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AHK Sri Lanka NEWSLETTER



**YOUR TRUSTED PARTNER FOR
GERMAN – SRI LANKAN
BUSINESS RELATIONS**



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

 **Partner In Sri Lanka**



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Dear readers,

Unfortunately, Sri Lanka is currently in a third wave of the Covid-19 pandemic. Since the beginning of the pandemic the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) has continuously developed its digital service portfolio including business delegations and matchmaking opportunities. During the month of May, we will organize three virtual business delegations with integrated conferences and B2B meetings. On 6th and 7th of May, we will organize in cooperation with OAV a Sourcing delegation for German importers and retailers and Sri Lankan exporters. From 18th to 20th of May AHK Sri Lanka will coordinate a delegation for Sri Lankan stakeholders of vocational training to meet virtually with German counterparts and digital solution providers. From 31st of May to 3rd of June we will receive a virtual German business delegation in the sectors of energy efficiency and self-sufficiency in industry. German Solution providers will be virtually matched with potential Sri Lankan partners in the frame of the initiative “Energy Solutions made in Germany” of the German Federal Ministry of Economic Affairs and Energy. The related conference will be opened by Hon. State Minister of Solar Power, Wind and Hydro Power Generation Projects Development Duminda Dissanayake and German Ambassador Holger Seubert.

During the upcoming weeks AHK Sri Lanka will extend its service portfolio in the field of vocational training. In cooperation with private industry partners and GIZ, AHK Sri Lanka will coordinate and certify the training of logistic professions and opticians. Furthermore, we will offer a new batch of our Train the Trainer program ADA, which will be certified according to the German AEVO-standard.

In order to support the tourism industry in Sri Lanka, AHK Sri Lanka will start in cooperation with the Friedrich Naumann Foundation and Loening Responsible Business & Human Rights a joint project and initiative for sustainable tourism during the month of May.

Wishing you good health and success!

Yours sincerely

Andreas Hergenröther
Chief Delegate of German Industry and Commerce in
Sri Lanka

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1. Current Developments

COVID-19 Update

As of 03 May 2021, Sri Lanka accounted for 111,753 COVID-19 confirmed cases, while recovered individuals totaled 97,848 and fatalities related to COVID-19 amount to 696 individuals.

Please refer to the latest COVID-19 related guidelines in the AHK Sri Lanka webpage:

<https://srilanka.ahk.de/en/covid-19-update>

Amendment to Repatriation of Export Proceeds into Sri Lanka Rules No. 3 of 2021

Repatriation of Export Proceeds into Sri Lanka Rules No. 2 of 2021 published in the Gazette (Extraordinary) Notification No. 2218/38 is amended as follows: Every exporter of goods will be required to convert 10% the total export proceeds received in Sri Lanka into Sri Lanka Rupees through a licensed bank, within 30 days upon the receipt of export proceeds into Sri Lanka.

The date of conversion will not be a date later than 180 days from the date of shipment to convert their export earnings into local currency.

Ban on FCY Sale Against LKR to Clients Beyond Spot Extended Until Further Notice

On 25 January 2021, the Central Bank directed licensed commercial banks to refrain from entering forward contracts

of foreign currency until 24 April 2021.

According to Banking Act Direction No. 07 of 2021 published on 25 April 2021, the Central Bank of Sri Lanka has extended the ban on sale of FCY to clients beyond Spot value until further notice. Hedging instruments in the market for importers continue to be suspended.

Revised Regulations under Foreign Exchange Act No 12 of 2021 (FEA)

The revised regulations under the FEA No 12 of 2021 published by the Central Bank of Sri Lanka, which is effective from 22 March 2021, consists of the following:

1. Introducing a new account titled 'External Commercial Borrowing Account', to facilitate foreign exchange borrowings from overseas by persons resident in Sri Lanka.
2. General permission for Companies registered in Sri Lanka (Branch office, Liaison office, Project office etc.) to borrow from their parent companies outside Sri Lanka.
3. General permission for non-resident investors to invest in shares or debt securities of companies not incorporated in Sri Lanka and listed in Colombo Stock Exchange by routing funds through accounts maintained in the

Offshore Banking Units of Licensed Commercial Banks in Sri Lanka instead of routing funds via IIA.

4. Permitting emigrants to invest in Sri Lanka out of the funds held in Non-Resident LKR Accounts and Capital Transaction Rupee Accounts.
5. General permission for persons resident in Sri Lanka who has been a resident outside Sri Lanka and earned/ obtained foreign exchange outside Sri Lanka in a company incorporated in Sri Lanka to borrow from overseas to open, maintain and operate an account with a regulated financial institution outside Sri Lanka.
6. Permitting deposit of unutilized foreign currency obtained as travel allowance into new or existing Personal Foreign Currency Accounts.
7. Excluding the mandatory requirement of opening Inward Investment Accounts (IIAs) by the foreign investors/lenders when granting loans to persons resident in Sri Lanka including to Government of Sri Lanka and State-Owned Enterprises.

Please [click](#) here to refer to the Revised regulations under Foreign Exchange Act No 12 of 2021 (FEA), published by the Central Bank of Sri Lanka.

2. Economic Data of Sri Lanka

GDP Growth

Estimates by CBSL

According to the medium-term macroeconomic framework of the Central Bank of Sri Lanka, the economy of Sri Lanka is expected to grow by +6.0% in 2021.

Projections by World Bank

According to the 'Sri Lanka Development Update 2021' published by the World Bank, a GDP growth of +3.4% and 2.0% are projected for the year 2021 and 2022, respectively.

Forecast by IMF

According to the International Monetary Fund, Sri Lanka's GDP forecast in 2021 has been downgraded to +4% from +5.3%.

Estimates by ADB

The Asian Development Outlook 2021 published by ADB estimates the Sri Lanka's GDP to grow by 4.1% in 2021.

Inflation

Headline inflation as measured by the National Consumer Price Index increased to 5.1% in March 2021, from 4.2% in February 2021. Core inflation in March 2021 increased to 4.3% from 4.1% in February 2021.

Foreign Currency Reserves and Exchange Rates

From the beginning of the year until 03 May 2021, the Sri Lankan rupee depreciated against the US dollar by 7.6% to an indicative rate of LKR 199.9. The Sri Lankan rupee depreciated against the Euro by 7.2% and the pound sterling by 9.5% to an indicative rate of LKR 242.6 and LKR 278.9, respectively.

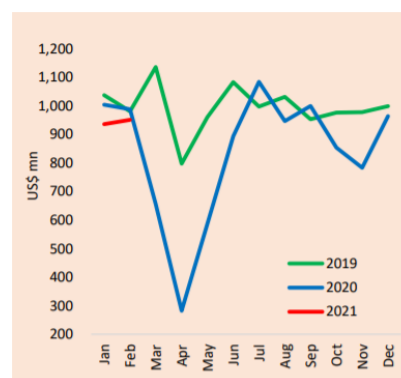
As of 31 March 2021, Official Reserve Assets amounted to USD 4,057.7 Mn while the Foreign Currency Reserves totaled USD 3,618.2 Mn.

Foreign Trade

Export Sector

According to the statistics published by the Export Development Board, Sri Lanka's merchandise export earnings indicated a growth of 62.47% with USD 1,066.10 in March 2021 compared to the previous year.

The export volume index declined by -1.6% while the unit value index increased by +2.2% on a year-on-year basis in February 2021.



German Exports to Sri Lanka

German exports to Sri Lanka in January-February 2021 declined by -18.7% to EURO 37,010,000 compared to EURO 45,507,000 in the same period of January-February 2020.

German Imports from Sri Lanka

Germany imported from Sri Lanka goods amounting to EURO 124,845,000 in January-February 2021, compared to EURO 136,533,000 in the same period of the previous year, indicating a decline of -8.6%.

Sri Lankan Global Exports

Tea Industry

Export earnings from tea products increased by 25.20% to USD 338.12 Mn in January-March 2021. Tea exports accounted for 11.4% of total merchandise exports.

Rubber and rubber-finished products Industry

Export earnings from Rubber & Rubber finished products increased by 32.06% (y-o-y) to USD 268.54 Mn in January-March 2021. Exports of industrial and surgical rubber gloves indicated a growth of 160.09% while Pneumatic & Retreated Rubber Tyres indicated a growth of 58.99%.

Coconut and coconut-based products Industry

Export earnings in January-March 2021 from Coconut-based products increased by 42.18% to USD 194.69 Mn compared to USD 136.93 Mn in January-March 2020. Earnings from Coconut product categories accounted for 6.5% of total export earnings in the period of January to March 2021.

