

Volume 10  
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May 2019

# AHK Sri Lanka NEWSLETTER



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



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

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Dear readers,

Sri Lanka had its first ever pavilion at the world's leading fair for logistics "Transport Logistic" from 4<sup>th</sup> to 7<sup>th</sup> of June in Munich. The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) coordinated meetings during the fair for Hon Minister of Ports and Shipping Sagala Ratnayaka with high ranking German representatives of politics and business. Furthermore, AHK Sri Lanka initiated a breakfast meeting for Hon Sagala Ratnayaka at the German parliament with the maritime coordinator of the German government MoP Norbert Brackmann, German MoPs, government representatives and Asian diplomats.

It was a great pleasure to welcome the representatives of Messe Duesseldorf on 17<sup>th</sup> of May and to conduct a press conference. As the official representative of Messe Duesseldorf, AHK Sri Lanka has focused on 07 trade fairs which cover the important industries for Sri Lanka including rubber, health care and boat building to promote Sri Lankan exports.

The dual vocational training is the key element of preparing a trainee for a better working life. On the 6<sup>th</sup> of March 2019, AHK Sri Lanka launched the first AHK-VET Council to strengthen the industry-driven Vocational Education and Training (VET) in Sri Lanka. As one of the essential instruments of VET, the first Train the Trainer program has been scheduled to start from 17<sup>th</sup> June 2018.

On 27<sup>th</sup> June 2019 the first German Sri Lankan Fast Track Dialogue, which addresses current challenges of German businesses in Sri Lanka, will be held with Hon Minister, Development Strategies and International Trade, German ambassador, representatives of the government institutions and German investors. We believe that this initiative will help to increase the ease of doing business by solving prevailing trade and investment issues.

Yours sincerely,

Andreas Hergenröther  
Chief Delegate  
Delegation of German Industry and Commerce in  
Sri Lanka  
(AHK Sri Lanka)

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### *Our Premier Platinum Partners*



## First Sri Lankan Pavilion at world's leading logistics fair in Munich, Germany

**transport logistic**  
the leading exhibition

Next edition  
**May 4-7, 2021**  
Messe München

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) coordinated the first Sri Lankan pavilion at the Transport and Logistic trade fair which was held from 4<sup>th</sup> of June to 7<sup>th</sup> of June 2019 in Munich, Germany in collaboration with the Sri Lanka Export Development Board. The pavilion was officially opened to the visitors by Hon Sagala Ratnayaka, Minister of Ports & Shipping and Southern Development and Mr. Steffen Bilger, Parliamentary State Secretary of Federal Ministry of Transport and Digital Infrastructure.

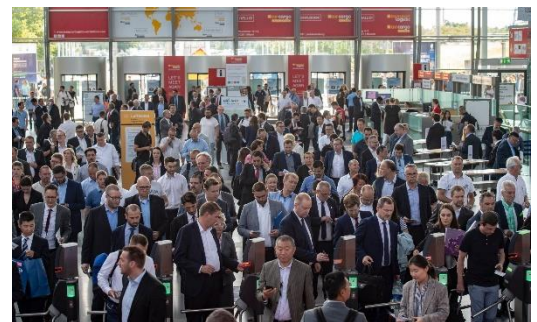
Addressing the opening of the Sri Lanka Pavilion at the Transport Logistics Fair 2019, Minister Ratnayaka stated that Colombo is the chosen destination for global carriers to serve global clients in South Asia - connecting the Indian subcontinent via Sri Lanka. This increases shipping options to all continents and global players by offering faster connectivity. Further he mentioned the competitive advantage of HIPG including the location, competitive labour costs, door-to-door delivery, attractive concessions and Free port facilities, ample space for storage and dry weather throughout the year.

With the purpose of enhancing the global attention to Sri Lanka as a strategic location in the South Asia, Sri Lankan pavilion was joined by the Sri Lankan Port Authority, South Asia Gateway Terminals (Pvt) Ltd (SAGT), Colombo International Container Terminals Ltd (CICT), Hayleys Advantis, Mac Holdings, Abans Logistics as well as IT solution providers like Kingslake, GEOID and E.C. Holding. Additionally, Hambantota International Port Group (HIPG) exhibited in an individual booth to increase their visibility in the trade fair.

In parallel to the Sri Lankan pavilion, AHK Sri Lanka was able to set up individual meetings for the Sri Lankan delegation with decisionmakers of Germany's leading logistic and engineering companies including DHL, Hapag Lloyd and Siemens.

Mr. Andreas Hergenroether, the Chief Delegate of AHK Sri Lanka stated that participating at world's leading fair is an ideal avenue for Sri Lanka to promote country's strategic geographic location along the main east-west sea route in the Indian Ocean and to develop Port of Colombo as a logistics, and distribution hub providing all services and facilities for integrated connectivity, beyond transshipment. Furthermore Mr. Hergenroether also mentioned that the individual meetings with Germany's leading logistic and engineering companies is a great opportunity for the Sri Lankan delegation to enhance know-how and technology transfer in the logistic sector and this is a platform to build the relationship between Germany & Sri Lanka.

