

AHK SRI LANKA

Monthly Newsletter

FEBRUARY 2024
VOLUME 52



**AHK SRI LANKA
CALLS ON MINISTER
OF JUSTICE
WIJEYADASA
RAJAPAKSHE**

**GERMANY EXPORTS
TO SRI LANKA IN
2023**

**GERMAN TRADE FAIR
YEAR READY FOR
TAKE-OFF WITH
STRONG TAILWIND**



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

 **Partner In Sri Lanka**



CONTENTS

1. ECONOMIC DATA OF SRI LANKA & GERMANY

Take a look at the data and trends in the macroeconomy of Sri Lanka and Germany.

2. CURRENT DEVELOPMENTS

Gain access to brief news articles, summarised industry reports, market insights, and important updates from both Sri Lanka and Germany.

3. TOURISM NEWS IN SRI LANKA

Explore exciting tourism updates from Sri Lanka in our newsletter.

4. NEWS FROM AHK SRI LANKA

Discover our latest updates and insights.

5. ABOUT OUR TRADE FAIRS

Gain insights into the trade fairs we have planned for the year

6. NEWS FROM OUR PARTNERS

Stay informed with news from our valued partners.

ECONOMIC DATA OF SRI LANKA & GERMANY

Inflation in Sri Lanka

On year-on-year basis, National Consumer Price Index (NCPI) (2021=100) based headline inflation increased to 6.5 per cent in January 2024 from 4.2 per cent in December 2023. Further, the Food inflation recorded 4.1 per cent, while the Non-Food inflation recorded 8.5 per cent in January 2024. Furthermore, the NCPI based core inflation increased to 2.2 per cent in January 2024 from 0.9 per cent in December 2023.

Inflation in Germany

Inflation Rate in Germany, measured as the year-on-year change in the consumer price index (CPI), stood at +2.9% in January 2024. The inflation rate was +3.7% in December 2023 and +3.2% in November 2023. The last time inflation was lower than in January 2024 was in June 2021, when it stood at +2.4%.



Sri Lanka Trade Statistics

Sri Lanka's merchandise exports decreased by 11.25% to US\$ 947.5 Million in December 2023 compared to December 2022 as per the provisional data released by the Sri Lanka Customs. Also, it is a 5.16 % decrease when compared to the value recorded in November 2023.

However the exports of Apparel and Textile recorded the highest in the year in December 2023 showing a positive sign of regaining its momentum.

Comparison of Monthly Merchandise Export Performance 2020 – 2023



Manufacturing Purchasing Managers' Index



Services Purchasing Managers' Index



Germany Trade Statistics

German Imports from Sri Lanka were reported at 64,424.000 EUR in November 2023. This records an increase from the previous number of 58,343.000 EUR during October 2023.

EU Trade Statistics

Exports to the European Union (EU) which accounts for 24% of Sri Lanka's exports during the month of December 2023 decreased by 5.52 % y-o-y to US\$ 226.05 Mn. Further, exports to the European Union (EU) decreased by 10.75 % y-o-y to US\$ 2,711.93 Mn during the period of January to December 2023 compared to the corresponding period of previous year.

Exports to the top five EU markets were recoded as; Italy US\$ 679.05 Mn (increased by 6.07 %), Germany US\$ 587.4 Mn (decreased by 21.11 %), Netherlands US\$ 343.47 Mn (decreased by 19.8 %), France US\$ 304.95 Mn. (increased by 18.42 %) and Belgium US\$ 221.45 Mn (decreased by 28.03 %) during the year 2023 in comparison to 2022.



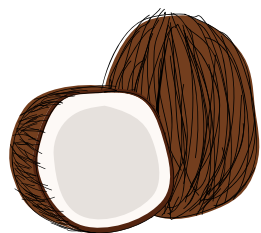
Sri Lankan Global Exports (Source: EDB)

Apparel and Textile Exports



Export earnings from Apparel & Textile have decreased by 8.64 % y-o-y to US\$ 438.78 Million in December 2023 compared to December 2022. However, exports of Apparel and Textile recorded the highest in the year in December 2023 showing a positive sign of regaining its momentum.

Coconut-based Exports



Export earnings of Coconut fiber-based products decreased by 14.65% in December 2023 compared to December 2022. Being the largest contributor to Coconut based sector, Coco Peat, Fiber Pith & Moulded products which are categorized under the Coconut fibre products, decreased by 14.94 % to US\$ 8.48 Mn in December 2023 in comparison to December 2022.

Rubber-based Exports



Export earnings from Rubber and Rubber Finished products have increased by 6.92 % y-o-y to US\$ 79.62 Mn in December 2023, with the strong performance in exports of Pneumatic & Retreated Rubber Tyres & Tubes (18.43 %).