Apparel Industry

Export earnings from Apparel & Textiles increased by 6.19% to USD 1,328.26 Mn during the period January-March 2021 compared with USD 1,250.86 Mn recorded in the same period of the year 2020. The apparel industry accounted for 44.9% of total merchandise export earnings in the year 2021.

Spice Industry

Export earnings from Spices and Essential Oils increased by 122.37% to USD 114.30 Mn in January-March 2021 compared to USD 51.40 Mn in the same period of 2020.

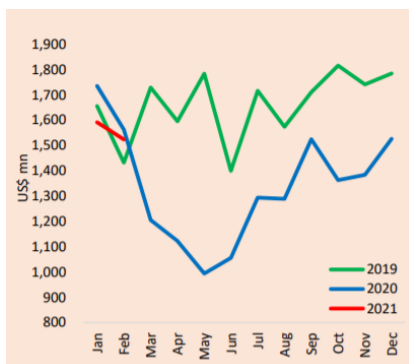
Export of Services

The services exports estimated which includes ICT/BPM, Construction, Financial services, and Transport & Logistics indicate exports of USD 1,194.3 Mn during Q1 of 2021 compared to US\$ 993 Mn recorded in the corresponding period of 2020.

Sri Lankan Global Imports

Expenditure on merchandise imports amounted to USD 1,524 Mn in February 2021, which is a decline of 2.5% compared to the previous year.

The import volume index and the unit value index declined by 3.9% and 4.3%, respectively on a year-on-year basis in February 2021.



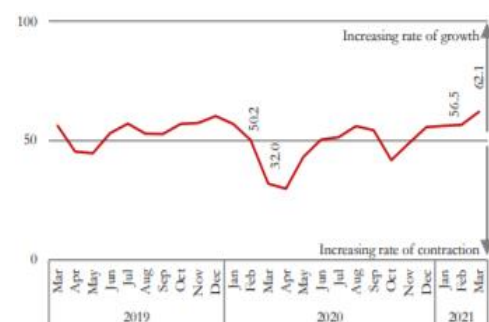
Manufacturing Sector Purchasing Managers' Index (PMI)

The manufacturing sector PMI in March 2021 was 67.0 index points, which is an increase of 7.6 index points compared to February 2021.



Services Sector Purchasing Managers' Index (PMI)

The Services sector PMI amounted to 62.1 in March 2021, which is an increase of 5.6 index point compared to February 2021.



Tourism Sector

Between 01 January - 13 April 2021, total tourist arrivals to Sri Lanka amounted to 11,109. Germany tourist arrivals accounted for 8.4%, which amounted to 974.

A decline of -98.1% of tourist arrivals was observed between January-March 2021 compared to the same period of the previous year.

3. AHK Sri Lanka - Events

3.1 Upcoming Events

Virtual Delegation on German industry-driven Vocational Training and Training Technology/Solutions for Sri Lankan Decision Makers



Date: 18 – 20 May 2021

AHK Sri Lanka, in collaboration with IHK Munich, will organize a virtual delegation as part of BMWi Market Development Program for SMEs. The online event is an opportunity for Sri Lankan decision makers, buyers and multipliers from the field of vocational training to enhance cooperation.

The virtual information trip will offer information on the dual training system in Germany, exchanges of first-hand experiences of companies involved in vocational training, insights into methods of career guidance and placement. On the third day of the virtual delegation, iMove (Training Made in Germany) will give an overview on the German education market.

Furthermore, providers of training and further education technology and services will introduce themselves and their solutions. We are happy to receive your registration for this virtual delegation (free of charge).

Click [here](#) to refer to the program.

For more information, please contact Mr. Josef Tschöp - training@srilanka.ahk.de

German Business Delegation to Sri Lanka on Energy Efficiency and Self-Sufficiency in Industry



Date: 31 May – 04 June 2021

As part of the German Energy Solutions Initiative by the Federal Ministry for Economic Affairs and Energy (BMWi), German companies will present their technologies from the field of energy efficiency and self-sufficiency in industry (plants, machines, components, EPC) to interested decision-makers from Sri Lanka with the purpose to build long-term business partnerships. The conference will showcase the expertise and the latest energy solutions from Germany and Sri Lanka. This conference provides a forum for networking, specialist talks, discussing current developments and the policy environment for smart energy solutions. Participating companies will have the opportunity to gain insights into the products and services the participants offer and explore business opportunities with them.

Click [here](#) to refer to the program.

To register, please use the following [link](#).

For more information, please contact Mr. Marvin Woischnik-Lange - projects@srilanka.ahk.de

Sourcing Mission from Germany to Sri Lanka focusing on Apparel and Agricultural Goods (Tea, Rubber, Coconut based Products)

Date: 06 – 07 May 2021

As one of the region's most vibrant export hubs, Sri Lanka offers a wide range of products from different kind of sectors. Sri Lanka is known for its sustainable and ethical manufactured apparel and textiles of high quality. A large number of renowned brands from Europe and the US are sourcing their products here. Agricultural products make up a large share of the exports as well.

The initiative jointly organized by the German Asia-Pacific Business Association (OAV) and the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) will show German companies clear business opportunities during a high-level webinar in May 2021 and physical B2B meetings including site visits in Colombo in November 2021. On both occasions, it will be possible to establish contact with decision-makers from industry and politics.

Click [here](#) to refer to the program.

For more information, please contact Mr. Marvin Woischnik-Lange - projects@srilanka.ahk.de

2nd Train the Trainer Online Course - “AdA International”

Date: 21 May 2021

The Delegation of German Commerce and Industry in Sri Lanka (AHK Sri Lanka), in cooperation with GIZ VTSL and Edwin Lemke – Training by Understanding, is happy to offer a 2nd Train the Trainer Online course “Ada International”.

The course will cover four modules including Analyze, Plan, Conduct, Complete and will alternate between online training and self-learning sessions, with a total duration of approx. 80 hours. The training will conclude with a practical and multiple-choice examination. Participants will acquire valuable information and knowledge concerning online teaching, improve their professional skills, and act as multipliers in your company. Successful participants will receive an official German trainer certificate issued by AHK Sri Lanka and the Association of German Chambers of Industry and Commerce (DIHK).

HR managers and in-company trainers are encouraged to apply.

For more information, please contact Mr. Josef Tschöp - training@srilanka.ahk.de

Certified training and assessment – Enhancing competitiveness in export-oriented companies through transparency & due diligence in supply chains

Date: 16 June 2021

AHK Sri Lanka, in collaboration with the Friedrich Naumann Foundation for Freedom (FNF) and Löning Human Rights & Responsible Business is conducting a training series on sustainable supply chains in Sri Lanka to increase the export competitiveness of Sri Lankan companies in EU and US markets.

The program began with the kick-off event “Sustainable Supply Chains as drivers of global competitiveness” held on 24 February 2021 and will follow up with a certified training program on core-elements of due diligence. The training will comprise of 4 modules: legal and consumer pressure on EU and US markets, core standards and certifications, practical insights, and individual company assessment and action plan.

To register, please use the following [link](#).

For more information, please contact Ms. Semini Satarasinghe – communication@srilanka.ahk.de

Green Energy Champion 2021 – Energy for the Future

Date: Until 14 May 2021

The Green Energy Champion 2021 offers an advanced accelerator programme with intense, rapid and immersive training aimed at “accelerating” business growth. It aims to support start-ups and entrepreneurs in driving their mission to create a better future for people and planet.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Hatch Works, and Good Life X (GLX), in cooperation with the Delegation of German Industry and Commerce in Sri Lanka, are on a mission to promote energy-efficiency and conscious energy consumption.

The program fosters innovators who are driven to lead the green energy revolution. Selected participants will be mentored by industry experts and given access to supportive resources and infrastructure to make their ideas market ready.

For registrations and more information, refer the following link: <http://greenenergychampion.lk/>

**Delegation of Sri Lankan Businessmen
to REHACARE - World's Leading Trade
Fair for Rehabilitation, Prevention,
and Care**



Date: 06 – 09 October 2021

REHACARE is the leading international trade fair for rehabilitation, prevention, inclusion, and care.

With over 30 years of expertise and wide-ranging experience of the market, this fair is an ideal platform for anyone with disabilities, care requirements or chronic conditions as well as for the elderly. The quality and diversity of REHACARE are reflected in numerous "focal parks", info events, industry representatives, service providers, paying authorities and non-profit exhibitors.

Over 900 national and international exhibitors will be presenting a combination of product demonstrations and complex system solutions as well as a wide range of information in the form of special theme parks, seminars, and workshops. More than 40,000 potential customers, from 40 countries partake in the trade fair.