Transport Logistic 2019 is the world's leading trade fair for logistics, mobility, IT, and supply chain management has been taking place in Munich since 1978. It's an international trade fair where 2,162 exhibitors from 62 countries and regions, 60,726 visitors from 123 countries and regions comes under one roof covering more than 115,000 m<sup>2</sup> of exhibition space across nine halls.







## World leading trade fair Organizer Messe Duesseldorf for the first time in Sri Lanka

High ranking representatives of Messe Duesseldorf, which has been represented officially in Sri Lanka by the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) since 1st of January 2019, conducted talks with Hon Minister of International Trade Malik Samarawickrama and top decision makers of the Sri Lankan industry to explore opportunities of cooperation on 16th of May.

Messe Duesseldorf is one of the 5 largest trade fair organizers worldwide, over 50 fairs staged at the venue in Germany including 23 world's leading exhibitions. In addition to this, Messe Duesseldorf organizes trade fairs all around the world. During the past years Messe Duesseldorf has enlarged their footprint in Asia by organizing regional exhibitions in Singapore, Shanghai, Tokyo, and other cities.

During a press conference organized by AHK Sri Lanka on 17th of May, Dr. Clemens Schuette, Director of International Business



of Messe Duesseldorf stated: "Our world's leading shows are the ideal platform to promote Sri Lankan products and services and to identify partners for transfer of technology to increase the competitiveness of the Sri Lankan industry".

World's leading trade fairs at Messe Duesseldorf with particular relevance to Sri Lanka are

- K SHOW – the world's leading trade fair for plastic & rubber
- A+A – the no 1 trade fair for Safety, Security and Health at Work
- MEDICA – World Forum for Medicine
- DRUPA – world's no 1 trade fair for printing technologies
- INTERPACK – leading fair for processing & packaging
- Tube & Wire – world's leading trade fair for tubes and wire industries
- Boot – the world's largest water sports and boat show.

Mr. Andreas Hergenröther, Chief Delegate of German Industry and Commerce Sri Lanka, stated that the visit of high-ranking officials of Messe Duesseldorf during current difficult times clearly showed that German companies stick to their commitment to Sri Lanka. He added: "We see a huge potential to establish a quality branding of Made in Sri Lanka on an international level in various areas – in particular when it comes to rubber products in the labor safety and medical sector. That's why we plan to organize Sri Lankan business delegations in October and November to K and Medica".

The Messe Duesseldorf venue consists of 19 halls & a total 305,000 sqm in space. Machinery, plant, equipment, retail and trade, skilled trades and services, medicine and health, fashion and lifestyle, Leisure are some of the diversified areas of activities.

## Sri Lankan Fact Finding Mission to Germany to explore Renewable Energy Technologies made in Germany



A Sri Lankan Fact-Finding Delegation organized and accompanied by the AHK Sri Lanka on Renewable Energy Technologies with a focus on bioenergy, waste-to-energy, system integration and energy storage visited Southern Germany from 6th to 10th May 2019.

Aim of the mission was to enable local companies and institutions to gather first-hand information on Renewable Energy Technologies made in Germany and to establish or strengthen business contacts with German companies. The participants got insights to the latest expertise and best-practice examples for renewable energy applications and energy efficiency measures.

The Sri Lankan delegates visited inter alia a biogas plant with state-of-the-art technology and a research factory for lithium-ion batteries, a waste-to-energy plant, a model city initiative for energy storage and smart grid solutions as well as the Karlsruhochschule International University. In the latter opportunities to learn about the training of workers in the bioenergy and storage field were discussed, since well trained workers are an important part of implementing and managing latest technology applications.

On the first day of the delegation trip, a networking event & information seminar was held in Stuttgart where German experts from the Ministry for the Environment, Climate Protection and Energy Sector of the Federal State of Baden-Württemberg, the Society for the Promotion of Renewable Energies, the German Energy Storage Association BVS and the Smart Grid Platform Baden-Württemberg presented latest insights from their respective fields. Further, the Head of the State Institute for Agricultural Engineering and Bioenergy from the University Hohenheim and representatives from EnviTec Biogas, Eggersmann Anlagenbau and ads-tec Energy GmbH elaborated on the opportunities in the field of Biogas Production, waste-to-energy and Lithium-Ion Energy Storage Systems and interacted with the delegates.

