

Partner with Sri Lanka the Hub of Asia



Product Catalogue

28th to 31st March 2012,
Colombo, Sri Lanka.





The Island of potential

Strategically located as the central hub to trade routes and filled with an abundance of unique resources, Sri Lanka is brimming with world class goods & services and open to new prospects. If there was an opportunity to commit to an ideal scenario of trade, investment and tourism, it would be right now.

Visit Sri Lanka Expo 2012 and learn how the Hub of Asia can shape your most ambitious plans to a working reality.







Sri Lanka is one of the fastest growing economies in the world and an emerging investment hotspot. What is needed now is to enable the world to see the many opportunities waiting to be seized in Sri Lanka. Towards this aim, Expo 2012 promises to be a unique trade fair in the region and is being held at a point in Sri Lanka's history, where the nation is poised to take a giant leap in economic prosperity. The country has geared its national priorities to fast-tracking infrastructure development, boosting exports and inviting FDIs. Foreign investors can expect a host of incentives and the right partnerships against this backdrop of a dynamic and agile economy. Expo 2012 will offer the right exposure to exhibitors and visitors who can avail themselves of the exhibitions, symposiums, business meetings, networking sessions and other corporate events. The organizing body, Export Development Board, has arranged for 300 stalls covering the entire range of traditional and nontraditional products and services under one roof.

Visitors can also avail themselves of attractive accommodation and travel/excursion packages for a memorable stay in this beautiful tropical island. The country has a resilient economy that withstood the global financial crisis and is growing at an impressive GDP growth rate of 8%, while its forward-looking fiscal and monetary policies make it a sound investment destination. I am confident that Expo 2012 will add tremendous value to Sri Lanka's export sector.

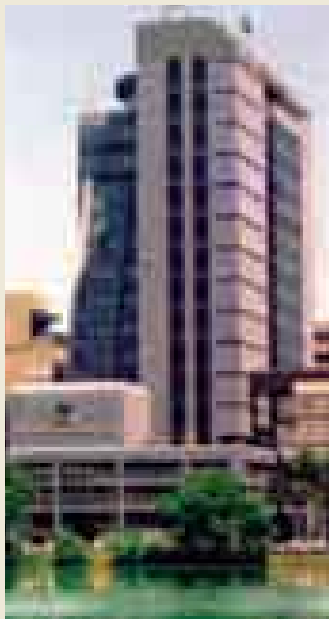




I am proud to declare that the Export Development Board (the apex state organization entrusted with the development and promotion of export from Sri Lanka) is once again taking the lead in organizing Expo 2012, which is to be held in March this year in collaboration with other stakeholders in the private and the state sectors. Staged under the theme, 'Partnering with the Hub of Asia', Sri Lanka Expo 2012 is a mega trade, investment and tourism promotion initiative, which includes a high profile unique combination of an exhibition, symposium, business meetings and other corporate events.

With the dawn of peace, Sri Lanka has embarked on a massive development drive, and in concurrence with the development objectives of the country, the Export Development Board has launched focused, strategic initiatives to develop the export sector and achieve the export target of US \$ 15 Bn in 2015. We expect Expo 2012 to provide substantial impetus to achieve this target, whilst also improving FDI and enhancing interest in tourism. I assure all stakeholders of Expo 2012 that we are sparing no efforts in making this event a gala success. On behalf of the organization I would like to invite you to visit Sri Lanka, attend Expo 2012 and make your mark in rebuilding a nation.

SRI LANKA EXPORT DEVELOPMENT BOARD (EDB)



Sri Lanka Export Development Board (EDB) is the country's apex state organization mandated to develop and promote exports from Sri Lanka thereby playing a key role in achieving the national development objectives of the country.

As exports contribute nearly 17% to the GDP, the policy framework of the country accords high priority for the development of the export sector. In line with the government's development agenda, the EDB is geared towards promoting

identified products and services to international buyers and markets in order to make Sri Lanka the most sought after destination for global sourcing.

Dedicated to the task of promoting exports for the benefit of exporters and buyers, EDB performs its key functions in five identified roles as a policy advisor, monitor, promoter, facilitator and knowledge provider.

The EDB formulates and implements the National Export Development Plan in collaboration with all relevant public and private stakeholders in order to achieve the development objectives of the export sector in Sri Lanka. The approach of the EDB is based on the principle that the public sector facilitates the strategic process but exporters own and drive the strategy.

The Board of Directors of the EDB represents key Ministries and leading private sector entities at the highest level. The organization is manned by a qualified and professional workforce effective in their areas of specialization, and who maintain close relationships with respective stakeholders. With this strong link between government policy, exporting companies and other public and private associations, the EDB is highly competent in assisting and creating business partnerships. The EDB also covers the entire island through a network of provincial offices, further enhancing opportunities and trade facilitation between buyers and suppliers.

EDB has evolved to be a dynamic and focused entity that is proactive in outlook. The organization is constantly on the lookout for new and innovative approaches to cater to the ever changing needs of the international market.

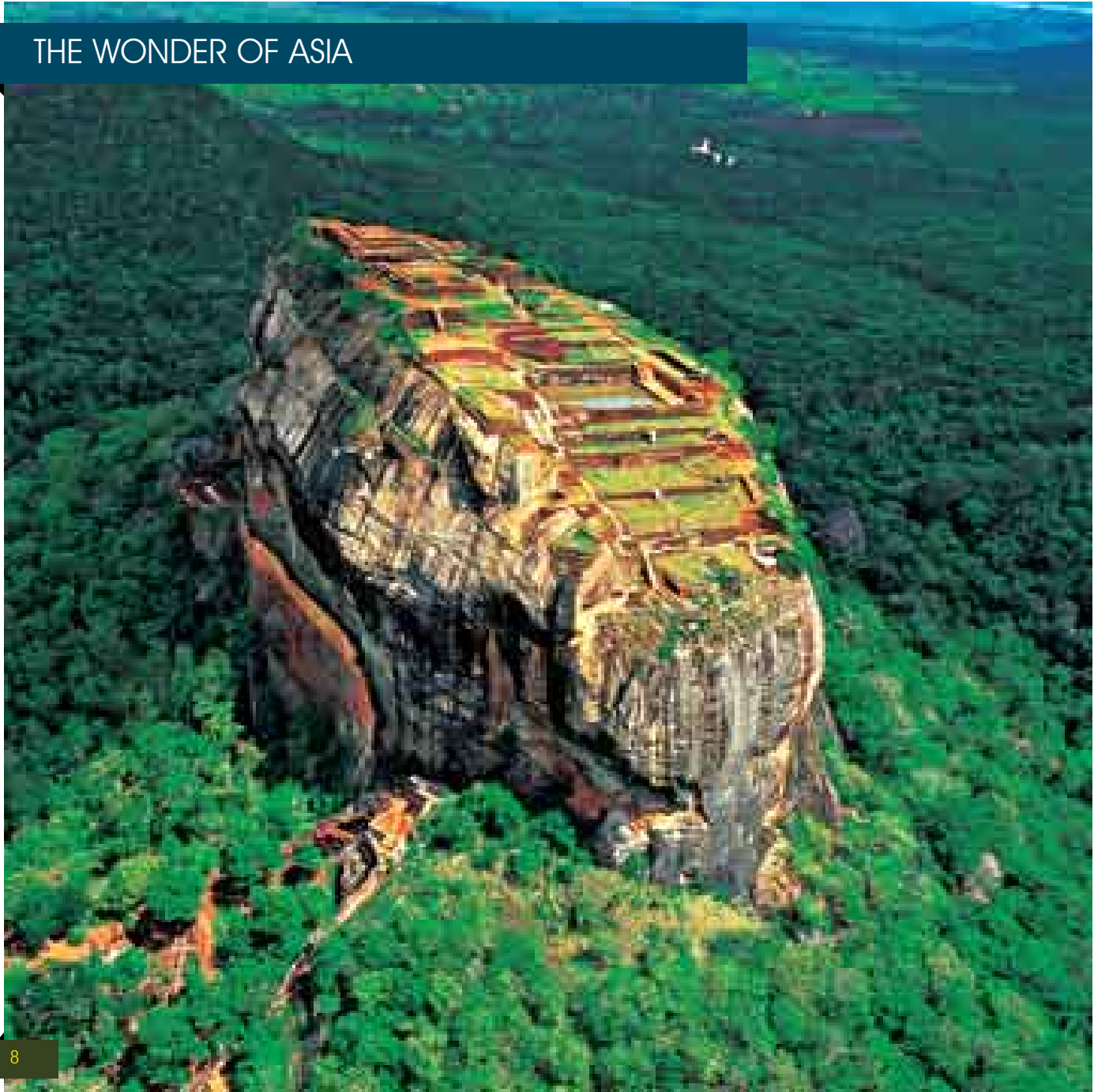
In concurrence with national development objectives, the EDB recently launched its new strategic vision for 2015 – which includes the ambitious aim to increase the country's export value to US\$ 15 Billion by 2015.

The mission of the Export Development Board details the accomplishment of this achievement in export revenue in 2015 by -

- * Consolidating the market position in existing markets
- * Market diversification
- * Paying special attention to identified product sectors with growth potential and demand in the international market.

The EDB also focuses on broad-basing the beneficiaries of exports across the country with an objective of sharing the benefits of exports with the grass root level. The implementation of a series of regional export development programmes will lead to long-term, sustainable economic growth by absorbing the talents and capabilities of the rural sector into the export efforts of the country.

THE WONDER OF ASIA





A wonder of Asia, and indeed the world, Sri Lanka, crowned the Pearl of the Indian Ocean, is home to some of the most spectacular natural beauty known to man. An island considered en route to paradise, surrounded by both the Indian Ocean and the mystique of an enduring and diverse history - make this place one of fascination for both the eye and the soul.

Arab, Portuguese, Dutch and British influences all in their own times have converged in the present day to leave a markedly distinct cultural flavour and experience; only to be found in countries with such colourful and impassioned pasts. Its history - of which there is much to admire in the vast array of architecture, museums and galleries - is forged against a common background of sheer natural beauty. A landscape unerring, unfaltering and uncompromising in its ability to inspire awe.

The undulating terrain provides spectacular views of the iridescent ocean and the teeming land, affording unique vantage points such as Kandy and Nuwara Eliya are afforded in the hill country. Mountains shrouded in mist, cascading waterfalls as luminous as glass and tea gardens to invigorate the senses can all be found within moments. From the planes in Nuwara Eliya to the mountains of Knuckles, the sense of excitement to be felt at the wonder of such a world is unwavering.

A tropical climate all year round ensures that a colourfully dense population of flora and fauna inhabit this jewel of a land. Testament to this is the fact that Sri Lanka has the highest biodiversity per 10,000 square km in the whole of Asia, with many species endemic to the land. In no way an exhaustive list, the country has 4 species of wild cat, with the leopard being the largest of them, 5 species of deer, over 400 species of bird, 60 species of fish, 5 species of sea turtle, 25 species of whales and dolphins, and elephants and monkeys to boot. The Yala National Park is renowned for leopard spotting with the highest population of the





cat in Asia. There is an abundance of other national parks, such as Wasgamuwa, Kumana, Wilpattu, Uda Walawe and the newly opened Chundikulam bird sanctuary, all providing rare glimpses into the lives and habits of nature's most beautiful creatures. In addition to the breath-taking external environment, Sri Lanka also offers a sanctuary for the soul. Ayurveda is popularly practiced, a traditional form of medicine originating in India, literally meaning 'the complete knowledge for long life'.

The capital city Colombo is in itself a wonder. The city is majestically situated on the coast of the Indian Ocean, and while it has the bustling vibe of a vibrant, emerging metropolis, the ambience is one of relative calm and composure when compared to other capital cities of the region. Scattered with Buddhist temples, churches, Hindu temples and mosques, it sets an example for religious and cultural diversity.

Moreover religious and cultural festivities have adorned the beauty of Sri Lankan life for centuries. Religious celebrations such as Kandy Esala Perahera, Vesak Festival and Sinhala New Year, together with festivals of art, music and culture including South East Asia's biggest literary event – Galle Literary Festival – ensure that the spirit of festivity is alive all year round.





Sports and adventure is another exhilarating dimension to the country. Surfing, rafting, air-ballooning, golf, cricket and other soft sports and adventures like mountain climbing, trekking, cycling, canoeing are some of the popular activities available to those that relish a chance to tackle the great outdoors.

Sri Lanka's most reputed offering, however, is the hospitality of its people. Travellers are met with sincere smiles wherever

they go, and to welcome a foreigner is natural to a people that are themselves a make-up of various backgrounds. Overall, Sri Lankans are keen to ensure that the country's beautiful scenery, pristine beaches, abundant wildlife, blissful surroundings, festive cultures, thrilling adventures, serene essence and unrivalled heritage remain cemented in your heart forever.

Visit www.srilanka.travel

SRI LANKA ECONOMIC OVERVIEW

From as far back as 1500 B.C., Sri Lanka - the pearl of the Indian Ocean - has been the cynosure of business interest. Its legacy of spice trading was the first in contributing to the nation's status as a focal maritime hub and an important port and trading post in the ancient world. Increasingly frequented by merchant ships from the Middle East, Persia, Burma, Thailand, Malaysia, Indonesia and other parts of Southeast Asia, Sri Lanka earned a reputation as a front-runner in the ancient world of business.

Centuries have passed, yet this standing proves relevant today. Sri Lanka of the 21st Century is a nation offering a plethora of investment opportunities and a promise of success and discovery, strengthened by liberal economic policies and an investor-friendly environment. Here are some compelling reasons why you should make Sri Lanka your next investment destination.

1. A Strong and Resilient Economy

The Sri Lankan economy has not only demonstrated continued buoyancy for the past five years but has also indicated an upward growth. The economy grew at an impressive 6.8% in 2010, with a strong performance in services (8%), industry (8.4%) and agriculture (7%). External analysis confirms the rationale behind this surge; a recent Asian Development Bank (ADB) report credited this strong growth to bold private sector investment and forward thinking macro-economic policies.

The Service Sector remains the largest component of the GDP. At 59.3% in 2010, the service sector continued its strong expansion fueled primarily by strong growth in hotels, transport and telecommunication, trading, and financial services. The burgeoning sectors of Information Technology, training and software development are considered key area of growth.

The Industry Sector accounted for 28.6% of GDP with the manufacturing sub sector accounting for a share of 17.3% of the total GDP.

The Agriculture Sector accounted for 12% of GDP in 2010. The plantation sector consists of tea, rubber and coconut. In recent years, the tea crop has made significant contributions to export earnings.

Looking forward, the Sri Lankan economy expects to maintain solid growth.

KEY ECONOMIC INDICATORS	
	Year 2010
DEMOGRAPHY	
Mid-year-population('000 persons)	20,653
OUTPUT	
GDP at current market prices (Rs. Billion)	5,602
Pre capita GDP at market prices(US\$)	2,399
REAL OUTPUT(percentage change)	
GDP	8.0
EXTERNAL TRADE	
Exports(US \$ Million)	8,307
Imports(US \$ Million)	13,512
CAPITAL MARKET	
All share price index(ASPI)(1985=100)	6,635.9
Millanka price index(MPI)(1998 Dec. = 1000)	7,061.5

2. Supportive Government Policies

Sri Lanka pioneered South Asia's economic liberalization over three decades ago. After liberalizing many areas of the economy, the government has embraced strategies and policies that are strongly conducive to international investment. In fact, Sri Lanka's investment policy environment is compelling; consider the following:

- Total foreign ownership is permitted across all areas of the economy.
- There are no restrictions on repatriation of earnings, fees, capital, and on forex transactions relating to current account payments.
- Safety of foreign investment is guaranteed by the Constitution.
- The existence of a sophisticated legal and regulatory framework covers all prerequisite business law enactments.

The Government follows an incentivized investment promotion strategy. Encouraging investment to priority sectors, the BOI promotes the diversification of Sri Lanka's industry and service sectors with a special focus on those involved in advanced technology and value addition. Similarly, large scale projects such as infrastructure development and initiatives that strengthen the nation's comparative advantages are favored.

3. Educated and Adaptable Workforce

Flexible, skilled and smart. Sri Lanka's workforce is a first class competitive resource. Well educated, energetic and with a trainability ratio that is comparable with any investment location around the world, skilled and semi-skilled human resources are readily available at competitive wage rates.

In 2009, Sri Lanka's literacy rate stood at over 90%. The country enjoys the most literate population in South Asia and is comparatively favorable among developing countries.

Extensive investment in public education has produced a workforce that is not only competent but intelligent, trainable and comfortable with high tech production facilities. Approximately 50% of students who have completed higher education are trained in technical and business disciplines. English is widely spoken in the country and is the main language used by the business community.

4. Social Infrastructure

The country boasts a life expectancy of 70.3 years for the male and 77.9 years for the female population and an infant mortality rate of 8.5 per 1,000 live births, according to latest figures.

Being a firm proponent of international laws and UN's Labour and Human Rights, Sri Lanka has an edge over its regional competitors because of its stringent adherence to child labour laws and endorsement of gender equality. Several leading corporate entities in the country have also subscribed to the United Nations



Global Compact principles, illustrating the fact that Sri Lankan enterprise goes further than mere legal compliance.