Tea Exports



Earnings from export of Tea increased y-o-y by 4.06 % to US\$ 1,390.9 Mn in the period of January to December 2023. This increase was mainly due to the strong performance in export of Tea packets (10.95 %).

Germany Exports to Sri Lanka in 2023

Germany Exports to Sri Lanka was US\$202.7 Million during 2023, according to the UN COMTRADE database on international trade. Germany Exports to Sri Lanka - data, historical chart and statistics - was last updated on February of 2024.

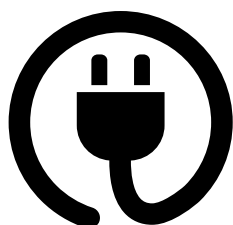
Below are the top three exports to Sri Lanka:



Machinery, Nuclear Reactors, Boilers

Germany exports of machinery, nuclear reactors, boilers to Sri Lanka was US\$34.01 Million during 2023.

Notably, turbo-jets, turbo-propellers, and other gas turbines are the most prominent exports within this category to Sri Lanka.



Electrical, Electronic Equipment

Germany Exports of electrical, electronic equipment to Sri Lanka was US\$26.67 Million during 2023.

Notably, electronic integrated circuits and microassemblies are the most prominent exports within this category to Sri Lanka.



Optical, Photo, Technical, Medical Apparatus

Germany Exports of optical, photo, technical, medical apparatus to Sri Lanka was US\$14.35 Million during 2023.

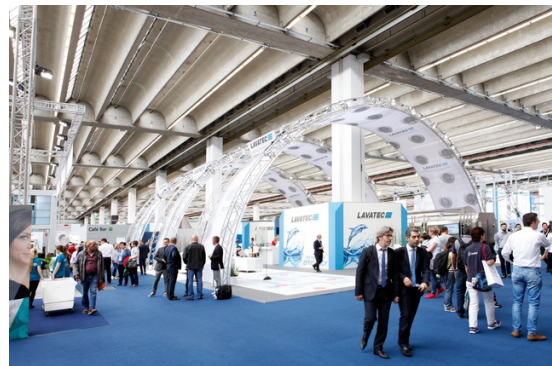
Notably, instruments and appliances used in medical, surgical, and dental/veterinary are the most prominent exports within this category to Sri Lanka.

CURRENT DEVELOPMENTS

German Trade Fair Year Ready for Take-off with Strong Tailwind

The German trade fair industry is starting the New Year with strong tailwind: According to initial estimates by the Association of the German Trade Fair Industry, AUMA, at least 180,000 exhibiting companies and 11.5 million visitors were guests at German exhibition grounds in 2023. This represents an increase of around 40,000 exhibitors and almost four million visitors compared to the figures of the previous year. Following the lifting of COVID-19 restrictions, international leading trade fairs in Germany particularly have recovered well.

More than 330 trade fairs are planned in Germany for 2024. Almost 180 are national or international trade fairs within their respective branches of industry. The schedule of events kicks off this week with the international trade fair for home and contract textiles, Heimtextil, in Frankfurt, along with the European trade show for the promotional products industry, PSI, in Dusseldorf.



In addition, the world's leading trade fair for carpets and floor coverings, Domotex, kicks off this Thursday in Hanover. No fewer than ten trade fairs will be opening their doors across Germany this coming weekend. With a densely packed first quarter, the trade fair calendar will be particularly busy in early February and throughout the whole of March, with a dozen trade fairs running simultaneously at certain times.

Philip Harting, Chair of the Association of the German Trade Fair Industry, AUMA: "Trade fairs bring business to life. In 2023, we were able to celebrate the success of numerous strong trade fairs all across Germany. Our globally leading exhibition venues are incredibly popular among international exhibitors and trade visitors. For 2024, we anticipate further recovery for trade fair organisers. The economy, which in light of increasing global tension and unpredictable political developments finds itself under enormous pressure, needs its industry trade fairs now more than ever. They are of exceptional importance regarding the transformation of economic life. The Federal Government must do its part in strengthening Germany as a trade fair venue."

The major importance of trade fairs was evident in the first, as yet unpublished AUMA survey, conducted among 400 exhibiting companies after the end of the COVID-19 pandemic. According to the survey, those polled are planning just as many trade fair appearances this year and next year as they did in the previous two years – provided the political environment does not deteriorate. Forty-three per cent of the companies are even planning to increase their trade fair budget. The complete survey will be published in the coming weeks.

TOURISM NEWS IN SRI LANKA

German Tourist Arrivals in Sri Lanka (01st to 25th February)

During the period spanning from the 01st to the 25th of February, Sri Lanka has welcomed a total of 13,767 German tourists, confirming its position as the 4th most visited country among the top 10 destinations. This accounts for 7% of the total tourist arrivals in the country from the top ten nations during this period.



