scientific teams and clinicians on executing the site

Proprietary mixes: To help deploy the dxn1 product across a center.

Informatics: Integrated delivery of informatics and analytical services with reporting.

Management Audit: With experience across countries, we can assist in managing and auditing the site.

The product franchises work on an iterative product inclusion model which establishes the latest improvement in technology delivered through the franchise.

RESEARCH

TARGETED SEQUENCING: PRECISE IDENTIFICATION OF DISEASE CAUSING GENE VARIANTS

Next Generation Sequencing tests produce sequences of huge numbers of different DNA strands at once. These technologies are revolutionizing our understanding in medical genetics, accelerating health-improvement projects, and ushering in a fully understood and personalized medicine in the near future. Targeted sequencing an application based on Next Generation Sequencing allows in-depth analysis of selected genes that enables scientists, physicians as well as healthcare providers to determine the impact of specific genetic variants of diseases and their therapeutic responses.

LIQUID BIOPSIES: SIGNIFICANCE OF CIRCULATING FREE DNA IN CANCER TREATMENT

Cell-free fragments of DNA and of tumor tissue allows one to take advantage of non invasive methods for identifying cancer and its subsequent treatment. In its promise to deliver cutting edge diagnostics credence will deliver innovation in this sector based on the outcome of its product development to make identifying, treating and managing cancer possible with a singular test.

PUBLICATION

Rapid Infection Detection is published in the acclaimed infectious Diseases Publication, BioMed Central (BMC) The publisher, BioMed Central (BMC) has an evolving portfolio of more than 300 peer-reviewed journals, sharing discoveries from research communities in science, technology, engineering and medicine.

PARTNERSHIP

Credence Genomics in a milestone venture whereby a portfolio of cutting edge diagnostic services for infectious diseases will be offered to patients in India starting with Chennai, Tamil Nadu. The new line of tests is being offered in partnership with Credence Genomics, a collaboration which is the first of its kind nationally. This is a landmark achievement for Sri Lanka and augurs well for the future prospects of Sri Lanka's medical fraternity as well as medical tourism.

PITCH@PALACE COMMONWEALTH 1.0

Pitch@Palace Commonwealth is the platform to showcase Entrepreneurs from the 53 Commonwealth countries. Pitch@Palace Commonwealth will support Entrepreneurs by connecting them to local and international networks and help amplify their businesses. As part of the Pitch@Palace global network it will build connectivity between Commonwealth countries and other key markets. Pitch@Palace Commonwealth held at St. James's Palace, London on 16th April 2018 as part of the Commonwealth Summit. It is an opportunity for Entrepreneurs from each of the 53 Commonwealth countries to pitch their business to CEOs, Influencers, angels, mentors and potential Investors and business partners.

Credence Genomics a revolutionary genetic mapping and diagnostics start up from Sri Lanka is already recognized globally for their innovative diagnostics using cutting edge technology, represented Sri Lanka under Biotech and Medtech at pitch@palace Commonwealth, making them the first ever applicant from Sri Lanka for the most prestigious Pitch@ Palace host by the Duke of the York and the Royal Family. Dr. Vaz Gnanam represented Credence Genomics and Sri Lanka at the Pitch@Palace, and marched it successfully to the finals along with other 11 companies from Commonwealth Countries including Australia, Canada and India. Pitch was witnessed by more than 200 potential supporters, including The Royal Family, CEOs, influencers, angels, mentors and business partners.

EXPORTS AND MEDICAL TOURISM

It is truly a first for Sri Lanka where medical products and expertise are now exportable and this highlights the country as one with high tech export capabilities. Not only with Credence Genomics but the ability for biotechnology as a sector to grow locally and internationally there is a lot of potential. Export of products and technical know-how in this space will be a large forex earner for the nation.

Many developed countries and developing countries are now focusing on being research destinations for larger technology companies. Conventionally the service aspect is one area which has been explored where services such as IT services, or manufacturing services can be offshored at a fractionalized cost. Sri Lanka's intrinsic problem will be to scale to cater to these ever-growing requirements in the international market due to the mass availability of skillsets and infrastructure.

Credence Genomics products using specific niche technology in the medical and biotechnology sectors, will highlight specific skillsets. This not only gives confidence to an international customer utilizing the product along with benefits of foreign exchange but also then entertains discussions along the lines of foreign direct investments for further scaling of existing products and even new initiatives.

Medical tourism is seen as a promising area of specialization. To be able to offer such services is not only about infrastructure, specializations and availability of advanced services but a cohesive approach to care. Organizations like Credence Genomics can link with other providers of medical tourism to provide specialized integrated services. This can extend into the areas of diagnostics, treatment and general wellness. As Ayurvedic treatment is one of the larger areas of specialized treatment in Sri Lanka, organizations like Credence can even design specific holistic treatments based on patient profiling. As a country, developing this sector of tourism would benefit not only job creation but tourism of this nature would be a niche offering. Credence Genomics has truly highlighted Sri Lanka's capacity for science, medicine, information technology and innovation.

