

AHK SRI LANKA

Monthly Newsletter

SEPTEMBER 2023
VOLUME 48



**GERMAN BUSINESSES
HONOURED AT 'TOP
GERMAN BRANDS IN
SRI LANKA 2023'**

**16-HOUR
INTERACTIVE 'DUE
DILIGENCE COURSE'**

**INSIGHTS FROM
INDUSTRY LEADERS**



Delegation der Deutschen
Wirtschaft in Sri Lanka
Delegation of German Industry
and Commerce in Sri Lanka

 **Partner In Sri Lanka**



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ECONOMIC DATA OF SRI LANKA

Inflation in Sri Lanka

On year-on-year basis, National Consumer Price Index (NCPI) (2021=100) based headline inflation decreased to 2.1 per cent in August 2023 from 4.6 per cent in July 2023. The Food inflation recorded at -5.4 per cent while the Non-food inflation recorded at 9.0 per cent in August 2023. Furthermore, the NCPI based core inflation decreased to 4.1 per cent in August 2023 from 6.3 per cent in July 2023.



Sri Lanka Trade Statistics

Sri Lanka's merchandise exports increased by 6.98 % to US\$ 1,091.6 Million in August 2023 compared to July 2023 as per the provisional data released by the Sri Lanka Customs. However, it is a 10.91 % decrease when compared to the value recorded in August 2022.

However, for the period of January to August 2023, overall merchandise exports decreased by 10.42 % to US\$ 7,983.13 Million compared to the corresponding period of 2022.

Export Performance of Sri Lanka



Manufacturing Purchasing Managers' Index



Services Purchasing Managers' Index



EU Trade Statistics

Exports to the European Union (EU) which comprised 21% of Sri Lanka's exports during the month of August 2023 increased by 3.78 % y-o-y to US\$ 252.13 Mn. Further, exports to the European Union (EU) decreased by 18.89 % y-o-y to US\$ 1,872.70 Mn during the period of January to August 2023 compared to the corresponding period of previous year.

During the period of January to August 2023, breakdown of exports to the top five EU markets which accounted for 78 % of Sri Lanka's total exports to the EU were; Germany US\$ 396.3 Mn (decreased by 23.01 %), Italy US\$ 444.86 Mn (increased by 7.39 %), Netherlands US\$ 224.96 Mn (decreased by 17.98 %), Belgium US\$ 150.76 Mn (decreased by 30.04 %) and France US\$ 227.06 Mn. (increased by 27.72 %).

Comparison of Merchandise Export Performance of Top 15 Export Destinations

Region	Values in US\$ Mns					
	Jan-Aug 2022	Jan-Aug 2023	% Growth (22-23)	Aug 2022	Aug 2023	% Growth (22-23)
United States	2,308.75	1,872.70	-18.89	320.31	252.13	-21.29
European Union (EU) excluding UK	2,045.04	1,829.15	-10.56	276.03	286.47	3.78
South Asia	842.74	827.18	-1.85	104.99	118.13	12.52
ASEAN	624.23	687.49	10.13	98.76	90.40	-8.46
CIS Countries	209.95	215.65	2.71	25.56	25.22	-1.33
African Countries	205.28	219.41	6.88	35.70	34.75	-2.66
Middle East Countries (excl. Cyprus & Egypt)	149.90	165.51	10.41	26.72	19.36	-27.54
Others	2,526.23	2,166.04	-14.26	337.30	265.17	-21.38
Total Merchandise Exports	8,912.12	7,983.13	-10.42	1,225.37	1,091.63	-10.91

Sri Lanka's Export Performance in Major Markets

Out of top 10 export markets, India, Italy, UAE and France have shown strong performance during the month of August 2023 and the period of January to August 2023 compared to the corresponding period in the previous year.

Exports to United States of America, Sri Lanka's single largest export destination, decreased 21.29 % to US\$ 252.13 Mn in August 2023 compared to August 2022. Further, exports to United States of America decreased by 18.89 % to US\$ 1,872.7 Mn in the period of January to August 2023 compared to the same period in 2022.

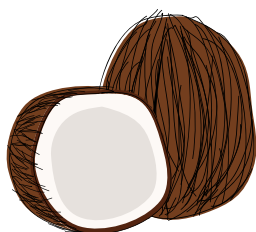
Sri Lankan Global Exports (Source: EDB)

Apparel and Textile Exports



Earnings from export of Apparel & Textile decreased by 18.79 % to US\$ 3,315.56 Mn during the period of January to August 2023 compared to the same period of 2022. Export of Apparel declined by 19.95 % and export of Textiles declined by 4.66 % in January to August 2023.