German Tourist Arrivals in Sri Lanka (01st January to 25th February)

So far for the year 2024, Sri Lanka has welcomed a total of 27,360 German tourists, confirming its position as the 4th most visited country among the top 20 destinations



INSIGHTS FROM INDUSTRY LEADERS

An Exclusive Interview with Dr. Parakrama Dissanayake - Deputy Chairman & Managing Director at Aitken Spence PLC

1.

As a prominent blue-chip conglomerate deeply embedded in Sri Lanka, how does Aitken Spence systematically evaluate the economic landscape of the country to discern and respond to both potential challenges and emerging opportunities?

The challenges that the Sri Lankan economy is facing has been further exacerbated with the increase in poverty rates nationally and particularly in urban and semi-urban areas. The debt restructuring, the quantum payable per annum will determine our balance of payment, woes. However, these challenges can be turned into transformative opportunities. Firstly, structural reforms in governance, implementing transparent policies, prudent expenditure management are essential steps to address fiscal deficits and manage debt levels. To attract foreign direct investment, the state will also have to facilitate the ease of doing business and improve our ranking in the Logistics Performance Index.



Dr. Parakrama Dissanayake -
Deputy Chairman & Managing Director at
Aitken Spence PLC

Increased investment in technology and innovation essentially upskilling the employed youth and reduce the brain drain. Moreover, infrastructure development in transportation and energy can open up new economic corridors, attract foreign direct investment, and create jobs, ultimately fostering balanced regional development. If we can achieve these, Sri Lanka can transform its challenges into opportunities by reimagining economic growth.

2.

Amid challenging economic conditions, how does Aitken Spence foster and drive innovation within its operations, ensuring a resilient and adaptive approach to industry dynamics?

The Aitken Spence Group embarked on a transformation strategy prior to the pandemic and that helped us to embrace digital innovation and in turn empowered us to enhance efficiency, elevate customer experience and uncover new avenues for growth. In preparation for future changes, we are building competencies and fostering behavioral shifts within our teams, ensuring readiness for the transformation ahead.

Many of the Group's efforts to drive innovation take place through talent management, innovation-led programmes, integrated and collaborative teams across the diverse business sectors to identify synergies and innovative ideas.

3. Could you provide a detailed overview of Aitken Spence's comprehensive approach to risk management, outlining the strategies, tools, and frameworks employed to navigate uncertainties effectively?

The Group has a centralised risk management process using a central Risk Register which is updated regularly by the business segments to enable the preparation of a consolidated risk register for the Group. This also ensures that business segments take a holistic approach in identifying and assessing risks from a continuously updated risk universe and a common taxonomy and classification is followed, facilitating consolidation.

The Group commenced a process to ensure business continuity management by working on Disaster Risk Reduction (DRR) strategies for the Group. Since 2017/2018, we have been educating our top management, departmental heads and core team members on DRR/ Business Continuity Management. Through this team, we have formed segmental teams with senior management representatives and worked closely with the Asia Pacific Alliance for Disaster Management – Sri Lanka, to build required capacity for this purpose. These teams have identified potential vulnerabilities of the Group by assessing possible man-made or natural disasters against six key assets: People, Property, Equipment, Data, Inventory, and Business Activity. These are mapped to visually identify which risks pose the biggest threats and which assets are most vulnerable so that the teams can prioritise strategies for mitigation and resource allocation.

Aitken Spence was one of only three entities from Sri Lanka that was recognised at the 10-year anniversary event of the Asia Pacific Alliance for Disaster Management (A-PAD) in Japan for long term commitment and action.

4. Looking ahead, could you share the overarching strategic priorities that will shape Aitken Spence's trajectory in the upcoming years?

The Aitken Spence Group has a vision to achieve excellence in its business segments, not just in Sri Lanka but across new frontiers, we are committed to our goal of becoming a competitive global market leader in the region. To achieve this, the Group has joined hands with renowned global brands, forming mutually beneficial alliances that have lasted decades. We have built our presence in 10 countries and will continue to grow through strategic partnerships.

Over the years we have expanded our renewable energy portfolio and will persist in doing so. We will continue to invest in strengthening our value chain and promoting circularity and responsible business practices. We envisage a Sri Lanka thriving in a low carbon economy with Aitken Spence at the forefront as a net-zero conglomerate.