5. Location and Connectivity

Sri Lanka is situated at the crossroads of a major shipping route that connects South Asia, Far East and the Pacific with Europe and the Americas. Sri Lanka is strategically located next to the rapidly growing Indian sub-continent with close proximity to Southeast Asia and the Middle East. The country has strong air connectivity with over 100 weekly flights to India alone.

Sri Lanka is connected to the SEA-ME-WE III and IV fibre optic communication backbone with over eleven communication satellites orbiting above the south of the country.

6. Access to Key Markets

Sri Lanka is the only country with Free Trade Agreements with both India and Pakistan, giving duty free access to over 1.3 billion consumers.

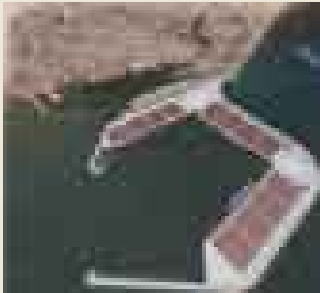
The Indo-Sri Lanka Free Trade Agreement (ISLFTA) provides strategic access through Sri Lanka for over 4,200 products (at zero duty) to India, which is the world's second most populous market.

The Pakistan – Sri Lanka Free Trade Agreement (PSLF TA) provides strategic access through Sri Lanka for nearly 4,500 products (duty free from 2008) to the Pakistan Market (population of more than 160 million).

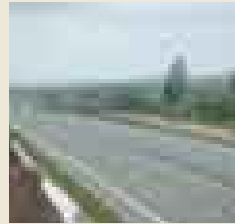
7. Developed Infrastructure

Private and public investment programmes have been implemented to improve the country's basic infrastructure facilities. These are now undergoing rapid development. Improved transportation facilities, as well as upgraded communications and IT networks now ensure optimum business conditions. State-of-the art industrial estates have been built and continue to utilize sophisticated facilities, providing superior services.

The Port of Colombo is South Asia's premier transshipment port. Further development of the Colombo Harbour is currently underway which will result in doubling its capacity, together with further developments to harbours in Galle and Trincomalee. Also a new port has been established in Hambantota, in South of Sri Lanka.



Improvements to Sri Lanka's expansive road network and infrastructure are underway through the construction of 4 major expressways. These expressways link major cities and locations to the capital city of Colombo; they include the Colombo-Matara, Colombo-Katunayake, and the Colombo-Kandy highways as well as the Colombo Outer Circular Road. The "Southern Expressway", the first link of the network is already completed.



The country's international airport has undergone extensive development and is now on par with other international airports. Preliminary work for a second international airport has commenced in the southern heartland of Sri Lanka and will serve the needs of burgeoning

industries located in the South.

8. A Vibrant Business Environment

Sri Lanka is ranked as the most liberalized economy in South Asia, with successive governments further enhancing this status. Transparent investment laws are in place and aim to encourage and foster foreign direct investment to the country.

Concessions granted for qualifying investment projects under an agreement with the Board of Investment remain valid over the lifetime of the enterprise.

Economic growth in Sri Lanka is driven by a dynamic and resilient private sector, with private investment exceeding government investments by over 70%. In addition, the presence of newcomers to Sri Lanka's business community will be welcome by Chamber of Commerce and Industry Associations.

9. Investment Protection and Double Taxation Relief

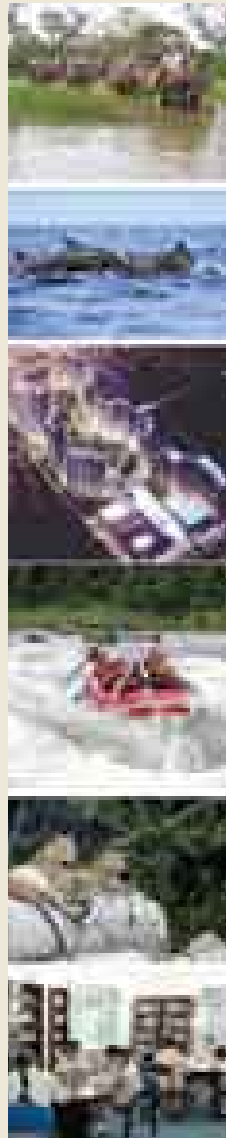
The safety of your investment is guaranteed by the Constitution of Sri Lanka, and bilateral investment protection agreements with 26 countries. Similarly, Sri Lanka also has bilateral Double Tax Relief Agreements with 38 countries.

10. Quality of Life

Sri Lanka is truly a great place to live and a great place to work. A country of numerous facets, Sri Lanka offers a spectrum of experiences, peoples and places that awaits discovery. A cosmopolitan living environment surrounds those who choose to make Colombo their home. Social life is ubiquitous in this city; abundant nightlife, gourmet cuisine, world-class shopping, theatre, cafes, art and host of star class hotels dot the island, providing abundant entertainment and a number of inimitable experiences.

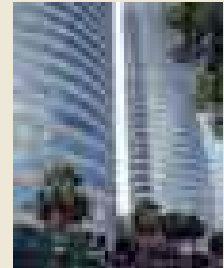
There is a wide selection of comfortable housing in Sri Lanka including luxury condominium apartments that are ideal for expatriates.

Seven UNESCO World Heritage sites, a salubrious climate in the central hill country, 250 acres of botanical gardens, 15 Wildlife and Nature reserves and miles of pristine beach, are all beautifully located in concentration within a mere 65,610 square kilometers. The lure of the country's jungles and mangroves is understandable; Sri Lanka is renowned for its varied biodiversity and remarkably high proportion of endemic fauna and flora.



Internationally recognized healthcare institutions market Sri Lanka as a premier destination for health tourism. A dozen private and public hospitals operate in Colombo.

Over ten reputed international schools follow the curricula of the University of London, University of Cambridge and the International Baccalaureate. Students from these institutions enter Ivy League universities in the United States and top ranking places of education in the UK and other countries. With prevailing peace in the country, most return to reestablish their roots.



Investment Facilitation Via BOI

The Board Of Investment is the central facilitation point for investors, providing assistance and advice throughout the investment process. Investors need to enter into an agreement with the BOI.

The BOI is empowered to grant special concessions to eligible companies – these are designed to meet the strategic economic objectives of the government. The mechanism through which such concessions are granted is the Agreement which modifies exempts and waives identified laws in keeping with the BOI Regulations. These laws include Inland Revenue, Customs, Exchange Control and Import Control. Foreign investors also have the option of operating under the normal laws of the country.

For the purpose of granting approvals and incentives, companies incorporated in Sri Lanka are treated equally - regardless of whether the shareholding is controlled by nationals or non - nationals.

BOI Incentives

BOI offers tax holidays ranging from 3 to 15 years.

Sectors / industries targeted by the Government are as follows:

- Manufacture / Production of non-traditional goods for export, including deemed export.
- Apparel, textile, handlooms and local gift industries
- Cosmetics industry based on local herbs and medicinal plants.
- Export oriented services
- Export of knowledge based services
- Infrastructure projects
- Bonding warehouses, cold and dry storage and other logistics based investments
- Urban infrastructure and commercial housing
- Higher education / Skills Development
- IT and IT enable services
- Value added strategic projects
- Agriculture / Agro Processing /Dairy Development / Fish based industries
- Establishment of Industrial Estates, Special Economic Zones, Knowledge Cities.

Other advantages provided to investors by the BOI include duty free imports of raw materials and capital goods for export oriented industries and services.

Remittance of Earnings & Capital

Foreign investors are permitted to remit dividends, capital or royalty payments through any commercial bank, as well as the sale proceeds of shares.

Intellectual Property Law

The Code of Intellectual Property Act No. 52 of 2003 embodies legislation relating to copyright, industrial design, patents, trademarks, trade names and unfair competition. Sri Lanka's Intellectual Property Law, which is based on the WIPO model law for developing countries, has incorporated internationally

accepted principles and concepts of intellectual property. Law, which is based on the WIPO model law for developing countries, has incorporated internationally accepted principles and concepts of intellectual property.

BOI Services

Following are the key services provided by the BOI:

1. Guidance prior to submission of project application
2. Co-ordination of approvals from other related agencies, where required.
3. Provision of assistance at start-up stage of the project including site selection and clearance, advice on factory building and other technical expertise.
4. Facilitate the procurement of support services such as water, power waste treatment and telecommunications.
5. Provisioning of recommendations to Immigration Authorities for application and issuance of resident visas.
6. Import/export clearance and customs procedure for import of capital goods, raw materials and the export of the product.
7. Assistance for the maintenance of good industrial relations and in the formation and operation of Employee Councils.

Industrial Zones under BOI

The BOI operates 12 Industrial Zones with all infrastructure facilities provided by the agency. A further 12 new zones, including sectoral ones for IT/BPO, Gem & Jewellery, Textiles and Chemicals are being developed under the PPP model. The Zones provide investors with suitable sites on long term lease terms.



Visit www.boi.lk



Sri Lanka Expo 2012

Partnering with the Hub of Asia

Welcome!

Sri Lanka Expo 2012 is a mega trade, investment and tourism promotion initiative which will take place from the 28th to the 31st March 2012, in the capital city of Colombo.

The Expo will bring together a spectacular showcase of Sri Lanka's export quality products and services, numerous industry experts, public and private sector representatives, trade and business associations, and international buyers from every corner of the world, offering a rich multicultural mosaic of knowledge to visitors.

Visitors will have access to the best selection of Sri Lankan exporters, and discover the finest products and services under one roof. Over 300 manufacturing exporters will showcase a wide array of goods and services ranging from Ceylon Tea to Ethical Garments and Gems to Business Process Outsourcing. A tantalizing array of uniquely Sri Lankan exports will span three broad sectors of Agriculture & Fisheries, Industrial Products and Services.

Together with the gigantic development drive of infrastructure and industries aided by consistent, decisive government policy, and the value-addition and diversification of Sri Lankan products and services, Sri Lanka is geared to be the world's premier sourcing destination.

State-of-the-art technology, green and ethical manufacturing practices and Sri Lanka's ability to offer products exceeding international standards and compliances make this event an invaluable experience.

EXPO through the decades

The EDB has in the past successfully organized three EXPO events in 1992, 1994, and in 1997. The first drew thousands of overseas buyers and investors from 46 countries, and on ensuing occasions have met with similar success, having seen participants arrive from over 40 countries respectively.





EXPO 2012 Highlights

The exhibition will form a vivid picture of the diverse, high quality products and services of Sri Lanka, showcasing these on a single platform with over 300 stalls. Over 1000 international buyers are expected, including Ministerial delegations from key strategic markets.

The Symposium will be hosted by numerous industry experts and international keynote speakers, covering salient topics of interest such as the advantages and facilitated process behind Sri Lanka's conducive trade and investment climate and the country's many facets as a tourist destination.

Hundreds will gather to share in fellowship, networking, and good times at one to one business meetings and events where effective interaction between local and international business people will be facilitated. An attractive accommodation and travel package and several excursion packages for nature lovers will be offered.

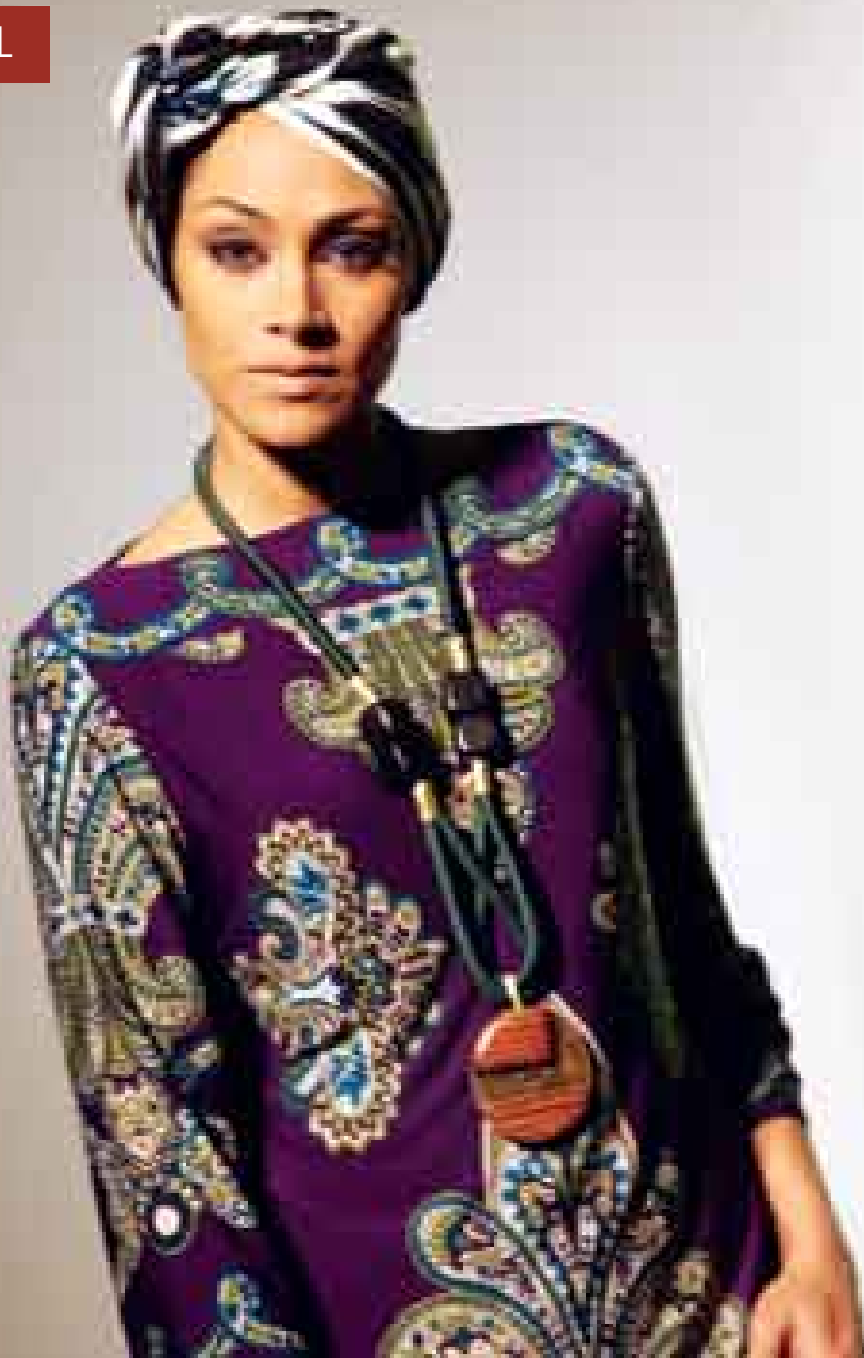
So join us this March at the beautiful and convenient locations earmarked for Expo 2012, and be a part of a veritable highlight reel of exhibition, symposium, keynote addresses and corporate events in the vibrant and conducive climate of Colombo, Sri Lanka!

- TRADE EXHIBITION
28th - 31st March 2012
- Symposium
29th March 2012

Discover the diversity and full potential of Sri Lanka.









A supermodel shows off Victoria's Secrets' latest line backed by design excellence; an Olympic swimmer cuts through the water, his evolved Speedo swimwear taking him closer to gold and glory; a six month-old baby grins as she tugs on her comfy Baby Gap t-shirt with a look that screams picture, please! Sri Lanka clothes the world, redefines industry frontiers, and connects global super brands such as Victoria's Secret, GAP, Liz Claiborne, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Speedo, Abercrombie & Fitch, Land's End, Marks & Spencer, and Intimissimi.

Worn by quality conscious consumers all over the world, products belonging to these international brands are sourced and manufactured in Sri Lanka – South Asia's fashion and logistics hub and global apparel visionary.

Apparel categories span, sportswear, lingerie, loungewear, bridalwear, workwear, swimwear and childrenswear. These products are manufactured and exported with the flexibility of catering to specific seasons of many countries around the world; it is no wonder that this industry has enjoyed epic growth levels over the past four decades and is today Sri Lanka's primary foreign exchange earner.

Sri Lankan apparel has evolved from traditional exports and tailoring designs to providing sophisticated solutions, creativity and experience in BPO services, Fashion, R&D, and Innovation Centers, bridging the country's gap between developing and developed. The country has the highest apparel exports per capita of any exporting nation in the region.

Organic growth is guaranteed through market penetration and capacity expansion in the recently opened North and East of the country, where 10 factories are in construction with more projects on the way. In addition, Sri Lanka's envisaged exponential growth through hub services will emphasize the industry's rise to international fame. It is no surprise that Sri Lanka's top three apparel companies are already amongst the world's 50 most important suppliers, and the industry has sustained over US \$ 3 billion in export revenue for five consecutive years.

And the world responds...

Several Indian retail brands count on sourcing from Sri Lankan factories attracting global brands to invest in Sri Lanka as an Indian Sub Continent Hub...

A large UK retailer watches their cost and lead-time savings grow exponentially – and it all began when they set up their regional Supply Chain Logistic Hub in Sri Lanka...

A number of European and Asian fabric suppliers store their fabric in Sri Lanka to support fast fashion, taking advantage of fast regional shipping times and clearing in less than 24 hours...

USA and the United Kingdom have historically been the highest buyers of Sri Lankan apparel throughout the decades...and they continue to reap the rewards of their long time partnerships... Exports to the USA continue to soar over US\$ 1 billion, and EU contracts are worth over US\$ 1.5 billion and have experienced powerful growth year on year...

This world fame is in no small part attributable to the industry's profound commitment to ethical and sustainable practices. Environmental, social and economic sustainability are highlights of the industry.