The programme for the week included site-visits to a Biogas plant and a district heating facility, where the participants had the chance to see first-hand how through Biogas and cogeneration the district heating of a small town is supported. Further, a wastewater treatment plant was visited and accompanied by an expert from Fraunhofer Institute for Interfacial Engineering and Biotechnology IGB who explained the whole process thoroughly. During a visit to the Karlsruhe Institute of Technology (KIT) the delegates had the chance to learn about the production and testing of batteries and inverters in the Battery Technical Center. At the Karlsruhochschule International University, a representative of the Energy company EnBW, one of the largest energy supply companies in Germany, gave insights to the MeRegio – the Minimum Emission Region in Karlsruhe. Energy efficient buildings and the restauration of buildings are as much of importance for the city of the future as energy efficiency in its totality. The presentation was followed by a tour through the University and their innovative and sustainable measures. Later, the president of the Karlsruhochschule presented on Manager Trainings and the options of professional training in the field of sustainability. In Mannheim, the delegation was received by the Manager of Technology & Innovation from the MVV Energie AG, one of Germany's leading energy companies which is part of the project consortium "Model City Mannheim", a project that investigates energy grids of the future. Thus, the participants got first-hand insights into state-of-the-art research of smart grids, communication technologies and battery storage options.



Participating companies and institutions in this delegation were Cleantech, DIMO, Ekala Prestressed Concrete Industries, Lakdhanavi Limited, Nikini Automation Systems (Pvt) Ltd., the Industrial Development Board of Ceylon, Regen Renewables, Tailor Store International, and the University of Moratuwa.

The participants benefitted from a comprehensive information and visitor programme designed to foster the transfer of expertise. In this way first-hand insights into German energy solutions and interaction with the respective responsible persons were possible.

#### Feedback

- *"Highly appreciate all your assistance for us to participate in respective event...As a company, we have identified certain potentials for long term relations."*  
-Janaka Wijesekera-  
Head of Environmental Management, Cleantech (Pvt) Ltd.
- *"I wish to join my colleague in appreciating the excellent organizing and smooth execution of the fact finding visit to Germany. It was well coordinated and filled with interesting presentations + field visits."*  
-Champika Periyapperuma-  
Director, Regen Renewables (Pvt) Ltd

The AHK Sri Lanka is regularly conducting delegation visits, both to Sri Lanka and Germany. For December an incoming delegation to the topic "Sustainable mobility, traffic & public transportation solutions and logistics is planned.

## AHK Sri Lanka Business Confidence Survey- 2019

The Delegation of German Industry and Commerce in Sri Lanka conducts the Business Confidence Survey every year to obtain feedbacks of German companies operating in Sri Lanka. The main purpose of this survey is to appraise the state of the current business environment and identify the major challenges for German companies. In addition, the survey includes questions to evaluate the outlook of the Sri Lankan business environment in 2019/2020.

The Business Confidence Survey 2019 is being conducted between 8<sup>th</sup> of April and 15<sup>th</sup> of June and consists of 10 questions concerning the participants business performance last year and their market outlook for 2019/2020. Currently, there are over 150 German brands operating in Sri Lanka.

Please visit the link below to take part in the survey.

<https://www.surveymonkey.com/r/LMLR2J7>





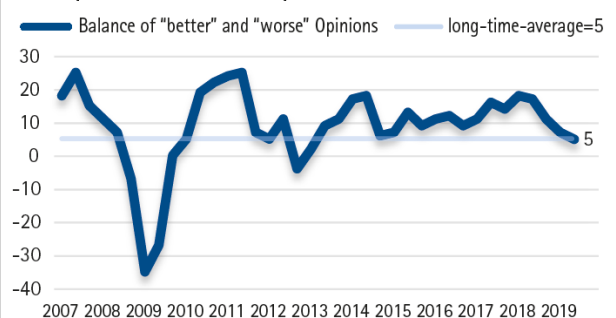
# Economy under pressure

DIHK-Economic-Survey Early Summer 2019

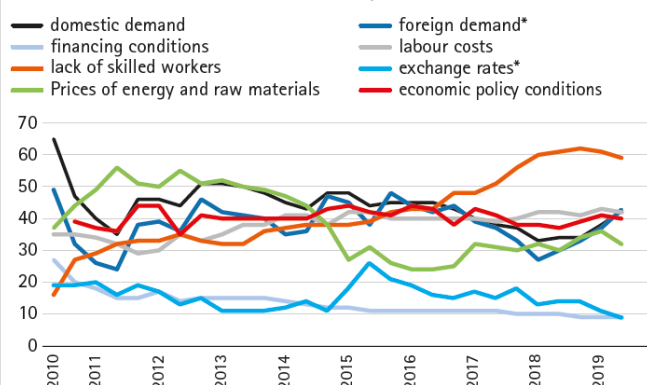
79 Chambers of Industry and Commerce ask,  
approximately 25.000 Enterprises answer

The business expectations of German companies are declining for the fourth time in succession. Scepticism is growing, particularly in the industry sector, where its outlook is as low as it was since 2012. A certain stabilization is coming from the interior: the construction industry and trade are somewhat more optimistic than at the beginning of the year. Here there seems to be continued confidence in a stable domestic economic development. From the companies' point of view, the shortage of skilled workers remains the greatest risk for the company's development..