For more information, please contact Mr.
Malintha Gajanayake -
malintha@srilanka.ahk.de

**Delegation of Sri Lankan Businessmen
to EXPO REAL - World's Leading Trade
Fair for Property and Investment**



Date: 11 - 13 October 2021

EXPO REAL is where the decision-makers of the international property sector meet. In 2019, the 46,747 participants of this outstanding industry event came from 76 countries. The trade fair is ideal for initiating new projects, closing deals, and establishing contacts with customers and business partners. In fact, throughout the entire life cycle of a property: from development, financing and realization to marketing, operation, and use.

Exhibitors at Expo Real will be able to meet the many stakeholders in real estate and transactional projects in one place. The varied conference program at the trade fair will highlight different perspectives and enable the exchange of ideas and solutions with industry participants and experts from real estate, finance, environment, politics and more. EXPO REAL is a proven platform for the exchange of information on current developments and challenges.

For more information, please contact Mr.
Malintha Gajanayake -
malintha@srilanka.ahk.de

**Delegation of Sri Lankan Businessmen
to A+A - World's Leading Trade Fair
for Safety, Security and Health at
Work**



Date: 26 -29 October 2021

A+A is held in Düsseldorf every two years. It is the world's biggest and most important event revolving around health and safety at work.

Making contacts, building networks, and meeting key decision-makers face to face: young enterprises can capitalize on the potential of the leading international trade fair for safe and healthy working. Counting over 2,100 exhibitors from more than 60 countries and in excess of 73,000 visitors from 136 countries, A+A in 2019 provided an appropriate setting to introduce innovations to an international trade audience.

For the upcoming A+A, the organizers are working on an additional hybrid trade fair experience. This will enable digital participation in various congress and trade fair contents. Information on how to experience A+A 2021 online will follow shortly.

For more information, please contact Mr.
Malintha Gajanayake -
malintha@srilanka.ahk.de

**Delegation of Sri Lankan Businessmen
to MEDICA - World's Leading Medical
Trade Fair**



Date: 15 - 18 November 2021

MEDICA is the world-leading medical trade fair, and the industry's number one platform for the suppliers of the medical technology industry. MEDICA 2021 will take place in Düsseldorf.

The event is the largest medical trade fair in the world, and it attracts several thousand exhibitors from more than 50 countries in the halls. In 2019, 121,369 visitors from across the world visited the trade fair.

Focal segments of MEDICA 2021 include imaging and diagnostic medical equipment and devices, laboratory equipment and diagnostic technology, disposables and consumables, medical IT systems and solutions, physiotherapy / orthopedic technology, and joint stands. Further, MEDICA 2021 will offer matchmaking opportunities with exhibitors, traders and visitors, and the opportunity to partake in MEDICA forums and conferences.

For more information, please contact Mr. Malintha Gajanayake - malintha@srilanka.ahk.de

**Delegation of Sri Lankan Businessmen
to PRODUCTRONICA - World's Leading
Trade Fair for Innovative Electronics
Production**



Date: 16 - 19 November 2021

Productronica is the world's leading international trade fair for innovative electronics production. About 1560 exhibitors from 43 countries and 44987 visitors from 96 countries participate in Productronica in Munich.

As the largest international event for the electronics production industry, Productronica is the only trade fair worldwide to cover the entire value chain. It combines all elements of the innovative development and production of electronics and is the most important platform for innovations and world premieres, from technologies to software to services.

Productronica offers unique opportunities for the exchange between exhibitors and trade visitors at top decision-making level: international players with strong investment potential from various industries are looking for innovations and offer future-proof business options.

For more information, please contact Mr. Malintha Gajanayake - malintha@srilanka.ahk.de

**Top German Brands in Sri Lanka
Event 2021 – 7th Edition**



Date: TBC

The gala-dinner of the 7th edition of the 'Top German Brands Sri Lanka' is postponed considering current developments of the COVID-19 pandemic in Sri Lanka.

The key flagship event organized by the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) will be attended by the German Ambassador H.E. Holger Seubert and high-ranking representatives of the Sri Lankan authorities as well as decision makers of German and Sri Lankan businesses.

176 German brands have joined this year's initiative. During the event, participating German brands representatives will get the opportunity to underline their role as strategic partners in Sri Lanka, enhance networking prospects among industry players and identify opportunities for future cooperation.

The revised event date will be informed in due course.

For more information, please contact Mr. Malintha Gajanayake - malintha@srilanka.ahk.de



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

 Embassy
of the Federal Republic of Germany
Colombo

3.2 Past Events

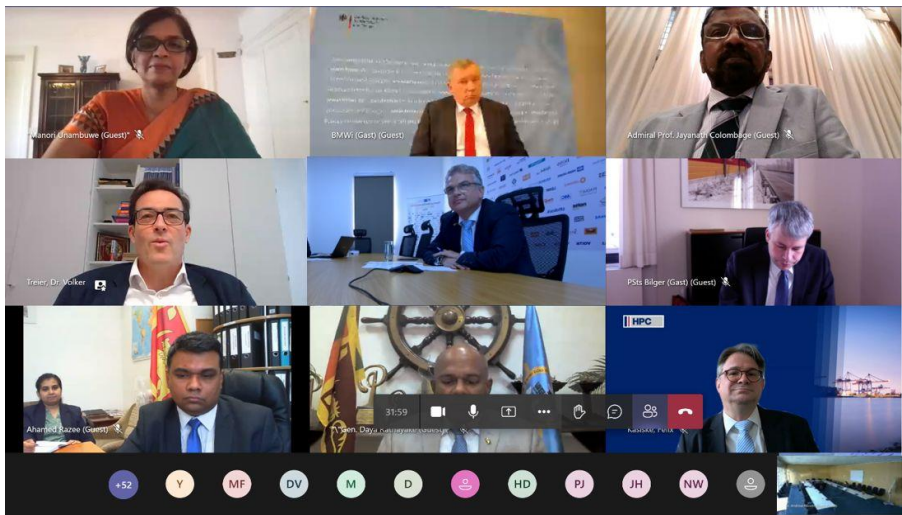
Webinar: “Maritime Industry and Digitalization Trends”

Date: 25 March 2021

The Delegation of German Industry and Commerce together with the Association of German Chambers of Commerce and Industry (DIHK) and the Sri Lankan embassy in Germany have organized the webinar to discuss about the opportunities of cooperation in the field of maritime affairs with a special focus on maritime digitalization.

The webinar aimed to strengthen bilateral relations between Germany and Sri Lanka in the field of maritime industry by facilitating an industry-driven dialogue and encouraging the transfer of know-how on renowned maritime digitalization trends and solutions from Germany. Over 70 representatives of shipping, freight-forwarding and logistics companies from Germany and Sri Lanka participated at the webinar, which was moderated by Mr. Andreas Hergenroether, Chief Delegate of AHK in Sri Lanka. A distinguished panel of speakers including the Hon Minister of Ports and Shipping, Rohitha Abeygunawardena, Parliamentary State Secretary of the German Federal Ministry of Transport and Digital Infrastructure and Federal Government Coordinator for Freight Transport and Logistics, Mr. Steffen Bilger, Federal Government Coordinator for the Maritime Industry Mr. Norbert Brackmann and the Foreign Secretary of Sri Lanka, Admiral Prof. Jayanath Colombage addressed the participants on ‘Opportunities of cooperation in the field of maritime affairs’.

Hon. Minister Abeygunawardena elaborated on the plans of the Government of Sri Lanka in enhancing the capacities of Colombo and Hambantota ports, whilst focusing on digitalization of the operation processes. Parliamentary State Secretary Mr. Bilger, who is no stranger to Sri Lanka, spoke of the



prominence given by the Federal Government of Germany to the Indo Pacific region under the recently published Indo Pacific Guidelines and reiterated Germany’s interest to strengthen collaboration with Sri Lanka in the maritime sector.

Ambassador of Sri Lanka in Germany, H.E Manori Unambuwe highlighted that the development of economic corridors integrating ports and airports, was a key focus of the Government’s policies and invited German companies to explore new investment opportunities that are in the pipeline.

Dr. Volker Treier, Chief Executive of Foreign Trade and Member of the Executive Board, Association of German Chambers of Commerce and Industry (DIHK) in his opening remarks pointed out the close economic relations between Germany and Sri Lanka. Bilateral trade in 2020 amounted to 950 million EUR. The interest in the event shows the economic potential especially in the maritime sector.

Addressing the participants, Foreign Secretary, Admiral Prof. Jayanath Colombage, underlined that Sri Lanka, being strategically located, face numerous challenges in the maritime sector and highlighted the importance of the nation’s transition to a fully-fledged maritime hub, from its current

position of a trans-shipment hub.