Green manufacturing is more than a buzzword; the Sri Lankan apparel industry has embraced this concept. Sri Lanka also showcases the best of technology in the garment industry, including the world's first eco-friendly "Green Garment Factory" that cut energy in half and water consumption by 70%. These factories have found business sustainability through the practice of lean manufacturing, with lowered overheads and faster return on investment. LEED Platinum and Gold Certified entities practice international standards of recycling, effluent treatment and waste management practices. A collective effort to reduce the carbon footprint of suppliers and manufacturers has been made and is ongoing. Sri Lanka also abides by the regulations of the World Trade Organisation (WTO).



Like any other industry, Sri Lanka's global fame and worldwide appreciation is attributed to the people behind the fabric. Sri Lanka is a socially responsible and preferred destination for apparel sourcing and is the only outsourced apparel manufacturing country in Asia to ratify all 27 ILO (International Labour Organisation) conventions. The local apparel industry stands out as a reliable source that pays fair wages to workers and actively discourages sweatshops and child labour. Apparel in Sri Lanka is free of discrimination, sweatshop practices and child labour – and the guiding force behind this commitment to Ethical Business and Manufacturing is the homegrown “Garments Without Guilt” code which exceeds leading industry compliances.

The apparel industry provides direct employment opportunities to over 300,000 and 600,000 indirectly. Leading universities turn out highly qualified graduates each year, and talented individuals are exposed to the limelight through a number of local design festivals and trade shows. Working hand in hand with customers on forecasting trends and creating new customized ranges with innovative techniques, the future of Sri Lankan apparel is in safe hands.

Long term relationships with multinational reputed retailers who have identified standards of manufacture and compliance have led to economic sustainability. Association with global brands of





international reputation is not a mere business transaction but an exercise in maximizing value of wealth creation for society. Sri Lanka is a producer of “Garments Without Guilt”; the “Made in Sri Lanka” label is comfortably synonymous worldwide with the values of high quality, reliability, and social and environmental accountability.

Ethical brands and Sri Lankan apparel go hand in hand – and this focus on sustainability has proved a worthy investment in the future of the industry. Today Sri Lanka is geared to meet global

market demand for fast, high quality, ethical fashion products. The opportunity is perceptible to those concerned with product quality and business partner values; Sri Lanka, a sustainable apparel export nation is a buyer's premier choice.

Top Apparel Exporters in Sri Lanka

Brandix Apparel Ltd.

www.brandix.com

MAS Holdings (Pvt) Ltd.

www.masholdings.com

Hirdaramani Group of Companies

www.hirdaramani.com

Omega Line Ltd.

MAS Active Trading (Pvt) Ltd.

www.masholdings.com

Smarts Shirts (Lanka) Ltd.

www.smartshirts.com

EAM Maliban Textiles (Pvt) Ltd.

www.maliban.com

Bodyline (Pvt) Ltd.

www.masholdings.com

Crystal Martin Garments (Pvt) Ltd.

www.crystal-martin.com

Sirio Ltd.

VICTORIA'S
SECRET

tezenis



M&S

BANANA REPUBLIC

intimissimi



DIESEL

H&M

LANDS' END

ALDO

OMEGA LINE LTD

TEZENIS

CALZEDONIA

amanté
love yourself

JOCKEY

Adidas

POLO
RACER

speedo

NIKE

next

TESCO
Every little helps

Abercrombie & Fitch

JOHN'S NEW YORK

intimissimi

ANN TAYLOR



Sri Lankan tea (known for generations as Ceylon Tea) carries behind it a heritage and success story like no other. A product that began as a diversification experiment in 1867 spanning just 19 acres of land has today surpassed all geographical borders to satisfy 19% of global demand. Reputed for its signature taste and aroma, Sri Lanka has become the world's third largest tea exporter to the world, the country's largest employer and has the distinction of supplying tea to the Olympic and Commonwealth Games. It is a great equalizer, demanding attention from the counter of the smallest eatery to the most exclusive tea-bars in the world.



Ceylon Tea is also the cleanest Tea in the world in terms of pesticide residues – a fact confirmed by the ISO Technical Committee. Sri Lanka was also the first to achieve the “Ozone Friendly Tea” label recognized under the Montreal Protocol Treaty and

is the proud owner of the first Ethical Tea Brand of the World recognized by the United Nations Global Compact.

Far from being just a scenic wonder, the panoramic tea gardens of Sri Lanka provide a countless number of blends and single garden tea of premium value. Most are situated at elevations



First tea plant, planted in Sri Lanka in 1867





between 3,000 and 8,000 feet, which span the lush mountains of the central highlands and the fertile plains of the southern inland areas of the island. Sri Lankan tea possesses unique and specific characteristics of quality and taste attributed to geographical origin and unique manufacturing practices.

These have been mastered over the years and infused with contemporary creativity and imagination to satisfy the most judicious aficionado.

Low-grown teas, at an elevation below 2000 feet, produce good colour and strength and are popularly drunk with milk. Mid-grown teas, grown between 2000 to 4000 feet, are rich in flavour with good colour. High-grown teas, from heights of 4000 feet and above, are considered premium, and exude beautiful golden liquor and an intense, powerful aroma. Some estates also produce silver tips that give very pale straw-coloured liquor, best drunk plain.





Tourists and export markets alike have access to famous unorthodox variants and health beverages from Sri Lanka such as green tea, instant tea, bio tea and flavoured tea.

With the development of Sri Lankan tea exports, Green Tea has acquired a commanding position in the global market. Currently, Sri Lanka exports green tea to more than 40 countries. The Major buyers are United Arab Emirates, Russian Federation and Jordan. With Sri Lanka's awe-inspiring status of being the number one manufacturer cum exporter of orthodox black tea, the tea export trade from Sri Lanka is simply at US \$ 1.5 billion.

Sri Lankan tea is also grown under the highest social and environmental standards; excellence in process and purity of product are reflected by world class certifications. Several plantations are Forest Stewardship Council (FSC) accredited and GLOBAL GAP compliant.

Tea processing factories are continually improved and upgraded to maintain sufficient technical and hygienic standards through the implementation of ISO 22000, and HACCP. Buyers are thus assured that tea produced in Sri Lanka is not only synonymous with quality, but also conforms to internationally acceptable food safety regulations.



Top Tea Exporters in Sri Lanka

Akbar Bros (Pvt) Ltd

www.akbar.com

Jafferjee Brothers

www.jafferjeebrothers.com

Union Commodities (Pvt) Ltd.

www.unicomtea.com

George Steuart Teas & Markt. (Pvt) Ltd

www.gsteas.com

Ceylon Tea Services PLC

www.dilmahtea.com

Empire Teas (Pvt) Ltd

www.empireteas.com

Unilever Lipton Ceylon Ltd

www.liptonforthe future.com

J-Cey-Tea (Pvt) Ltd

Anverally & Sons (Pvt) Ltd

www.liptonforthe future.com

Expolanka Teas (Pvt) Ltd

www.expoteas.com



RUBBER AND RUBBER PRODUCTS





The history of Sri Lanka's rubber industry began way back in 1876 with the planting of 1, 919 rubber seedlings - the origin of an uninterrupted and profitable supply chain.

This agricultural commodity has since become of strategic significance to the global rubber industry. Today, Sri Lanka Rubber industry consists of two closely interdependent sectors: the rubber plantation industry which produces raw rubber, and high value, new product innovations in finished rubber goods. Presently, Sri Lanka produces about 153,000 metric tons of natural rubber annually.

Sri Lanka efficiently manages the entire supply and value chain activities of the rubber industry. The industry has acquired historically proven core competencies in natural rubber breeding, growing, primary processing and trading. Manufacturers have inculcated world class technological capabilities in the production of all types of natural rubber. Sri Lanka is the number one exporter of solid tyres which accounts for approximately 20 % of global market share at present.

Natural and synthetic rubbers are considered complimentary materials. Natural rubber is preferred for certain applications such as air craft tyres, for its high resilience and hence low heat build-up. Synthetic rubber is resistant to oil and chemicals and is preferred for applications such as petroleum hoses. When technical performance parameters are marginal, price and other supply factors determine selection.

Rubber products manufacturing, pioneered by tire re-treading, began in the 1950s and expanded rapidly after free trade policies and investment promotion zones were introduced in the late 1970s. The value of rubber products now exceeds the export value of raw rubber. The centre of gravity has shifted from rubber growing to value added products manufacturing which is heralded as a very positive development. In the last two decades privately owned and operated Sri Lanka industries have entered global markets for value added rubber products.

These range from extruded products like rubber bands, beadings, and latex products such as medical, surgical and household



Against stiff competition, the rubber industry caters to a significant market share and has established a reputation for quality and reliability. In 2010 rubber finished products industry earned an export income of US\$ 564 million, a 72% growth over the previous year. Sri Lanka's total production of natural rubber in the year was 152,986-tons .

Rubber products made in Sri Lanka are internationally acclaimed and accepted for quality and durability. Examples of success stories include branded industrial tires, household and industrial gloves and rubber bands manufactured by leading Sri Lankan Companies to the International market. Multinational companies have invested and now enjoy profitable operations in Sri Lanka, manufacturing latex based products and solid tyres for the global market.

gloves, and industrial products like hoses, auto parts, industrial components, tyres, tubes, automotive and aviation tyres and general rubber products like floor mats, carpets, sports goods, footwear, hot water bottles and related components.



Customarily close to the hearts and minds of farming communities all over Sri Lanka, the rubber industry has a close association with sustainable practices.

The rubber industry generates employment to a vast number of people mainly from rural estates. Together, the activities of tapping, manufacturing industries of semi finished, semi processed rubber products and value added products, and those involved in trading, provide employment to over 200,000. A high degree of environmentally friendliness is found in rubber plantations. In addition to their natural forest cover and sequestering of carbon



in great volumes (which introduce carbon trading benefits) several rubber estates in Sri Lanka are FSC (Forest Stewardship Council) certified.

Economic sustainability is sought through several institutions and associations that assist stakeholders of the industry. Entities like the Rubber Research Institute and Rubber Development Department contribute to the development of cultivation and processing for the benefit of the industry.

The globally linked rubber industry in Sri Lanka shows excellent potential for exponential growth with the global industry growing at 4%-6% annually. Sri Lanka's range of products has ample room to evolve with new developments and research in the field. Opportunities in global markets are evident to technically sound and innovative local manufacturers; it is clear that the rubber industry will continue to be a solid and profitable facet of Sri Lanka's economy.



Top Rubber Exporters in Sri Lanka

Loadstar a Manufacturing Division of Camoplast Solideal

www.camoplastsolideal.com

Trellerborg Lanka (pvt) Ltd

www.trelleborg.com

Ansell Lanka (Pvt) Ltd

www.ansell.com

Lalan Rubbers (Pvt) Ltd

www.lalangroup.com

Elastomeric Technologies (Pvt) Ltd

www.elastomericgroup.com

EU Retec (Pvt) Ltd

Industrial Clothing Ltd

www.midassafety.com

Venigros (Pvt) Ltd

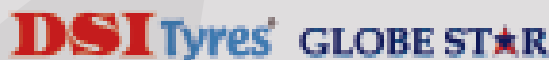
www.dplgroup.com

Vechenson (Pvt) Ltd

www.dsitire.com

Global Rubber Industries (Pvt) Ltd

www.amaseuro.com





Sri Lanka, long associated with the international gem and jewellery trade, has been known as the cradle of treasures for its precious, natural gemstones. Both the artisan culture of jewellery craftsmanship and Sri Lanka's gem industry have been widely acclaimed in literary works dating as far back as 250 B.C.

COLOURED GEMSTONES

Currently positioned in the global market as the most important source of high quality sapphires, the Island has built her reputation as one of the finest gem cutting and finishing centres in the world, offering gem stones that meet the highest international standards.

The country's breathtaking natural heritage comprises of around 75 varieties of gem minerals, which includes blue, pink, yellow and golden sapphires, rubies, padmaradchas, star sapphires, star rubies, alexandrites, cat's eyes, spinels, aquamarines, topaz, zircons, garnets, tourmalines, moonstones, quartz and a large number of rare gemstones.

Amongst the outstanding gemstones that Sri Lanka has produced in the contemporary era are the Blue Giant of the Orient (466 cts), Logan Blue Sapphire (423 cts), Blue Belle of Asia (400 cts), Rossar Reeves Star Ruby (138.7 cts), Star of Lanka (393 cts. Star Sapphire) and Ray of Treasure (105 cts. Cat's Eye). The first three gemstones are on display at the Smithsonian Institute in Washington DC, USA.



The Blue Sapphire or Ceylon Sapphire is Sri Lanka's gem supreme, the origin of a 30 year fashion trend. The author Richard Hughes describes it thus "the color of certain Ceylon blues has an ocular attack unlike any other in the sapphire world. It slashes the eye like a razor..... Such stones have that which makes "electric blue" electric, and in the Island of Gems are often compared to the blue portion of a peacock's feather".

The worldwide demand for Ceylon Sapphires continues to grow and statistics show that a total of 283,586 carats of blue sapphires were exported in 2010.

Charting the legendary history of the Ceylon Sapphire takes a traveler through such exclusive arenas as Royal Weddings, the HMS Titanic, and the red carpet of Hollywood....

Kate Middleton wears a blue Ceylon Sapphire engagement ring, which Prince William famously exchanged to seal his love for her...the iconic gem was picked out by the late Princess Diana of Wales for her own engagement in 1981... the US\$ 500,000 piece is an oval cut, 12-carat Ceylon Sapphire - of a particularly vivid shade of Cornflower Blue...



In 1997, for the premiere of the blockbuster movie Titanic, Asprey & Garrard, the same London jewellers who created Princess Diana's engagement ring, designed a real "Heart of the Ocean" necklace ... The result was a platinum-set, 170-carat heart-shaped Ceylon Sapphire surrounded by a row of 65 round diamonds, totaling 36 carats and valued at over £2.1 million...

The gravels of Sri Lanka's gem bearing land hold the greatest concentration of gems on Earth. Out of the 65,525 square kilometers that makes up Sri Lanka's land area, 90% is estimated as potential gem bearing land. Among the five major gem producing areas in Sri Lanka, Ratnapura or the "City of Gems" is the most prolific gem producing area.

Lapidaries employing cutting edge technologies coupled with a skilled workforce that produces to the highest international standards, add luster to Sri Lanka's coloured gemstones –the world's choice for calibrated and fancy cut gemstones, high value single stones and quality service cutting.



DIAMONDS

In addition to the coloured gemstone industry the diamond cutting and polishing industry is one of the island's export success stories.

There is a reason why the most iconic slogan of the 20th century was 'A Diamond is Forever'. Diamonds have captivated men and women around the world as an integral part of love, engagement and celebration.

Having inculcated new technology into the industry, Sri Lanka now produces beautiful and contemporary polished diamonds that are recognized internationally. Its highly literate and trainable work force enables the country to succeed as a high quality cutting centre.

While most of the rough diamonds imported for processing are sawn or cleaved in Belgium; a few companies purchase rough diamonds in the open market, selling the cut and polished product through overseas affiliates.





Sri Lanka is a member of the international diamond community, having joined the International Diamond Manufacturers Association.

JEWELLERY

Sri Lanka's jewellery manufactures meet the highest international standards; exquisite craftsmanship and sophisticated creativity blended with a modern touch receive first preference.

With advantage of modern technology and a focus on design excellence, Sri Lanka is emerging as a design centre offering high quality jewellery collections of silver, gold and platinum.

For those anxious to retain only the finest and most authentic items, jewellery of Sri Lankan origin is independently verified and gemstones are authenticated by a government authority.

Copyright Protection Laws, GSP eligibility, ATA Carnet and Hallmarking Convention membership, an assay office and gemological laboratory, simplified and tax free import and export of goods, puts Sri Lanka at an advantage as a manufacturing and trading hub for gemstones and jewellery.

Tourists to Sri Lanka, have a wide choice of exquisite gem studded jewellery, be it in the capital city of Colombo, the southern town of Galle or Kandy in the hill country and the 'City of Gems' itself - Ratnapura. Whether a shopaholic visitor, discerning buyer — or a Royal Prince - beauty, intrigue, and brilliance are only a stone's throw away.

Top Gems, Diamonds & Jewellery Exporters in Sri Lanka

Lanka Diamond Polishing Ltd

www.rosyblue.com

Diamond Cutters Ltd

www.diamond.lk

Ellawala Exports (Pvt) Ltd

Mushan International

www.mushaninternational.com

Gem Paradise

Zam Gems (Pvt) Ltd

www.zamgems.com

Tropical Findings (Pvt) Ltd

www.tropicalfindings.com

Blue Diamonds Jewellery Worldwide PLC

www.bluediamondjewellery.lk

Alankara S K R (Pvt) Ltd

www.askrjewelry.com

Wellawatta Nithyakalyani Jewellers

www.nithyakalyanijewellery.com



FIOR-DRISSAGE®



FOOD AND BEVERAGES





Many decades ago, Sri Lankan exports focused on solely agricultural products in primary form. Subsequently, with global trends moving towards health-conscious consumers, exports currently include processed food and other value added products including organic, environmental friendly, sugar free and low salted products – and food and beverages still account for 10% of the country's GDP. Operating in a sustainable manner for millennia, agriculture plays a vital role in Sri Lanka's economic development and in the supporting and development of biodiversity and the natural landscape.



