

## EDB & ACTIVITIES IN 2021

### 1. Sri Lanka Export Development Board

The Sri Lanka Export Development Board the apex body of the country’s export promotion established in 1979 by a Parliament Act, plays five main roles as Policy Advisor, Monitor, Promoter, Facilitator and Knowledge Provider.

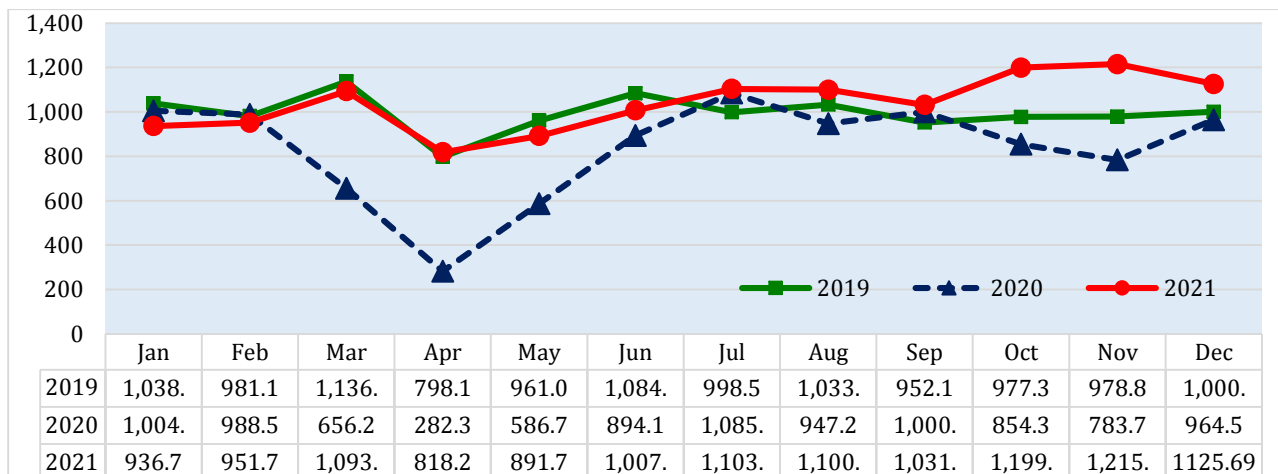
The activities of the EDB is revolved in aiming support existing exporters to bolster their exports, promote new exports from Sri Lanka to transform the current Sri Lanka Export basket, diversify into new markets, enhance capacity building and to generate export –led foreign investments in to the country –the five strategic objectives which the actions are planned around.

### 2. Functions of the EDB

- Assisting in the improvement of the macro/ micro economic environment.
- Formulating and implementing the National Export Development Plan, Sectoral Plans etc.
- Integrated supply/ technical/ quality/ packaging/ design development programmes
- Market research/ surveys to identify market opportunities
- Market development and promotion to expand existing markets and to enter new/ emerging markets.
- Regional and SME development programs.
- Providing market information and e-Commerce services.
- Resolving problems/ constraints faced by exporters to achieve trade efficiency.
- Improving quality of export support services
- Working with international/ local trade support services.
- Implementing skills/ entrepreneurship/ training development programmes

### 3. Export Performance Of The Year 2021

**Figure 01: Export Performance in 2021**



Nov & Dec 2021 figures are provisional

Sources: Central Bank of Sri Lanka, Sri Lanka customs & EDB

Merchandise export earnings for year 2021, was US \$ 12,475.29 Mn as per the provisional statistics, and it has reported a 24.17 % of growth than previous year. The year 2020 recorded merchandise exports earnings of US\$ 10,047 Mn.

#### 4. Main Export Products

**Table 1: Merchandise Export Performance (Provisional)**

Exports of Goods	2019	2020	2021	%Growth (20-21)
Apparel & Textile	5577	4,406	5,415.92	22.93
Tea	1346	1,241	1,324.38	6.72
Rubber-based	890	816	1092.60	33.87
Coconut-based	614	665	836.10	25.81
Diamond, Gems & Jewelry	314	148	292.49	97.32
Electronics & Electronic Components	381	328	421.42	28.38
Spices and Concentrates	313	335	456.71	36.14
Food & Beverages	442	351	443.98	26.36
Seafood	263	190	274.07	44.40
Ornamental Fish	16	13	20.97	60.94
Vegetables	32	26	27.44	6.60
Fruits & Nuts	42	36	39.46	10.66
Other Export Crops	45	68	68.58	1.46
Flowers & Foliage	18	13	16.20	28.47
Boat Building	65	2	37.81	1482.01
Petroleum Products	336	272	234.36	-13.77
Others	1,246	1,137	1,472.80	29.53
<b>Total Merchandize Exports</b>	<b>11,940</b>	<b>10,047</b>	<b>12,475.29</b>	<b>24.17</b>

