



**EDB**

**Sri Lanka Export Development Board**

**45<sup>th</sup>**

**Anniversary**

**1979 - 2024**

**Vision -** *Position Sri Lanka as a Prominent Export Hub for exclusive Products & Services*

**Mission -** *Enabling Sri Lanka's Exports globally competitive through Strategic involvement*



# Sri Lanka Export Development Board



## Message from the State Minister of Investment Promotion

I am extremely delighted to send this congratulatory message on the occasion of the 45th anniversary of the Sri Lanka Export Development Board (EDB). The EDB is an important pillar of Sri Lanka's economic development and its contribution towards the progress of the country's export sector is highly commendable.



As we look forward to the future, the EDB as the nation's premier export promotion agency has an important role to play to transform Sri Lanka into an export-oriented economy. The EDB has been successful in creating a whole new generation of exporters through its bold and innovative programmes and activities.

Over the years, the EDB has served as the communication bridge between the Government and the exporter community in terms of finding effective solutions to the challenges that arise due to the periodic disruptions in the international business environment.

I take this opportunity to extend my gratitude to Chairman and the staff of the EDB for their untiring commitment towards promoting and developing Sri Lanka's export sector in spite of numerous challenges and obstacles, particularly over the last few years. Finally, I sincerely hope the EDB would continue to serve the best interest of Sri Lanka's exporter community as it marches ahead to the future.

**Hon Dilum Amunugama MP**  
State Minister of Investment Promotion

## Message from the Secretary of Investment Promotion

I extend my warm wishes to the EDB on the 45th anniversary, which is undoubtedly a momentous occasion in its long passage, characterised by impressive achievements and accomplishments.



Throughout its existence, the premier State Export Promotion Agency has undertaken numerous initiatives such as organizing Sri Lankan country pavilions in international trade fairs, conducting training programmes, implementing government sponsored-assistance schemes, undertaking skills and technology upgradation, executing SME assistance activities, etc. to position Sri Lanka's products and services competitively in the international marketplace.

I hope the experience and knowledge gained over the last forty-five years would aid the EDB as an institution to achieve even greater heights in contributing towards Sri Lanka's socio-economic development as the country looks forward to create a new chapter of advancement and progression under an export-oriented economic development framework.

**M.M. Nayeemudeen**  
Secretary to the Ministry of Investment Promotion

## Message from the Chairman & Chief Executive of Sri Lanka Export Development Board

The EDB has been at the vanguard in terms of promoting and developing exports from Sri Lanka for over four decades. Over the last forty-five years, the world has evolved at a rapid pace. The EDB too has transformed its scope, focus, as well as the nature of activities to stay in pace with the ever-changing business environment.



Before Sri Lanka embraced open economic policies in 1977, its economy had predominantly relied on plantation crops in terms of export income. However, with the liberalisation of the economy post-1977, the island's export sector has undergone a profound changeover.

The EDB, as the nation's premier export promotion agency, from its formation, has played a pivotal role in this transformation by serving as a policy adviser, monitor, promoter, facilitator, and knowledge provider for the promotion and development of Sri Lanka's exports.

As Sri Lanka embarks on its journey of economic development, exports are expected to play a critical role in terms of realising the objective of becoming a developed nation when our motherland celebrates the centenary of independence. To achieve this lofty ambition, the EDB is determined to serve the nation by undertaking its role as the nation's apex export promotion agency to create a nation which is filled with hope and prosperity.

**Dr. Kingsley Bernard**  
Chairman and Chief Executive

# Congratulations!

**Sri Lanka Export Development Board**

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## CELEBRATING EXCELLENCE IN EXPORT

**Presidential Export Awards 2021/22**  
Best Exporter Award  
Knitted Fabric Category

**NCE Export Awards 2022/23**  
Suppliers to Exporters Sector  
(Extra Large Category) Gold Award

**Presidential Export Awards 2022/23**  
Merit Award  
Knitted Fabric Category

**VS&Co Excellence Award 2023**  
RM Supplier Cost Efficiency

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# Celebrating 45 Years of Export Excellence

## EDB aims at enhancing Sri Lanka's global trade position

On August 1st, 2024, the Sri Lanka Export Development Board (EDB) proudly celebrated its 45th anniversary—a milestone that reflected decades of dedication to transforming Sri Lanka's export landscape. From its establishment in 1979, the EDB has been at the forefront of promoting and developing Sri Lankan exports, evolving with the changing tides of global trade and economic policies. In an exclusive interview with Dr. Kingsley Bernard, Chairman and Chief Executive Officer of the EDB, we delve into the board's journey, its role in transforming Sri Lanka's economy, and its vision for the future.

### A Foundation Built on Vision and Change

Dr. Bernard began our conversation by recounting the origins of the EDB. According to the chairman, the EDB was born in an era when Sri Lanka's economy was heavily reliant on plantation crops. The adoption of liberal economic policies in 1977 marked a significant turningpoint, shifting the country's focus towards diversifying its export portfolio. The EDB's founding objective was clear: to build a robust institutional framework to integrate Sri Lanka into the global economy.

Since then, the EDB has been instrumental in guiding the country through this transformation. From its early days, the EDB played a pivotal role in organizing Sri Lankan country pavilions at international trade fairs, conducting training programs, and implementing government-assist-

ed schemes. These initiatives helped Sri Lanka transition from a plantation-based export economy to a diversified export powerhouse.

**SLEDB was entrusted with a mission to propel Sri Lanka's export sector onto the global stage.**

effectively but also adjusted in response to global market shifts.

- **Promoter:** SLEDB has launched numerous initiatives to enhance product design, expand market reach, and develop Sri Lankan products and services, striving to elevate their presence on the international stage.

- **Facilitator:** Acting as the central hub for export development, SLEDB coordinates efforts among various stakeholders to streamline and enhance export processes.