Sri Lanka's agricultural practices, agro industries and manufacturing companies have expanded their product range to meet these demands and products meet global quality standards in processing, packaging and green manufacturing. Success is in numbers; there has been a significant growth in export values over the last 10 years.

Food exports include Processed Fruits, Vegetables and Juices, Confectionery and Bakery Products, Processed Food, Rice and Cereals, Animal Food, and Residues of the Milling Industry. Beverage exports (besides tea) cover Mineral Water, Bottled Drinking Water and Alcoholic Beverages.

With fertile Northern and Eastern land areas opening up for agricultural and economical development, and the use of improved raw materials and new process technologies, Sri Lankan agricultural growth augurs well for the future.

Processed Fruits, Vegetables and Juices

Sri Lanka is blessed with natural resources and climatic conditions from temperate, to tropical to sub tropical, suitable for the growing of a wide range of fruits & vegetables.

Processed food consists of Gherkins and Cucumber, Dehydrated Fruits and Vegetables, Herbal Tea, Sauces, Tomato Ketchup and Frozen Meat. Special forms of Sri Lankan cuisine commonly exported include Ambul Thial (pickled fish), Katta Sambol (a scrumptious combination of small dried shrimp, fresh red chillies, lime and shallots) and Dried Sprats.

Utilizing modern technology to preserve taste, colour, texture, aroma and vitamins, products like dehydrated pineapple, Mango and Papaya are some of the popular varieties produced and exported to the UK, USA, Australia, Spain and the Maldives. Processed foods are also enjoyed by consumers worldwide in the form of tropical fruit dessert supplements and in instant soup and rice mixes.



It is a little known fact that Sri Lankan gherkins are used to make the world-famous McDonalds burgers. Gherkins preserved in brine and vinegar are high demand products worldwide; Japan is the largest market for Sri Lankan gherkins followed by Australia, the Netherlands and Thailand. These value-added gherkins are bottled and exported to international fast food chains, restaurants, hotels and super markets.

Export quality vegetables are carefully selected and frozen without any preservatives or food additives. Amongst these are the local favourites Okra, Drum Sticks, Manioc and Young Jack which have gained a permanent place of culinary interest in the Middle East and France.

Sri Lanka's unique tropical flavours have gained recognition the world over. Fruit juices from passion fruit, papaya and pineapple show great potential to take over the hearts and taste buds of consumers worldwide. Delicious canned fruit juices are exported in glass jars and in tins. Pineapple juice in light syrup, sliced pineapples, pieces, chunks and mixed fruits are shared with the world; their customary packaging, labelling and presentation are recognized around the world.

Confectionery and Bakery Products

Confectionery and bakery products show a high export growth and an increasing demand across five continents.

Sri Lanka exports a variety of crackers, sweet biscuits, cream biscuits and savoury biscuits to India, UAE, Ghana, UK and Maldives and several other countries around the world.

Sri Lankan confectionery product manufacturers also specialize in using the finest ingredients and customizing recipes to match customer requirements. Export value of these products has boomed in popularity, going from US\$ 8 million to US\$ 35 million during the year 2006 to 2010.



In keeping with the health inspired trends of “sugar-free” or “light-sugar” products, Sri Lanka also exports chocolates to cater to these niche markets.

Rice and Cereals

Sri Lankan traditional health rice varieties such as Suwadal, Alhal, Rathhal as well as Red Basmati, a healthy rice for diabetic patients – are popular in international markets. In 2010, US\$ 7 million worth of Rice reached the shores of the United Arab Emirates, Canada, United Kingdom, Australia and Italy.

Brown Rice, Kurakkan, Rice flour, Maize flour, Black Gram Flour and Wheat Flour are also exported to the Maldives, Switzerland, New Zealand, and France.

Asian and other nearby regions source a major portion of Sri Lankan rice and cereal; major buyers include Indonesia, Thailand, Singapore, UAE and Maldives. Over the past four years, export income for these wholesome products has doubled.

Beverages

Mineral water and Bottled Drinking Water are mainly exported to the Maldives, Australia, France, Italy, Canada and the UK, Tea in beverage form is exported to New Zealand, Maldives and to North Korea.

Many of the Bottled Drinking Water manufacturers in Sri Lanka are SLS Certified, illustrating strict adherence to stringent hygienic requirements to enable a healthy product offering to customers. Currently, these exporters are working towards acquiring International Certificates such as ISO and HACCP.

The beverage industry (Excluding tea) increased its market share twofold, from US \$ 3 Million in 2006 to US \$ 6 million in 2010. One of the sectors key contributors is alcoholic beverages, exported to key market destinations such as the UAE, Japan, Singapore, France and UK.

Vinegar is also exported under the category of beverages to the Maldives, Singapore and Australia.

Standards

By working towards Food for Health, Food & Beverage producers collectively take steps to ensure consumer health by supplying quality products to the market. Companies within the industry comply with international standards such as ISO 9000, ISO 22000, HACCP, Halal, Kosher, Organic EU – so that discerning consumers and buyers alike can rest assured, knowing that their supply of products from Sri Lanka emanates quality.

Sri Lankan food processors work closely with the International Food Processors Associations and frequently participate at international trade fairs to keep abreast of new product technology, standards and regulations.

Sri Lankan Universities conduct advanced courses on Food Science and Technology to introduce qualified human resources to the industry. With limitless natural resources available in the fertile island of Sri Lanka, the learning-oriented, dedicated expertise of farmers, and qualified staff currently engaged in the industry there is immense potential for agriculture in Sri Lanka to go well beyond historic heights.



Top Food & Beverages Exporters in Sri Lanka

Edna Cocoa Products (Pvt) Ltd

www.ednagroup.com

Ceylon Biscuits Ltd

www.muncheelk.com

H J S Condiments Ltd

www.hjscondiments.com

Prima Ceylon (Pvt) Ltd

www.prima.com.lk

Nestle Lanka PLC.

Consolidated Business Systems (Pvt) Ltd

www.sunislandonline.com

Lanka Canners Ltd

www.lankacanneries.com

Ceylon Cold Stores PLC

www.elephanthouse.lk

CBL Natural Foods (Pvt) Ltd

www.cblnaturalfoods.com

Orzone Mineral Water Exports (Pvt) Ltd

www.orzonewater.com



SPICES



Known as the Spice Island, Sri Lanka was historically attractive to Western nations for its spice riches. Sri Lanka is famous for a range of sought-after spices including cinnamon, pepper, cloves, cardamoms, nutmeg, mace and vanilla. These grow in abundance all over the Island in fertile and diverse soil types and varying temperature conditions.

56% of Sri Lankan agricultural exports consist of spices, allied products and essential oils. These varieties of condiments are used to season, flavour and aromatize various forms of cuisine across the world.

CEYLON CINNAMON



Cinnamomum Zeylanicum is a tree indigenous to Sri Lanka which produces the highest-grade Pure Cinnamon. Sri Lanka is the world's largest producer and exporter of Pure Cinnamon to the world and has achieved 90% of global market share.

Cinnamon grown and produced in Sri Lanka has acquired long standing reputation in the international market due to its unique quality, colour, flavour and aroma.

With growing concerns about health hazards associated with synthetic flavoring agents in the food industry, there is an increasing preference for natural flavours worldwide. Cinnamon is used as a food ingredient in bakery products, Asian foods, and tea for its distinctive flavour and aroma.

At present Cinnamon is used in various pharmaceutical preparations and in the cosmetics industry worldwide. Being high in antioxidants, the product is beneficial to overall health. The

volatile oil of Cinnamon is widely used in perfumes, cosmetics and scented exotic gifts. The therapeutic effect of Cinnamon against diabetes and hypertension is also lauded worldwide, giving rise to increased demand for the product.

Cinnamon differs both physically and chemically to Cassia. "Ceylon Cinnamon" referred to as both "sweet cinnamon" and "true cinnamon" is considered superior to the variety known as Cassia – a cheaper and inferior product.

The unique method of processing and curing of cinnamon entices its characteristic flavour. The preparation of Cinnamon quills involves a combination of art and skill unique to Sri Lanka and has been handed down from generation to generation.

"Cinnamon quills", with standard lengths and diameters are made out of Ceylon Cinnamon - grown and manufactured solely in Sri Lanka.





Ceylon Cinnamon is categorized into four major grades - Alba, Continental (C5 –C3), Mexican and Hamburg based on the diameter of the quill, where the most expensive (Alba) has a 6 mm diameter quill.

Furthermore, value-added Cinnamon products such as Oil, Powder and Tablets are also produced and exported to a large number of countries.

USA and Mexico are premier markets for Ceylon Cinnamon. Colombia, Ecuador, Peru, Spain, Guatemala, Chile and Bolivia make up several other countries which consume a considerable amount of Ceylon Cinnamon.

Ceylon Cinnamon has been introduced to the international market as a branded product namely “Pure Ceylon Cinnamon” which reflects a combination of several intrinsic characteristics. One of the first traded spices in the world, cinnamon grown in Sri Lanka is now backed by a National Brand to offer more value-added products to diverse industries, business and consumer markets worldwide.

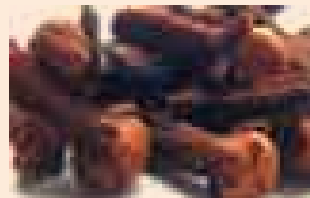
PEPPER

Pepper is known as the “King of Spice” and botanically known as *Piper nigrum*. In Sri Lanka pepper is grown in the wet and intermediate zones mostly as mixed crops. It has higher piperine content which gives it a superior quality and pungency. Pepper is offered in different grades for grinding and extraction of essential oils and oleoresins. India, USA and Germany are primary markets for Sri Lankan Pepper.

CLOVES

Cloves are the dried forms of unopened flower buds, belonging to the evergreen tree of the family Myrtaceae, botanically known as *Eugenia Caryophyllata*.

The odour, flavor and oil contents are significantly richer than those from other growing countries in the world. Sri Lanka exports cloves mainly to India, USA, UK and Saudi Arabia



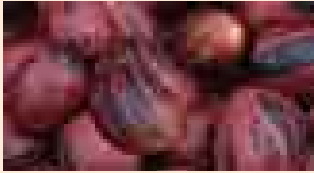
CARDAMOM

Cardamom is the dried fruit of the Herbaceous perennial *Elettaria cardamomum*. It is one of the most expensive spices in existence. Cardamom lands are generally termed as spice forests. Cardamom exports from Sri Lanka constitute

the light green varieties which are an exotic addition to rice and confectionary foods. The EU region is the main market for Sri Lankan cardamom.



NUTMEG AND MACE



Nutmeg and mace are two distinctly separate spices derived from the same plant.

India, UAE, Pakistan and Singapore are chief

markets for Sri Lankan nutmeg and mace.

VANILLA

Vanilla is used as a flavouring agent in the confectionary industry, and also in perfumery & pharmaceutical industries.

Sri Lanka has taken several steps to enhance and improve the spice industry. Processing centres have been upgraded to achieve international quality standards such as HACCP. More emphasis is given to improve agronomic practices by educating farmers on Good Agricultural Practices. Small producers are encouraged to follow Good Manufacturing Practices when drying and processing these products.

With the increase of international demand for natural products, and the island's focus on enhancing and evolving its value added range, Spices will continue to be a key facet of Sri Lanka's export income.



Top Spices Exporters in Sri Lanka

Ishana Spice Exports

www.spiceyarena.com

Spice Of Life (Pvt) Ltd

www.adamexpo.net

Impex Corporation (Pvt) Ltd

G P D Silva & Sons International (Pvt) Ltd.

www.lankacinnamon.com

Saboor Chatoor (Pvt) Ltd

www.saboorchatoor.com

S D S Spices (Pvt) Ltd

www.sdsspices.com

A S Chatoor & Co (Pvt) Ltd

Rathna Producers Cinnamon Expo P.L.

www.rathnacinnamon.com

A Baur & Co (Pvt) Ltd

www.baurs.com

Bio Foods (Pvt) Ltd

www.biofoodslk.com

the
King
of Spices

Spicey
GOLDEN

Spizi
Tender Than Touches You



Organic
Jamaica





While Sri Lanka is renowned as the island paradise for its culture, panoramic landscape, leisure and excursion related activities and cuisine, Colombo's impressive skyline also personifies the country's rapid development. In time, Sri Lanka will be renowned for yet another exciting, prominent feature – as Asia's favourite ICT Centre of Excellence.

Information and Communication Technology continues to shrink the world. As major players are facing increasing difficulties in coping with global demand, Sri Lanka is emerging as the world's IT destination of choice. The island is steadily transforming itself into the most preferred ICT hub in Asia thanks to the availability of the most precious resource in the world - talent.

Ranked among the Top 50 Global Outsourcing destinations by AT Kearney and among the Top 20 Emerging Cities by Global Services Magazine, the Sri Lankan environment is highly conducive for allowing Small and Medium Enterprises to enjoy premium access to a high quality talent pool whilst establishing high-in-demand

niche competency centers out of competition for larger global services companies. Sri Lanka acts as an off-shore development center and joint venture development centre to several Fortune 500 companies from the North American continent, Great Britain, Australia, Sweden, Norway, and Japan.

Business entities that have invested in Sri Lanka have already begun to tap the local talent; HSBC, Industrial & Financial Systems (IFS), Amba Research, RR Donnelley, Quattro, Virtusa, eCollege, Eurocenter, Valista, Millennium Information Technology (owned by London Stock Exchange), and Innodata Isogen are corporations that have become firm believers. However, these are the cream of the crop; there are over 300 IT companies that operate within a fiercely competitive environment.

ICT Products & Services

The Sri Lankan ICT sector has several verticals of strength in terms of industry served. These include Communication, Construction,



Apparel and Textiles, Banking Financial Services & Insurance (BFSI), Facilities Management, Food & Beverage, Healthcare, Manufacturing, Media, Petro Chemical, Public Utilities, Retailing, Tea, Transportation, Travel and Leisure and many more

The Sri Lankan ICT sector has truly reached epic proportions. From specialized CAD / CAM / CAE applications, to low cost Call Centre Services and Data Entry, to common corporate solutions such as HR information systems, CRM software and Customer Support (Email, Voice, Chat), Intranet and Extranet Applications, to a whole host of other services including Card Services, Business Solutions and MIS, Business Intelligence, Client-Server Architecture, Consultancy, Correspondence Handling, Data Mining, Entry & Processing, e-Business Development, Embedded System / Software Development, Engineering Services, ERP Software, Expertise in GUI, Finance & Accounting, Financial Analysis, Financial Print, Financial Transaction Exchange, Hardware Design, Image Processing and Truncation, Internet Research and Content Management, Investment Research Support, IT Education and Training, Monitoring Management Solutions, Multimedia, Networking, Office Automation, Payments Processor, Real-Time System, Remote IT Technical Support, Self-Service Solutions, Software Development, Software Engineering Services,



Systems Integration, Typeset, Virtual and Wireless Banking, Web Development, Wireless and Mobility Solutions.

Sri Lanka's success in Information and Communication Technology exports are chartered through an impressive upward trend in annual figures – annual exports over the last three years are reported as US \$ 256 million, US \$ 271 million and US \$ 310 in 2008, 2009 and 2010 respectively. The industry has set a target of \$ 1bn in export revenue from IT sector by 2015.

So what makes Sri Lanka's workforce stand out above the rest?

Talent is nurtured at an inspiringly young age; from a primary level, students are comfortable in working with technology. The brightest are afforded opportunities in the IT stream, where over 50,000 are currently employed. This army of consultative and customer oriented talent grows by 20% year on year, is highly adaptable, innovative, and conversant in English - the country's predominant business language. Competency Development Programs are held at a national level which, through focused training, has paved the way to take Sri Lanka to its visionary Center of Excellence (COE) status in key areas.



In addition, the country's healthy business environment spells even more success for interested investors. Overall infrastructure (including power, modern utilities, roads, and telecommunications and office space) is favorably comparable to other nations and surpasses international standards through its cost-effective rates. Sri Lankans are multi-lingual and multi-cultural, understanding and appreciating international cultures. Mixing business and pleasure has never been this easy; to the discerning expatriate professionals or frequent business traveler, Sri Lanka offers the best of both worlds.

Top ICT/BPO Service Providers in Sri Lanka

Millennium Information Technology Ltd

www.millenumit.com

Virtusa (Pvt) Ltd

www.virtusa.com

HSBC Holdings PLC

www.hsbc.com

IFS R & D International (Pvt) Ltd

www.ifsworld.com

Codegen International (pvt)Ltd

www.codegen.com

RR Donnelley

www.rrdonnelley.com

WNS Global Service (Pvt) Ltd

www.wns.com

Amba Research Lanka (Pvt) Ltd

www.ambaresearch.com

Medigain (Pvt) Ltd

www.medigain.com

e-College Lanka (Pvt) Ltd

www.ecollege.com





Sri Lanka offers several professional services to the global market, catering to a strong and sustained growth.

International markets now recognize the high degree of intellectual and specialized expertise of Sri Lankan professionals.

Professional services mainly include financial and legal outsourcing and construction services among others.

Financial outsourcing

Sri Lanka's standards in the area of banking and finance are on par with the world's best in terms of services and expertise and professionals in the field.



The financial sector comes under the purview of the Central Bank of Sri Lanka. Liberal policies and a lucrative business environment have made the island nation an attractive location for several global banking firms to set up operations, complementing a strong local network of investment and commercial banks.