Coconut-based Exports



For the period of January to August 2023, export earnings from Coconut & Coconut based products decreased by 18.51 % to US\$ 466.67 Mn from the same period last year. Earnings from all the major categories of Coconut based products decreased in the period of January – August 2023 compared with the corresponding period of 2022 due to the poor performance in export of Coconut Oil (-23.17 %), Desiccated Coconut (-32.92 %), Coconut Milk Powder (-9.44 %), Coconut Cream (-17.14 %), Liquid Coconut Milk (-12.01 %), Cocopeat (-16.22 %) and Activated Carbon (-16.83 %).

Rubber-based Exports



In addition, export earnings from Rubber & Rubber finished products decreased by 13.67 % to US\$ 609.26 Mn in January – August 2023 compared with the same period of 2022 attributed to lower exports of Industrial & Surgical Gloves of Rubber (-26.98 %) and Pneumatic & Retreated Rubber Tyres & Tubes (-7.68 %).

Tea Exports



Earnings from export of Tea increased by 6.23 % to US\$ 870.37 Mn was due to the increase of all the sub categories of tea sector except Bulk Tea and Tea Bags. Earnings from Tea packets, Instant Tea, Green Tea and Other Tea increased by 13.71%, 34.61 %, 40.48% and 46.09 % in the period of Jan-Aug 2023.

CURRENT DEVELOPMENTS

The 24th Annual General Meeting of the Sri Lanka – Germany Business Council

The 24th Annual General Meeting of the Sri Lanka – Germany Business Council was recently held at the Hilton Colombo Residences in Colombo 2.

Mr. Olaf Malchow, Deputy Head of Mission at the Embassy of Germany in Sri Lanka, acknowledged Sri Lanka's economic recovery efforts and emphasized the need for market liberalization, investment promotion, and robust anti-corruption measures to foster sustainable growth.

Shorten this - Mr. Asoka Hettigoda, Chairman & Managing Director of Hettigoda Industries (Pvt) Ltd, was elected as the President for the year 2023-2024. In his speech, he expressed gratitude for support and vowed to boost Sri Lanka-Germany trade through the Business Council.

German Export Sentiment Drops to Three-year Low

Sentiment among German exporters worsened further in September, falling to its lowest point since May 2020, according to a survey by the Ifo economic institute released on Tuesday. In its fifth consecutive month of decline, the institute's export expectations indicator fell to minus 11.3 points in September, from minus 6.5 points in August.

"Germany's export economy is going through a weak phase," Klaus Wohlrabe, head of surveys at Ifo, said.

"It's likely that export demand won't pick up again significantly until next year," he added.

Interest rate hikes by central banks in their campaign against inflation have driven up financing costs for investments and made many projects unprofitable, weighing on sentiment.

Wohlrabe said higher interest rates were dampening demand for German goods.

All sectors are facing a decline in foreign business, except for the manufacturers of leather goods, furniture, and some companies in the food industry, the Ifo said in a statement.



TOURISM NEWS IN SRI LANKA

Sri Lanka Looking to Attract 5 Million Tourists Annually

President Ranil Wickremesinghe urged officials to accelerate efforts towards the goal of attracting 5 million tourists annually to Sri Lanka. These directives were issued during a meeting at the Presidential Secretariat, where he engaged with a committee responsible for assessing the progress of Sri Lanka's tourism industry enhancement program and proposing measures to establish the country as a prominent tourist destination.

Sri Lanka Convention Bureau to Accelerate Mice Capability of Regional Hoteliers in the Southern Region



Keeping in line with the objectives stipulated in the Tourism Act, Sri Lanka Convention Bureau (SLCB) has been organizing regional MICE training programmes for the benefit of regional hoteliers and MICE professionals. Out of a series of training programmes scheduled for this year the southern region programme was held at Cinnamon Bey - Beruwela with the objective of raising awareness of the significance of Sri Lanka's MICE sector as a source of economic expansion.