Enterprises' Business Expectations – in Points



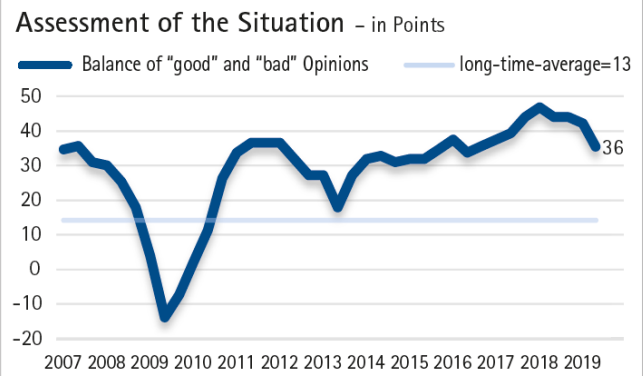
Risks for the economic development –in percent, \*export-industry



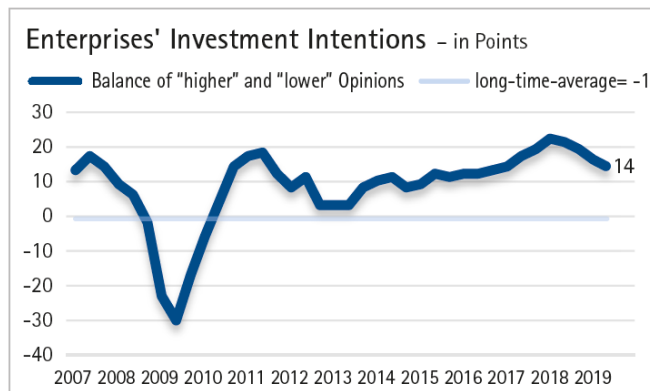
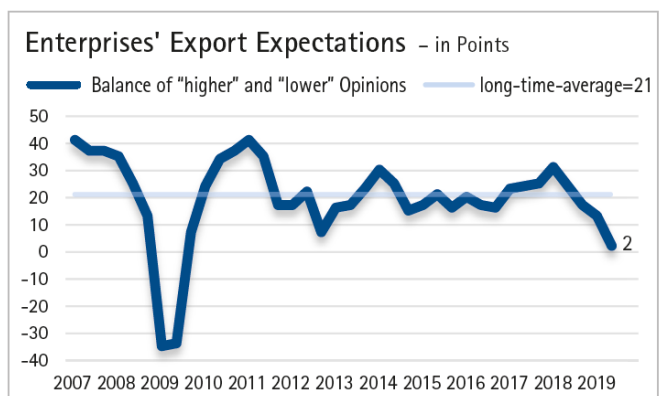
Risks for the economic development (in percent; \* Manufacturing Industry)

	domestic demand	foreign demand*	financing conditions	labor costs	lack of skilled workers	exchange rates*	prices of energy and raw materials	economic policy conditions
Early Summer 2017	38	37	11	39	51	15	31	41
Fall 2017	37	33	10	40	56	18	30	38
February 2018	33	27	10	42	60	13	32	38
Early Summer 2018	34	30	10	42	61	14	30	37
Fall 2018	34	33	9	41	62	14	34	39
February 2019	38	37	9	43	61	11	36	41
Early Summer 2019	42	43	9	42	59	9	32	40

The business situation of German companies is noticeably worse than at the beginning of the year. The export-oriented industry in particular will have to cope with further setbacks. The slowdown in global trade is becoming increasingly apparent in weaker demand for industrial products. Service providers are also rating their business noticeably worse. By contrast, more domestically-oriented sectors such as construction and retail continue to feel comparatively solid business.

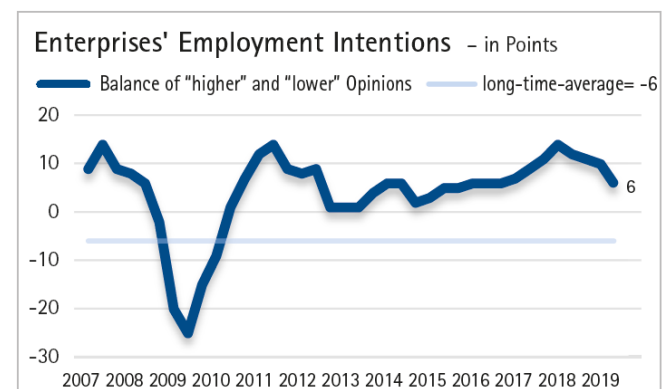


The export prospects for the industry are suffering a significant setback. The balance of export expectations has reached its lowest level since the global financial and economic crisis ten years ago. Growing protectionism in numerous markets, increasing trade conflicts and the Brexit are taking the wind out of the sails of the global economy – exporters are seeing this already in their business numbers. Companies have little confidence that the global economy will recover in the short term. Uncertainty about foreign demand is therefore rising significantly.