These are further supported by liberal policies and attractive facilities and concessions such as tax concessions and repatriations on both capital and income.

The financial sector is one of the most liberalized and developed in the region, yet another feature that puts the country alongside developed nations.

Legal outsourcing

Sri Lanka's legal sector is equipped with a judiciary, government institutions, independent professional bodies, and other institutions such as commissions and education establishments. Over 9,000 professional legal experts representing all functions of the legal system make up the legal sector; these include civil, criminal, apartment ownership, commercial, Intellectual Property, IT, Arbitration, and Labor professionals.



The structure of Sri Lanka's legal system demonstrates a healthy legal environment that focuses on protecting individual rights as well as state affairs. The system has also evolved in recent years to facilitate continuous development of the nation's economy and ensure the laws of the land meet the demands of a developing business environment.

Construction services

Sri Lanka's construction sector has witnessed a boom in recent years, particularly in the property development sector.

Economic development, rapid urbanization and increased consumer spending have been facilitated through the government's growth and development plans and support from the Urban Development Authority. Together, this proactive approach has fueled demand for construction in the form of housing, high-rise buildings and condominiums, hospitals, schools and universities, roads, highways and bridges and hotels among others.



In fact, government policy encourages private investment in several infrastructure projects such as water supply, waste water disposal, power generation, roads, industrial estates, and car parks.

The construction sector caters to various different requirements within the supply and value chain of a typical project. These services include Architecture, Quantity Surveying, Civil Engineering, Mechanical, Electrical and Plumbing (MEP) and total construction project management.

Tax concessions, low labor and raw material costs, and dedicated government institutions that ensure high quality standards and development controls, investment in Construction Services is extremely attractive.

The Association of Consulting Engineers, Sri Lanka comprises of practicing consultants, private and public sector firms engaged in the entire range of engineering consultancy services and privatized infrastructure projects.

The association focuses on enhancing the status of the consulting engineering profession in Sri Lanka, quality development, productivity enhancement, and promotion of ethical practices. It conducts courses, workshops and lecture programs to upgrade the knowledge of professionals in the construction industry.

Health Services

Ayurveda is a burgeoning industry in Sri Lanka – one that traditionally existed and was practiced by experts in remote villages using natural resources. Now, with worldwide attention and acceptance given to the art of Ayurveda, expertise in the oldest healing science in the world has spread to more urbanised areas.

Knowledge, research and new findings of Ayurveda have been passed down through time, and services offered in the field have expanded with the aim of healing and preventing disease, and rejuvenation through connection between the body and the mind.

Sri Lanka now has a pool of dedicated and experienced talent with expertise in the field passed down over several generations. The government has also recognize the potential of developing this sector; dedicated government bodies, including the Ministry of Indigenous Medicine have been appointed to facilitate and monitor continued development.

The subject is gaining increasing momentum in higher studies, with the study of Ayurveda appearing in the curriculum of several education institutions in the country.



In recent years, Sri Lanka has expanded its services in Ayurvedic treatments to offer beauty and de-stress treatments in addition to traditional disease cures. Sri Lanka now offers a refreshing array of spas, resorts and hospitals that offer extensive services utilizing Ayurvedic natural herbal products.

Strong infrastructure based on stable telecommunication facilities, high quality standards and above all a professional and experienced work force provide a firm foundation for investments in professional services. In addition to financial and legal outsourcing, and construction, Sri Lanka offers a multitude

of diverse professional services such as health care, ship repair, water management and pre-press processes.

Sri Lanka has developed a reputation of building a talent pool that is a cut above the rest of the region, making the country attractive to foreign investment.

Top Professional Service Providers in Sri Lanka

WNS Global Services (Pvt) Ltd

[*www.wns.com*](http://www.wns.com)

RR Donnelley

[*www.rrdonnelley.com*](http://www.rrdonnelley.com)

Medigain (Pvt) Ltd.

[*www.medigain.com*](http://www.medigain.com)

Amba Research Lanka (Pvt) Ltd

[*www.ambaresearch.com*](http://www.ambaresearch.com)

International Construction Consortium (Pvt) Ltd

[*www.icc-construct.com*](http://www.icc-construct.com)

Sanken Construction (Pvt) Ltd.

[*www.sankenlanka.com*](http://www.sankenlanka.com)

Hettigoda Industries (Pvt) Ltd

[*www.siddhalepa.com*](http://www.siddhalepa.com)

Link Natural Product (Pvt) Ltd

[*www.linkherbals.com*](http://www.linkherbals.com)





Sri Lanka has emerged as a quality tuna exporter -predominantly yellow fin and big eye species to international markets. These include sashimi quality tuna, tuna loins, fresh tuna steaks, tuna topping and tuna saku blocks, to name a few.

Other varieties of Sri Lankan seafood relished by the world are the ingredients to culinary seafood heaven; lobsters, crabs, squid, cuttle fish, shark fin, beach de-mer and fish maws are famous in the international seafood market due to their quality taste and texture.

Value added shrimps such as nobashi, and butterfly cut are popular in the Japanese market, while head-on, headless, shell on, peeled and cooked shrimps are popular in USA, Japan, and Asian markets such as Singapore. These highly sought-after products are all exported from Sri Lanka in significant quantities.

The seafood sector has shown a growth rate of 5% within the last 5 years with key buyers from U.K. France, Italy, Japan, Netherlands and the USA.

With the opening up of the Northern and Eastern areas of the island nation, 65% of oceanic area is now free for fishing.

A fishing fleet of 1700 operate around the island's waters and supply approximately to 75 medium and large scale export companies, 32 of which utilize EU approved processing plants. The sector has generated close to 2.4 million direct and indirect jobs.

Under the Government's Fisheries Sector development strategy, a modern and technically improved Vessel Monitoring System (VMS) is being established; this will be able to prevent national fishing vessels from drifting to other countries' territorial waters. Cold chain facilities as well as impressive harbor and road and highway infrastructure ensure a quick and safe supply chain. E-business has been deployed, taking the industry to the next level in reducing waste and time consumption and increasing cost-effectiveness.

When it comes to product developments, processing and packaging techniques, Sri Lanka's traditional skills in manpower and advanced technology ensure the makings of a perfect, high quality and most importantly fresh seafood export range that is well packed and ready to ship.



Top Seafood Exporters in Sri Lanka

Global Sea Foods (Pvt) Ltd

www.amaseuro.com

Tropic Fishery (Pvt) Ltd

www.tessgroup.com

Jay Sea Foods Processing (Pvt) Ltd

www.jayseafoods.com

Tropic Frozen Foods (Pvt) Ltd

www.tessgroup.com

Alpex Marine (Pvt) Ltd

www.alpexmarine.com

Apollo Marine International (Pvt) Ltd

Shinwa Lanka (Pvt) Ltd

J P Marine (Pvt) Ltd

www.jpfreshproducts.com

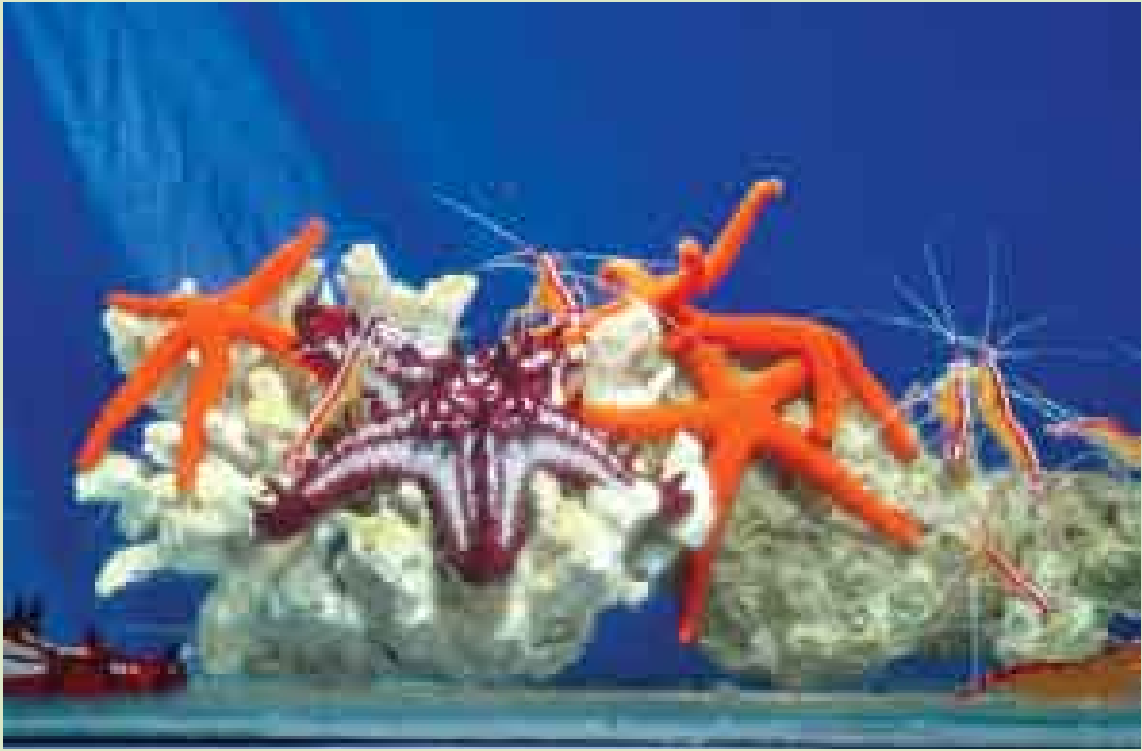
Suganth International (Pvt) Ltd

www.suganthintl.com

Ceylon Fresh Seafood (Pvt) Ltd

AQUARIUM FISH





Sri Lanka exports marine, freshwater, brackish water fish species and marine invertebrates. Marine fish and invertebrates are collected by experienced scuba divers from the waters around the island while freshwater species are bred in captivity by a large number of small and medium scale producers who are dedicated in maintaining the highest standards of quality.

Freshwater aquarium fish comprise the more colorful and striking species of guppies, swordtails, platys, barbs, tetras, angels, gouramies, and catfish. Out of these freshwater species exported from Sri Lanka about 60-70 % consists of famous fancy guppies - highly recognised in international markets due to

the strength and diversity of the particular fish species when compared to other exporting nations.

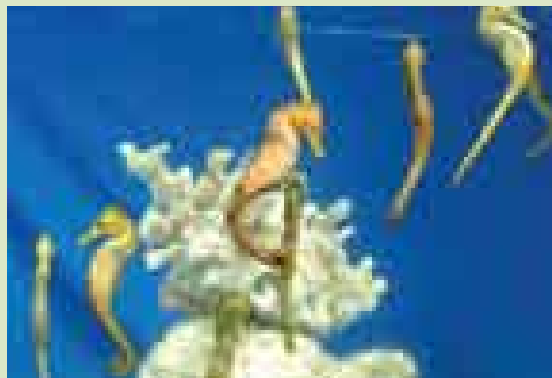
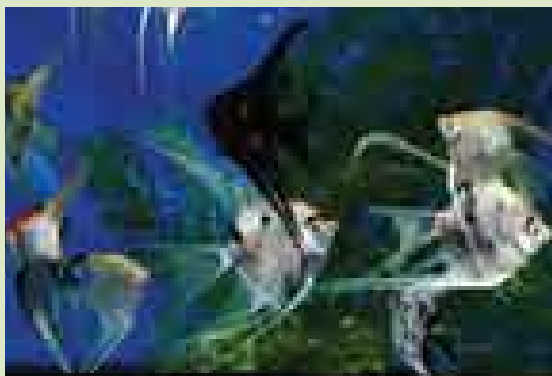
To ensure the fish are in good health, a certificate issued by the Department of Animal Quarantine on health accompanies each and every shipment.

There are about 40 regular exporting companies in Sri Lanka. Major buyers for Sri Lankan ornamental fish are USA, Japan and the European Union.



A conducive climate and the availability of coral reefs, sand bars, lagoons around the country as well as inland water bodies such as streams, rivers and reservoirs provide the ideal ground for breeding of marine, brackish water and freshwater species in Sri Lanka. This is the very reason why Sri Lankan ornamental fish are in high demand and are exported all over the world.

The growth rate of Sri Lanka's aquarium fish industry is a healthy 4.7% owing to 2.7% of the US\$ 412 million world market. In time to come, the aquarium fish industry in Sri Lanka will look to expand their foothold by breeding high value marine ornamental fish including exciting new varieties and rare species endemic to the tropical island.



Top Aquarium Fish Exporters in Sri Lanka

Aqua Marine Int'l (Pvt) Ltd

www.aqua-marines.com

Orna Fish (Pvt) Ltd

www.ornafish.biz

Seylon Aquatics (Pvt) Ltd

www.seylonaquatics.lk

Lumbini Aquaria Wayamba Ltd

www.lumbiniaquaria.lk

Tsuyoshi Trading Co (Pvt) Ltd

www.tsuyoshitrading.com

Tropical Fish International (Pvt) Ltd

www.etropicalfish.com

Aquatic Nurseries (Pvt) Ltd

www.aquaticnurseries.lk

Lordes Aquarium

Aqualified International (Pvt) Ltd

www.aqualified.lk

Lanka Ornamental Fish Farms (Pvt) Ltd

CERAMIC & PORCELAIN



Unique, distinctive and elegant; going well above and beyond other Asian competitors, Sri Lankan ceramic products can now be found in top department stores including Macy's, Crate & Barrel and Pottery Barn in USA, El Corte Ingles in Spain, Debenhams and House of Frazer in UK.

High quality products and design confidentiality are guaranteed through the inherent benefits of a highly skilled workforce, excellent factory level management, state-of-the-art technology, research and development facilities, high ethical standards and an abundant supply of raw materials for the industry. All Sri Lankan products conform to Food and Drug Administration (FDA) norms and ASTM Standards.

The island is endowed with excellent raw materials such as high quality quartz, feldspar, dolomite and China clay. Purity and quality of these raw materials contribute immensely to the high standard of the product.

Sri Lankan porcelain upholds comparatively superior characteristics including a high level of whiteness, high translucency, high scratch resistance and high thermal shock.

Sri Lanka exports a wide product range of porcelain tableware, glazed wall and floor tiles, and ornamental & utility ware including figurines, decorations, kitchen utensils, bathroom accessories and studio pottery. The availability of a vast range of body shapes and intricate decoration techniques give Sri Lanka a competitive edge in delivering high quality elegant, contemporary and traditional ceramic and porcelain designs to the world.





Sri Lanka attracted Noritake - a well known Japanese brand - to invest in the industry in 1972. Now, the country proudly exports its own brands of excellence: Dankotuwa, Elan, Royal Fernwood, in addition to products marked with Noritake's renowned stamp.

Sri Lanka also manufactures products for reputed international licensors including Walt Disney, Universal Studios, Lucas Arts, Warner Brothers and Walmart to name a few.