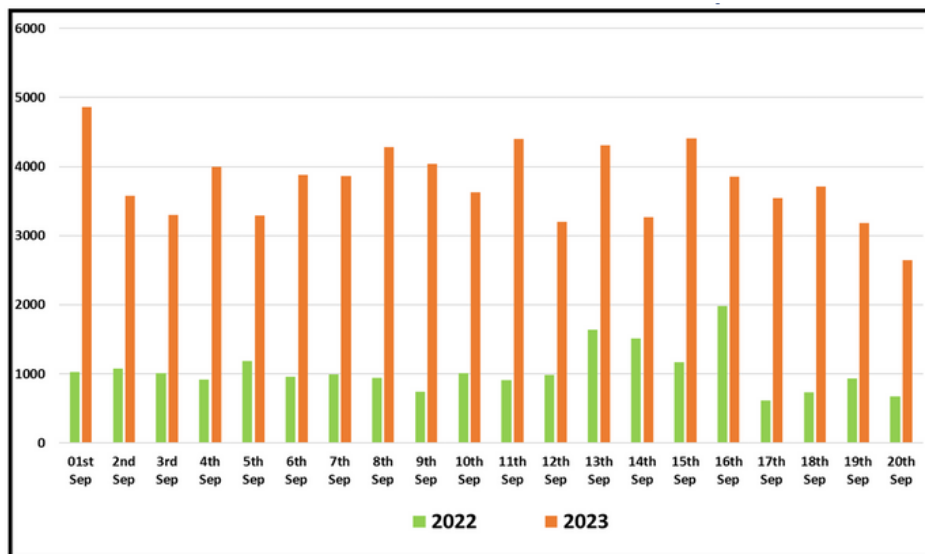
The programme was centered on "New Dimensions of MICE - Driving Sri Lanka with Sustainable Innovation" and was tailor made to suit the region.

Sri Lanka Tourism Invites Bollywood Blockbusters to Showcase Beautiful Locations











To promote film tourism, Sri Lanka Tourism has welcomed the leading production houses of Bollywood, the world's largest film industry, for a six-day exploration of the island nation's diverse locations and rich cultural tapestry.

The producers are on a mission to scout fresh, both natural and manmade, locations across Sri Lanka's renowned destinations including Colombo, Kandy, Nuwara Eliya, Ella, Hambantota, and Kalutara for their upcoming cinematic ventures, spanning both the silver screen and Over the Top (OTT) web series.

Number of tourist arrivals, 2022 & 2023 (01st to 20th September)



Top Primary Markets of Tourists to Sri Lanka - 01st to 20th September 2023

Rank		Country	Number of Tourists	Share %
1		India	19,767	26%
2		United Kingdom	5,336	7%
3		Germany	5,199	7%
4		Russian Federation	4,835	7%
5		China	4,338	6%
6		Australia	4,064	5%
7		Israel	2,555	3%
8		Netherlands	2,391	3%
9		France	2,004	3%
10		Spain	1,932	3%
11		Other	22,801	30%
		Total	75,222	100.00

INSIGHTS FROM INDUSTRY LEADERS

An Exclusive Interview with Mr. Ahamed-Ur Rahman - COO and Head of Marketing and Sales at DHL Global Forwarding Lanka Pvt Ltd, and Mr. Dimithri Perera - Country Manager of DHL Keells (Pvt) Ltd

1. As a company operating in the logistics sector, what unique growth prospects do you see in the Sri Lankan market, and how do you plan to capitalize on them?

Sri Lanka is situated in a strategic location, among the main air and marine routes. Colombo Port is a rapidly growing maritime hub that serves as an important terminal in South Asia and plays a key role as a transshipment hub. DHL being a network-driven organization gives us an opportunity to really seize this opportunity to support growth not only in Sri Lanka but also in the Indian subcontinent. Furthermore, improvements in the MSMEs segment and the latest technological innovations are key driving factors in the market where there is also a huge opportunity in the e-commerce space which we simply cannot ignore. We pride ourselves on being the provider of choice for ALL regardless of whether the customer is a small business just starting out or an emerging start-up with the potential to grow internationally, we try to empower these sectors to achieve greater success on the global stage with our comprehensive approach to MSMEs.



Mr. Ahamed-Ur Rahman - COO and Head of Marketing and Sales at DHL Global Forwarding Lanka Pvt Ltd

2. Industries are ever-changing. How does your company envision its strategic path to effectively adapt and flourish in the face of ongoing transformations in the logistics sector?

As the world's leading logistics company, we have a tremendous responsibility to set an example in our industry by being a sustainability leader and taking the lead in Digitalization as it is crucial for our ability to deliver excellent service in an ever-changing world.

Our Group has its own Sustainability & digitalization road maps, which have been built on our past achievements and plot the course for future success. These guide us to pursue clear objectives in each area, we strive to run clean operations to protect the climate, provide a great place to work for all, be a highly trusted company and partner, and most importantly fulfill our purpose of 'Connecting people, improving lives.' for current and future generations.