The propensity to invest is still above its long-term average. However, the deterioration in business expectations is also having an impact on investment budgets. Export-oriented industrial companies in particular are scaling back their investment plans. The trade sector is also slightly lowering its investment plans. Construction and service companies want to invest at a consistently high level. When considering the reasons for investment, the need for replacement continues to dominate.

The employment intentions of the companies are more restrained – despite the continuing shortage of skilled workers. In the industry sector in particular, the deterioration in the business environment is having an impact on companies' personnel plans. In the construction industry, recruitment plans remain high due to continued strong demand. The shortage of skilled personnel is lowering the dynamics of employment growth, particularly in the healthcare sector and in the IT sector.





## SLPA says new deal on ECT to boost Colombo Port

Sri Lanka, India and Japan signed a Memorandum of Cooperation (MoC) for the development of the long-awaited East Container Terminal in the Colombo harbor.

Under the MoC among the three governments on the development of the East Container Terminal, the Sri Lanka Ports Authority (SLPA) retains 100% ownership of East Container Terminal (ECT).

In a State-level deal, the Government is to sign a Memorandum of Co-operation (MoC) with Japan and India for ECT. The SLPA will retain 100% ownership of the ECT and the Terminal Operations Company (TOC) will be jointly owned with Sri Lanka retaining the controlling 51% stake, and the joint venture partners holding the balance.

Sri Lanka Ports Authority (SLPA) stated the new revival deal for the long-prolonged East Container Terminal (ECT) will boost the Colombo port in retaining its hub and competitive status.

The deal also includes a Japanese loan which carries one of the best loan terms Sri Lanka has obtained. SLPA's majority ownership in the new TOC represents a significant step in prioritizing national interests while co-operating with international partners.

SLPA also said the global cargo trade is an extremely competitive, fast-paced, rapidly evolving industry, that requires ports be timely in their capacity expansion, execution and service levels. "The envisaged Japanese loan carries one of the best loan terms Sri Lanka has obtained. The 51% stake is also one of the best in SLPA joint ownership endeavors. SLPA's majority ownership in the new TOC represents a significant step in prioritizing national interests," the statement said.



SLPA also said the global cargo trade is an extremely competitive, fast-paced, rapidly evolving industry, that requires ports be timely in their capacity expansion, execution and service levels. "The envisaged Japanese loan carries one of the best loan terms Sri Lanka has obtained. The 51% stake is also one of the best in SLPA joint ownership endeavors. SLPA's majority ownership in the new TOC represents a significant step in prioritizing national interests," the statement said.

The three governments will work out details based on the MoC at joint working group meetings and advance their cooperation towards early commencement of work and operation of the ECT.

Japan has provided cooperation for the development of the Jaya Container Terminal since the 1980's. Around 70% of Colombo Port's transshipment business is India-related. Sri Lanka, Japan and India will work together for further development of the Colombo Port and contribute to further regional prosperity and stability of global trading networks, the statement said.

Currently, Colombo Port is ranked 11th in connectivity (Drewry, 2018) and 22nd among global ports (Alphaliner, 2018). These ranks were reached by SLPA owned Jaya Container Terminal (JCT) working in partnership with

South Asia Gateway Terminals (SAGT) and Colombo International Container Terminals (CICT). SLPA's ownership stake in SAGT and CICT terminal operators is 15%. Both partners have contributed extremely positively to Colombo Port achieving its current status. SLPA believes the envisaged new partnership will help the Port of Colombo to continue growth and further improve its position.

Within the next three decades, over 45% of the global GDP and trade is predicted to originate or be located within the Asian region. In this ultra-connected world, deep relationships with multiple trading partners is not only prudent business, it is critical to ensuing Colombo Port remains relevant to global trade.

*Source: Daily FT*



## SES from Germany in Sri Lanka

### -Senior Expert consulted Rupavahini for one month-

*Since 1983, the Senior Experten Service (SES) has been helping small and medium-sized companies to help themselves, aided by Senior Experts – specialists who, having completed their active professional lives, joined SES to pass on their knowledge on a voluntary basis – fast and pragmatically, and sustainably. In this connection, film director and producer Mrs. Sabine Eckhard from Berlin came to Sri Lanka to conduct a workshop and training for the staff of Rupavahini TV Corporation.*

*The task description of Mrs. Eckhard included information and consulting on running drama series productions, storytelling and the practical implementation of the learnt. Her task was further to enhance the efficiency in producing and working on the post-production.*

The workshop took place in two pre-arranged stages, one week in December 2018 and two weeks after the Christmas holidays from January 6, 2019 onwards. There were 25 participants in the workshop including directors and producers who were between 30 and 55 years of age, representing the Drama Unit, the Tamil Unit, the Documentary Unit and the Children's Program. In addition to the task description according to the contract, there was the desire for a day only for documentary film, which Ms. Sabine Eckhard could guarantee thanks to her experience. The number of participants could fluctuate for one day or in the entire period, as some had to serve daily, current tasks in the Sri Lankan broadcast process of Rupavahini. At the end, 18 participants who were present more than 60% of the workshop, were awarded certificates of participation.