Sources: Sri Lanka Customs / Sri Lanka Export Development Board

Values in US\$ Mn

#### 5. Export Performance Region-wise

Exports to South Asia, African countries and European Union excluding UK reported highest growth by 35.73%, 30.09% and 29.78% respectively in 2021. Export growth within the every region exclude CIS countries has grown up than previous year.

**Table 2: Sri Lanka's Export Regions**

Region	2019	2020	2021	% Growth (20-21)
European Union	3,548.87	3,182.06	-	-
EU excluding UK	-	2,271.58	2,948.17	29.78
United States	3,139.49	2,507.20	3,068.80	22.40
South Asia	1,123.83	916.17	1,243.52	35.73
Asean Countries	407.10	283.44	348.89	23.09
CIS Countries	275.27	269.66	253.54	-5.98
African Countries	258.04	245.83	319.79	30.09
Middle East Countries (Excl. Cyprus & Egypt)	904.82	708.59	913.06	28.86
Others	2282.58	1934.05	3,379.52	74.74
<b>Total Merchandise Exports</b>	<b>11,940.00</b>	<b>10,047</b>	<b>12,475.29</b>	<b>24.17</b>

Sources: Sri Lanka Customs / Sri Lanka Export Development Board

Values in US\$ Mn

## 6. Sri Lanka's Trade Performance in Major Markets

The top five export destinations during 2021 were United States of America (US\$3,068.80Mn), United Kingdom (US\$ 933.72 Mn), India (US\$ 815.11 Mn), Germany (US\$ 754.11 Mn) and Italy (US\$ 578.91 Mn) these markets were responsible for over 50% of exports recorded in the year 2021.

The other important markets during 2021 were Netherlands (US\$ 425.72 Mn), Belgium (US\$ 334.32 Mn), Canada (US\$ 312.85 Mn), China (US\$ 273.73 Mn) and UAE (US\$ 188.90Mn). All top 10 export markets given above reported a growth in exports.

Performance of top 10 markets tabulated below.

**Table 2: Sri Lanka's Top 10 Export Destinations**

	Country	2019	2020	2021	% Growth (20-21)
1	United States	3,139.49	2,507.20	3,068.80	22.40
2	United Kingdom	997.90	910.47	933.72	2.55
3	India	758.97	604.50	815.11	34.84
4	Germany	645.74	570.39	754.11	32.21
5	Italy	531.06	457.32	578.91	26.59
6	Netherlands	300.89	290.17	425.72	46.71
7	Belgium	352.14	295.48	334.32	13.14
8	Canada	240.49	213.05	312.85	46.84
9	China	229.06	223.00	273.73	22.75
10	UAE	274.95	188.9	282.84	49.73
	Others	4,469.31	3,786.52	4,695.18	24.00
	<b>Total</b>	<b>11,940.00</b>	<b>10,047</b>	<b>12,475.29</b>	<b>24.17</b>

Sources: Sri Lanka Customs / Sri Lanka Export Development Board

Values in US\$ Mn

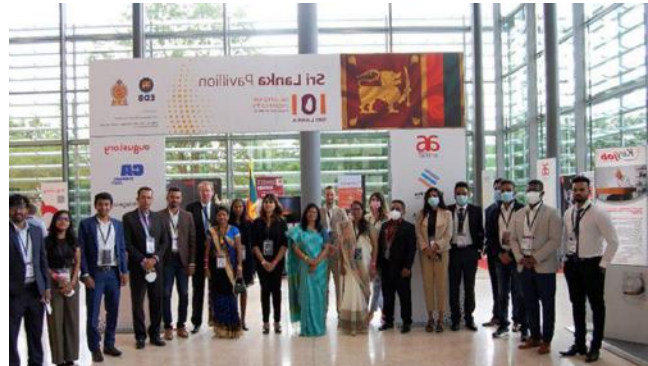
## 7. Programme Highlights organized in year 2021

Highlights of some events organized during 2021 by EDB is given below. Most of the promotional programmes were web based and virtual due to travel and other modes of restrictions imposed globally due to Covid-19. However, there were few trade fairs exporters physically participated.