Federal Government Coordinator for the Maritime Industry Mr. Norbert Brackmann stated that Sri Lanka has a geo strategic position in the Indo-Pacific region and is therefore a key player in the tremendous economic development and societal change Asia is seeing. Germany has adopted its Indo Pacific Guidelines in September 2020, marking a strategic approach and positioning itself as a neutral international trading partner, committed to rule based, transparent and sustainable partnership with Sri Lanka. Also, he expressed the firm partnership between German companies and Sri Lanka. The German Government supports those companies doing business abroad through its instruments designed to promote foreign trade and investment.

Chairman, Sri Lanka Ports Authority, General (Retd) Daya Ratnayake, shared the plans to develop the ports and its ecosystem, and spoke of the digitalization of port operations spurred on by the Covid-19 pandemic. Dr. Felix Kasiske, Managing Director & Partner, HPC Hamburg Port Consulting of Germany shared the value gained by digitalization and the seamless integration of all stakeholders in the port community.

MoU signing with J. M. Wickramarachchi Opticians and AHK Sri Lanka

Date: 23 April 2021

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) will work together with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and private sector partner J.M. Wickramarachchi & Company (Pvt) Ltd to provide a comprehensive and practice-oriented training course on Ophthalmic Technician (NVQ Level 3) and Optometrist (NVQ Level 5). The first batch of 30 students from various parts of the country including Northern and Eastern Provinces will commence their training in the coming months.

In Sri Lanka, traditional optometry is heavily focused on theory and requires the implementation of more practical components and practices similar to the German dual system. Both courses will follow curricular endorsed by the Tertiary & Vocational Education Commission (TVEC) and will integrate elements of the German dual qualification that ensures conformity to quality standards defined by the Association of German Chambers of Commerce and Industry (DIHK). This training initiative is co-financed by J.M. Wickramarachchi & Company and the German Federal Ministry for Economic Cooperation and Development (BMZ) and was initiated by the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) and conceptualized through its Business Scout for Development (BSfD) Josef Tschoep and GIZ.



The Memorandum of Understanding (MoU) to formalize the cooperation was signed by Chief Delegate of AHK Sri Lanka Mr. Andreas Hergenröther, and President/CEO of J.M. Wickramarachchi & Company, Mr J.M. Wickramarachchi on 23rd April 2021 at the Wickramarachchi Opticians & Hearing Care branch in Nugegoda. Another MoU was signed between GIZ and J.M. Wickramarachchi & Company, formalizing the cooperation between the two partners.

Mr J.M. Wickramarachchi said that “Germany being a constant innovator of cutting-edge technology, developing the course to be in par with the German standard, we strive to change the current reality of the Sri Lankan optical industry by creating more learning opportunities and developing a skill set that would ensure holistic care for the people which will allow us to produce more local and foreign employment opportunities within the industry. We are hoping to expand and initiate more courses in elite medicine in the near future,” Mr. Wickramarachchi added.

“AHK Sri Lanka is part of the German Chamber network which is responsible for coordination and certification of German dual vocational training. The Delegation will cooperate with GIZ Sri Lanka’s VTSL project and support J.M. Wickramarachchi & Company during the training with expert advice, a train-the-trainer course, stakeholder coordination, examination, quality assurance, and certification according to German standards by the Association of German Chambers of Commerce and Industry (DIHK)”, said Andreas Hergenroether, Delegate of German Industry and Commerce in Sri Lanka.

Also present during the signing ceremony were Ms. Christiane Einfeldt (GIZ Sri Lanka Country Director), Mr. Josef Tschoep (Head of Vocational Training & Business Scout for Development, AHK Sri Lanka), Ms. Tatjana Rest (Advisor - VTSL Project), Ms. Paatala Fernando (Advisor - VTSL Project) and Ms. Kushani Samarasekara (Branch Operations Manager, JMW & Co).

Meeting with AHK Sri Lanka's Construction Sector Committee

Date: 19 April 2021

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) organized the construction sector committee to discuss current business perspectives in the construction sector.

The discussion moderated by Chief Delegate Mr. Hergenroether focused the impact of import restrictions, and the definition of common interests in the form of a white paper. During the discussion all participants underlined the negative impact of the import restrictions on local businesses such as local construction companies and related crafts businesses, importers and real estate developments. Furthermore, German vocational training opportunities for construction related professions were introduced. A CCI-representative informed about the opportunities for German companies at the "Build SL" exhibition were discussed.

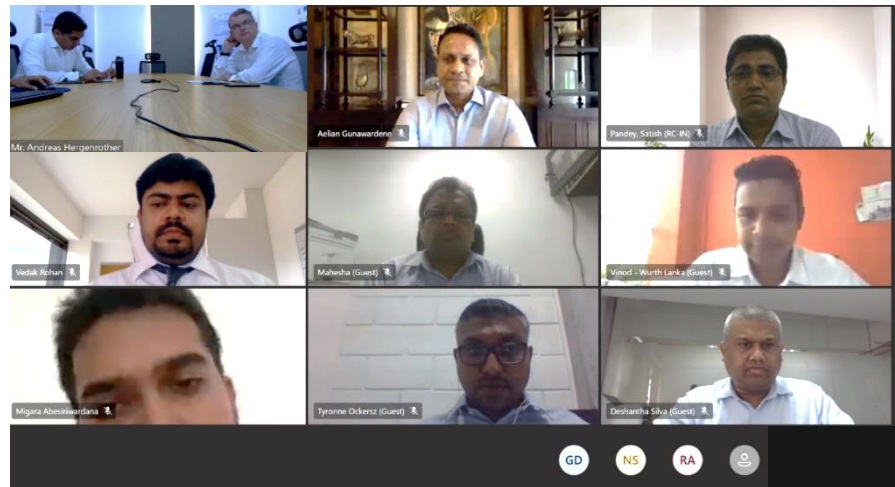
Participants in discussion included representatives from JAT Holdings, Hafele, Access Lifestyle, Finco, Wurth, Hayleys Aventura, Acteil, Senok, Siemens, WILO and the Chamber of Construction Industry in Sri Lanka.

Meeting with AHK Sri Lanka's Tourism Sector Committee

Date: 08 April 2021

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) organized the tourism sector committee to discuss the current developments in the tourism sector in Sri Lanka.

The attendees highlighted the need for a formalized industry driven dialogue between the Sri Lankan government and Germany related tourism industry stakeholders such as Tour Operators, DMCS, hotels, airlines etc. Representatives of German TOs underlined that costs for PCR-test



should reflect real costs and be invoiced in LKR. Furthermore, the importance of an industry driven marketing campaign was underlined by all participants.

Participants in discussion included representatives from Aitken Spence/TUI, Go-Vacation/DER Touristik, H.O.T./FTI, Lufthansa, Diethelm/Alltours/Schauinsland, Sri Lankan Airlines, Qatar Airways, Anantara hotels, The Thinnai, Eco Living and SLAITO Youth.

MoU Signing Ceremony with ICTA & ENPACT e.V

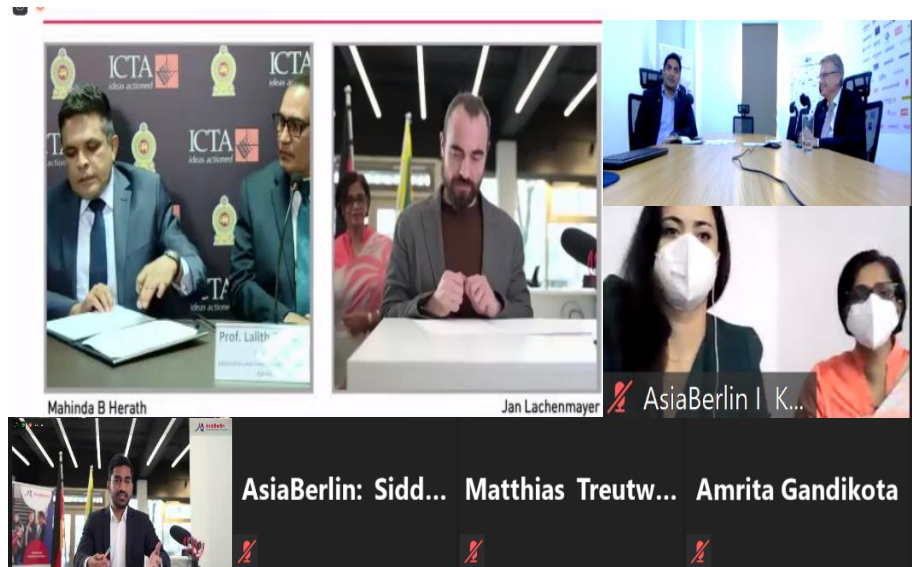
Date: 08 April 2021

The Embassy of Sri Lanka in Germany initiated and facilitated the signing of a MOU between the Information and

Communication Technology Agency (ICTA) of Sri Lanka and ENPACT e.V. in Berlin, Germany, which represents the Berlin Senate's startup initiative 'AsiaBerlin'.