- **Knowledge Provider:** The Board offers essential advisory services and information, empowering exporters with the insights necessary to thrive in the global marketplace.

### Broader Impact

Dr. Bernard also emphasized that SLEDB's influence extends well beyond traditional trade promotion. The board is pivotal in shaping national export policies, diversifying product offerings, conducting market research, and addressing challenges faced by exporters. It also plays a key role in skill development within the exporting community and strengthening international relationships with global agencies.

SLEDB supports small and mid-sized businesses throughout Sri Lanka by offering consultative services and sponsoring educational seminars. These efforts help businesses navigate the complexities of global trade, ultimately enhancing their export potential and contributing to the country's economic growth.



**Recognizing Excellence and Fostering Resilience**

**Over the years, SLEDB has transformed from a simple trade promotion entity into a dynamic institution integral to Sri Lanka's economic progress**

The EDB's excellence was recently recognized on the international stage when it was named Runner-up at the World Trade Promotion Awards 2022 for its SME Export Coaching program. This accolade highlights the board's dedication to supporting small and medium-sized enterprises, especially during times of economic uncertainty.

As Sri Lanka navigates its most severe economic crisis and works towards recovery, the EDB remains a cornerstone of hope and progress. With the government's prudent policy adjustments and ongoing debt restructuring, the board is poised to play a critical role in the country's socio-economic development.

### Presidential Export Awards (PEA)

Recognition of success in the export sector no doubt encourages continuous improvement of standards and achievements by those engaged in the export trade. The Presidential Export Awards (PEA) bestow upon exporters the highest state honours in recognition of those who have excelled in their respective fields. EDB has been continuing this award scheme since 1981 and the 26th PEA is scheduled to be held in November 2024, recognizing the achievements of outstanding exporters during the financial year 2023/24. The winners are presented with a prestigious PEA trophy and a certificate and could enjoy the



**Dr Kingsley Bernard**  
Chairman and Chief Executive Officer of the EDB



**We are dedicated to expanding opportunities, enhancing competitiveness, and fostering a resilient export economy."**

privilege to use the "PEA logo" as marketing tool for three years.

### Looking Forward - A Vision for 2048 and Beyond

The EDB's vision for the future is ambitious. As Sri Lanka strives to become a developed

nation by 2048, the EDB is committed to continuing its role as the apex export promotion agency. Dr. Bernard concluded our interview by outlining the EDB's vision for the future. "our mission remains to drive growth and innovation within Sri Lanka's export sector. We are dedicated to expanding opportunities, enhancing competitiveness, and fostering a resilient export economy."

The 45th anniversary of the EDB is not just a celebration of its past achievements but also a reaffirmation of its commitment to shaping Sri Lanka's future. As the island nation moves towards a new era of economic prosperity, the EDB will continue to be a vital force in propelling Sri Lankan exports onto the global stage, fostering growth, and ensuring a brighter, more prosperous future for all.

Established in 1979 under the Sri Lanka Export Development Act No. 40, SLEDB emerged as Sri Lanka's foremost organization dedicated to export promotion and development. Its inception was driven by the collaborative efforts of the International Trade Center (ITC) and the United Nations Conference on Trade and Development (UNCTAD). Initially created as the executive arm of the Export Development Council of Ministers, SLEDB was entrusted with a mission to propel Sri Lanka's export sector onto the global stage.

**Vinoja De Silva**  
Pix by Sudhath Nithanth







Sri Lanka Export Development Board

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# NOCU launches ambitious initiative to promote Organic Agriculture Islandwide


National Organic Control Unit (NOCU) - the competent authority for Organic Agriculture in Sri Lanka, established under the Sri Lanka Export Development Board (EDB) - launched its initiative to promote Organic Agriculture islandwide recently.




As part of this effort, the first awareness program- was successfully conducted in Kegalle District on the 25th of July at Slek Hotel and demonstrating an encouraging turnout about 80 attendees actively took part at the event. The programme also highlighted the contribution of NOCU to organic farming in terms of its role to promote a credible organic agriculture value chain. The participants, representing various sectors of the agriculture industry, gained valuable insights into organic farming techniques, certification processes, organic standards, and market opportunities.

As the regulatory body responsible for overseeing activities within the island's organic agricultural sector, the main objective of NOCU is to protect the credibility of organic agricultural products that are imported, exported, and sold in the local market as a reliable source for consumers. In line with this objective, NOCU has scheduled six comprehensive awareness programs islandwide aimed at educating farmers, exporters, processors, and relevant government officials on Organic Agriculture, including principles of Organic Agriculture and farming practices, Sri Lankan organic standards and organic certification procedures as well as marketing prospects for organic agricultural products.



The ever increasing demand for organic products globally, including Sri Lanka, underscores the need of proper knowledge on Organic Agriculture to ensure that reliable organic food reaches customers. Consequently, implementing awareness programmes is essential as the island has immense opportunities in the organic agricultural sector. Since its establishment in 2014, NOCU has taken significant steps to enhance the Organic Agriculture sector in Sri Lanka. This program was addressed by Mr. J.M.R.P. Jayasinghe, District Secretary- Kegalle and Mr. D.N. Gamalathge, Additional District Secretary- Kegalle. The Export Agriculture Division of the EDB organized this event under the guidance of Mr. Janak Badugama, Director-Export Agriculture.

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Thank you for your pivotal role in driving economic growth and strengthening the nation's global trade presence.