Mr. Dimithri Perera - Country Manager of DHL Keells (Pvt) Ltd

3. Embracing innovation is key in today's dynamic business environment. How has your company harnessed innovative approaches to elevate customer satisfaction?

Doing things differently and continuous innovation is a part of our DNA, and we strongly believe that constantly improved processes will lead to more profitable growth, whilst customer experience, especially the digital customer journey is becoming more important than ever. Therefore, our Innovation Centers in Chicago, Cologne, Singapore, and Dubai are the showpiece of our innovation program, where we bring our customers together with innovative thinkers, conduct trend research, host innovation events, and deep dive into technologies set to impact the logistics industry.

4. As sustainability takes center stage across industries, can you share how your company integrates responsible environmental practices and community enrichment to establish a well-rounded and purpose-driven business approach?

Sustainability is at the forefront of our Strategy. Our roadmap to sustainability focuses on meeting three key commitments: clean operations for climate protection, a great company to work for all, and a highly trusted company. With the launch of our 2050 Mission, which is centered around the commitment to achieve net-zero emissions by 2050, we have introduced over 30,000 e-vehicles in our delivery fleet globally and created aviation history by ordering up to 12 fully electric cargo planes. In addition, more than half of our supply chain facilities are carbon-neutral and we recently launched the GoGreen Plus services which allow customers to reduce the carbon emissions of their shipments using Sustainable Aviation Fuel (SAF).

In a business powered by people, we are taking action to empower our teams and provide a great place to work. Through attracting & retaining the best talent and nurturing a diverse and inclusive workplace, we are creating a safe, inclusive, and purpose-driven workplace with equal opportunities for the over half a million people who drive our success. Finally, as the leader in the logistics industry, we must stand out as a role model for good corporate governance. Globally, we are following trusted and transparent business practices and comply with a wide range of legal and regulatory requirements by making compliance an integral part of our daily business and partnering with like-minded, compliant suppliers and partners.



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DIHK

German Chamber of
Commerce and Industry

NEWS FROM AHK SRI LANKA

Honouring German Businesses at 'Top German Brands in Sri Lanka 2023'

The 9th edition of the 'Top German Brands in Sri Lanka' event, organized by the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) with the support of the German Embassy in Colombo and sponsored by Lufthansa, took place on Wednesday, September 20, 2023, at Cinnamon Grand Colombo.

With the purpose of fostering cooperation, networking, and exchange among global market leaders and industry peers from Germany and Sri Lanka, the flagship event, 'Top German Brands in Sri Lanka 2023,' showcased the presence of over 300 German brands in the country and highlighted the enduring 70-year diplomatic relations between the two nations. German business representatives and high-level decision-makers in Sri Lanka attended the event to catch up with the latest developments in German-Sri Lankan business affairs and to leverage networking opportunities for establishing long-term business partnerships.

Visit www.srilanka.ahk.de/en/ to view the photos.



AHK Sri Lanka, UNDP, and EU Join Forces to Raise Awareness of the German Supply Chain Due Diligence Act

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka), the United Nations Development Programme (UNDP), and the European Union (EU) joined forces to host an awareness programme addressing the tourism and agriculture sectors in Sri Lanka. The initiative, held in anticipation of the recently enacted German Supply Chain Due Diligence Act, aimed to enlighten stakeholders on sustainable tourism and agriculture supply chains.

The event, which took place on September 26, 2023, at the Galle Face Hotel in Colombo, attracted 85 guests. Among the attendees were representatives from the tourism and agriculture industries, Sri Lankan agencies, professional associations, and other relevant stakeholders.

The event featured insightful panel discussions, bringing together industry leaders. The tourism panel featured Ms. Gayangi Wirasinha - Managing Director of Abercrombie and Kent Sri Lanka; Mr. Asoka Hettigoda - Chairman & Managing Director of Hettigoda Group of Companies; Mr. Suranga Ratnayake - Chief Operating Officer/Vice President of Aitken Spence Travels; and Mr. Nalaka Amaratunga - CEO of Destination Management Sector, Senior Vice President of John Keells Holdings. The agriculture panel included Mr. Chamika Dinesh Wimalasiri - Business Manager – Knowledge of SGS Lanka Pvt Ltd; Mr. Imdadh Marikkar - Vice Chairman of LFVPPEA; and Mr. Roshan Perera - Chief Operating Officer of Waguruwela Oil Mills.