During the virtual event, Chief Delegate Mr. Hergenroether informed the attendees about opportunities of cooperation in the ICT sector in Sri Lanka with special focus on digitalization infrastructure and business startup ecosystem.

Among the attendees were, Ambassador of Sri Lanka in Germany Manori Unambuwe, Managing Director of ENPACT Jan Lachenmayer, CEO of ICTA Mahinda B. Herath, and Chairman of ICTA Prof. Lalith Gamage.



Senior Experten Service (SES)

Foundation of German Industry for International Cooperation

Senior Experten Service (SES) – the Foundation of German Industry for International Cooperation – is the largest German volunteer placement organization for retired skilled and management professionals. It is a non-profit organization providing help for self-help since 1983, mainly in developing and transition countries, but also within Germany.

SES is supported by the main associations representing German business: the Federation of German Industry (BDI), the Confederation of German Employers' Associations (BDA), the Association of Chambers of Industry and Commerce (DIHK) and the German Confederation of Skilled Crafts (ZDH). The activities of SES abroad are funded partly by the Federal Ministry for Economic Cooperation and Development (BMZ). Projects in Germany are supported by the Federal Ministry of Education and Research (BMBF).

Senior Experts

SES Experts can draw on many years of professional experience. They pass on their knowledge on a

voluntary basis and train fellow workers in their subject fields all over the world. They come equipped with knowhow from around 50 branches of industry, along with good social skills, readiness to adapt to the conditions prevailing in the assignment country, and, in many cases, good foreign language skills. No costs are incurred to them through working for SES. Insurance is also taken care of.

Clients

The services of SES are mainly aimed at small and medium-sized enterprises, public authorities, professional bodies and business associations, social and medical institutions as well as training institutions. Close collaboration with other development organizations is well established. In Germany, SES also champions schools, schoolchildren, and trainees.

Assignment conditions

SES works according to demand and need. It responds to enquiries from clients, checks their requests and concludes separate agreements with the client and the Expert. The work of Experts assigned is of a



recommendatory nature. Sole responsibility for the implementation of recommendations lies with the clients. Protecting the intellectual property rights of third parties is one of the most important principles of all SES assignments.

Funding

Clients fund the lion's share of the costs associated with SES assignments – particularly those incurred at the assignment location. If foreign clients are unable to meet the costs of international travel and administrative expenses, BMZ can provide funds. SES activities in assisting young people in their education and training in Germany are financed by BMBF.

Contact

For more information, please contact our SES representative: Mr. Josef Tschoep: training@srilanka.ahk.de

New Programme to promote responsible business through cooperation projects:

Business Scouts for Development

The Business Scouts for Development promote sustainable and responsible engagement by the private sector in around 40 countries across the globe, among them in Sri Lanka. They are development policy experts who advise German, European and local companies on the opportunities for promotion, financing, and cooperation available through German and European development cooperation, facilitate networking with potential partners and initiate cooperation projects. In addition, by supporting business and learning partnerships, the transfer of expertise and targeted support for trade fair participation they not only generate new opportunities for trade but also improve prospects for local job creation. At the Delegation of German Industry and Commerce in Sri Lanka, Josef Tschöp is working as Business Scout in the field of vocational training.

Within Germany the Business Scouts provide advice directly through Germany's top business associations, such as the Association of German Chambers of Commerce and Industry (DIHK), the Federation of German Industries (BDI), the German Confederation of Skilled Crafts (ZDH)

and industry, chambers of crafts and trades, industry associations, state-level associations and – in cooperation with Engagement Global – foundation organizations. In the partner countries they are either integrated into German development cooperation offices or work at German Chambers of Commerce Abroad and Delegations of German Industry and Commerce. The experts therefore bridge the gap between the private sector and development cooperation; companies have better access to new markets, and sustainable development in partner countries receives a boost. The program is being implemented

by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Are you interested in getting involved in new markets with your company? Please, contact Josef Tschöp, Business Scout at the AHK Sri Lanka, and let us advise you on suitable possibilities and offers to engage with development cooperation!

For more information, please contact Mr. Josef Tschöp, Business Scout for Development, Head of Vocational Training: training@srilanka.ahk.de





ALLIANZ SWEEPS ALL CATEGORIES AT GREAT MANAGER AWARDS 2020



Allianz Insurance Lanka Ltd was recently recognized as 'A Company with Great Managers' at the 'Great Managers Awards 2020' by the Colombo Leadership Academy (CLA) for Leadership Excellence, in strategic partnership with People Business. In addition to winning the main award, the company emerged as the winner in five key categories, namely, Driving Results & Execution Excellence, Aligning Organizational Vision, Coaching Others for Growth, Team Effectiveness & Collaboration and Leadership Integrity & Holistic Approach.

Malaka Mihindukulasuriya was awarded an exclusive recognition in the category of Leadership Integrity & Holistic Approach, this award is unique as it is not awarded annually. Thimira Manamendra and Nirosha Perera were awarded the Great Manager for Driving Results & Execution Excellence while Pasindu Malinga and Kumarika Amarasinghe were awarded the Great Manager for Aligning Organizational Vision. In the category of Coaching Others for Growth, S. Sivananthiran was awarded the Great Manager and Y Kumareswaran was awarded the Great Manager for Team Effectiveness & Collaboration.

During the culture scan conducted, Allianz demonstrated an ecosystem of nurturing great managers, where the clarity of career paths, succession planning, leadership accessibility, learning and development, challenging the status quo, instigating creativity and innovation and high engagement were observed to be built into the organization's DNA and culture. The company has placed its people strategy on par with its business strategy, thus providing a strong foundation to its employer brand promise.

The CLA Great Manager Awards measures five spectrums of managerial and leadership quotients through the well-researched battery of competencies using the DACTI – 5X Model such as Drive Results & Execution, Alignment to drive organizational goals, Coaching & mentoring people, Team effectiveness and cross functional collaboration and Integrity.

Commenting on the award, Gany Subramaniam, CEO/Director of Allianz

Insurance Lanka Ltd said, "We are pleased to be recognized as a Company with Great Managers at the Great Manager Awards – Sri Lanka, yet again. This is a further validation of the calibre of our world-class team who go the extra mile to ensure that the needs of our customers are met consistently. Their hard work and determination has been instrumental in helping us emerge as one of the strongest players in this market."

Ishani Senaweera, Chief Human Resource Officer of Allianz Insurance Lanka Ltd said, "We have continuously demonstrated valuing its employees through well-structured coaching, learning & development initiatives along with employee recognition programmes. We are very happy to see these initiatives being recognized and appreciated through these awards."

The senior leadership team members and other employees of Allianz Insurance were present at the momentous occasion where their peers were conferred the coveted CLA Great Managers title.



TRILUX RECOGNIZES DIMO

DIMO Lighting Solutions became the winner of one of the coveted 'Global Business Partner' accolades awarded by Trilux GmbH, a world-renowned light fixtures manufacturer from Germany for 2020.

With this award, Trilux GmbH

recognized the contribution made by DIMO as a business partner in 2020 for their overall global business performance. Two companies from Kuwait and Turkey were the other recipients. DIMO has been recognized as a sustainable and trustworthy business partner, especially as the

distributor of their world class LED light fixtures supplied to Cinnamon Life (Water Front) Project in Sri Lanka.

Founded in 1912, Trilux GmbH is an innovative light fixture manufacturer with more than 5,000 employees worldwide.



LIFE TO REEF – SEASON 4

DIMO organized “Life to Reef – Season 4” volunteer day event at Rumassala on 10th April 2021 with the participation of 28 DIMO tribe members. DIMO has been a major advocate for Sustainable Development Goal 14 – life below water – and has been propelling this effort since 2017 with Wildlife and Ocean Resource Conservation (WORC) to restore and preserve corals in the world-famous Bonavista reef in Rumassala. During the Life to Reef – Season 4, the volunteers engaged in coral planting and reef cleaning activities with corals tied up in cement plates. Nursery racks were taken to the deep waters by divers and deposited at the bottom of the sea while witnessing the growth of previously planted corals and how they have adapted to the ecosystem. The team also made sure a comprehensive cleaning program was carried out in the reef as well as the beach to mitigate the possible further damage from

plastic pollution.

The volunteers supported in different capacities for the event, as divers, snorkelers, swimmers and underwater photographers attending from diverse business segments across DIMO Group namely, Medical Engineering, Finance, Human Resources, Marine Solutions, Civil Constructions, Pre – owned Sales, Compliance and Stakeholder Interactions, Central Business Support, Information Technology, TATA Business Support and Control and TATA Commercial Sales lead by Mr. Gahanath Pandithage. They also did not hesitate to make the event more exciting with team – activities to engage with the other volunteers and cherish the unforgettable experience with Life to Reef.