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CELEBRATING 45<sup>th</sup> ANNIVERSARY

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# EDB at 45: An odyssey of worthwhile accomplishments

**The 1st of August, 2024, marks the 45th anniversary of the Sri Lanka Export Development Board (EDB). The EDB was established in 1979 with the objective of establishing a strong government-level institutional framework to develop and promote Sri Lanka's exports in order to integrate with the global economy consequent to the adoption of liberal economic policies in 1977, and it has been at the vanguard in terms of promoting and developing exports in Sri Lanka for over four decades.**

Before Sri Lanka embraced open economic policies in 1977, its economy had predominantly relied on plantation crops in terms of export income. However, with the liberalisation of the economy post-1977, the Island has diversified its export portfolio to become a reliable supplier of apparel, high-quality spices, gems and jewellery, coir products, footwear and leather, rubber-based products (such as gloves and tyres), etc. It has also become a sought-after destination for software development, IT services as well as Business Process Outsourcing functions due to its highly skilled labour force. The country's merchandize export income, which was US\$ 845.1 million in 1978, progressed to US\$

11,911 million in 2023. The EDB, as the nation's premier export promotion agency, from its formation in 1979, played a pivotal role in this transformation through its numerous untiring initiatives such as organizing Sri Lankan country pavilions in international trade fairs, conducting training programmes, implementing government sponsored-assistance schemes, undertaking skills and technology upgradation, executing SME assistance activities addressing exporter issues, etc.

### Evolving to meet the nation's requirements

Over the last four decades, the world has evolved at a rapid pace. Identifying the necessity to adapt to the developments brought about by globalization, technological advancement, and the progress of the country, the EDB too has transformed its scope, focus, as well as the nature of activities to stay in pace with the ever-changing business and commercial environment, both locally and globally. Realising the tremendous potential Sri Lanka has got in the provision of services, a special focus is given to promote sectors such as ICT/BPM, Electronics and Electrical components, Wellness Tourism, Construction, Education Services, and Marine and Offshore services.

In yet another manifestation of the Board's virtue of responding to the timely requirements of the country's economy, it developed the National Export Strategy (NES 2018-2022) which empowered the emergence of new export industries and services beyond the established export industries of apparel, tea, gems and rubber. The Boat Building, Spices and Concentrates, Food and Beverages, ICT/ BPM, Electronics and Electrical components,

### Marking a moment of historical significance, Sri Lanka received its first ever Geographical Indication (GI) certification when the European Union (EU) Commission on 02nd February, 2022, granted GI status to Ceylon Cinnamon.

and Wellness Tourism were recognized as the focus sectors under this strategic plan. While four dedicated trade support functions were identified to facilitate all the sectors including the focus sectors.

Furthermore, in order to extend the EDB's services across the country, the Regional Development division was set up together with four regional offices in the Southern, Northern, North-Western, and Central provinces. The EDB has also given a special focus to areas such as the development of women entrepreneurship and SMEs over the last decade in cognizance of Sri Lanka's socio-economic priorities.

The EDB is also among Sri Lanka's premier public sector agencies which promotes Organic Agriculture in Sri Lanka. Given the growing global demand for Organic Food and Sri Lanka's potential to emerge as a reputed supplier of Organic Food products due to its fertile land and rich bio-diversity, the National Organic Control Unit (NOCU) was formed within the EDB in 2014 to standardise the Organic Farming activities in Sri Lanka. The National Organic Certification Mark (NOCM), which was developed by the EDB, was made public last year. The NOCM provides an

assurance of organic food quality and standardisation to build trust amongst consumers while verifying that the products satisfy the requirements of the National Organic Standard (NOS) SLS 1324:2018. The Board has also implemented several assistance programmes to enable farmers and processors in Sri Lanka to obtain organic certification as per the NOS. Every year, the EDB organises a Sri Lankan country pavilion at BIOFACH - which is held in Germany and considered as the world's largest annual organic trade show.

### Landmark achievements

Marking a moment of historical significance, Sri Lanka received its first ever Geographical Indication (GI) certification when the European Union (EU) Commission on 02nd February, 2022, granted GI status to Ceylon Cinnamon. The outcome was a result of a painstaking, decade-long, arduous endeavour led by the Sri Lanka Export Development (EDB) with the support of numerous public and private stakeholders. GI registration enables to differentiate Ceylon Cinnamon in the EU market from its substitutes of lower

quality. It also serves as a source of competitive advantage which will help to increase market differentiation, product turnover and allow for a premium price from the consumer.

Demonstrating its competency and excellence internationally, the EDB accomplished another valued achievement by becoming Runner-up at the World Trade Promotion Awards - 2022 under the category of Best initiative for inclusive and sustainable trade for its SME Export Coaching programme, which was conducted in late 2021. This award ceremony recognized innovative programmes launched by Trade Promotion Organisations that helped small firms to benefit from opportunities in the international trade at a time of uncertainty. The organizations had to demonstrate that their initiatives assisted micro, small and medium-sized enterprises to become competitive in international markets.

### Looking forward to the future

Following the unprecedented and most severe economic crisis in Sri Lanka's post-independence history, a gradual economic revival can be observed due to the prudent and timely policy adjustments implemented by the Government.

As the island finalises external debt restructuring and forges ahead towards economic progress, exports are anticipated to play a critical role within the realm of socio-economic development.

In the journey towards becoming a developed nation by 2048, the EDB is determined to serve the nation by undertaking its role as the nation's apex export promotion agency to propel an era of hope and prosperity.

**Sri Lanka Export Development Board**



**SRI LANKA EXPORT DEVELOPMENT BOARD**  
**45TH ANNIVERSARY**

Congratulations on reaching this incredible milestone of 45 years of dedicated service to our nation!