NEWS FROM AHK SRI LANKA

Delegation of German Industry and Commerce in Sri Lanka Calls on Minister of Justice Wijeyadasa Rajapakshe



The Chief Delegate of the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka), Ms. Marie Antonia von Schönburg, along with her team, and representatives from German businesses, recently paid a courtesy visit to the Minister of Justice, Wijeyadasa Rajapakshe.

in a fruitful discussion, the Minister expressed gratitude for Germany's enduring support in both business and political realms, highlighting the substantial contributions made by German companies and institutes to Sri Lanka's economic landscape. Minister Rajapakshe emphasized the positive impact of German initiatives on employment generation and the enhancement of skills among Sri Lankan citizens, enabling them to compete at international standards.

Ms. Von Schönburg underscored the importance of a transparent legislative framework and the development of mid- and long-term national strategies to facilitate the operations of German companies in Sri Lanka. She also emphasized the need to attract new businesses and investments to further strengthen bilateral ties.

During the conversation, delegates from AHK Sri Lanka raised concerns about sector-specific uncertainties and their potential repercussions on the Sri Lankan economy. The Minister assured a collaborative approach to address these challenges, fostering an environment conducive to sustained growth and cooperation.

The visit serves as a testament to the commitment of both parties to foster stronger economic ties and cooperation between Germany and Sri Lanka. AHK Sri Lanka remains dedicated to facilitating dialogue and collaboration between the business communities of both nations.

DIMO Academy Graduation: AHK Sri Lanka Highlights Dedication to Vocational Training

The annual graduation ceremony of the DIMO Academy, held recently at the BMICH, marked a significant milestone for graduates and showcased the dedication of the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka).

AHK Sri Lanka took immense pride in the event, as it provided certifications for the Vocational Education and Training (VET) qualification in Automobile Mechatronics. This certification adheres to the German standards DIHK quality standards category A, underscoring AHK Sri Lanka's commitment to excellence in vocational education.

In collaboration with the DIMO Academy, AHK Sri Lanka plays a pivotal role in supporting and advancing vocational education. This partnership exemplifies the positive impact that can have on the educational landscape and economic development of a nation.

AHK Sri Lanka's dedication to fostering economic development and generating high-quality jobs in Sri Lanka is clearly demonstrated through its involvement in dual-vocational programmes. By facilitating initiatives such as these, AHK Sri Lanka actively contributes to improving Sri Lanka's industries and sectors.



UPCOMING TRADE FAIRS



January 19 - 28, 2024



Messe Berlin, Germany

The 8th edition of International Green Week (GW) is a leading B2C food and agriculture exhibition. It anticipates 1,400 exhibitors, 1,900+ journalists, and 400,000+ visitors from 61 countries.



March 19 - 22, 2024



Koelnmesse, Germany

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



May 28 - June 7, 2024



Messe Duesseldorf, Germany

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



June 04 - 06, 2024



Koelnmesse, Germany

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



June 16 - 18, 2024



Koelnmesse, Germany

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



June 19 - 21, 2024



Munich, Germany

Under the Motto 'Connecting Solar Businesses' Inter Solar has been providing a networking opportunity for key players of the industry for the past 30 years. It focuses on the latest trends, developments, and business models of the industry.

For more information on trade fairs, please contact:

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



Tour to Drupa 2024 in Germany

we create the future

May 28 – June 7, 2024 Düsseldorf/Germany



Why should you visit Drupa 2024?

Every four years, Messe Düsseldorf hosts Drupa, the largest printing equipment expo globally. It's the ideal chance to network with professionals and industry leaders in the printing and graphics sectors. Meeting specialists from around the globe and learning about the newest methods, trends, and technology will be opportunities for you.

Facts & Figures:

- 1,850+ exhibitors from 54 countries
- 270,000+ trade visitors from 183 countries
- 1,800+ accredited journalists from 73 countries

Package Includes:

- Accommodation on single bed & breakfast basis for 4 nights 5 days (27th May – 31st May)
- Inland travel on public transport
- Visitor pass for 4 days
- Official networking dinner

PACKAGE:
LKR
800,000

Special Offer for
AHK & SLAP Members
LKR 750,000

Please note that the package cost is subject to tax and is calculated according to the current exchange rate (as of), and if there are any significant changes in the exchange rate, the package cost will be changed accordingly.



Contact us for more information

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E-mail: malintha@srilanka.ahk.de



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

 Partner In Sri Lanka

AHK Sri Lanka Premier Partners 2024

PREMIER PLATINUM PARTNERS



SENOK

PREMIER GOLD PARTNERS



PREMIER SILVER PARTNERS





Aitken Spence Logistics offers a best-in-class Container Freight Station complementary to the region's buoyant growth



Aitken Spence Logistics unveils its latest state-of-the-art Container Freight Station (CFS) to facilitate the growing requirements of the supply chain community in the region. This 100,000 sq. ft. facility, strategically positioned within the main logistics complex in Maboale, Wattala, reflects the company's commitment to serve the Export-Import community of the region, providing operational excellence, supply chain value creation, and unparalleled service delivery.