During Life to Reef – Season 4, 120 coral nubbins were planted 150 meters away from the shore and 5 trash bags were collected during the beach clean – up. The team was also

educated about the progress of the Wildlife and Ocean Resource Conservation (WORC) initiative, which revealed 2500 nubbins planted since 2017 and 6 artificial reefs created with 2 nursery panels and 3 steel racks are visible at the sea bottom, promising continuous coral conservation activities. A survey conducted by WORC discovered that the number of butterfly species rose from three to thirteen between 2017 and 2021, with two turtle species appearing on the reef in 2021, four years since the project began.

The project gained strong support from the surrounding communities as it had a significant impact on improving livelihoods by generating income streams from enhanced tourist attraction as the reef came back to life. The DIMO volunteer team made this an opportunity to further strengthen and support them through a book donation for the nursery and primary children in the area.



DATS WINS BIG AT NATIONAL VOCATIONAL TRAINING EXCELLENCE AWARDS 2020



DIMO Academy for Technical Skills (DATS), the only academy accredited by the German Industry and Commerce in Sri Lanka (AHK Sri Lanka) is recognized as the Best Small Scale Private Sector Training Provider in the island at the

National Vocational Training Excellence Awards 2020 which was held recently. DATS has been providing world class vocational training qualifications to Sri Lankan youth since 1990. National Vocational Training

Excellence Awards 2020 was organized by the Skills Development, Vocational Education, Research & Innovation State Ministry, Tertiary Vocational Education Commission and Skills Sector Development Programme.



SENOK

SENOK - ONE OF SRI LANKA'S TOP BUSINESS CONGLOMERATES

SENOK enjoys a dominant position in Sri Lanka's specialized industrial machinery & equipment market as the franchise holder and sales agent for a number of brands.

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TRANSFERT SYSTEMS

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RM
REINFORCEMENT MATERIAL

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HAMM

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ROHR
SPECIAL FARMER'S
CMBR GERMANY

Joseph Vögele AG, the market leader in road pavers, is owned by the Wirtgen Group, a leading machinery developer and a member of John Deere Group. VÖGELE's comprehensive range of road pavers suits any road type from a service road to highway, airfield, racetrack, new, or rehabilitation work, and is available through SENOK in Sri Lanka. Equipped with the ErgoPlus 3 concept and high-compaction technology, VÖGELE Universal class of pavers handles highway projects just as well as traffic circles. In Sri Lanka, the smoothest road surface on



VÖGELE



Effortless Operation

VÖGELE's ErgoPlus 3 operating concept assures an ergonomic and safe working environment for the operating team. The ErgoPlus 3 encompasses the operator's stand and console, screed consoles and Niveltronic Plus, the automated system for grade and slope control, which allows the operator to retain full control of the machine and the construction project.



Automated Process

VÖGELE's AutoSet Plus system has automated the repositioning and transport function allowing the continuation of work when moving the paver within the job site from one work section to another.



Perfect Material Handling

Equipped with a large material hopper and PaveDock Assistant, a communication system between feeder and paver, VÖGELE road pavers have simplified operations and communication between the paver operator and driver of the feed vehicle.



Low Emission

VÖGELE's innovative EcoPlus low-emissions package includes a whole set of measures to significantly reduce fuel consumption and noise levels allowing the machine to blend in with any working environment.



Modern Drive Technology

Perfectly adapted to a wide range of functions, VÖGELE's modern drive technology utilises three main components including a liquid-cooled diesel engine, a splitter gearbox flange directly to the engine, and a large cooler assembly to deliver consistent and quiet performance.

VÖGELE Models in Sri Lanka



**SUPER 1400 - Universal
Class Tracked Paver**



**SUPER 1403 - Universal
Class Wheeled Paver**



**SUPER 1800-3 - Universal
Class Tracked Paver**



**SUPER 1803-3 - Universal
Class Wheeled Paver**



**SUPER 1900-3 - Highway
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Häfele's Blanco Kitchen Sinks and Faucets help one attain the highest level of disinfection, preventing germ growth on surfaces owing to the unique built-in Hygiene+ Plus properties of SILGRANIT™ PuraDur™ II surface. This patented hygiene protection formula acts as a shield against dirt and bacteria,

reducing bacterial growth by 98%!

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Deutsche Bank

DEUTSCHE BANK'S CORPORATE SOCIAL RESPONSIBILITY STRATEGY

Deutsche Bank's Corporate Social Responsibility strategy

Deutsche Bank's corporate social responsibility (CSR) initiatives contribute to the bank's stated purpose of enabling economic growth and societal progress. They are how we make a positive impact for people and communities. The strategic focus of our social engagement is on education, enterprise, and community, and we encourage our employees to support them with their professional expertise and life skills.

CSR programs in Sri Lanka

Deutsche Bank has contributed EUR 1.1 million over the past two decades on its CSR activities in Sri Lanka. We provide emergency relief in crises, support disaster recovery, and assist with longer-term plans to enhance resilience. The beginning of CSR activities in Sri Lanka started in 2004 when Tsunami struck the Island nation. Our volunteers travelled down to the southern coastal belt to help rebuild the community by assisting them to setup the destroyed villages, communities and supported the community to re-start their fishing activities by donating motor boats and fishing equipment. During the 2016 floods which displaced thousands of villagers in rural Sri Lanka, we volunteered to provide them with dry rations to immediately manage their livelihoods and also provided school material for young children to commence their educational activities.

Our contribution towards a "*green society*" includes planting over 10,000 trees over the last decade in many parts around the country. In 2012, Deutsche Bank CSR volunteers from the Asia Pacific region travelled down to Sri Lanka for a joint green initiative to plant more than 1000 trees in 2 days. In an effort to enhance health facilities around the country, Deutsche Bank's "*Vision 2020*" program directly helped more than 10,000 individuals over the last 2 decades to improve their vision through the annual eye camps which provided free screening and treatment for rural communities. In 2010, we provided ICU and other medical equipment to hospitals in the northern part of the Island in support of re-building the facilities which was devastated by a 30 year old conflict. We also helped the communities in the affected areas in north to re-build their livelihoods by providing self-employment opportunities and bicycles to commute. Helping to improve the dental hygiene by providing electronic dental chairs and donating expensive medicine to the cancer hospital in Colombo are other activities carried out by the CSR program to support the community and establishments in the country.

Education, which empowers people to improve their economic well-being and achieve a better quality of life, is essential to both social cohesion and economic development. Our *Born to Be* youth engagement program, helps young people realize their potential. In 2015, Deutsche Bank staff volunteered to mentor young school going children in order to help them to build their career path and go beyond their dreams. We are proud to mention that one of the mentees, Ushan Thivanka is the current record holder of high jump who broke a 17 year old Sri Lankan record few months ago. Through the support in education sector, we donated a state of the art brail room to the Deaf and Blind school in Colombo, which enabled them to prepare examination papers on time, not only to the school but other similar centers in the country as well. We continue to support and run its CSR initiatives primarily under the theme of "Health and Education" in future as well with the intention of helping the Sri Lankan community

Impact in 2020

In 2020, as Deutsche Bank celebrated 40 years in Sri Lanka, we collaborated with Sethsarana Caritas to develop a biochemistry laboratory at the Lady Ridgeway Hospital for Children, the largest free pediatric hospital in the country. The laboratory has improved the efficiency of testing

procedures, which is key as the hospital will soon introduce bone marrow transplants, the first government hospital to offer this treatment.

We also partnered with John Keells Foundation to establish a molecular virology laboratory at the National Institute of Infectious Diseases of Sri Lanka to increase testing capacity to combat COVID-19.

Along with supporting essential health services, Deutsche Bank funded personal protection equipment kits for intellectually disabled children and COVID relief food packs for many families as the pandemic shuts down the economy and people's livelihoods. Our relief efforts with Caritas helped vulnerable families across many districts who were in desperate need of essential food, targeting the most marginalized segments of the community to receive this support - single mothers with young school-going children, young widows with children, low income families with disabled members, and the elderly. Deutsche Bank funded 3,200 food packs, which contained rice, flour, dhal, sugar, tea leaves, milk powder, coconut, noodles, chili powder, soya, as well as face masks, hand sanitizer, and soap.

Other bank initiatives included the Deutsche Bank's employee steps challenge which saw 60 employees in Sri Lanka take more than 15 million steps over 40 days, the equivalent of each staff member walking six kilometers per day to fundraise for the needy. This was to mark Deutsche Bank's 150th year anniversary globally and also to celebrate 40 years in Sri Lanka.