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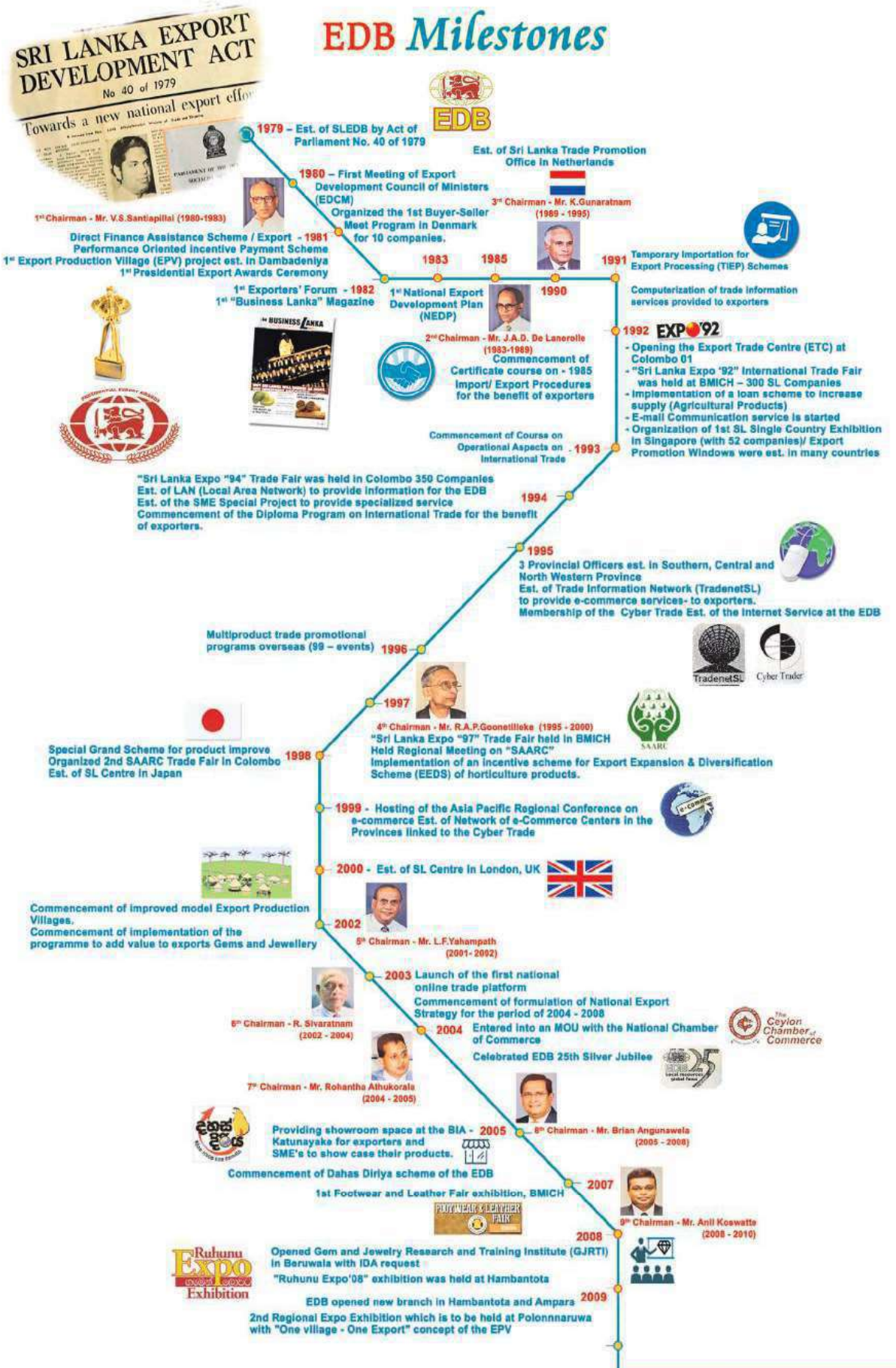




# Sri Lanka Export Development Board

# 45<sup>th</sup> Anniversary 1979 - 2024

## EDB Milestones







# Sri Lanka Export Development Board

**45<sup>th</sup> Anniversary**  
1979 - 2024

**2024**

- Production of series of video episodes to guide Sri Lankan SMEs to the Export Trade collaboration with BOC
- Established a Trade Facilitation Task Force at the EDB
- Launched new National Packaging Centre at EDB
- Launched second phase of the Global Program on Textile and Clothing (GTEx2)
- Textile & Apparel Roadshow in UK
- PROTECTED GEOGRAPHICAL INDICATION (PGI) – EU Logo
- YOUR VITAL ISLAND Sri Lanka's National Export Brand
- EDB signed MOU with People's Bank to collaboratively support to Sri Lankan Exporters and SMEs financially and non-financially

**2023**

- 15<sup>th</sup> Chairman - Dr. Kingsley Bernard (2023 - Present)
- EDB Open Day guides innovative entrepreneurs to enter export market
- EDB Supports Farmers and Processors to obtain Sri Lanka Organic Certification
- 24<sup>th</sup> Presidential Export Award Ceremony (PEA) organized by EDB
- EDB organizes stakeholder forum on organic agricultural exports

**2022**

- 14<sup>th</sup> Chairman - Mr. Suresh de Mel (2021 - 2023)
- EDB successfully completes capacity-development webinar series for exporters and SMEs in 2020
- Revamped the EDB official website
- President led first Export Development Council kicks off new initiatives
- Sri Lanka achieves its first ever GI certification with Ceylon Cinnamon
- EDB Establishes a Help Desk for Customers
- EDB Organizes Marketplace Programme for Women Entrepreneurs
- Officials launched the new EDB logo
- EDB held National program of developing 2000 new exporters
- Participation at Expo 2020 Dubai to boost Sri Lanka 'Ceylon Spices' national brand for EAD launched
- 23<sup>rd</sup> Presidential Export Award Ceremony (PEA) organized by EDB
- EDB unveiled 'Cisco WebEx Video Conferencing System' at the EDB
- Celebrated 40th anniversary

**2021**

- 13<sup>th</sup> Chairman - Mr. Prabhath Subasinghe (2019 - 2020)
- PM to launch 5 year National Export Strategy
- The Role of Trade Information & Promotion Support Function Under the NES
- Island of Ingenuity national brand for ICT/BPM launched
- Started Construction Service Exports from Sri Lanka
- Participated to the 'Tenaga Kuala Lumpur Exhibition 2018'
- Development of Logistic and Transportation Infrastructure in Sri Lanka
- EDB opens provincial office in Jaffna
- Market Access Support Programme