The newly commissioned CFS provides a strategic advantage to businesses by being situated in close proximity to both the Port

of Colombo and Bandaranaike International Airport. Its convenient access to the country's main highways and expressways further enhances its accessibility, positioning Aitken Spence Logistics as a pivotal player in the region's logistics landscape. Featuring the cutting-edge infrastructure designed to meet the diverse needs of various industry verticals, the facility boasts 32 loading docks and 15,000 pallet positions. The storage capacity of 20,000 Cubic Meters (CBM) underscores the facility's capability to accommodate the evolving demands of the dynamic market.

The new Container Freight Station (CFS) ensures the efficient and swift handling of key operations, including export consolidation, bonded warehousing, and third-party logistics (3PL) services. Strategically positioned to excel in export consolidation, the new CFS provides businesses with a centralised hub for consolidating export shipments. It also offers secure bonded warehousing facilities, allowing clients to store goods

The latest Container Freight Station (CFS) not only stands as a strategic powerhouse for export consolidation but also offers synergistic benefits through the company's inland container depot and an owned transport fleet. This holistic approach fosters not only operational efficiency but also brings cost advantages and greater control over the entire logistics ecosystem. The facility seamlessly integrates advanced technologies into CFS operations. State-of-the-art tracking and monitoring systems provide real-time visibility of cargo movements, contributing to enhanced efficiency and transparency across the supply chain.

The new CFS places a strong emphasis on Customs compliance and security. Rigorous security measures and compliance protocols are in place to safeguard cargo integrity, ensuring that the facility adheres to international standards and regulatory requirements. Moreover, the new CFS entails in-house Customs and Quality Assurance (QA) centers enhancing the consolidation process. Recognising the diverse needs of its clients, Aitken Spence Logistics provides customisable options to accommodate various inventory management strategies, contributing to enhanced efficiency for its clientele.

Aitken Spence Logistics is committed to sustainability, and thus, the new CFS has been constructed with a focus on environmental considerations. The company places a high priority on environmental sustainability by incorporating eco-friendly features within the CFS, including energy-efficient lighting, rainwater harvesting, provisions for solar power and comprehensive waste management systems. Aitken Spence Logistics is dedicated to reducing its carbon footprint and actively promoting green logistics practices.

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SHARING EXPERTISE





Häfele Introduces Latest Drawer Systems - Matrixbox Premium



Häfele is offering its top-of-the-line German engineered drawer systems range – Matrixbox, equipped with cutting-edge technology that enhances movement and adds functionality as well as style. The Matrixbox Premium drawer system from this range, manufactured at Häfele production plant in Kenzingen, Germany, combines performance with exceptional value. It operates smoothly, opens swiftly, and closes with precision.

The product comes in three trendy finishes - Metallic Anthracite, Metallic Silver and White, making the drawer systems stand out from the rest.

The users can configure different applications with this system which comes with a wide range of accessories. It enables flexible drawer heights with the round or rectangular galleries and height extension side panels that come in matching finishes as the standard drawers.

In addition, one can create a new design philosophy by choosing an accessory set that allows users to insert attractive side décor options. Its modern and streamlined design can be consistently implemented in standard as well as inner drawers.

Matrixbox Premium comes equipped with Soft-Close as well as Push-to-Open Soft-Close runner system functionalities in weight carrying capacities of 35kg and 50kg. This premium drawer system features simple assembly and easy adjustment as well as unrivalled design and flexibility in application.

It is suitable for installation in kitchens, bedrooms, bathrooms, and home offices, as well as commercial and industrial environments. With a robust testing record of 100,000 cycles, these systems are well proven to be reliable and durable over a long period of time.

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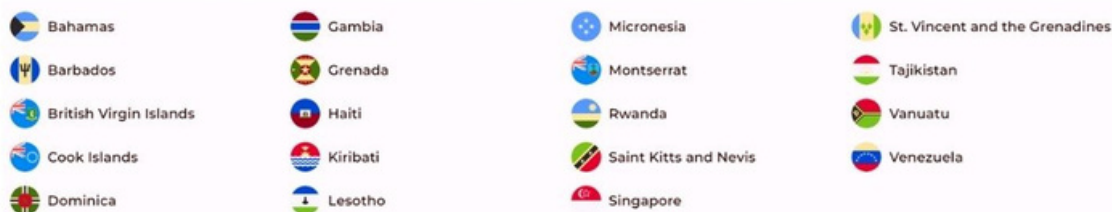
HAYLEYS TRAVELS

FEBRUARY 2024



VISA-FREE COUNTRIES FOR SRI LANKA PASSPORT HOLDERS

Sri Lanka passport holders can travel without a visa to the following 19 countries:



The above list presents all the visa-exempted countries for Sri Lankan citizens. However, it is essential to keep in mind that the duration of stay and permissible purposes for travel for Sri Lankan citizens in each country are subject to the respective nation's visa regulations. It is essential for Sri Lanka passport holders to verify if a visa is required for extended stays beyond the allowed duration of stay or for purposes not encompassed within the Visa Waiver Policy of the destination country.