GO DEEPER WITH THE NEXT ISSUE - NES 2018

EXPORT REVENUE EXPECTED TO BOOST AS NATIONAL EXPORT STRATEGY RECEIVES CABINET NOD

The Cabinet of Ministers approved the National Export Strategy (NES). The NES is a comprehensive and carefully structured five-year strategy aimed at increasing exports and generating enhanced revenue for Sri Lanka's SMEs and exporters. The implementation of this endeavour will witness the increasing of Sri Lanka's export revenue to USD$ 28 Billion by 2022.

The NES priority sectors have been selected to ensure a balanced export expansion from visionary, emerging and mature sectors. In line with the objectives of the NES for an innovative and diversified export sector, the national stakeholders, using quantitative and qualitative information, have selected the following industries: IT-BPM, Spices and Concentrates, Wellness Tourism, Processed Food and Beverages, Boat-building, and Electrical and Electronic Machinery.

The NES will improve the business environment for all Sri Lankan enterprises. While the NES provides the conditions to enable diversification by strengthening emerging sectors, all export industries of Sri Lanka will benefit from the increased performance of key Trade Support Functions. These include Logistics, National Quality Infrastructure, Innovation and Entrepreneurship, and Trade Information & Promotion.

The approving of the NES highlights the strong commitment of the Government to increase Sri Lanka's export potential to project Sri Lanka as the next regional trade hub. The approval by Cabinet now paves the way for the launch of the NES which will take place in July 2018.

With approval from the Cabinet, Sri Lanka now has the opportunity to catch up with fast-growing Asian exporting countries. The NES aims to empower the emergence of new champions while supporting growth of traditional export industries. Major systemic issues hindering the rapid expansion of Sri Lanka's exports will be corrected to favour growth of higher-technology and knowledge-intensive exports, which are less vulnerable to cost shifts.

The NES is a flagship development project spearheaded by the Ministry of Development Strategies & International Trade (MoDSIT) and the Sri Lanka Export Development Board (EDB) together with public private partnership.

Commenting on the approval by Cabinet, Minister of Development Strategies and International Trade, Malik Samarawickrama stated that "The focus of the Government is to shift the economic growth model from one that was heavily dependent on debt fuelled public infrastructure spending, to growth driven by more public enterprises, exports and foreign direct investment"

Complementing the words of Minister Malik Samarawickarama, State Minister Sujeewa Senasinghe at the MoDSIT mentioned that "As Sri Lanka's export basket diversifies and with renewed interests in newer products in the local markets, Trade Information and Promotion will help to market Sri Lanka to foreign investors. I am confident therefore that the National Export Strategy will have a tangible role in attracting more Foreign Direct Investment to Sri Lanka."

Working closely with the EDB and other public-private stakeholders in the run up to Cabinet approval of the NES was Mrs. Chandanie Wijayawardhana, Secretary to the MoDSIT who was confident that "The National Export Strategy will have a tangible impact on how trade is being done in Sri Lanka and will give way to suitable trade reform."

The National Export Strategy is well aligned with complements and operationalises other national initiatives such as enterprise Sri Lanka and Vision 2025. Vision 2025 seeks to create a Blue-Green Economy, harnessing the resources of the Ocean surrounding us and the green environmental resources around us.

The National Export Strategy is reinvigorating the trading environment and maximising its potential to usher in a period of sustained growth, aimed at increasing livelihoods for millions of Sri Lankans. The NES is navigating Sri Lanka to its rightful place in the Indian Ocean, as a sophisticated, innovative & dynamic trade hub serving Asia and beyond.

Sri Lanka Hub Operators Association

Lanka Fruit & Vegetable Producers, Processors and Exporters Association

Measurement Units Standards and Services Department

Sri Lanka Logistics & Freight Forwarders Association

Chamber of Young Lankan Entrepreneurs

Sri Lanka Standards Institution

Sri Lanka Accreditation Board

Developed as part of the EU-Sri Lanka Trade-Related Assistance project, funded by the European Union (EU)

Sri Lanka Export Development Board

Ministry of Development Strategies and International Trade

GO DEEPER WITH THE NEXT ISSUE

National Export Strategy of

SRI LANKA

Our Export Development Vision:

Sri Lanka - an export hub driven by innovation and investment

Guided by four strategic objectives:

- To have a business-enabling, predictable and transparent policy and regulatory framework
- To strengthen Sri Lankan exporters' market-entry and compliance capacities
- To become and efficient trade and logistics hub to facilitate exports
- To drive export diversification through innovation and by strengthening emerging sectors

Improved business environment for all export sectors through:

Logistics
Trade Information and Promotion
National Quality Infrastructure
Innovation and Entrepreneurship

IT-BPM	Wellness Tourism	Boating Industry	Electrical and Electronics Components	Processed Food and Beverages	Spices and Concentrates

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