**2020**

- EDB conducted symposium on National Export Strategy (NES)
- EDB to Groom 2,000 Entrepreneurs
- Organized the Entrepôt Traders' Forum
- EDB unveiled 'Info Point' KIOSK at the EDB
- HNB, EDB launched new SME Export Credit facility
- EDB promotes women entrepreneurship
- EDB hosted World Export Development Forum 2016 (WEDF) at BMICH
- Sri Lanka promotes pharmaceutical exports
- First time Sri Lanka pavilion in New York Trade Fair
- World Export Development Forum 2016

**2019**

- 12<sup>th</sup> Chairperson - Ms. Indira Malwatte (2016 - 2018)
- Sri Lanka EDB has signed 3MoUs with Hong Kong, Thailand and Korea to boost regional trade.
- Canada, EDB partners to assist SME exporters

**2018**

- 11<sup>th</sup> Chairman - Mr. Bandula Egodage (2013 - 2015)
- EDB starts first ever medical tourism sector
- EDB 'Reflections of Sri Lanka-Exploring the Wonder of Asia' to showcase Lankan exports at CHOGM

**2017**

- EDB was successfully hosted Sri Lanka's largest Export symposium, EXPO 2012 at BMICH
- "Bingiriya Mal Wasanthaya" - opened new cut flowers foliage collection at Bingiriya

**2016**

- Expo Bazaar 2011 exhibition was held at Park Road, Colombo 07
- National branding, Pure Ceylon Cinnamon brand unveiled

**2015**

- Participated to the exhibitions held in Africa, Russia and the Middle East
- 10<sup>th</sup> Chairman - Mr. Janaka Ratnayake (2010 - 2013)

**2014**

- Participated to the exhibitions held in Africa, Russia and the Middle East

**2013**

- Participated to the exhibitions held in Africa, Russia and the Middle East

**2012**

- Participated to the exhibitions held in Africa, Russia and the Middle East

**2011**

- Participated to the exhibitions held in Africa, Russia and the Middle East

**2010**

- Participated to the exhibitions held in Africa, Russia and the Middle East





# Sri Lanka Export Development Board Celebrates Its 45<sup>th</sup> Anniversary

The Sri Lanka Export Development Board (EDB) marked its 45<sup>th</sup> anniversary on the 01<sup>st</sup> of August. In conjunction with this milestone, an all-night Pirith chanting ceremony and a Dana (alms-giving) were held on August 02<sup>nd</sup> and 03<sup>rd</sup> at the EDB headquarters.

EDB, the premier state institution for the development and promotion of exports in Sri Lanka, was established under the Sri Lanka Export Development Act No. 40 of 1979, guided by the then Minister of Trade and Shipping, the late Hon. Lalith Athulthumudali. A significant initial step of this Act was empowering the EDB with broad authority for the promotion and development of exports to achieve its tasks with the highest standards for the nation's benefit.

Commenting on the anniversary, the current Chairman and Chief Executive Officer of the EDB, Dr. Kingsley Bernard, expressed gratitude to all who have worked for the advancement of the export sector, noting that everyone involved, past and present, is remembered with appreciation at this 45-year milestone.

Over the past four and a half decades, the EDB has supported thousands of exporters in establishing their presence in international markets through initiatives such as international trade exhibitions, trade delegation discussions, financial relief programs, and trade intelligence services. Many entrepreneurs who started with the EDB as small-scale enterprises are now giants in the export sector, significantly contributing to the national economy.

As the EDB celebrates its 45<sup>th</sup> anniversary, it is implementing a series of innovative strategic changes considering the government's economic reform agenda and new global trends. The benefits of these changes are expected to extend to everyone in the export sector, including new exporters who aspire to join.



## Exporter Capacity Building

Export Development Board (EDB) of Sri Lanka, as the main trade promotion agency of the country, seeks to enable and promote the ever-growing community of Sri Lankan exporters.

The mission of the Sri Lanka Export Development Board (SLEDB) is to be the nation's leading catalyst organization for the development and promotion of products and services for exports, to enhance global competitiveness, maximize export earnings and achieve national economic goals.

EDB act as a Knowledge provider to the Exporter community by capturing, developing, sharing, and effectively disseminating organizational knowledge.

The EDB acts as a promoter by implementing integrated product market development programmes for the Sri Lanka exporters to be competitive in their existing markets and also encouraging them to enter new markets.

The EDB act as a catalyst organization to promote Research and Development and also to introduce high tech and value-added products to Sri Lanka export product basket.

In order to achieve our objectives, SLEDB has launched a series of ambitious programs including:

• Providing trade information and advisory services.  
• Our trade information and intelligence facilities for the export community include:  
• Profiles information on Sri Lankan export products and services.

- Market profiles and briefs.
- Market access guidelines.
- Buyer profiles.
- Export statistics
- Industry capability reports.

• News alerts.  
• Information of fiscal incentives available for Sri Lankan exporter community

### Exporter Directory

Implementation and integration of product and market development programmes to expand and diversify exports.

Development of new capacities and enhance the competencies of the export community.

Encouraging investment on export-oriented R&D, the introduction of high tech, development of value-added products and product development/adaptation (designs, packaging, etc.).

Increasing the competitiveness of the value chain to obtain national and international standards and quality certification.

Develop export-oriented SMEs and promote linkages between exporters and farmer-producer clusters.

Recognize and reward exporters for their outstanding contribution to the national economy.

Implement budget proposals relating to the promotion of exports.

Conducting export-oriented surveys and research.

Conduct product and market-specific research/studies.

Effective information dissemination among the business community through

Network with other related organizations, Formulate marketing strategies to enhance Sri Lankan exports, SLEDB organizes appropriate market promotion activities such as participation in international trade fairs, exhibitions, single country exhibitions, inward buying missions, outward promotion missions, contact promotion programmes, roadshows, and promotion efforts to promote Sri Lankan trade and services around the world.