Top Ceramic & Porcelain Exporters in Sri Lanka

Noritake Lanka Porcelain (Pvt) Ltd

[*www.noritake.lk*](http://www.noritake.lk)

Dankotuwa Porcelain Ltd

[*www.dankotuwa.com*](http://www.dankotuwa.com)

Lanka Tile PLC

[*www.lankatile.com/www.lankawall.com*](http://www.lankatile.com/www.lankawall.com)

Royal Fernwood Porcelain Ltd

[*www.fernwoodporcelain.com*](http://www.fernwoodporcelain.com)

Ceramic World (Pvt) Ltd

Midaya Ceramic Company (Pvt) Ltd

[*www.midaya.com*](http://www.midaya.com)

Art Decoration International (Pvt) Ltd

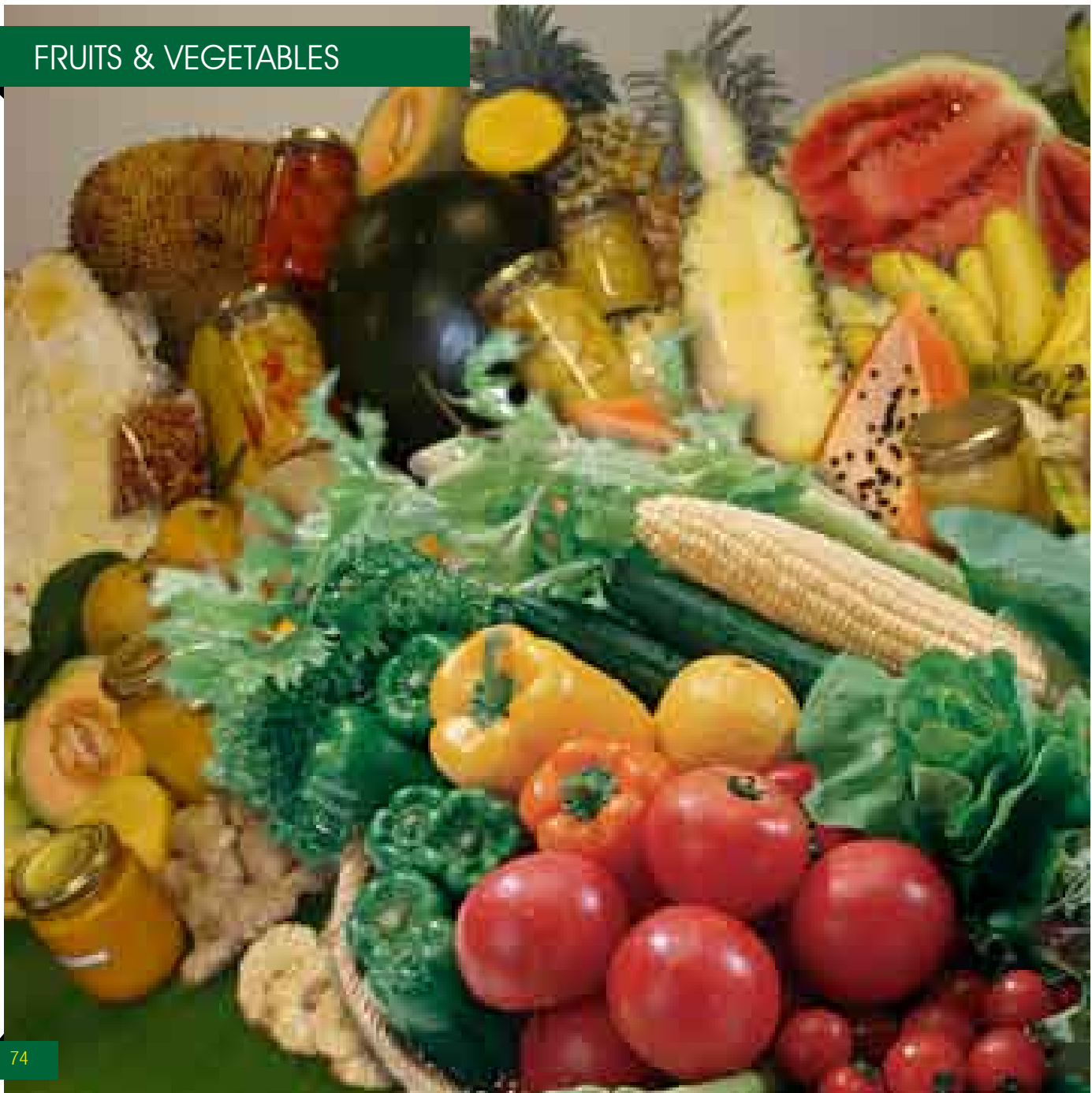
[*www.artdecorint.com*](http://www.artdecorint.com)

Ceramic Development Co Lanka (Pvt) Ltd

Royal Ceramics Lanka PLC

[*www.rocell.com*](http://www.rocell.com)

FRUITS & VEGETABLES





Agriculture is synonymous with Sri Lanka due to the country's fertility and autonomous clusters of farmers; around eighty different varieties of fruits and vegetables are grown in Sri Lanka's varied agro-climatic areas.

Climatically cool conditions in the country's central hill country are ideal for temperate crops such as carrot, leek, cabbage, cauliflower, salad leaves, beet, bean, bell pepper and salad cucumber.

Low country and dry or wet areas are suitable for a variety of exotic tropical fruits and vegetables ranging from gherkins, green chilli, red onion, pumpkin, bitter gourd, melon, sweet and sour banana types, queen pineapple, papaya, mango, and lemon.

Certain endogenous yams (*Lecranthus* and *Xanthasoma sagittifolium*), underwater stems (*Lasia spinosa* and *Nymphaea lotus*) and fruits and pods of perennial crops such as bread fruit, young jackfruit and murunga are tasty exports. Tropical produce such as Pineapple, Mangosteen, Ripe jack, Avocado, Rambutan, star fruit, passion fruit and anoda are acclaimed for their unique flavour, aroma, and colour.

Fruit and vegetables are mainly grown by semi commercialized small farmers whose individual extent of land does not exceed a hectare. Private sector involvement in commercial cultivation too

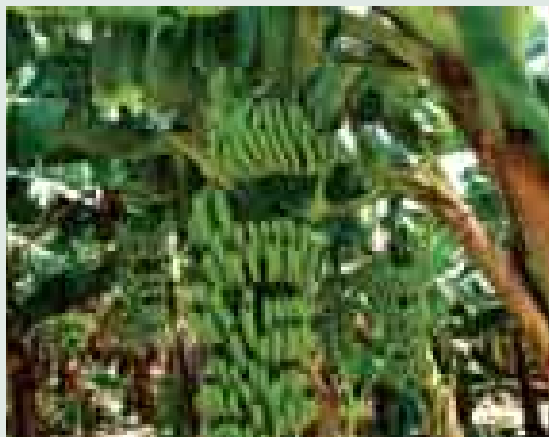


has been encouraged by the Sri Lankan Government with support from “contract growing” farmers, and steps have already been taken by leading entities to enhance cultivation.

Sri Lanka produces more than 800,000 metric tons of fruits and vegetables annually and exports both fresh and processed varieties to many destinations in the world. 90 per cent of the fresh product is targeted to the Middle East and the Maldives Island and almost about 98 per cent of the processed products to the European market. United Arab Emirates, Saudi Arabia, Maldives, India, U.K. Kuwait, India, Germany, Qatar, Pakistan have been enlisted as top fruit and vegetable importing countries from Sri Lanka.

Exporters ensure that quality of the fruits and vegetables of Sri Lanka exceed all expectations. Improved techniques on crop cultivation especially under poly tunnels, optimum input applications, pest and disease control, postharvest management, quality packaging, and improved transportation methods are practiced.

Sri Lanka is also adjusting well to stringent ISO 9000 and Health and Safety regulations stipulated by the European community. Several agricultural entities have certified themselves with ISO 22000, ISO 9001:2000, ISO14001:2004, Halal, Kosher, SKAL, BRC, FDA, Six Sigma, Organic and safely meet EU regulations.



Top Fruits & Vegetable Exporters in Sri Lanka

C R Exports (Pvt) Ltd

[*www.crexports.lk*](http://www.crexports.lk)

Expolanka (Pvt) Ltd

[*www.expolanka.com*](http://www.expolanka.com)

Dole Lanka (Pvt) Ltd

[*www.dole.com*](http://www.dole.com)

Consolidated Business Systems (Pvt) Ltd

[*www.sunislandonline.com*](http://www.sunislandonline.com)

[*www.sunfeastonline.com*](http://www.sunfeastonline.com)

Eastern & Allied Agencies Ltd

[*www.easternallied.com*](http://www.easternallied.com)

Nidro Supply (Pvt) Ltd

[*www.nidro-lanka.lk/com*](http://www.nidro-lanka.lk/com)

Mubarak Trading Co.

Aloy Expo (Pvt) Ltd

[*www.aloyexpo.com*](http://www.aloyexpo.com)

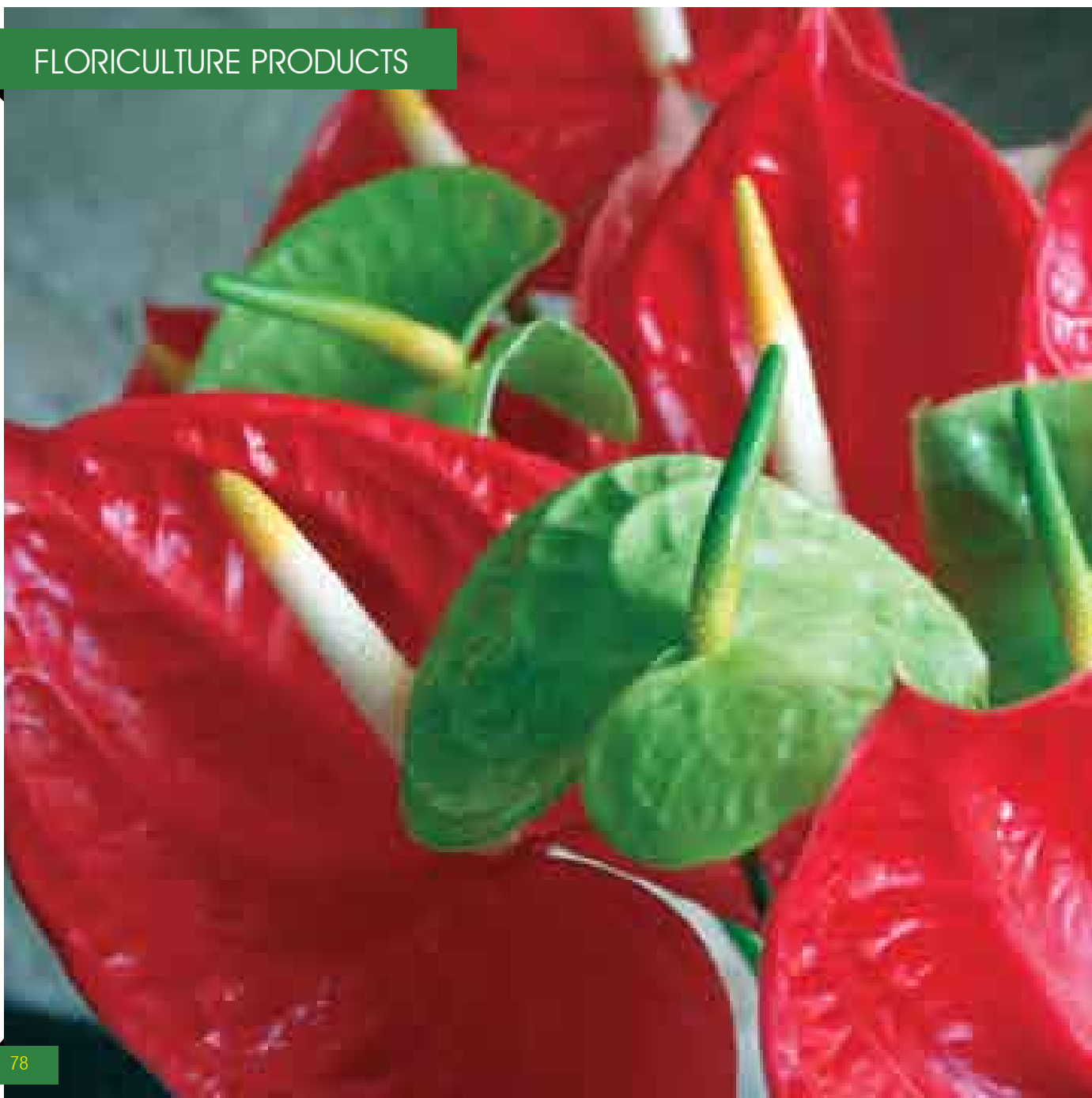
C B L Natural Foods (Pvt) Ltd

[*www.cblnaturalfoods.com*](http://www.cblnaturalfoods.com)

HJS Condiments Ltd

[*www.hjscondiments.com*](http://www.hjscondiments.com)

FLORICULTURE PRODUCTS





A nation recognized for fertile land and a rich variation of flora and fauna, Sri Lanka is heralded as one of the best quality floriculture production centres in the world with floricultural products ranging from tropical to temperate flora. This is due to the island's mix of lowland tropical climate and cool hill country temperatures – optimum conditions for successful propagation of different varieties of stunning flowering plant species. The natural substrate (coco-peat) is also freely available as a growing medium.

Tissue cultured plants, landscaping plants, aquarium plants, cut flowers, cut decorative foliage and ornamental plants contribute to Sri Lanka's floriculture highlights.

Europe is the main market for floriculture products; 60% of Sri Lankan exports are destined to the Western continent, while Japan, Middle East, USA and Korea make up the other key markets.



Cut Flowers

High quality imported hybrid mother plants are used in the production of cut flowers. More than 90% of cut flower exports are temperate flora, including variants like Carnations, Roses, Chrysanthemums, Lilies, and Gerberas.

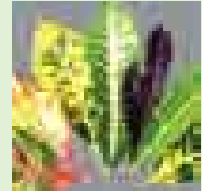
Tropical flowers include exotic species such as Anthuriums, Orchids, Heliconias and Ginger which are exported in small quantities. Imported Anthurium variations are sourced from the world's best Anthurium breeders, Anthura bv. Netherlands, and cultivated for export to top global breeders.

Ornamental Foliage

A wide range of tropical plant varieties are exported as rooted cuttings, un-rooted cuttings and canes (semi finished plant material) to be used as 'mother plants' to grow indoor and outdoor plants in overseas nurseries. The assortment includes both local and imported varieties.

Cut Decorative Foliage

Tropical cut greenery is used worldwide for decorative purposes. Exporters are able to supply a rich variety of temperate and tropical types of cut greenery and are therefore fully geared to meet export orders throughout the year regardless of seasonality. Both native and exotic mother plants are used for the production of foliage and decorative plants.



Aquarium Plants

Tropical aquarium plants are cultivated under strict supervision of trained and experienced nurserymen.

Landscaping Plants

Hardy plant bushes with a height of more than 3 ft. are produced for landscaping purposes.





Tissue Cultured Plants

Sri Lanka is equipped with state-of-the-art modern laboratories capable of producing a wide range of tissue cultured plants for both domestic and overseas markets. Research and development in this industry continues on innovative techniques and optimization of requirements.

An increasing trend in exports indicates the rising credibility and demand for Sri Lankan floriculture products in many international markets. In 2010, earnings from floriculture exports rose to over one billion Lankan Rupees (approximately US \$10 million). The sector generates high net Foreign Exchange earnings to the country while contributing to employment generation in rural and suburban areas.

Sri Lanka's Floriculture Products are grown with advanced cultivation technology. Supported by the country's diverse climatic regions these products are cultivated under optimum micro-climatic conditions in controlled poly or shade houses.

In order to facilitate safe transportation of plants and related products, the Department of Agriculture has organised a well-equipped Plant Quarantine Service whereby Officials make regular visits to floriculture nurseries, taking on supervisory and advisory roles in the fields of integrated pest management practices and disease control mechanisms. The 'Green Channel' at Sri Lanka's major international airport also provides a facilitated passage for exporting floriculture.

In keeping with environmental and health legislation and socially acceptable standards expected by supermarket chains and consumers, the Export Development Board has taken initiatives to help Sri Lankan companies. Increasingly important in international trade, these issues are managed by exporters through reengineering and continuous process improvement. These companies have obtained quality and environment certificates such as GLOBAL GAP, MPS and FFP Certifications giving Sri Lanka a sustainable competitive edge in contemporary times.



As the world market for floriculture changes, Sri Lanka adapts; whether catering to visionaries of elaborate water gardens, suppliers to aristocratic landscaping, or consumers owning paradise villas, the growing industry of floriculture in Sri Lanka is proficient in serving the world.

Top Cut Flowers & Foliage Exporters in Sri Lanka

Mike Flora (Pvt) Ltd

www.mikeflora.com

Spado International (Pvt) Ltd

Ceylon Foliage (Pvt) Ltd

Omega Green (Pvt) Ltd

www.omegagreenlanka.com

Tropiflora Ltd

www.tropi-flora.com

Asian Cuttings Lanka (Pvt) Ltd

www.asiancuttings.com

Decor Foliage

www.decorfoliage.com

Rathnasiri Fernando & Co (Pvt) Ltd

Green Goddess (Pvt) Ltd

Tropigreen Horticulture (Pvt) Ltd

www.tropigreen.com

COCONUT PRODUCTS



The coconut tree (*cocos nucifera*) provides a wide range of products which have been exported to global markets for decades. Some of the major products exported are desiccated coconut, coconut cream and milk, coconut milk powder, virgin coconut oil, coconut fibre products such as brushes and brooms, coir twine, geo-textiles, coco-peat products and activated carbon made from coconut shells

Desiccated Coconut (DC)



Desiccated coconut is manufactured out of the kernel of coconut. It has been exported from Sri Lanka for more than a century. It comprises of dehydrated and shredded kernel of the matured coconut. It is full of fat, proteins and carbohydrates and has a rich, creamy natural taste. Sri Lankan DC is

world famous for its whiteness and taste. Internationally famous brands of chocolates and biscuits manufacturers use DC as an ingredient for their products. 50Kg packs are the most common bulk packing used and on customized orders, small size packs can be supplied. Sri Lanka has 61 DC mills with a total capacity of 100,000 MTS per annum. The European, Middle East and USA are major markets for this product.

Coconut Cream & Milk

Coconut milk is the extract of grated coconut kernel. The liquid extracted is converted to coconut cream. Those products are used in the preparation of beverages, confectioneries and as an ingredient in Asian cooking. Both coconut milk and cream have significant quantities of protein and fat.



Coconut Milk Powder

Coconut milk powder is manufactured from high quality coconut milk spray dried to fine powder under hygienically controlled conditions. The process starts with the selection of nut, removal of the shell and testa of the nuts. It is then sterilized and shredded before coconut milk is extracted. The coconut milk is filtered, mixed with natural ingredients, spray dried and eventually packed to buyers' requirements. It is famously used as an ingredient in Thai, Indian, Middle Eastern, European, Caribbean and Oceanic cuisine.

Virgin Coconut Oil (VCNO)

Virgin coconut oil is extracted from dried fresh coconut meat using the cold pressing method. VCNO contains 100% natural coconut oil without any additives or chemicals. The VCNO is commonly used in cooking and for manufacturing of cosmetics. It has more Vitamin E than natural coconut oil and is exported in capsule form. USA and EU are major markets for this product.

Coconut Fibre Products

Coconut fibre, extracted from the coconut husk, enjoys the unique properties of being the longest natural fibre as well as the strongest in terms of the twist resistance. In the process of fibre extraction, the residue is also utilized and known as coco peat. The coconut fibre (also known as golden fibre) is used to manufacture many value-added products.