SOUTH KOREA INTRODUCES 'DIGITAL NOMAD' VISA, ALLOWING FOREIGNERS TO STAY THERE FOR TWO YEARS.

As per the latest reports, South Korea has launched a new visa for foreign nationals visiting the country on a working holiday. This new initiative comes in the wake of accommodating the rising popularity of remote work and extended vacations. This visa will allow foreign residents to stay in the country for up to two years while retaining employment in their home country. Recognizing the growing trend of 'workstation,' where individuals work remotely from various locations, the Justice Ministry of South Korea will be launching the workstation visa on January 1, 2024. The initiative encourages people to stay in the country for an extended period, aligning with the global workstation trend. Currently, foreign nationals interested in working and travelling in Korea need a tourist visa, which is limited to stays of less than 90 days. The proposed workstation visa will enable individuals to stay for up to one year from their entry date, with the option to extend for another year. Referring to this, the ministry further stated that to make remote work and vacation for foreigners in Korea smoother, they have decided to launch a new digital nomad visa. Many countries in Europe, Central and South America, and Southeast Asia have recently introduced workstation visas for digital nomads to adapt to the changing nature of work.

Applicants for the digital nomad visa must submit required documentation to the South Korean Embassy in their respective countries, including proof of an annual income exceeding 84.96 million won, double South Korea's gross national income per capita as of 2022. Additional documents that will be required are employment verification and a criminal record check. Applicants must be 18 years or older and possess at least one year of experience in their current field. Successful visa holders, who are digital nomads, have the option to bring their spouses and children. Importantly, the initial one-year stay in South Korea is eligible for extension for an additional year. An appealing aspect of this initiative is that foreigners already in South Korea on short-term tourist visas like B-1, B-2, or C-3 can apply for the new digital nomad visa. However, it's crucial to note that this visa does not grant digital nomads the ability to seek employment within South Korea.



Beyond Borders: Tailored Tours to Explore Destinations



BANGKOK SHOPPING
3N/ 4D
LKR 230,000



CHINA
9N/10D
LKR 675,000



EUROPEAN DELIGHTS
9N/10D
LKR 1,150,000



AUSTRALIA
9N/10D
LKR 1,390,000



CAMBODIA
6N/7D
LKR 455,000



AZERBAIJAN
5N/6D
LKR 458,000



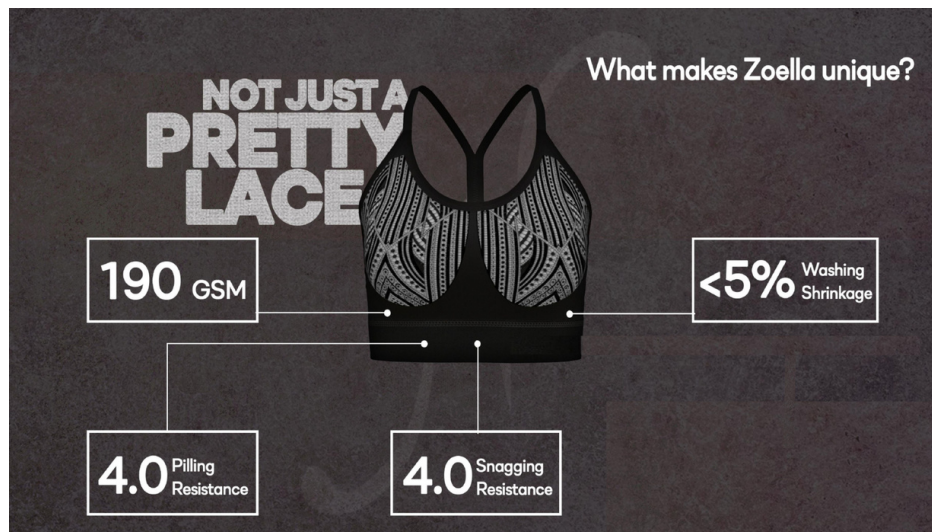
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The Zoella Bra by Noyon: Lace lingerie that offers support, eliminates discomfort and celebrates natural curves



The quest for the perfect bra has been a long and evolving journey in the world of lingerie. Several products, designed specifically with petite consumers in mind, tend to leave larger size wearers with ill-fitting, thicker bras that come in limited styles and designs. Research shows that women with larger breasts struggle more with chafing and discomfort. 80% of consumers in their 30s and above look for lace garments that offer support and control while 60% find lace garments itchy, rough and less durable.