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*Certificates for successful participants*

### Catching up with latest development

Until 10 years ago state TV station Rupavahini was one of the two leading programs in Sri Lanka, as far as the audience effectiveness or quota. Meanwhile, other private channels appeared in competition leading to Rupavahini being on the 8th place regarding its rating, further threatened to lose audience, especially in the fictional series and movie area. According to the experienced participants of the workshop, the last training took place about 18 years ago. Some years prior to that, a group from Rupavahini was sent to a workshop of DW Academy in Berlin. The knowledge acquired there is still used and passed on to younger colleagues.



*Mrs. Sabine Eckhard at a filmset on location*

That there is a need for training becomes evident when looking at the production landscape in Sri Lanka: Throughout the country, there was until now no training center for film and television producers, just some film courses at the university in the art department, yet these courses are primarily concerned about film history.

### The task of the SES Expert

During the first week Mrs. Eckhard was able to watch some of the final works and films of the participants. She further jointly discussed the weaknesses and strengths of those films. It was not her task to comment on the content of the films in comparison to European film industry. The discussion was more about narrative structure & form, technical implementation of the respective films. Being well acquainted with the country, culture and people from previous trips and work stays, Mrs. Eckhard was able to dispel the initial skepticism and a lot of curiosity as well as interest arose. She attended two shoots together with attendees, which led to get a clear picture of how TV crews work on location and spent an afternoon in the editing room, watching the editing of a series and spending some time in a live show.



## Identifying the needs of the client

Among the weaknesses of the production, the storytelling (usually with just one storyline), stretched dialogues and an artificial way of acting were highlighted during the analysis discussion with the SES expert. In addition, there were some endings (arbitrary and abrupt) of the individual episodes which caused a decrease of the audience's interest. Further, it was clearly recognized that a poor quality of sounds, static camera images, lack of skills in image editing and lengthy scenes with little movement in the picture offer areas of improvement opportunities.



*Shooting together a scene as example for improvement*

As a result of her placement, certain areas with potential to implement changes have been identified during the workshop.

Examples for future changes that have emerged from the workshop and are to be implemented at least step-by-step include:

- A more interesting storytelling with the so-called braid dramaturgy (3 storylines, which are interwoven)
- Cliffhanger as episode endings: a question that makes you curious to look further
- Working in the Writers room, teamwork of the authors
- Authentic scenes, authentic acting
- Improvement of indoor sound recordings by using absorbent materials, floor coverings
- More editing options through 2 camera system
- Sound editing in the A / B system to avoid annoying sound jumps plus use of ambience, natural sound
- Lightning in locations: less is more, more realistic

- Development of a concept for a long-running, contemporary series and development of the associated production structure

- Distribution / Delegation of the work between director & producer.



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*Discussing outcomes and future prospects*

Thus, during her placement at Rupahavini Mrs. Eckhard could pass on her knowledge and expertise which resulted in the staff to be trained in modern story telling methods and production ways. Her support was acknowledged by the staff of Rupahavini and future cooperation is possible.

## Get your own Senior Expert

AHK Sri Lanka is the official representative of SES in Sri Lanka. Experts from all fields can be requested from the SES headquarter in Bonn, Germany. Sri Lankan companies interested in requesting a senior expert from Germany can get further information under:

Tel: +94-112-314364 or via email:  
[lucy@srilanka.ahk.de](mailto:lucy@srilanka.ahk.de)

or

<https://www.ses-bonn.de/en/about-us>





1. Could you tell us about your (career) life as a film director?

After studying film at Paris and Munich Film school, I worked several years as 1st assistant director for international co-production movies before directing my self-documentaries and TV-Fiction-series. Then I worked for more than 15 years as a producer for production companies in Germany, Hungary, Spain, Czech Republic and was head of productions of many successful fictional TV-Series. Since 2012 I work again as a freelancer – consultant, coach, teacher and director – and did again documentaries for TV, two of them were shot in Sri Lanka (subjects: Ayurveda in SL and the famous train journey between Colombo and Badulla as well as organic farming in the mountains in SL)

2. How did you join the SES program?

I have heard of it and became a member in end of 2017. Also, I am working on a voluntary basis for the initiative 'Vera' in Germany, meaning coaching and accompanying young people during their formation to succeed with their qualification at IHK.