As part of Deutsche Bank being an inclusive organization, we have also been supporting Sahan Eliya, a theatre, song and dance recital event organized by Association for the Intellectually Disabled since 2012. The recital event is held annually and features up to 400 individuals from the disabled community, giving them a platform to showcase their talents and promote their self-esteem.

About Deutsche Bank Sri Lanka

Deutsche Bank provides cash management, FX, trade finance, trust and securities services with strong support and capabilities of superior technology on "Autobahn" app market. We are the leading provider of US dollar and Euro clearing services to financial institutions in Sri Lanka.

Deutsche Bank is the leading bank in Germany with strong European roots and a global network. Within the last six months, all three major credit ratings agencies upgraded Deutsche Bank's outlook¹; Moody's upgraded to Stable while Standard & Poor's and Fitch upgraded to Positive.

¹ <https://www.db.com/ir/en/current-ratings.htm>



We are Continental We are special

Continental AG from Germany is one of the top five automotive suppliers worldwide. Since 1871 Continental contributes to greater driving safety, global climate protection and to tomorrow's mobility with its wide range of products. More than 232,000 employees in 59 countries work with passion and experience to develop our innovations.

After 10 years of successful Joint Venture, Eu-Retec became a fully owned Continental company in October 2018. In Kalutara, Continental produces a wide range of solid tires and is exporting them into more than 50 markets all over the world. Solid tires are used for forklifts and other industry applications.



SIEMENS SHOWCASES GERMANY'S FIRST WASTEWATER DIGITAL TWIN

For many people, clean water is often taken for granted. Consumers enjoy a reliable supply of fresh water, and wastewater is safely treated, thanks to smart, networked strategies like those from the Technical University (TU) of Berlin. There, innovative concepts are being studied in a realistic environment using a digital twin of a pump station.

Urbanization and climate change are placing stress on natural resources around the world. Take Berlin, for example: Since 2000, the city has gained almost 300,000 residents and today is home to a population of 3.6 million, a growth of 10 percent in just 20 years. By 2030, another 200,000 people could be added to that number. Compared to Asia's booming megacities, this growth might be modest, but the city's water resources are already feeling the strain.

Water supply: Dealing with global challenges

In addition, global warming is bringing an increase in lengthy dry and warm periods, while forecasts predict an increasing number of heavy rainfall events. "Dry spells result in odorous emissions from the wastewater network and corrosion. Heavy rainfall can flood the sewer system, and this can lead to overflows of contaminated wastewater into the environment," explains Professor Paul Uwe Thamsen, head of the Department of Fluid System Dynamics within the Institute for Fluid Dynamics and Technical Acoustics at TU Berlin.

Making digitalization a hands-on experience

Digitalization provides important tools to network systems, for example, and to support novel



Caption: From the virtual to the real world: The digital representation of a demonstration model of a wastewater pump station at TU Berlin (L), with the real plant at right.

approaches to data analysis in operation and maintenance. Siemens is an important partner supporting the demonstration plant with innovative solutions. This is especially true when you want to demonstrate the benefits of digitalization in specific applications. Knowledge from fields like research, plant engineering, automation, and the plant operators' expertise yields new inspiration and ideas on how to turn digitalization into a hands-on experience.

Consistent digitalization and automation

At present, Siemens is implementing a comprehensive digitalization and automation solution that includes asset inventory and digitalization, process instrumentation, power supply, industrial communication and security, motor and pump management, the process control system, and engineering and plant simulation systems.

The end point will be a single digital environment for all pump station information, from design to operation and maintenance data, including partially autonomous systems for fault detection and

elimination. The bidirectional data exchange between process engineering with Comos and the Simatic PCS 7 process control system ensures that the information is up to date throughout the entire operating phase. For example, power and voltage profiles can be analysed with the Simocode motor management system, both locally and in the cloud. Moreover, optimization potential can also be derived from plant data using the model in PlantSight and cloud-based algorithms. This can help plant operators proactively detect and eliminate typical faults in pump stations.

Fast deployment in industry

What we have here is not just a demonstration plant but a small-scale industrial plant with a process control system, drive systems, and sensors and actuators. Siemens' digital twin can provide a hands-on demonstration of what digitalization looks like and make this complex subject accessible, including to operators in plants and to maintenance staff. This is what makes this project a true milestone for Water 4.0!

YOUR TRUSTED PARTNER FOR EXHIBITION LOGISTICS

Acclaimed as the pioneers in the freight forwarding industry in the country, Aitken Spence Freight reiterates its position as the premier exhibition logistics service provider in Sri Lanka. The company, a subsidiary of the blue-chip Aitken Spence PLC, is renowned for its innovative service offering tailor made to cater to the complex requirements of its clientele.

“Exhibition logistics is a complex art which could only be perfected through experience and understanding of the diverse requirements of the nature of the goods and the requirements of the host country” commented Johann Steinwall, Deputy General Manager of Business Development. Adding further he stated, “our decades of experience locally and internationally and our passion for excellence and brand image has made us the most sought-after exhibition logistics provider locally and overseas”. MICE tourism which is severely impacted due to the COVID-19 pandemic is showing gradual signs of recovery with exhibition organizers cautiously reverting to physical events in conducive environments. While online platforms offer the convenience of meeting people and showcasing products, limitations with regard to the important element of feel and taste cannot be compromised especially in the food and beverage industry. The successful completion in February of the Gulfood 2021 trade exhibition in Dubai saw the participation of many Sri Lankan companies paving the way

for more events of such nature taking place in the ‘new normal’ era.

Aitken Spence Freight represents a network of worldwide agents selected based on the competencies for the required market segments. Accordingly, the company is the sole representative of the premier global exhibition logistics network, International Exhibition Logistics Association (IELA) headquarters in Geneva, Switzerland. “IELA follows a strict admission policy selecting only those agents who possess the required skills and technical know-how backed by reliability and corporate standing” explained Nishan Jayawardena, General Manager, Freight. Elaborating further he stated, “The synergies of trust and confidence placed in Aitken Spence Freight locally and the association with IELA has culminated in propelling us as the leader in exhibition logistics”.

Registered as logistics providers with the Sri Lanka Export Development Board and the Sri Lanka Tea Board, Aitken Spence Freight was the Logistics provider of choice by the exhibitors for the majority of fairs and trade exhibitions held overseas for many years. Anuga - Cologne, Bio Fach – Nuremburg, Paper World – Frankfurt are some of the exhibitions handled in Germany while amongst the other major exhibitions handled were Prodexpo – Moscow, SIAL – Toronto, Foodex – Tokyo and IFE – London. Being a fully-fledged logistics provider, Aitken Spence Freight renowned for its own customs house agency (CHA) equipped to handle all types of cargo including



perishables to oversized project cargo, thus enabling the company to provide CHA services for industrial exhibitions with ease.

The holding company Aitken Spence PLC is anchored to a rich history spanning over 150 years. Aitken Spence PLC is one of Sri Lanka’s time-honoured and respected conglomerates with thriving business interests across diverse industries. Their trademark is borne across many pioneering projects in tourism, maritime, logistics, energy, plantations, apparel, and other services in the region.

Listed in the Colombo Stock Exchange since 1983, the company possess a credible record for partnering with global principals in every sector they operate in. With a growing presence in the Maldives, Oman, Fiji, India, Bangladesh, Mozambique and Myanmar; the company is adeptly perceptive of new avenues, opportunities and frontiers for sustainable value creation. Please visit www.aitkenspence.com

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ANANTARA
PEACE HAVEN - TANGALLE
RESORT

ROOM TYPE	BED AND BREAKFAST Rates from now till 10 April 2021	BED AND BREAKFAST Rates between 11 April - 31 October 2021
Premier Beach Access	USD 210	USD 153
Premier Ocean View Room	USD 228	USD 171
Deluxe Ocean View Room	USD 255	USD 198

Stay 7+ nights to receive free half board upgrades

A special all-inclusive supplement of USD 25 per person for 7+ nights stay

- Room upgrades on availability (not applicable for villas)
- Flexible check-in and check-out times on availability
- Daily yoga, bike riding, tennis and badminton
- Joli kids' and teens' club with supervised indoor and outdoor games, movies and more
- Guided nature walks with resort naturalist
- Learn about marine turtle conservation on the resort beach
- Rejuvenating Anantara Spa
- High speed, stable WiFi, quiet work spaces, 24x7 gym and healthy meal options



ANANTARA
KALUTARA RESORT

ROOM TYPE	BED AND BREAKFAST Rates from now till 10 April 2021	BED AND BREAKFAST Rates between 11 April - 31 October 2021
Premier Garden View	USD 171	USD 126
Deluxe Lagoon View	USD 192	USD 147
Deluxe Pool Side	USD 210	USD 156
Deluxe Ocean View	USD 270	USD 180