Brushes and Brooms

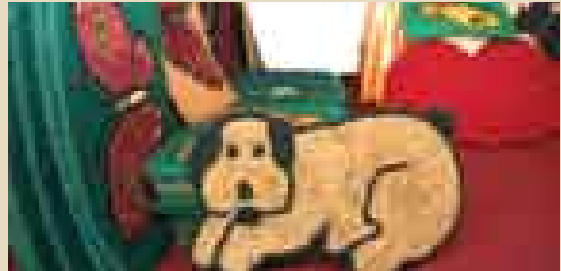
Brushes and brooms made out of coconut bristle fibre (long fibre) with rubber wood or plastic handles are used for various domestic and industrial cleaning purposes. The coconut fibre and rubber wood handles are biodegradable and are therefore environmentally friendly. These brushes are supplied in various sizes and designs and can also be customized to requirements. European and Far eastern countries are major markets for Sri Lankan brushes.

Coir Twine

Twine is a superior variety of yarn made out of bristle fibre or mixed fibre through an automated manufacturing process. The use of automated manufacturing allows twine to be uniform in diameter, runnage and breaking strengths. This product is mainly used in hop cultivation, horticulture and agricultural gardens and raft culture in sea water areas. It has a higher tensile strength than other competitive products such as paper twine. The total capacity of coir twine is 10,000MT per annum. USA is the major market for Sri Lankan coir twine.

Geotextile

Coconut fibre mesh made out of coir twine is known as geo-textile. It is used to prevent soil erosion and accelerates the growing of viable vegetation on bank and slopes. Spreading of grass seed is done after laying the geotextile. Geotextiles are manufactured in various eye sizes and can also be used for erosion control



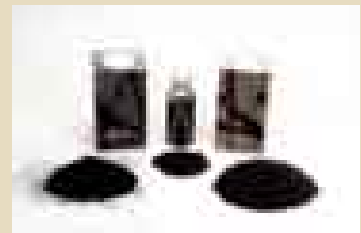
purposes. Similarly these nets are used to manufacture coir logs, pillows and other similar products. The industry is working with the International Erosion Control Association (IECA), in maintaining quality and technical requirements of the world market.

Coco Peat Products

The residue generated in the process of fibre extraction is known as coco peat and is used for agricultural and horticultural purposes. Unlike competitive products such as peat moss grown in Europe, coco-peat is not harmful to the environment. It is a very good growing media which retains moisture levels in dry soil. USA, Japan, Korea and European Union countries are major markets for these products.

Activated Carbon

Activated Carbon is produced from coconut shells and is manufactured by chemical or high temperature steam activation. It is used in the purification process of various materials. Sri Lankan companies supply activated carbon for several industrial and consumer applications such as the purification of gold, petroleum products and water.



Top Coconut & Coir Product Exporters in Sri Lanka

Haycarb PLC

www.haycarb.com

Jacobi Carbons Lanka (Pvt) Ltd

www.jacobi.net

Expolanka (Pvt) Ltd

www.expolanka.com

Nestle Lanka PLC

www.lk.nestle.com

Renuka Agrifoods Ltd

www.renukagroup.com

Stassen Exports (Pvt) Ltd

www.stassengroup.com

S A Silva & Sons Lanka (Pvt) Ltd

www.silvermillgroup.com

Manisha (Pvt) Ltd

www.manishagroup.com

J B Carbons (Pvt) Ltd

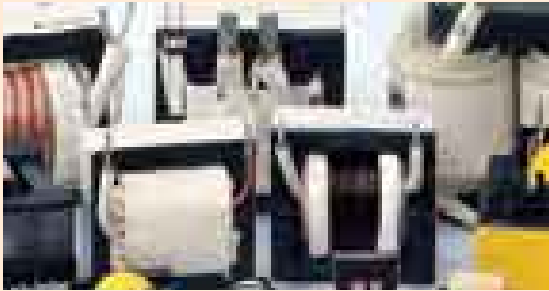
www.jafferjeebrothers.com

Adamjee Lukmanjee & Sons (Pvt) Ltd

www.adamjeelukmanjee.com

ELECTRICAL & ELECTRONIC PRODUCTS





The Electronics and Electrical industry revolves around the production of a range of electronic components targeted towards global export markets. These high tech products include magnetic heads, ferrite cores, fiber optic related products, printed circuit boards, compact fluorescents, memory modules, toroidal coils, thermal outfits, bio medical engineering products, household appliances and energy saving lamps.

Major products exported include Boards and Panels (41% of electronic components), Electrical wires (23%), and Transformers (21%) and other miscellaneous products make up the remainder. Employment generation in this industry is approximately 30,000.

Sri Lankan exporters receive several added advantages and preferential market access under several bilateral and other agreements, including the Indo-Lanka Free Trade Agreement, Pakistan-Sri Lanka Free Trade Agreement and the European Union Generalized System of Preferences Plus (GSP Plus) Scheme. Currently, there are an estimated 30 companies engaged in manufacturing and exporting electronic products.

The sector has been recognised as an important industry for the future of Sri Lankan exports. As such, in order to encourage and support electronics goods, Sri Lanka now has several advantageous attributes in place.

The field is popular amongst students following undergraduate to post graduate study programmes. Seven universities in Sri Lanka produce graduates in the fields of electronics, engineering and



computer studies. Four institutes including the renowned Arthur C. Clarke Centre, house research and development facilities, Troubleshooting, expertise and training.

The availability of skilled professionals in the form of mid-level Engineers and Managers contributes positively to this growing industry, and to the country's already established competitive advantage of being able to harness South Asia's most highly educated, literate and trained workforces. Thus, Sri Lanka has the potential for rapid development in the electronics industry within this region.



Top Electrical Product Exporters in Sri Lanka

CCS Lanka (Pvt) Ltd

[*www.ccsholding.com*](http://www.ccsholding.com)

Variyosystems (Pvt) Ltd

[*www.variosystems.ch/index.php/us/*](http://www.variosystems.ch/index.php/us/)

Nortatel International (Pvt) Ltd

[*www.noratellk.com*](http://www.noratellk.com)

Okaya Lanka (Pvt) Ltd

[*www.okayaelec.co.jp/english/index.html*](http://www.okayaelec.co.jp/english/index.html)

Lanka Harness Co. (Pvt) Ltd

TOS Lanka Co (Pvt) Ltd

[*www.toslanka.com*](http://www.toslanka.com)

Nippon Maruchi Lanka (Pvt) Ltd

[*www.nipponmaruchi.com*](http://www.nipponmaruchi.com)

ETAL Group (Pvt) Ltd

[*www.etalgroup.com*](http://www.etalgroup.com)

Flintec Transducers (Pvt) Ltd

[*www.flintec.com*](http://www.flintec.com)

FDK Lanka (Pvt) Ltd

[*www.fdk.com*](http://www.fdk.com)

PRINTING & STATIONERY



Printing was first introduced to Sri Lanka through the Port of Galle during the period of the Dutch colonization. With the development of the printing industry worldwide Sri Lanka is one of the countries that obtained the latest technologies very early.

Leading Sri Lankan printers are well equipped with multi colour printing machines spanning several popular brands with finishing equipment.

In the recent past, the Sri Lankan printing industry invested in technology resulting in expansion of capacity and vast improvement in quality.

Sri Lankan printers are now in a position to undertake any type of small and medium sized printing activities. At an age where several forms of paperless channels are being utilised to carry communication, this creates the opportunity for printers to handle even smaller quantities at economical prices.

Commercial printing supports major export sectors, with quality offset printing of packaging materials especially tea cartons and garment tags and labels, of which almost 90% is exported.

Other prominent areas of printing exports are printed stationery, NCR (Non Carbon Required) items, diaries, greeting cards and magazines, fostered by a high level of design and creativity in the Sri Lankan business sphere.. The Sri Lankan stationery products industry, has today reached international standards. Keeping with present trends, Sri Lankan manufacturers have proactively expanded their range of products to include a variety of novel, environmentally friendly items.

Printing primarily caters to export markets such as Singapore, India, UAE, UK, Germany, Venezuela, and Maldives.



Top Printing & Stationery Exporters in Sri Lanka

Print Care PLC

www.printcare.lk

Flexi Print (Pvt) Ltd

www.flexiprint.lk

Sansu Lanka (Pvt) Ltd

www.sansu.lk

J F & I Packaging (Pvt) Ltd

www.jfpackaging.lk

Richard Trading Co (Pvt) Ltd

www.richard.lk

Softwave Printing & Packaging (Pvt) Ltd

www.softwave.lk

Print XCEL (Pvt) Ltd

Madhawee Printers (Pvt) Ltd

www.madhaweepprint.com

Srinko Enterprises Pvt.Ltd

www.srinko.com

Graphic Systems International (Pvt) Ltd

www.gsilsrilanka.com





Boat Building is a leading industry and an emerging export sector that continues to boom in Sri Lanka with a wide variety of products and services offered to international markets.

Sri Lanka produces vessels that navigate oceanic channels as well as those suited to inland waterways. Most boat hulls are made out of Fibre-reinforced plastic and other composite material. Hulls belonging to larger vessels are built using aluminum and steel.

Products available include boats of varying function and size such as luxury sailing and motor yachts, pleasure and leisure, fishing, passenger, sports, rescue, coast guard, patrol boats, fast attack crafts and general purpose vessels.

Also available are vessels for specialized tasks such as fisheries research vessels, speed cruisers, surveillance vessels, sea cadet training vessels, work boats and passenger vessels.

New and innovative products include house boats, floating restaurants and bars, pontoons and paddle boats.

International markets can avail themselves of the related and specialized services offered which include the provision of raw materials for boat building, pre-production and post-production services.

Pre-production services include boat design, lofting, plug making, mould making, and supplying of engine, navigation and

communication equipment, refrigeration systems, sail makers, and fire and safety equipment.

Post-production services include boat storage and transport devices, marinas, diving and fishing equipment, boat and engine maintenance and repairs.

The ship building industry is also ably supported by a dynamic and burgeoning ship repair industry.

Vessels and specialized services are bought by a wide range of countries including the USA, UK, Norway, Sweden, Holland, France, Iran, UAE, Yemen, Somalia, Gambia, Nigeria, Pakistan, India, Bangladesh, Maldives, Seychelles, and Mauritius.

Sri Lanka has a long and a proud history of boat building, founded on an intricate and rapidly advancing transportation and logistics network. It is poised to become the hub for boat manufacturing in the Asian region due to its strategic location, highly trained workforce. In addition, the industry has boomed with supporting initiatives taken by the Government of Sri Lanka, the private sector and various other sectors.

With its own BOAT SHOW organized every two years, Sri Lanka provides a forum for the local boat building industry to display and promote their products and services to potential clients.

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



With the dawn of peace in Sri Lanka, the exponentially mounting tourism industry has resulted in a renewed passion towards pleasure crafts and in boating activities from the local community, which has created additional market opportunities.



Top Boat Exporters in Sri Lanka

Colombo Dockyard PLC

www.cdl.lk

Neil Fernando & Co (Pvt) Ltd

www.neilmarine.com

Jostein Viksund Design & Modle Center (Pvt) Ltd

www.viksundasia.com

North West Marine Lanka (Pvt) Ltd

www.northwestmarineboat.com

Barramundi Boatyard (Pvt) Ltd

www.barramundi-catamarans.com

A J Fishing Industries (Pvt) Ltd

www.ajfishing.com

Cey-Nor Foundation Ltd

www.ceynor.com

Solas Marine Lanka (Pvt) Ltd

www.solasmarinelanka.com

PLASTIC PRODUCTS



The plastic processing industry in Sri Lanka commenced around a decade after independence and is presently 45 years old

Products such as sacks and bags, articles of apparel and clothing accessories and cellulose are manufactured through plastics processing and exported directly and indirectly.

Currently Sri Lanka has over 400 companies engaged in plastic processing and exports. Pipe and profile extrusions, cast film extrusion, injection molding and EPS molding are some plastic processing technologies used by companies in the local industry in their craft. Today, the industry produces nearly 120,000MT per annum.



Some of the major export markets for Sri Lanka include the United States, United Kingdom, Japan Bangladesh and India.

The country is still at a preliminary production stage, and the industry is only beginning to seek out new opportunities and explore new markets.



Top Plastic Exporters in Sri Lanka

Aqua Packing Ltd

Mainettech Lanka (Pvt) Ltd

www.mainetti.com

Sato Chemifa Lanka (Pvt) Ltd

Finnpack Industries (Pvt) Ltd

www.finnpack.com

www.finnpack.com

CAL Exporters Lanka (Pvt) Ltd

www.chemanex.lk

Mona Plastic (Pvt) Ltd

Brandix Hangers (Pvt) Ltd

www.brandix.com

Boehm & Leckner Multi Moulds (Pvt) Ltd

www.boehmlecknet.lk

Inout Enterprise (Pvt) Ltd

Korean Spa Accessories (Pvt) Ltd



From colorful rubber thongs to genuine leather shoes, Sri Lankan footwear exporters have already established themselves as quality conscious suppliers to well-known international brands.

The footwear industry has significant potential to be a key contributor to Sri Lanka's economy, and already provides high end products to Mark & Spencer, Bata France, H.H. Browns, Clarks, Aerosoles and Nike. A diverse range of shoes including canvass and rubber boots, thongs, sports shoes, and leather shoes are produced, using a variety of raw materials.

Sri Lanka is capable of producing up to 15 million pairs annually, excluding rubber thongs which alone is estimated to total between 27 and 30 million pairs annually. The footwear industry at present employs about 20,000 people directly and indirectly includes 10 large export companies, 30 medium scale companies and about 3000 small scale manufacturers.



Apart from manufacturing processed leather, the leather products industry includes the manufacture of goods such as gloves, wallets, bags, purses etc. There are approximately 5 large companies, 10 medium scale companies and around 1000 small enterprises.

Seven tanneries in the country produce 25 tons of leather every day, and most of the large companies have their own tanneries. High quality leather is also imported by manufacturers.

The footwear industry is similar to the garment industry in operational aspects. Both industries use similar accessories and skills, and both have transcended mere manufacturing with creativity and innovation through fashion. Footwear and leather products have gained a competitive advantage worldwide through product reliability, quality sustainability, competitively priced products. Skillful workmanship and a highly trainable workforce enhance the industry's growth prospects.

One of the key advantages enjoyed by the footwear industry is the local availability of high quality natural resources including rubber and sole crepe. Sri Lanka is the only country which produces and exports sole crepe without value addition. Encouraged by the



push for 'green' products worldwide, there is a great demand from international markets for unit soles manufactured from Sri Lankan sole crepe.

Major export markets for Sri Lankan footwear are Italy, UK and France, and other European Union countries. The industry continues to consolidate these existing markets while looking to enter emerging markets.

The industry's compliance with ethical and environmental standards attracts customers looking for sustainably produced goods. Sri Lankan soles are set to grace the feet of individuals all over the world.



Top Footwear & Leather Exporters in Sri Lanka

Michelangelo Footwear Ltd

www.michelangroup.com

Palla & Co (Pvt) Ltd

www.pallacompany.com

Kavin Polymers (Pvt) Ltd

www.teemathongs.com

D Samson Industries Ltd

www.dsifootwear.com

Ceylon Leather Products

www.clplsrilanka.com

Bata Shoe Company Of Ceylon Ltd

[www. bata.lk](http://www.bata.lk)

A R Products

Lakpa Footwear (Pvt) Ltd

Bettans Lanka Exports (Pvt) Ltd

Sara Os Leather (Pvt) Ltd

www.saraaosl.com





Sri Lanka's inherent craftsmanship, cultural diversity and rich natural resources provide the base for a wide range of giftware products that satisfy quality conscious and astute buyers.

The range of products includes soft & wooden toys, arts & crafts, household accessories, fashion accessories, home decoration, home textiles and utility items amongst others.

The diversified raw material base for giftware and toys includes stone, clay, textile, wood, rush and reed, recycled paper, leather, metal and recently elephant dung, born of Sri Lankan entrepreneurship. Water hyacinth, banana fibre, tea refuse, paddy husk and wild grass are examples of a few eco- friendly materials used to conserve the environment in manufacturing recycled paper for the gift industry.

Giftware from Sri Lanka is a combination of traditional skills and modern technology. Final artistic touches are given by the deft fingers of the expertly skilled hand to ensure the uniqueness and the exclusivity of the product.





Talented artisans turn out innovative products based on their own creative designs, and alternatively turn out customized designs given by buyers at internationally competitive prices. As with many industries in Sri Lanka, modern trends are observed and inculcated into producing giftware and toys, mixing the best of international fashionable trends with South East Asian beauty and utility.



Soft and wooden toys are subject to stringent quality checks throughout the production process. Widely exported toys include plush toys, rag dolls & animals, puzzles, mobiles, educational toys, pull along toys, skittles and children's furniture. Inventors and creative professional designers study best practices and trends seen in the manufacture of children's toys, ensuring that the products have great educational value and are able to combine learning with play.



All products conform to international Safety and Quality Standards such as EN 71, ASTM and CE. Sri Lanka is a signatory to all UN and ILO conventions and pays particular regard to the non-use of child or forced labour.