### In addition, SLEDB also follow;

Implementation of integrated market communication programmes to raise awareness of Sri Lankan exports.

Programmes for national branding and assisting brand development programmes of exporters.

Assistance schemes to encourage the private sector to export.

Organizing local trade exhibitions and other trade events in Sri Lanka. Direct and coordinate market development activities through the Sri Lankan trade representatives and other agents abroad to ensure greater market access for exports.

SLEDB provide inputs for international trade agreements and identify existing trade channels in markets and select appropriate methods for export promotion.

In addition, we implement programmes to motivate and obtain the services of overseas trade-related agencies and the Sri Lankan diaspora to promote Sri Lankan products and services. SLEDB also function as a facilitator to clear market entry barriers for Sri Lankan products.

Function as the focal point to deal with all export-related issues.

SLEDB coordinate with all export and industry sector stakeholders such as government ministries, departments, institutions and private sector export specific organizations and associations to facilitate export and resolve export-related issues and network and coordinate with all trade-related international and local agencies.



## Congratulations

on 45 years of outstanding work!

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## Sri Lanka's Electrical & Electronic Exports Industry shows steady growth

**A** non-traditional export sector that could be identified as a relatively new entrant to the Sri Lankan exports industry, the Electrical and Electronic sector has shown steady growth over the years. Globally this industry is considered to be one of the fastest growing sectors. The growth in exports of Sri Lankan Electrical and Electronic products and services no doubt reflects this global trend.

The unique proposition of 'Design-to-Delivery' capability that the local industry possesses, rapid growth and advancement of the country's IT sector, coupled with a multitude of other attractive value additions that Sri Lanka presents, makes the country an ideal sourcing destination for buyers from around the world.

The Electrical & Electronic sector has been identified as a key growth sector within the National Export Strategy, attracting due attention and support from the state. Supporting the country's economy by contributing millions of dollars annually, this sector empowers the country's youth in skill enhancement and employment generation.

With a comparatively large talent pool of highly skilled middle tier workers and substantially large numbers of local Engineering Professionals, catering to

many world-renowned brands in Automobile, Telecommunication, Consumer Electronics, Industrial Automation and Medical sectors, Sri Lanka's Electrical and Electronic exports have shown sustained growth over the past two decades.

The current statistics indicate a total of US\$1.6 billion as annual export earnings from Sri Lanka's Electrical & Electronic industry, along with ICT-enabled knowledge and innovation industries. Electrical & Electronics manufacturers and service providers in Sri Lanka, at present operate within the domains of Electronic Manufacturing Services (EMS), Electrical and Electronics Component Manufacturing (OEM), and Design Services, coupled with Research & Development, thus offering an end-to-end value offering to global buyers.

**'Design to Delivery Destination' - ideal position for local exporters**

Owing to the inherent uniqueness of the sector, the local exporters of Electrical and Electronic goods and services have the unique opportunity to offer end-to-end solutions to their customers. Sri Lanka possesses a large, resourceful knowledge base amongst the technology centric academia enabling an efficient transition of idea generation, research backed innovations and design capability towards delivering world class products and services, which provides Sri Lanka with a unique competitive edge.

Over 100 Sri Lankan manufacturers and service providers in the Electrical and

Electronic industry operate within Electronic Manufacturing Services (EMS), Electrical and Electronics Component Manufacturing, Original Equipment Manufacturing (OEM), Design Services, and Research & Development domains. The current export product span has enabled the local industry to be sub-segmented into fourteen (14) sub sectors, exporting over thirty (30) different product categories.

**Unique propositions in the Sri Lankan Electrical and Electronic exports industry**

The products and services offered by the Sri Lankan Electrical and Electronics export industry are of global standards. In addition, buyers are presented with a multitude of value additions that are unique and incomparable to other countries in the region that export similar products and services. Therefore, Sri Lankan exporters in the Electrical and Electronic sector are able to differentiate their products or services as a comprehensive value offering to customers, which is a 'hard-find' in other countries. Amongst many such value additions, the few listed below are extremely critical to attract global markets.

**Talented skilled labour**

Sri Lankan exporters are immensely benefited by the efficiencies, knowledge,



quality of work, coupled with strong work ethics exhibited by the talented and trained electrical and electronics engineering professionals within the industry. The country's reputed university system continues to produce highly competent professionals that enhance product and service provision. Being considered a most lucrative industry for employment, the sector attracts a talented and young cohort of considerable numbers every year.

**Reputation for quality**

The unblemished reputation the country holds for high quality goods and services that are exported, along with the standards and accreditations the industry players maintain, have become hallmarks of the Sri Lankan Electrical and Electronics exports sector.

**Uncompromised service**

The local industry is renowned for its dependability, and flexibility in

accommodating challenging delivery and service levels that are required by global buyers. Catering to an established small-medium global market niche and many large markets, the hospitality, the customer service, untarnished delivery records, and assurance of customer satisfaction our industry offers are unparalleled. These attributes of the Electrical and Electronic export industry in Sri Lanka attract buyers from various global markets to the country.

**Logistical efficiency and enablers**

Thanks to the uniquely strategic location in the main sea routes and accessibility thus created, Sri Lanka is known as a logistics hub in international trade, which provides a significant advantage to the local exporters. Many bilateral and multilateral trade free agreements, duty and tax concessions offered by the state, act as enablers that the local exporters use as key competitive differentiators.

**HIRDARAMANI**

**HIRDARAMANI APPAREL EXTENDS ITS BEST WISHES TO THE SRI LANKA EXPORT DEVELOPMENT BOARD (EDB) ON CELEBRATING ITS 45<sup>TH</sup> ANNIVERSARY!**

Thank you for your invaluable service in promoting and developing the export sector of Sri Lanka to thrive in global markets, enabling exporters to significantly contribute to the national economy.