To make garments that are comfortable for all wearers, that provide support, and address the pains of traditional lace was a task readily fulfilled by the Inntrix team at Noyon. Imagine a bra that resolves all the qualms associated with lace undergarments—itchiness, discomfort, and the perpetual fear of lace showing through tops and t-shirts. That is the Zoella Bra by Inntrix.

This is a bra made of lace fabric that addresses consumer concerns, particularly for those who grapple with discomfort and the lack of support. The bra features seamless zones of different compression levels, strategically placed to support the velocity of the bust. The Zoella bra incorporates these support zones as a bottom band, unlike bras with thick foam cups that add bulk. This construction eliminates the need for a separate elastic and under wire that are uncomfortable and cause irritation. It further offers an anti-bounce effect so that every movement—whether it's a casual day out or a high energy workout—is met with targeted support.

At the heart of Zoella's appeal is its commitment to celebrating natural beauty of the female form. The Zoella

bra presents a moldable unlined design that harmonizes with the body's contours, eliminating the compromise between freedom and structure to ensure the wearer feels confident in their natural shape. In a departure from conventional lace bras, Zoella introduces a pushup support system that subtly enhances the natural silhouette. This feature not only provides a lift but helps wearers embrace their curves without sacrificing ease of movement.

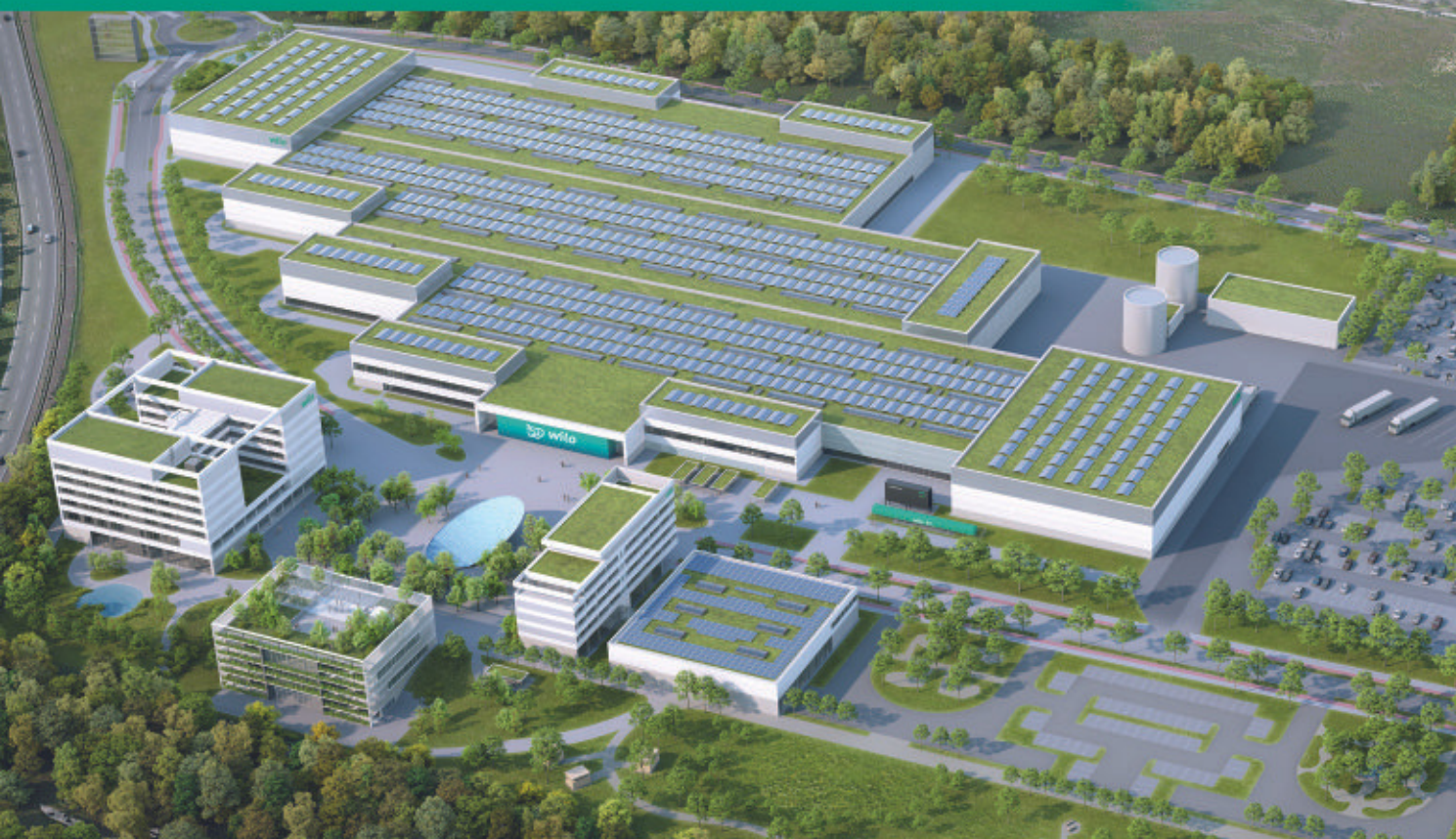
Beyond its technical engineering, Zoella stands out for its creative and customizable designs. Embracing an edgy aesthetic, the Zoella bra offers brands the opportunity to maximize on creative prints and designs.

