

## **Media Release**

### **Webinar on “Grow Beyond Traditional Markets” for the Sri Lankan Exporters to enter into Israeli market**

The Embassy of Sri Lanka in Tel Aviv organized a webinar on “Grow Beyond Traditional Markets” on 28 April 2021 in collaboration with the National Chamber of Exporters (NCE) of Sri Lanka, the Federation of Israeli Chamber of Commerce (FICC) and the Israel – Sri Lanka Chamber of Commerce. The aim of the webinar was to create awareness and a market access platform for Sri Lankan exporters through a discussion of market trends, potentials and entry/expansion channels specific to Israel.

Ms. Menaka Wanniarachchi, Director (Operations) of the National Chamber of Exporters ( NCE) and the Ambassador of Sri Lanka to Israel, Mr. Waruna Wilpatha made remarks commencing the webinar. Presentations on trade opportunities, requirements/standards and barriers to access the Israeli market along with new trends / post COVID -19 strategies that the Sri Lankan exporters need to adopt to were made by Mr. Ze’ev Lavie, Vice President (International Relations & Business Development) of the Federation of Israeli Chamber of Commerce (FICC) and Mrs. Anat Bernstein – Reich, the Chairperson of the Israel - Sri Lanka Chamber of Commerce while Dr. Manisha Rodrigo, the Group Chief Executive Officer of Bopitiya Auto Enterprises Ltd. of Sri Lanka moderated the webinar.

During his remarks, Ambassador Wilpatha pointed out the importance of showcasing the products and services by the Sri Lankan exporters on regular basis at various trade fairs/exhibitions conducted in Israel to enable them to penetrate into the Israeli market while highlighting Black Tea, Apparel, Fish products, Food & Beverages, Spices, Electrical and Electronic components, IT-BPM and PPE as the potential areas to increase the volume of Sri Lankan exports into the Israeli market.

Embassy of Sri Lanka  
Tel Aviv.

28 April 2021