## CEAT acknowledges EDB's role in its export success

**Three decades after it commenced manufacturing pneumatic tyres in Sri Lanka, the CEAT brand is not just a household name within the country, but also an exporter of significance, and attributes this success to the strength of the joint venture partners, the quality of the products, and the support of agencies and the government, one of which is the Export Development Board (EDB).**

About 20% of the production of the CEAT Kelani joint venture is now exported to 16 countries – Brazil, Egypt, Kenya, Pakistan, the Philippines, Yemen, Chile, Bolivia, Mauritius, Jordan, Ghana, Syria, Nigeria, Seychelles, Nepal and Afghanistan, and more markets are expected to open up in the near future, the Company's Chief Operating Officer Mr Shamal Gunawardene says.

"We are equally proud of the progress of the brand in the domestic and export markets, both of which are extremely competitive," Mr Gunawardene emphasises, disclosing that in the domestic market, CEAT Kelani manufactures half of the pneumatic tyre requirements across multiple vehicle segments. In exports, the brand caters to discerning niche markets that appreciate the CEAT brand's unique value and performance proposition.

"CEAT Kelani Holdings has consistently invested in technology,

research and development, and quality enhancement, ensuring that its products meet the highest international standards," he says. "This commitment to quality has been well complemented by the EDB's role in facilitating market access for the brand and the advisory role it plays, creating a win-win for the company as well as the national economy."

"As the EDB celebrates its 45th anniversary, we are happy to acknowledge that over the years, CEAT Kelani has benefited significantly from the Board's support, which has enabled us to expand our footprint in international markets and achieve remarkable success as an exporter. Today, CEAT Kelani Holdings stands as a testament to the power of strategic collaboration between the private sector and government institutions," Mr Gunawardene declares.

He notes that the EDB's initiatives have enabled CEAT Kelani Holdings to penetrate key international markets, particularly in Asia, Africa, the Middle East and South America. "These regions have come to recognize Sri Lankan-made tyres for their superior quality, durability, performance, and competitiveness in pricing, helping to elevate the CEAT brand to a position of prominence in the global automotive industry," he says. Mr Gunawardene also acknowledges that the EDB's support was valuable in the achievement of global certifications and standards required to gain access to export markets. CEAT is the only locally manufactured tyre brand to be IATF 16949:2016 certified by the International Automotive Task Force (IATF) for compliance with the International Standard for Automotive Quality Management Systems. Additionally, tyres exported by CEAT Kelani are e-Mark certified by the Economic Commission for Europe (ECE) – a mandatory requirement for all

automotive components sold in the European Economic Area (EEA), and are compliant with the Indonesian National Standard SNI granted by the National Standardization Agency of Indonesia (BSN) as well as the Indian national standard BIS issued by the Bureau of Indian Standards.

"The EDB has always stood with us, and been not just a facilitator but a motivator, and we congratulate the Board for four and a half decades of unwavering commitment to Sri Lanka's exporters," Mr Gunawardene says. CEAT entered Sri Lanka in 1992, following the formation of a joint venture between CEAT India and Sri Lanka's Associated Motorways (AMW). The partnership later expanded to include Kelani Tyres (PVT) Limited. In 2010, one of the founding partners, AMW, exited the venture and CEAT India and Kelani Tyres (Pvt) Limited continues the partnership to date, as a 50:50 joint venture. The joint venture's cumulative investment in Sri Lanka over the past decade alone exceeds Rs 8.5 billion.

The CEAT brand originated in Italy and is backed by extensive research and testing facilities in India and Germany. The largest domestic manufacturer of cross-ply and radial tyres in Sri Lanka, CEAT's emergence as the top brand in the country's tyre sector is the result of substantial investments over several years that have seen not just exponential increases in volumes but expansion of the product range, the deployment of new technology and quantum improvements in quality. The company's manufacturing operations encompass pneumatic tyres in the radial (passenger cars, vans and SUVs), commercial (Bias-ply and radial), motorcycle, three-wheeler and agricultural vehicle segments



## The Unrivaled Potential for Sri Lankan Exporters

**Sri Lanka's abundance of natural resources, our historical position as a global trading centre, and the availability of knowledge and technology, position Sri Lankan exporters in an enviable and unrivaled position in comparison to the manufacturers, suppliers, and exporters in the region.**

The sustained market for local agricultural exports including Ceylon Tea, natural rubber and coconut-based products and rising demand for Sri Lankan apparel, knowledge services, and engineering services provide Sri Lankan exporters with new potential to conquer new markets and explore new horizons.

herbal and fruit infusions to the fullest. Spices had been Sri Lanka's trump card since the 15th Century. The country has the global monopoly for True Cinnamon (Cinnamomum zealanicum) widely known under the geographical indication of Ceylon Cinnamon, which contains smaller amounts of coumarin compared to cassia cinnamon. Although the country has an export potential over USD 290 million, the actually exports amount to only half of the potential due to the shortage of cinnamon production.

Shortage of production and supply is a challenge faced by many spice exporters in the country. Despite the unique geographical indication assigned to Ceylon Spices, the spice cultivators in Sri Lanka is yet to meet the supply of rising global demand. Declining production of latex is a challenge faced by the local rubber industry. Natural rubber production in Sri Lanka has declined from 155,000 Mt produced in 1967 to 82,600 Mt in the year 2018. Sri Lanka with over 140 years of history as the pioneer rubber grower in the world outside of South America, was in fourth place in the world as a natural rubber producer in the late 1960s but is at the 12th position currently, overtaken by countries which adopted rubber cultivation at a later period. Over 70% of the total rubber and latex production of the country is converted to value-added products while a considerable amount of dry rubber and latex have been imported to meet the production shortfall.