Unique features that make the Zoella bra delicate yet durable:

- **190 GSM:** The Zoella bra boasts a much lower GSM than other thick, low impact bras or lightweight sports bras which usually have 200 to even 300 GSM
- **4.0 Pilling Resistant:** Resisting wear and tear, Zoella maintains its pristine appearance even after multiple wears
- **4.0 Snagging Resistant:** Designed to withstand the rigors of daily use, the bra remains snag-free, ensuring longevity
- **Less than 5% Washing Shrinkage:** Addresses a common woe with lace undergarments—washing shrinkage—the Zoella bra maintains 95% of its fit and form over time

Premium Pump and Pumping System Manufacturer

One of the new and innovative buildings at the Wilopark is the ultra-modern production complex – the Wilo Factory. With the Factory, Wilo is redesigning production. The new concept implements an optimised and digitalised value-added chain with straightforward and flexible logistics and communication channels.



Wilo Profile

The Wilo Group is one of the world's leading premium suppliers of pumps and pump systems for the building services, water management and industrial sectors. In the past decade, we have developed from a hidden champion into a visible and connected champion. Today, Wilo has 8,457 employees worldwide. Our innovative solutions, smart products and individual services move water in an intelligent, efficient and climate-friendly manner. We are also making an important contribution to climate protection with our sustainability strategy and in conjunction with our partners. We are systematically pressing ahead with the digital transformation of the Group. We are already the digital pioneer in the industry with our products and solutions, processes and business models.

Market Segments



BUILDING SERVICES RESIDENTIAL
We are a full-range supplier and customer's first choice.



BUILDING SERVICES COMMERCIAL
We are a market, innovation and smart solutions leader.



OEM
We are the preferred partner for smart integrated solutions.



WATER MANAGEMENT
We are a global market player and digital solutions provider.



INDUSTRY
We specialise in selected sectors and applications.



export.in@wilo.com

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Wurth Lanka Hosts Division Mobility Talk with Special Guest Tino Früh



In a dazzling event that captivated over 100 esteemed customers, Wurth Lanka hosted the Division Mobility Talk yesterday, featuring a special appearance by the distinguished Tino Früh. The event, held at Water's Edge, was a celebration of innovation, quality, and a fitting farewell to the outgoing Managing Director, Mr. Rohan Amirthiah.

The evening kicked off with an atmosphere of excitement as customers gathered to enjoy a delightful cocktail night, accompanied by vibrant music that set the tone for the event. Wurth Lanka took this opportunity to showcase its diverse product range, highlighting promotions on key lines, including "Perfect Drive," "Perfection Line," "Garage Equipment," and the highly acclaimed "Red Stripe Tools."

The highlight of the evening was the engaging presentation by Tino Früh, who masterfully conveyed the essence of Wurth's commitment to quality. Through insightful demonstrations, Mr. Früh provided a unique glimpse into the inner workings of the Wurth Group, reinforcing the brand's dedication to delivering excellence.

As the night unfolded, the energy in the room mirrored the dynamic spirit of Wurth Lanka. The event was not only a platform for showcasing products but also an opportunity to strengthen the bond with valued customers.

In a heartfelt address, Mr. Rohan Amirthiah bid farewell to his tenure as CEO, expressing gratitude for the years of growth and success. He introduced the new CEO, Mr. Suranga Kekuluwalage, who stepped into the role with enthusiasm and a commitment to steering Wurth Lanka towards new horizons.

The Division Mobility Talk proved to be a memorable evening, weaving together elements of innovation, camaraderie, and a seamless transition in leadership. Wurth Lanka extends sincere appreciation to all attendees and looks forward to a future marked by continued excellence and customer satisfaction under the leadership of Mr. Suranga Kekuluwalage.



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