16-HOUR INTERACTIVE 'DUE DILIGENCE COURSE'



ARE YOU PLANNING TO INCREASE YOUR EXPORTS TO GERMANY? DO YOU WISH TO UPGRADE YOUR SKILLS IN SUPPLY CHAIN DUE DILIGENCE?

We will be offering free-of-charge 16-hour interactive 'Due Diligence' courses to a limited number of companies on several dates between 16th October and 17th November. The aim of the courses is to explain the basics of human rights and environmental due diligence to stakeholders in the Tourism and Agriculture sectors with special emphasis placed on the German Supply Chain Due Diligence Act (SCDDA). An overview regarding the implementation of standards imposed by the act will also be conducted.

Would you like to participate in one of the Due Diligence courses? Then use the below QR Code to provide us with your contact data. We will then send you information about the different dates and where the courses will take place.

Use the QR code provided below to receive more information:



Contact us for more information!

Call Us: +94-112-314364/67

E-mail: communication@srilanka.ahk.de

JOIN US AT NEXT YEAR'S DYNAMIC TRADE FAIRS!



January 19 - 28, 2024



Messe Berlin, Germany

The 88th edition of International Green Week (IGW) is a leading B2C food and agriculture exhibition. It anticipates 1,400 exhibitors, 1,900+ journalists, and 400,000+ visitors from 61 countries.



March 19 - 22, 2024



Koelnmesse, Germany

Anuga FoodTec is the only global trade fair encompassing food production's full range: processing, packaging, and storage. It's the top hub for information and procurement in the worldwide food and beverage sector.



May 28 - June 7, 2024



Messe Duesseldorf, Germany

The international print industry will once again meet at Drupa, the world's leading trade fair for print technologies. 1,828 exhibitors from 54 countries, 270,000 trade visitors from 183 countries and 1,824 accredited journalists are expected to participate.



THE TIRE
COLOGNE



June 04 - 06, 2024



Koelnmesse, Germany

The International trade fair for the tire industry: "TIRE Cologne" is a Motor vehicle and tire workshop equipment features prominently in addition to tires and wheels. 300 exhibitors and 12,000 trade visitors are expected.



May 28 - June 7, 2024



Messe Duesseldorf, Germany

At Spoga+Gafa you will find all the trends and new products for the garden: from outdoor furniture, decoration, sports & games to plants, garden tools, smart gadgets and must-haves from the BBQ sector.



eelectronica



November 12 - 14, 2024



Munich, Germany

As a world-leading trade fair, it presents the entire range of technologies, products, and solutions for electronics, and provides deep insights into the latest research and application trends at practice-oriented forums and first-class conferences. 2,140 international exhibitors and around 70,000 visitors from 100 countries are expected.

For more information on trade fairs, please contact:

Mr. Malintha Gajanayake, Head of Corporate Affairs & Export Promotions via malintha@srilanka.ahk.de

INTERNATIONAL GREEN WEEK 2024

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- Increase your product's visibility & receive real-time feedback from end customers & international visitors
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- Network with a diverse spectrum of international guests & increase confidence of your existing & potential customers

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2024**

WHERE:

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meet our partners!



AHK Sri Lanka Premier Partners 2023

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Hafele Sri Lanka Opens New Kandy Design Centre



Häfele, the interior solutions specialist with a legacy that is now a 100-years strong, moves its state-of-the-art Design Showroom to a new location in Kandy, Sri Lanka, on the 18th of August 2023. The spacious 2000 square feet showroom unites globally acclaimed interior trends with innovative functionality through interactive and functional display settings; bringing every imaginable design to reality.

Expected at the launch is Ms. Marie Antonia von Schönburg, Chief Delegate of German Industry and Commerce in Sri Lanka who will inaugurate the showroom together with Mr. Frank Schloeder (Managing Director, Häfele South Asia).

Häfele is a popular brand within Sri Lanka known for its extensive range of interior fittings and appliances as well as its well-spread service network. The company started operations in Sri Lanka with a primary focus on project sales. Over the years, with the establishment of its distribution network as well as the state-of-the-art design showrooms (in Colombo and Moratuwa), the company has strengthened its retail operations across the country. The opening of the new design showroom in the centrally located Kandy region will enable us to cater to and reach a wider customer base. Kandy being the administrative capital of the Central Province of Sri Lanka acts as the focal hub for neighbouring regions and is located along strategic routes that consistently attract locals and tourists alike.