Expansion at Colombo and Hambantota Ports, development of inland air travel and road networks, and the rapid expansion of manufacturing infrastructure in form of export processing zones across all regions of Sri Lanka have also boosted the country's industrial and manufacturing potential. The country's rising importance as a logistic hub has also provided multiple opportunities for Sri Lankan marine engineering service providers to expand boat and shipbuilding and drydocking capacities for local and export markets. In addition, Sri Lanka also has the potential to develop a lucrative marine service sector, for providing auxiliary services to shipping lines, that use Colombo and Hambantota ports as a transhipment and an entrepot hub.

### Sri Lankan Products and Industries

Despite changing trade trends and fashion demands, Sri Lankan Apparel manufacturers have continued to sustain the global interest in the industry, that reinvented Sri Lanka as an ethical, sustainable and high-end sourcing destination for apparel sourcing. Although the lack of a high-quality fabric manufacturing industry has hindered the potential of the industry's rapid expansion, the Sri Lanka Apparel industry is slowly moving towards the manufacturing and processing industry of textiles and fabrics.


Sri Lanka continues to remain among the top five tea producing countries in the world. Although China, India, and Kenya are the largest tea exporters based on volume, Sri Lanka is the third largest tea exporter by USD value, exporting USD 1.4 Billion worth of Ceylon Tea to the world. Ceylon Tea is celebrated for its unique flavour, variety, and quality. The country's tea exports are governed by Black Tea and are yet to exploit the rising global demand for Green Tea, Organic Tea versions and

### The Emergence of Sri Lankan Service Sector


Sri Lanka's emergence from a rural agriculture-based economy to a more urban industry-based economy has seen the rise of a knowledge service industry which provides ICT and BPM services to a range of global companies. A sophisticated telecommunication infrastructure, highly qualified professionals, and the presence of global leaders in ICT and BPM has flamed the country's rising popularity

### Our Role


In view of Sri Lanka's increasing export potential Sri Lanka Export Development Board (SLEDB) performs multiple roles in export development, promotion, and facilitation as a catalyst and promoter by: Implementing integrated product market development programmes for the Sri Lanka exporters to be competitive in their existing markets and enter new markets. Promoting research and development and introducing high tech and value-added products to Sri Lanka export product basket. Acting as a knowledge provider to the exporter community by capturing, developing, sharing, and effectively disseminating organizational knowledge. Functioning as the focal point to deal with all export-related issues. Directing and coordinating market development activities through the Sri Lanka trade representatives and other agents abroad to ensure greater global market access for exports.



## CELEBRATING 45 YEARS OF PIONEERING NATIONAL ECONOMIC GROWTH AND GLOBALISING SRI LANKAN OFFERINGS



(Tyre size availability may vary depending on the vehicle model.)



**CEAT**  
CEAT KELANI HOLDINGS PVT LTD

## How SLEDB Help Local Exporters?

Since our inception, Sri Lanka Export Development Board (SLEDB) has been responsible for promoting Sri Lanka's export of products and services to the global market. We play the role of a policy advisor, monitor, promoter, facilitator and knowledge provider for Sri Lankan exporters and organisations, helping you reach and conquer global markets.

We work in close association with organisations responsible for each industry and service serving the export markets to promote Sri Lankan exporters to the global markets and educate local suppliers and service providers with the newest market and industry trends in the world. SLEDB work hand in hand with



international trade organisations to create a healthy trading environment for Sri Lankan exporters and global buyers through state-sponsored platforms, empowering local SMEs in reaching global markets. Services provided by SLEDB for local exporters and suppliers include; Development of Marketing research and feasibility studies. Development of sales and marketing strategies for global marketing and positioning. Organization of sales and distribution mission in the SAARC region.

Development of a targeted database for marketing. Providing assistance to tap overseas markets. Determining the marketing communications plan that will have the optimum impact on buyers while staying with the budget. Development of sales structures that will produce the best results. Analyzing the overseas buyer's existing perception of local companies and products from Sri Lanka. Improving the global buyer perception of Sri Lankan organisations and their core competencies.





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# Sri Lanka's Apparel Industry Hosts Firstever Roadshow in UK

The Sri Lanka Export Development Board (EDB), Sri Lanka Apparel Sourcing Association (SLASA), Sri Lanka High Commission in the UK, and Joint Apparel Association Forum (JAAF) have collaboratively organized an unique export promotion programme titled "Sourced Sri Lanka" – Textile and Apparel Roadshow in the UK.

This exhibition was taken place on 17th and 18th June 2024, in Royal Horticultural Hall in London, United Kingdom. The primary goal of Sri Lanka's participation in the exhibition is to discover new buyers and provide a boost to the country's apparel export sector aiming to increase apparel exports to the United Kingdom by USD 1 billion in 2026.

The exhibition was ceremonially opened on 17th June by Sri Lankan High Commissioner in UK Rohitha Bogollagama, in the presence of a large number of distinguished invitees. 40 Sri Lankan exhibitors representing apparel, textile and accessory industries participated in the Sourced Sri Lanka exhibition. Apart from the exhibition, parallel events such as fashion shows, panel discussions and guest speaker sessions were also held.

Sri Lanka proudly unveiled its National Export Brand on

the first day of the event, 17th June, marking a significant milestone in the country's export sector. Built upon the enduring values of sustainability, competence, and authenticity, this brand encapsulates the essence of Sri Lanka's exports.

The launch of the "Your Vital Island" brand reaffirms Sri Lanka's dedication to meeting global standards while preserving its distinctive identity. It signals a promise of unparalleled quality, unique products, and customized services, all delivered with genuine authenticity. These parallel events were added magnetism to attract trade visitors, buyers and other

apparel industry related individuals to the Roadshow.

As the apex organization for the development and promotion of exports, EDB is constantly seeking diverse approaches to promote Sri Lankan products in the international market.

Accordingly, this Roadshow was organized as the firstever Sri Lankan apparel exhibition in UK as a collaborative effort of EDB, Sri Lanka High Commission in UK, SLASA and JAAF with the objective of increasing the Sri Lankan apparel share in the UK market.



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