Top Giftware & Toy Exporters in Sri Lanka

Giftware

Mona Plastic (Pvt) Ltd

[*www.mona.lk*](http://www.mona.lk)

Ceramic World (Pvt) Ltd

Bischoff Gamma Lanka (Pvt) Ltd

[*www.bischoffgamma-lanka.lk*](http://www.bischoffgamma-lanka.lk)

Ceramic Devalopment Co Lanka (Pvt) Ltd

Oak Ray Wood Carvings

[*www.oakraywoodcarvings.com*](http://www.oakraywoodcarvings.com)

Maximus (Pvt) Ltd

[*www.ecomaximus.com*](http://www.ecomaximus.com)

Selective Designs (Pvt) Ltd

[*www.selectivedesigns.biz*](http://www.selectivedesigns.biz)

Chemwood Exports (Pvt) Ltd

[*www.chemwood.net*](http://www.chemwood.net)

Trickledown (Pvt) Ltd.

Simplex International (Pvt) Ltd

[*www.webasia.com/simplex*](http://www.webasia.com/simplex)

Toys

Paradise Toys (Pvt) Ltd

D S L Lanka (Pvt) Ltd

[*www.dsllk.com*](http://www.dsllk.com)

Barbara Sansoni Exports (Pvt) Ltd

[*www.barefootceylon.com*](http://www.barefootceylon.com)

Lanka Kade Export

Selyn Exporters (Pvt) Ltd

[*www.selyn.lk*](http://www.selyn.lk)

[*www.selynexports.com*](http://www.selynexports.com)

The Montessori Workshop (Pvt) Ltd

[*www.themontessoriworkshop.com*](http://www.themontessoriworkshop.com)

Sri Toys International (Pvt) Ltd

[*www.sritoys.com*](http://www.sritoys.com)

Gospel House Handi Crafts Ltd

[*www.wooddrix.com*](http://www.wooddrix.com)

Dilini Exports

[*www.diliniexports.com*](http://www.diliniexports.com)

Golden Palm Crafts (Pvt) Ltd

[*www.goldenpalmcrafts.com*](http://www.goldenpalmcrafts.com)

HANDLOOM PRODUCTS





The elegance of locally handcrafted sarees, the vibrancy of painstakingly woven soft toys, the innovative colour combinations of upholstery fabrics – these are part and parcel of Sri Lanka's centuries old handloom textile industry.

Historically, Sri Lanka has traded textiles with nations like India, China and Middle Eastern countries, and the handloom textile industry is one of the country's oldest traditional crafts.

The industry has helped showcase the undying creativity of generations of Sri Lankans taking them to the international arena.

The mix of manufacturers includes leading handloom weaving manufacturers as well as small scale producers. With the help of factories, some small scale weavers have been given an opportunity to showcase their talents and penetrate international markets. Leading producers have not only found success but also present their wares to tourists to Sri Lanka, which has always resulted in an excellent response.





A range of designs and colours are on offer; individual and innovative designs, craftsmanship, colour combination and patterns are handed down from generation to generation.

The Handloom Textile Industry is labour intensive, export oriented and rural based. The industry produces predominantly cotton and silk products, utilizing cotton and silk yarn. Generally, with low capital costs and running expenses, handloom is a household or cottage industry, where skilled hands create value added products.

The exports include a wide range of products such as upholstery fabrics and curtaining, dress fabrics, bed linen, table linen, kitchen linen, readymade garments, soft toys and hand-woven rugs and tapestries. Even stationery items such as books, notebooks, albums and writing pads are lovingly made with handcrafted exteriors, bringing value addition to every facet of life.

These items are designed for niche markets where handmade products of high value preferred. Sri Lankan handloom producers are capable of supplying numerous products to such markets in Italy, Germany, France, UK, Norway, Netherlands and Maldives which are some of the largest buyers for Sri Lankan handloom textile products.

Awareness of modern design trends, combined with traditional craftsmanship and the influx of new processing techniques, Sri Lankan handlooms have been given a new life. The industry has gained a dominant identity and a foothold in the competitive international market.

Though handloom weaving is a skilled profession, training facilities and centres are already available in Sri Lanka. As an added advantage, trainees do not require pre-requisites.

Countries are looking for environmental friendly, handmade products made with sustainable supply chains. Handloom products are completely sustainable and use eco-friendly raw material or recycled material with minimal environmental pollution. Thus there is a great opportunity for the Sri Lankan handloom industry to flourish. Further development of the industry would reduce the flow of imported material to the local market and save valuable foreign exchange.



Top Handloom Product Exporters in Sri Lanka

Barbara Sansoni Exports (Pvt) Ltd.

www.barefootceylon.lk

Selyn Exporters (Pvt) Ltd.

www.selyn.lk

www.selynexports.com

Kandygs Handlooms (Exports) Ltd.

www.kandygs.lk

Asian Fabrics (Pvt) Ltd.

Ko-Lanka Pure Silk (Pvt) Ltd.

ORGANIC PRODUCTS



There is nothing more satisfying than the scent of therapeutic blends made into essential oils, or the taste of perfectly ripe and delicious tropical fruits.

The healthiest and most environmentally friendly products are organic – and Sri Lanka is fast developing as an exporter of organic products such as spices, essential oils, herbs, herbal preparations, desiccated coconut and other coconut based products, oil seeds, pulses, cashew, tropical fruits and vegetables and tea. In keeping with international trends, organic apparel is a new addition to the range of organic products on offer.



Organic products fetch premium prices at the export market – an industry that according to current trends will see immense growth and form the backbone of developed markets.



Organic Apparel

In 2008, around 25,300 hectares of land were under organic cultivation and this number is gradually increasing, with more and more small holder farmers obtaining certification in organic cultivation as well.

Top Organic Product Exporters in Sri Lanka

Bio Foods (Pvt) Ltd

www.biofoodssl.com

EOAS Organics (Pvt) Ltd

www.eoasorganics.com

Lanka Organics (Pvt) Ltd

www.lankaorganics.com

Serendipol (Pvt) Ltd

Renuka Agri Foods Ltd

www.renukagroup.com

Stassen Natural Foods (Pvt) Ltd

www.stassengroup.com

Desicolanka Exports

Mackwoods Ltd

www.mackwoods.com

Cecil Food (Pvt) Ltd

www.cecilfood.com

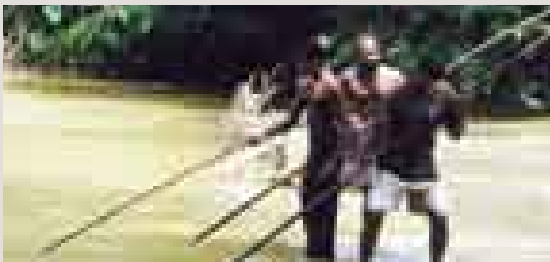
Target Agriculture (Pvt) Ltd

www.target-agriculture.com

MINERALS



Mineral Resources Map of Sri Lanka

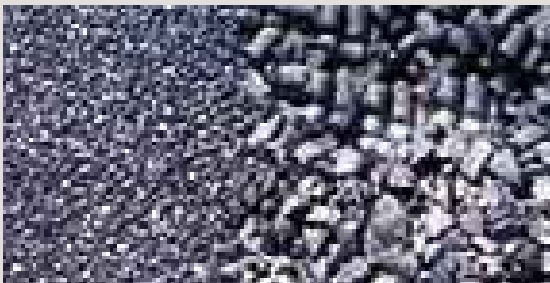


Sri Lanka's landscape presents a rich variety of industrial minerals including Graphite, Ilmenite, Rutile, Zircon, Quartz, Feldspar, Clay, Kaolin, Apatite (Phosphate Rock), Silica Sand, Garnet sand, Mica, Calcite and Dolomite.

Pulmoddai beach sand deposit is the most important non-ferrous mineral reserve in Sri Lanka to date. This deposit contains minerals including one of the most expensive and sought after metals in the world - titanium.

Ilmanite (FeTiO_3) and Rutile (TiO_2) too are found in enormous concentrations in the Pulmoddai beach sand deposit area. Several other beach mineral-sand deposits of Monazite, Zircon, garnet and Ilmanite are found in various parts of the island and are now being exported.

The use of graphite in Sri Lanka has a long history, that dates back to 1675. Sri Lankan graphite has gained popularity all over the world for its high purity and offers many processing applications



in graphite lubricants, flake graphite, carbon brushes, refractory bricks and midjet electrodes and in nano-technology.

Three main types of clay - kaolinite, ball clay and brick clay - are used for domestic consumption as well as export goods -. Yellow, red and blue colour ball clay are found in Sri Lanka's hill country. These are commonly used to make casts and as refractory material because of their attributes of strength and high plasticity. Brick clay is found in most of the river valleys and is commonly used in the production of bricks and tiles.

Quartz, ball clay, silica and feldspar are utilised in the ceramics and glass industries with great success; the country's porcelain is ranked among the best in the world.

Sri Lanka's natural resources include another valuable economic mineral reserve - apatite rock phosphate. It is estimated that the reserve consists of 60 million tones of apatite which is used to produce phosphate fertilizer.

With the dawn of peace in Sri Lanka, the Northern and Eastern parts of the island have opened up, promising enormous investment opportunities for prospective investor. The mineral export industry is expanding fast with a substantial number of minerals presently being mined at an increased intensity. This renewed activity is set to trigger the rapid development of the industry, from Sri Lanka to the world.



Top Mineral Exporters in Sri Lanka

Lanka Mineral Sands Limited

www.lankamineralsands.com

Piramal Glass Ceylon Plc

www.piramalglassceylon.com

Ceyquartz M B I (Pvt) Ltd

www.ceyquartz.com

Alchemy Heavy Metals (Pvt) Ltd

Bogala Graphite Lanka Plc

www.gk-graphite.lk

Alchemy Boulders Pte Ltd

www.alchemyquartz.com

Ceylon Quartz Industries (Pvt) Ltd

www.bartleetgroup.com

Ally Weerasinghe Ltd

www.allyweerasinghe.lk

Kahatagaha Graphite Lanka Ltd

www.kgraphite.lk

Damsila Exports (Pvt) Ltd





Ayurveda is the hugely popular art of healthy living, which has transcended all cultures. It is formed from the root words of Ayu (life) and Veda (science); being one of the oldest forms of medical science, today it has gained wide popularity amongst consumers worldwide.

Ayurvedic commodities exported by Sri Lanka include spices, revered by tradition for giving therapeutic value to meals.

Essential oils are used for a multitude of purposes including bath preparations, hair care, massage, skin care, aromatherapy and in small amounts for cooking.

Plant-based traditional medicine accounts for the primary healthcare needs of over 50 percent of the world population. Sri Lanka exports several varieties of medicinal plants for the world's benefit. Community or out- grower systems of cultivation are in place to harness these products for export.

Natural and finished products, from balm, to beauty care products, to tea, are also available for export.

The EDB has implemented a scheme to support companies who have developed small farmer units to increase production under the Integrated Agriculture Supports Scheme for Exports. These companies are given the opportunity of obtaining first hand information on new developments in products and services as well as in technologies used in international markets.



Several regulations govern supply and value chain, to ensure quality and safe availability of these products for consumption.

For exports, the sourcing of medicinal plants is required to be either from “own cultivation” or “controlled out-grower/community grower” systems. The Department of Forest and Department of Ayurveda prevent the wild collection and exploitation of nature. All finished products are approved by the Drug Formulatory Committee before entering local and export markets.

Manufacturers of herbal cosmetics are licensed by the Cosmetics, Devices and Drugs Authority and regulated by the Act No.27 of 1980 of Cosmetic, Devices and Drugs Act.

Top Ayurvedic / Herbal Product Exporters in Sri Lanka

Link Natural Products (Pvt) Ltd

www.linknaturalproducts.com

Bio Extracts (Pvt) Ltd

www.barakaoil.com

www.bioextracts.lk

Siddhalepa Ayurveda Exports (Pvt) Ltd

www.siddhalepa.com

Nature's Beauty Creations Ltd.

www.naturessecrets.lk

Tree of Life (Pvt) Ltd

www.hoteltreeoflife.com

Ni – Cey International (Pvt) Ltd

www.niceygroup.com



The engineering products sector in Sri Lanka consists of over 1000 manufacturing units and 11 steel plants which include small and medium sized manufacturing units and export oriented ventures located both within and outside the country's free trade zones.

Engineering products encompass a wide variety of uses - for industrial and consumer segments, which include tea processing machinery, fibre extraction and processing machinery, rubber processing machinery, building materials such as fasteners, locks, tower bolts, hinges, sprayers, weighing scales, agricultural machinery, rice milling drying and cleaning units, industrial and domestic water pumps, ceiling fans, steel furniture, partition material such as aluminum extrusions, metal studs & tracks, refrigerator parts, and steel towers for communication and power distribution. From Castings such as fire bars, man hole covers, sluice gates, machinery parts, to cast ornamental fences, garden equipments, marine fittings, sign boards and sewing machine parts, the list of engineering products manufactured in Sri Lanka goes on and on.

The Foundry Industry is an important feeder industry for the engineering product sector; it supplies parts and spares for machinery, equipment and tools and specializes in tea, rubber, oil and fibre machinery parts. In addition to supply of vital components of marine engineering and turbine bearings, it also supplies a wide range of directly exportable finish metal products. Foundries in operation in Sri Lanka have the production capabilities of grey iron casting, ductile iron casting, aluminum, brass and steel castings. Job engineering and medium size castings are specialties of these industries.



India, Germany, Maldives, Singapore and United States are major export markets for Sri Lankan Light Engineering Products.

With a history of engineering prowess dating centuries, Sri Lankan expertise in electronics and mechanical engineering are proved beyond doubt. Recognised Sri Lankan exports such as industrial and domestic fans, room air conditioners, refrigerators, agricultural processing machinery, small engines and metal furniture are already manufactured to global standards. Ample opportunities exist within Sri Lanka's Light Engineering Sector for prospective investors.

Top Light Engineering Product Exporters in Sri Lanka

S.R. Steel (Pvt) Ltd

Kramski Lanka (Pvt) Ltd

www.kramski.com

Elastomeric Engineering Co Ltd

www.elastomericgroup.com

Bluescope Lysaght Lanka (Pvt) Ltd

www.bluescope.com

Melwire Industries (Pvt) Ltd

Frame Work Metal Products (Pvt) Ltd

www.frameworkmetal.com

Almeco (Pvt) Ltd

Jinasena (Pvt)Ltd

www.jinasena.com

Lanka Fastener Ltd

www.lankafastener.com

Hanteel Fabrico

www.hansteelfabrico.com

WOODEN PRODUCTS



Furniture that encourages stylish dining, parquet that redefines modernity and wood based panels that exude classic elegance; Sri Lanka's wooden products give homes around the world craftsmanship and comfort.

Sri Lanka possesses an abundance of natural resources that enrich and sustain the lives of its people. Although wood product manufacturing companies are small-scale enterprises, exports have gradually increased over the past decade and show great growth potential. Leading the way in wooden products exports are primarily furniture, parquet for flooring, brush handles, wooden panels, and wooden toys.

Wooden furniture is a large sub sector within the wood based industry in Sri Lanka.

Household furniture is made to look strikingly elegant and comfortable to use – these include furniture for the bed room and living room, kitchen furniture and garden furniture.

Other forms include Office furniture (computer tables, office tables etc.), commercial and institutional furniture (furniture for hotels, schools, hospitals).

Sri Lanka is competitive in exporting office furniture, bedroom furniture and kitchen furniture worldwide, and manufacturers of these products are mature having catered to local and international markets for decades including Sri Lanka's current largest buyer - India.

In addition, furniture in knockdown form and built-in furniture are popular and are customized according to buyer specifications. These items are geared towards the high end of the market.

The wooden toy industry in Sri Lanka consists of products that are predominantly handmade; the country is a niche market supplier. While maintaining unique aesthetic value and quality, manufacturers are able to accommodate product adaptability. All products conform to required international standards.





Treated rubber wood has become a main source of raw material for the wooden product industry. The use of rubber wood is environmentally friendly and is a renewable resource. Laminated Rubber wood Furniture is now successfully exported to niche markets in Europe and has replaced expensive Beech wood and Birch wood products in these countries.



Local companies also have the option of importing timber for manufacturing products, depending on buyer requirements. Teak and mahogany are also used to manufacture furniture.

The Sri Lankan wooden products industry is now gearing for the expectations of international buyers – more and more companies and plantations are obtaining FSC (Forest Stewardship Council) certification and some have even been certified with the Rainforest Alliance mark. It is clear that meeting environmental standards are becoming a global prerequisite, and with a strong focus on this principle, the industry's growth potential continues to increase amongst international markets.



Top Wooden Product Exporters in Sri Lanka

Merbok M D F Lanka (Pvt) Ltd

www.merbok.com

D R Export (Pvt) Ltd

www.damro.lk

Ravi Industries Ltd

www.ravibrush.com

Beira Parawood Products Ltd

www.beiragroup.com

Lispo (Pvt) Ltd

www.lispoindustries.com

Kent Display (Pvt) Ltd

www.kentholdings.com

H Don Carolis And Sons (Pvt) Ltd

www.doncarolis.com

A T Cooray (Pvt) Ltd

www.atcooray.com





Sri Lanka Export Development Board

No. 42, Navam Mawatha, Colombo - 02, Sri Lanka

Tel : 94-11-2300705-11 Expo Tel : 94-11-2303974 Fax : 94-11-2300715

E-mail : edb@tradenetsl.lk / exposec@srilankaexpo.com

Web : www.srilankabusiness.com / www.srilankaexpo.com