3. How do you feel about the training which you conducted for the Rupavahini Corporation?

I liked it very much, got to know a lot of talented people, we had a great exchange and I think I could give them an impact to improve their work in future. There is no real school for film making or TV producing in SL and some of our experiences can be useful for them.

4. How do you see the Sri Lankan film industry generally and what are the major challenges which the industry is facing?

I can only say what I know from Broadcaster Rupavahini and some movies I saw in cinema: there is everywhere now in the world a competition with internet content and streaming providers, means that storytelling and technical facilities and realization must improve, get more modern and up to date. There should be more courage for authentic local stories, interesting subjects and enlightening information in SL.

6. Would you like to work with the Sri Lankan firms to deliver your knowledge and the experience further?

Yes, for sure. I like the country, the people, the culture.

7. You are currently working with the SES program. How do you recommend this to any other organization to utilize their services?

At the moment I am working not with SES, but for sure will do in future. I worked in November 2018, just before I came to SL, with SES together with a cameraman in Cambodia. We were teaching for 4 weeks at a College in Kep/Cambodia about filmmaking. At the moment I am doing documentaries with & about contemporary witnesses of the peaceful revolution in the former GDR in 1989 and before. Yes, I would recommend the SES Service to others, it is a fantastic tool for organizations to get professional support, to train their people and improve their knowledge. And for us, the Senior Experts, it is a good work, we get recognition for our experience and we get to know different circumstances in foreign countries and cultures.



An interview with  
Mrs. Sabine Eckhard  
– Film director/Producer –

## The Quality Infrastructure (QI) Catalogue: a response to a longstanding need in Sri Lanka's industry

Success in today's competitive global trade environment means complying with technical regulations and standards. Because demand is increasing for conformity assessment services that can certify enhanced product quality, global competitiveness is becoming increasingly challenging for industrial firms in emerging economies. Small and medium-sized enterprises (SMEs) are at a distinct disadvantage if they lack guidance and information. The Quality Infrastructure (QI) Catalogue has been designed as a response to a longstanding need within Sri Lanka's industry for a comprehensive directory of the National Quality Infrastructure (NQI) and the services available in the country.

The QI Catalogue was developed under the supervision and direction of the Ministry of Industry and Commerce of Sri Lanka and the Physikalisch-Technische Bundesanstalt (PTB), the National Metrology Institute of Germany. The publication is the outcome of a project between the governments of Sri Lanka and Germany titled "Strengthening Quality Infrastructure in Sri Lanka", which is implemented by PTB and funded by German Development Cooperation.

On February 28, the QI Catalogue was presented at a gathering of industrialists, entrepreneurs, and governmental officials in Colombo under the patronage of Hon. Rishard Bathiudeen, Minister of Industry



and Commerce, and Hon. Sujeewa Senasinghe, Minister of Science, Technology and Research. The event was jointly organized by the United Nations Industrial Development Organization (UNIDO) and PTB. UNIDO released another publication, the National Quality Infrastructure (NQI) Strategy, at the event. Tung-Lai Margue, the European Union's Ambassador to Sri Lanka and the Maldives, and Jörn Rhode, the German Ambassador to Sri Lanka and the Maldives, were also present at the launching event. In their initial remarks, both emphasized the significance of the two publications for enhancing international recognition of Sri Lanka's quality infrastructure.

The QI Catalogue is primarily designed as a directory of institutions that are part of the NQI of Sri Lanka and their corresponding service providers, including regulatory bodies and conformity assessment service providers.

Comprising five chapters, the catalogue provides SMEs with information on how to improve their competitiveness in the domestic and international marketplace on quality-related services such as testing, calibration, inspection and certification. Global trade demands that SMEs invest in productivity and quality. To be competitive in international markets, products and services must consistently conform to national and/or international standards by meeting the technical requirements contained therein. The

QI Catalogue helps SMEs identify and bridge gaps in their technical systems as necessary for global acceptance and equivalence. Two chapters are devoted to the NQI in Sri Lanka, the National Policy Framework for SME Development and Sri Lanka's National Programmes on quality and compliance with SPS (sanitary and phyto-sanitary) standards.

The many potential beneficiaries of this recently published directory include not only SMEs, NQI institutions and consumers in Sri Lanka, but also international companies and traders who wish to have their products tested in Sri Lanka or learn more about the country's NQI. In order to ensure its sustainability, the QI Catalogue, which is subject to revision every two years, will be accessible on the website of the Sri Lanka Accreditation Board (SLAB) [www.slabb.lk](http://www.slabb.lk).

PTB began implementation of the project titled "Strengthening Quality Infrastructure in Sri Lanka" in 2016. In January 2019, the project entered in its second phase, which will run until 2021. The major target group are SMEs in the food-handling sector in the Northern and North Central Provinces. The project aims to support SMEs to understand the importance of aspects of quality and upgrade their quality management systems, as well as enhance the spectrum of NQI services and strengthen the capacities of testing laboratories. SMEs are the backbone of Sri Lanka's economy: they represent more than 75% of the total number of enterprises, provide 45% of all employment, and contribute 52% of the country's gross domestic product (GDP).