General Manager- Sales & Marketing, Häfele Lanka Mr. Pawan Singh on the onset of the launch says, *"We are delighted about the launch of our New Design Centre at Kandy. While we have been successfully catering to our customers through our earlier showroom, the growing introductions in our range and the need to showcase them to our customers, required us to move to a bigger premise."*

This new design centre is testament of our commitment to bringing the latest in design and innovations to our customers in Sri Lanka. It displays cutting-edge kitchen systems manufactured at our factory in Kenzingen, Germany, state-of-the-art architectural and furniture lighting solutions, technologically advanced range of appliances, functionally aesthetic range of furniture and wardrobe solutions and much more. Our team of experts are looking forward to welcoming you and assist you in helping you unlock your design inspirations."

The expansive Kandy Design Showroom is spread across a total area of 2000 square feet, showcasing the entire Häfele interior solutions assortment as well as exciting products that the Company has launched over the last few months. The showroom is located at Peradeniya Road in the heart of Kandy and will serve as the ideal place for architects, designers, channel partners, kitchen manufacturers as well as end customers to witness the best-in-class interior solutions in live settings, for their projects or homes respectively.

Visit the newly launched Häfele Kandy Design Showroom at No. 752, Peradeniya Road, Kandy.

PASSPORT



United States
of America

HAYLEYS TRAVELS

SEPTEMBER 2023

PHILIPPINE COVID TRAVEL RESTRICTIONS LIFTED

International travelers will no longer have to present a vaccination certificate to enter the country. Travelers can now enter the Philippines regardless of their COVID vaccination status. In addition, the Philippines clarified the entry requirements for foreign tourists and temporary visitors. To legally enter the Philippines, travelers must meet three criteria:

- Have passports which are valid for at least six months at the time of entry
- Have a valid visa – if a visa is required for your country
- Have a ticket either to travel back to your country of origin or on to a third-party country

The foreign spouses and children of Filipino citizens who are travelling with them are exempt from the onward/return ticket requirement. In addition, the Philippines Economic Zone Authority (PEZA) has also dropped the COVID-era requirement that foreigners who were issued a PEZA visa also get a Travel Pass. PEZA announced it will no longer process Travel Pass requests and will only accept online service payments.



VIETNAM OPENED ITS BORDERS TO TOURISTS



Vietnam has suspended the pre-departure COVID-19 testing requirement for all travelers. Tourists no longer need to acquire a negative COVID-19 test result or present proof of vaccination when visiting Vietnam.

The Vietnamese government also resumed its visa exemption policy for citizens from 25 selected nations. Furthermore, the country has recently introduced an update on this policy, effective from August 2023. The visa waiver program will allow nationals from these countries' nationals to enter Vietnam for up to 45 days without acquiring a visa.

Vietnam also officially announced that Vietnam's e-visa is available to citizens of ALL countries, valid for 90 consecutive days, and applicable for both single-entry and multiple-entry. This update enables global travelers to enter the country at any 42 international checkpoints, including international airports, seaports, and land crossings.

Beyond Borders: Tailored tours to explore destinations



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VIETNAM
6N/7D
LKR 458,000



LOURDES PILGRIMAGE
7N/8D
LKR, 685,000



EGYPT
8N/9D
LKR 789,000



MALAYSIA
3N/4D
LKR 163,000



AZERBAIJAN
5N/6D
LKR 458,000

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CUT FIBER

Fibre is chopped into 1.5 – 5 cm size fibre and compressed into bales. Cut fibre can be used in soil rehabilitation and bioengineering applications owing to its high moisture and air retention capability with more fibrous materials. This can be used as substrate and as mulch.



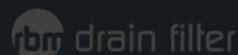
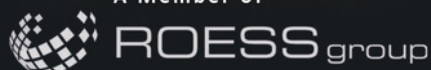
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About AHK Sri Lanka



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AHK Sri Lanka is part of the German Chamber Network supported by the Federal Ministry for Economic Affairs and Climate Action (BMWK). With 150 locations in 93 countries around the world, the members of the German Chamber Network (AHKs) offer their experience, connections and services to German and companies of the respective partner countries.

For more information:



Click here: [AHK Sri Lanka Website](#)



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Services offered by AHK Sri Lanka



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**Vocational
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**Trade Fair
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Our Team



Ms. Marie Antonia von Schönburg
Chief Delegate



Mr. Malintha Gajanayake
Head of Corporate Affairs / Export
Promotion



Ms. Tharangani Kulathunga
Vocational Training Manager



Mr. Harsha Dinesh
Accountant



Ms. Shashi Jayakodi
Administration Officer



Ms. Keshala Dias
Marketing and Communications
Manager