### A) Sri Lanka Participation at International Trade Fairs :

#### Physical Trade Fairs:

- Sri Lanka participation at **GULFOOD 2021** Exhibition in Dubai- (21<sup>st</sup> – 25<sup>th</sup> February 2021) 09 Sri Lankan companies participated. (Manufacturing & Exporting Food & Beverage products).
- **Digital ICT Week** in Luxembourg – (13th to 17th September 2021) 7 Sri Lankan companies participated.
- **China International Import Expo program**- 19 Companies at the Food and Agriculture Section and Consumer Goods Section of the fair.



### **Virtual Trade Fairs:**

Following 5 virtual Trade Fairs organized

- Apparel Sourcing Paris 2021
- Korea Import Good Fair
- Canton Virtual Fair
- Seoul Food & Hotel Show in South Korea - Sri Lanka Multi-product display.
- Boat Show Sri Lanka

### **B) Presidential Export Awards- 2021**

The Presidential Exports Awards (PEA) is an annual event organized by the Sri Lanka Export Development, 24th the Presidential Export Awards (PEA) was held in BMICH. PEA is the highest and the most prestigious award presented by the President of Sri Lanka to exporters in recognition of their outstanding contribution to the export sector and to the economic development of the country. Award winners are selected under two categories; overall and product sector-wise with 14 overall awards and 43 sectorial awards been granted in recognition of both export products and services.



Awards were given for two years i.e.2019/20, and 2020/2021, and 63, outstanding export companies of Sri Lanka awarded.



### **C) B2B Programmes & Webinars**

The EDB organized more than 20 B2B meetings covering approximately 15 product sectors for more than 16 countries and 2 regions. 163 Sri Lankan companies were benefited from these B2B sessions.

Also several interactive awareness webinars were organized for Education, Logistics, Marine & Offshore Engineering, Construction, Food & Beverages, Coconut and coconut-based products, Electronic and Electrical, Agriculture and Multi Products sectors. Moreover, awareness webinar was carried out on new EU custom regulations with the participation of 122 participants.

The EDB in collaboration with the Sri Lanka Embassy in Japan has taken steps to promote identified Sri Lankan export products with high potential in the Japanese market for the next 3 years.

The overseas Sri Lanka missions assisted EDB in many of these events.

### **D) Brand Promotion**

- National Export Brand Development Programme

Government initiated this brand promotion and development programme through a scheme to build Sri Lankan brands in overseas markets. Under this programme 15 brands covering products sectors of rubber, cashew, coconut/process food products, fresh flowers, apparel, IT, Ayurveda/ herbal products, Chemical/adhesives, were selected for development & promotion in international markets during next 3 years.

- “Ceylon Spices” Master brand and other spice trademarks promotion

“Ceylon Spices” Master brand and other spice trademarks have been registered with National Intellectual Property Office (NIPO) of Sri Lanka and initiated issuing license for exporters to use the brand logo on their products. Action has been started to regulate the trademark in USA, EU and Japan.

- National Export Brand Strategy

National Export Brand Strategy is being developed.

## **E) SME Development**

- One village one product Programme

“One village one product Programme (OVOP)” is designed to develop the supply capacity of exporters, several programmes including awareness seminars, discussions and buyer linkup programmes were conducted in Southern, Eastern, Central, Sabaragamuwa, North western provinces. 45 ongoing projects are operated under this OVOP programme. There will be new programmes for Vannila, Chille, and Cashew & Cinnamon.

- Export Production Village (EPV) Programs

05 EPVs for Coffee, Mango, Vanilla, and Kithul & Paper Related Products will be established targeting the products for export markets. The Coffee cultivation project of EPV, inaugurated e in Nuwara Eliya - Formal arrangements were initiated to register farmer societies for each EPV project. Project work is ongoing for these sectors.

## **F) Exporter Assistance Programs**

- Market Access Support to help the exporters to enhance and to obtain the BRC certificate to penetrate into European markets.