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<p>GIFA 2019</p> <p>25-29 June 2019 in Düsseldorf</p> <p><a href="https://www.gifa.com/">https://www.gifa.com/</a></p>	<p>GIFA is an international exhibition for foundry, foundry products and foundry technology and one of the world's largest and most competent fairs of this kind. The focus of GIFA is on the subjects foundry equipment, raw materials and supplies, die-casting technology, foundry chemicals, suppliers, loading and processing technology.</p>	
<p>SPOGA+GAFA 2019</p> <p>1-3 September 2019 in Cologne</p> <p><a href="http://www.spogagafa.com/">http://www.spogagafa.com/</a></p>	<p>Spoga+gafa takes place every year in Cologne and is the 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>REHACARE 2019</p> <p>18-21 September 2019 in Düsseldorf</p> <p><a href="https://www.rehacare.de/">https://www.rehacare.de/</a></p>	<p>Rehacare is one of the world's leading international trade fairs for rehabilitation, prevention, care and inclusion. It takes place once a year in Düsseldorf and looks back on 30 years of expertise. The fair is an information and communication platform for people with disabilities, need of nursing care, for the elderly and the chronically ill people. Whether mobility and daily living aids, outpatient or inpatient care aids, communication equipment, barrier-free living concepts or sports, travel and leisure ideas, visitors of the Rehacare will find everything under one roof.</p>	
<p>ANUGA 2019</p> <p>5-9 October 2019 in Cologne</p> <p><a href="http://www.anuga.com/anuga/index-2.php">http://www.anuga.com/anuga/index-2.php</a></p>	<p>Anuga ("General Food and Drink Trade Fair") - is a large-scale trade show for the food catering, retail and trade industries. The event takes place every two years and its last edition in 2017 was attended by 165,000 visitors. Additionally, over 7,400 exhibitors presented top culinary delights from across the globe.</p>	
<p>EXPO REAL 2019</p> <p>7-9 October 2019 in Munich</p> <p><a href="https://www.exporeal.net">https://www.exporeal.net</a></p>	<p>EXPO REAL is the working and networking trade fair for the decision-makers of the property and investment sector. 41,775 participants from 75 countries used the 2017 show to initiate new projects, close new deals and make contacts on the decision-making level—throughout the life cycle of a property: From development, financing and implementation to marketing, operation and use. This is where the who's who of the property industry meet. It makes EXPO REAL the unmissable platform for generating new business and maintaining contacts.</p>	
<p>K- MESSE 2019</p> <p>16-23 October 2019 in Düsseldorf</p> <p><a href="https://www.k-online.com/">https://www.k-online.com/</a></p>	<p>K Düsseldorf (plastics fair Düsseldorf) is an international trade fair for plastics, rubber, plastics processing and plastics manufacturing worldwide. The exhibition offers of the more than 3,000 national and international exhibitors of K Messe Düsseldorf (plastics fair Düsseldorf) including machinery and equipment, raw and auxiliary materials as well as semi-finished products, technical parts and reinforced plastic products. The leading trade fair Düsseldorf K Messe is supplemented by a supporting program with a special show.</p>	
<p>A+A 2019</p> <p>"Safety, Security and Health at Work International Trade Fair with Congress"</p> <p>5-8 November 2019 in Düsseldorf</p> <p><a href="https://www.aplus-a-online.com/">https://www.aplus-a-online.com/</a></p>	<p>A-A Congress is a 4-day event being held from 5th to the 8th November 2019 at the Fairground Düsseldorf in Düsseldorf, Germany. This event showcases work safety, health at work, high-risk prevention, operational environmental protection, avoid damage and deterioration, metrology prevention of accidents. safety engineers -and commissioned manager, entrepreneur, operational, staff councils, occupational physicians, occupational physicians, supervisory bodies, governmental and BG Set.</p>	
<p>MEDICA 2019</p> <p>18-21 November 2018 in Düsseldorf</p> <p><a href="https://www.medica-tradefair.com/">https://www.medica-tradefair.com/</a></p>	<p>MEDICA is the world's largest event for the medical sector. The event is the largest medical trade fair in the world – it attracted more than 5,100 exhibitors from 70 countries in 17 halls.</p>	

German Sri Lankan Fast Track Dialogue	27th June 2019
German Sri Lankan Logistic Conference	July/August 2019
Delegation visit to spoga+gafa 2019, Germany	September 2019
Initiation of business trip from Germany to Colombo on "Sustainable Mobility, Traffic & Public Transport Solutions and Logistics"	December 2019

# # Partner In Sri Lanka

## Services offered by AHK Sri Lanka

1. Market Entry Support
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