Stay 5+ nights stay to receive free half board upgrades

A special all-inclusive supplement of USD 25 per person for 5+ nights stay

- Room upgrades on availability (not applicable for suites and villas)
- Flexible check-in and check-out times on availability
- Bike riding
- Aliya kids' and teens' club with a range of activities
- Rejuvenating Anantara Spa
- Learn about the resort architecture with the Bawa experience app
- Organic garden walk
- Abselling, zip line, rock climbing, water sports, archery, golfing on lagoon, rifle shooting
- High speed, stable WiFi, quiet work spaces, 24x7 gym and healthy meal options



(Re-opening by 1 May 2021)

AVANI
Kalutara Resort

ROOM TYPE	SINGLE / DOUBLE ROOM RATE Rates from 1 May - 31 October 2021
Avani Courtyard View Room	USD 80
Avani Lagoon View Room	USD 88
Avani Ocean View Room	USD 95
Avani Deluxe Lagoon View Room	USD 109
Avani Deluxe Ocean View Room	USD 123

Stay 5+ nights to receive free half board upgrades

A special all-inclusive supplement of USD 20 per person for 5+ nights stay

- Room upgrades on availability (not applicable for suites)
- Flexible check-in and check-out times on availability
- Bike riding, fishing and access to Aliya kids' and teens' club
- Rejuvenating Anantara Spa
- Abselling, zip line, rock climbing, water sports, archery, golfing on lagoon, rifle shooting
- High speed, stable WiFi, quiet work spaces, 24x7 gym and healthy meal options

Terms & Conditions:






- Offer valid for expatriates with resident visa returning from overseas
- Offer does not apply to groups, conferences or meetings
- Offer cannot be combined with any other promotions
- Advanced reservations are required and are subject to space availability
- 100% deposit to be made before arrival as per the Sri Lankan Tourist Board guidelines
- Valid for new bookings only
- The hotel reserves the right to issue stop-sale or withdraw the special offer at any time, subject to a 48-hour reporting period for all bookings
- For more detailed information, please visit www.srilanka.travel/helloagain

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local liquor, local beer, soft drinks,
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Please call Lakshan Samarasinghe, Assistant Director of Sales on +94 76 386 0833
or email on lsamarasinghe@minor.com to book your stay.

#SriLankaCalling #WelcomeBackToSL

Trade Fairs in Germany

<p>TRANSPORT LOGISTIC</p> <p>04 – 07 May 2021 Online</p> <p>www.transportlogistic.de</p>	<p>Transport Logistic: The world's leading trade fair for logistics, mobility, IT, and supply chain management has been taking place in Munich since 1978. Also, part of transport logistic is air cargo Europe the industry gathering for the international air freight industry. 2374 exhibitors from 63 countries, 64,000 visitors took part in TL 2019. Transport Logistic Online is focused on a high-quality and broad online conference program.</p>	
<p>spoga+gafa</p> <p>08 August – 10 August 2021 in Koelnmesse</p> <p>www.spogagafa.com</p>	<p>Spoga+gafa is the world's leading international trade fair for the garden and leisure industry and open to trade visitors only. The fair is characterized by the high internationality of exhibitors and visitors, making it the most important platform in the industry to conquer new markets, to find new contacts and to learn about the latest trends and innovations.</p>	
<p>IAA Mobility</p> <p>07 – 12 September 2021 in Munich</p> <p>www.iaa.de</p>	<p>The IAA MOBILITY 2021 will be reorganized at the new Munich location: The new IAA is the leading global platform for the mobility industry. It brings together players from the entire mobility chain and is open to everyone interested in mobility. The IAA is transforming itself from an automotive-focused trade fair into a platform for the most globally relevant mobility topics. And it is precisely these topics that are to make their way into the city. The Summit, Conference, Open Space and Blue Lane are the four main themes of the new IAA.</p>	
<p>OutDoor by ISPO</p> <p>05 – 07 October 2021 Online and On-Site in Munich</p> <p>https://www.ispo.com/en/outdoor</p>	<p>From October 5 to 7, 2021, Europe's largest industry platform for the outdoors industry will take place online and on-site as a Global Summit Edition. The event will focus on personal meeting, specialist exchange and the forging of new business relationships. There will also be curated areas for brand presentation.</p>	
<p>REHACARE</p> <p>06 – 09 October 2021 in Duesseldorf</p> <p>www.rehacare.com</p>	<p>Rehacare is the world's leading trade fair for rehabilitation, prevention, and care. More than 40,000 potential customers, and over 700 exhibitors from 40 countries partake in the trade fair.</p>	

EXPO REAL 11 – 13 October 2021 in Munich www.exporeal.net	Expo Real is an international trade fair for property and investment, which takes place once a year on the fairgrounds in Munich. As the largest B2B trade fair for the industry in Europe, the fair stands for business-oriented networking for cross-industry and transnational projects, investments, and financing.	
A+A 26 - 29 October 2021 in Düsseldorf www.aplus-online.com	A + A is the world's leading international trade fair for occupational safety and health at work. Over 2100 exhibitors from 61 countries present a remarkable portfolio of products, solutions and innovative concepts and themes.	
BAZAAR 03 – 07 November 2021 in Berlin www.bazaar-berlin.com	Around 500 exhibitors from more than 60 countries present quality handicrafts, typical regional specialties, fashion with a personal touch, jewelry, accessories, eco-products, fair trade goods, natural goods and many other items.	
MEDICA 15 - 18 November 2021 in Düsseldorf www.medica-tradefair.com	MEDICA is the world-leading medical trade fair, and the industry's number one platform for the suppliers of the medical technology industry. MEDICA 2021 will take place in Düsseldorf. The event is the largest medical trade fair in the world, and it attracts several thousand exhibitors from more than 50 countries in the halls. In 2019, 121,369 visitors from across the world visited the trade fair.	
PRODUCTONICA 16 – 19 November 2021 in Munich	Productronica is the world's leading international trade fair for innovative electronics production. About 1560 exhibitors from 43 countries and 44987 visitors from 96 countries partake in Productronica in Munich.	
For More Information	Malintha Gajanayake Head of Corporate Affairs & Export Promotions Tel: 0094 112314364 Email: Malintha@srilanka.ahk.de	 Delegation der Deutschen Wirtschaft in Sri Lanka Delegation of German Industry and Commerce in Sri Lanka

Our Trade Partners



Trade Fairs in Sri Lanka

<p>Build SL - Housing & Construction Expo</p> <p>14 - 16 May 2021</p> <p>Venue: BMICH, Colombo</p>	<p>Build - Housing & Construction Expo has the objective of providing a platform to the construction industry stakeholders to display their products, services, new technologies and capabilities to the potential customers and public. In addition, this Expo will highlight the recent development projects undertaken in the country with an insight towards the plans for building a new Sri Lanka.</p>	
<p>Profood Propack & Agbiz</p> <p>6 – 8 August 2021</p> <p>Venue: BMICH, Colombo</p>	<p>“Profood Propack & Agbiz” is the most comprehensive food, beverage, and packaging exhibition in Sri Lanka. This wide - ranged exhibition provides you a one stop solution with this year’s theme " From the Farm to the FORK". 19th edition of “Profood Propack & Agbiz” is scheduled to take place in the presence of over 250+ exhibitors from 20 countries showcasing more than 1000 new products & services in 370 stalls and 28,000+ visitors. Profood Propack & Agbiz 2020 being Sri Lanka's largest trade fair is a ' must not miss' exhibition for all organization involved in processed food and beverage, packaging & agriculture to showcase their products.</p> <p>With the inception of Pro Food Pro Pack in the year 2002 the objective of enhancing Sri Lanka’s Food Processing Industry benefited tremendously by way of creating a wide array of opportunities in exposing/merchandising the FPI products locally and internationally. Celebrating the 19th edition this year, Pro Food Pro Pack has emerged as the most looked forward event in the industry calendar.</p>	
<p>For more information contact:</p>	<p>Malintha Gajanayake Head of Corporate Affairs & Export Promotions Tel: 0094 112314364 Email: Malintha@srilanka.ahk.de</p>	 <p>Delegation der Deutschen Wirtschaft in Sri Lanka Delegation of German Industry and Commerce in Sri Lanka</p>

About Us



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Services offered by AHK Sri Lanka

1. Market Entry Support
2. Business partner search
3. Market Information
4. Trade Fair Services
5. Sector Committees
6. Vocational Education Training
7. Premier Platinum Partnership
8. Legal Services
9. Translation Services

Our Premier Platinum Partners



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