

AHK SRI LANKA

Monthly Newsletter

AUGUST 2024
VOLUME 58

**THE IMPORTANCE OF
GENERAL DATA
PROTECTION
REGULATION (GDPR)
COMPLIANCE IN A
DIGITAL WORLD**

**VISIT TO BAU:
WORLD'S LEADING
TRADE FAIR FOR
ARCHITECTURE,
MATERIALS, SYSTEMS**

**AHK SRI LANKA
CELEBRATES RECENT
RECIPIENTS OF
BWS SCHOLARSHIP**



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

 **Partner In Sri Lanka**



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ECONOMIC DATA OF SRI LANKA & GERMANY

Inflation in Sri Lanka

On year-on-year basis, Colombo Consumer Price Index (CCPI) (2021=100) based headline inflation decelerated sharply to 0.5 per cent in August 2024 from 2.4 per cent in July 2024. Food category recorded an inflation of 0.8 per cent, while the Non-Food category recorded an inflation of 0.4 per cent. Further, the CCPI based core inflation declined to 3.6 per cent in August 2024 from 4.4 per cent in July 2024.

Inflation in Germany

Inflation in Germany took a big dip in August, falling to 1.9% compared with the same month last year. It is the lowest rate in more than three years and beats many economists' expectations.



Sri Lanka Trade Statistics

As per the provisional data released by the Sri Lanka Customs, the merchandise export performance in July 2024 amounted to US\$ 1,087.6 million, recorded an increase of 6.58 % compared to the month of July 2023. This was mainly due to the increase in earnings from export of Apparel & Textiles, Tea, Coconut based products, Spices & Concentrates and Seafood.

Total exports for July 2024, including both merchandise and services, were recorded at US\$ 1,380.84 million, increasing 8.53% over the corresponding period of 2023.

Comparison of Monthly Merchandise Export Performance 2021 – July 2024



Manufacturing Purchasing Managers' Index



Services Purchasing Managers' Index



Germany Trade Statistics

On a calendar and seasonally adjusted basis, German exports to countries outside the European Union (third countries) were down 0.2% in July 2024 compared with June 2024. According to provisional data of the Federal Statistical Office (Destatis), Germany exported goods to the value of 58.7 billion euros to these countries in July 2024, after seasonal and calendar adjustment.

EU Trade Statistics

Exports to the European Union (EU) which accounts for 24% of Sri Lanka's exports, decreased by 4.04 % y-o-y in July 2024. In parallel, exports to EU decreased by 0.58 % during the cumulative period of January to July 2024.

Exports to the top five EU markets were recorded as; Germany US\$ 360.29 Mn (increased by 2.97 %), Italy US\$ 337.89 Mn (decreased by 11.37 %), Netherlands US\$ 214.87 Mn (increased by 9.01 %), France US\$ 151.15 Mn. (decreased 0.72 %) and Belgium US\$ 130.73 Mn (decreased by 1.34%) during the cumulative period of January to July 2024 in comparison to the corresponding period in 2023.



Sri Lankan Global Exports (Source: EDB)



Apparel and Textile Exports

Export earnings from Apparel & Textile increased by 3.8 % y-o-y to US \$ 443.74 Mn in July 2024 compared to July 2023. Additionally, exports of Apparel & Textile to USA increased by 5.37 % in July 2024 compared to July 2023.



Coconut-based Exports

On monthly analysis, export earnings of Coconut based products increased by 18.41% in July 2024 compared to July 2023. Moreover, export earnings of Coconut kernel products, Coconut fiber products and Coconut shell products increased by 21.49 %, 7.31% and 28.82 % respectively in July 2024 compared to July 2023.



Rubber-based Exports

Export earnings from Rubber and Rubber finished products have decreased by 3.16 % y-o-y to US\$ 76.8 Mn in July 2024, with the poor performance in exports of Pneumatic & Retreated Rubber Tyres & Tubes (-12.09 %).



Tea Exports

Earnings from export of Tea increased y-o-y by 8.12 % to US\$ 811.71 Mn in the period of January to July 2024. This increase was mainly due to the strong performance in export of Bulk Tea (16.67 %) & Tea Packets (1.97 %).

TOURISM NEWS IN SRI LANKA

Tourist Arrivals in Sri Lanka

As of August 22, 2024, tourist arrivals reached 143,622, representing a decrease of 15.83% compared to the 170,647 arrivals recorded as of July 28, 2024.

Sri Lanka's key source markets included Germany, the Netherlands, India, the United Kingdom, and China.



German Tourist Arrivals in Sri Lanka

In July 2024, German tourist arrivals surged to 10,618, up from 5,090 in June 2024, reclaiming its position as the 5th most visited destination among the top 10.

During this period, all German tourists arrived by air.



DRIVING GROWTH IN SRI LANKA'S EXPORT MARKET: THE STRATEGIC VISION OF IWS HOLDINGS



Introduction

As a prominent force in Sri Lanka's export market, IWS Holdings has consistently demonstrated its ability to navigate the complex landscape of international trade. With a legacy of representing globally renowned brands like Porsche, the company has gained profound insights into market dynamics, customer expectations, and quality standards. This expertise now propels IWS Holdings into the export sector with the launch of Ceylon Natural Rubber Pvt Ltd, a venture that harnesses local raw materials to produce innovative products.

In the face of both potential challenges and emerging opportunities, IWS Holdings remains committed to leveraging its extensive experience and strategic insights. By focusing on rigorous market research, stringent quality standards, sustainable practices, and a culture of innovation, the company is well-positioned to capitalize on the evolving demands of the global export market. Through these efforts, IWS Holdings not only addresses the immediate challenges of the industry but also sets the stage for long-term success and growth. The insights shared in this interview article are provided by **Mr. I W Senanayake (Arthur), Chairman of IWS Holdings.**

As a leading player in Sri Lanka's export market, how does IWS Holdings identify and address both potential challenges and emerging opportunities in the current export landscape?

IWS Holdings has a strong legacy of representing prestigious foreign brands such as Porsche, Motorola, and CNN and many others in Sri Lanka. This experience has provided us with invaluable insights into international markets, quality standards, and customer expectations. Our recent venture, Ceylon Natural Rubber Pvt Ltd, marks our strategic entry into the export business using local raw materials, leveraging our established expertise and networks.

Identifying and addressing potential challenges is crucial for any new venture. In the current export landscape, we focus on several key areas:

Market Research and Analysis: We continuously monitor global market trends, demand patterns, and competitive landscapes. This enables us to identify emerging opportunities and potential threats in the rubber export market. Notably, Sri Lanka's export industry has been dominated by Original Equipment Manufacturer (OEM) apparel manufacturing, which is typically low-margin. Our focus on developing our own brand and products in the children's market and pet toy — a segment not previously tapped in Sri Lanka — presents a significant opportunity for differentiation and higher margins.

Quality and Compliance: Ensuring that our products meet international quality standards and regulatory requirements is paramount. We invest in state-of-the-art technology and adhere to strict quality control measures to maintain the highest standards with health guidelines for children's products. Utilizing high-quality Sri Lankan rubber, traditionally used for gloves and tires, we aim to produce innovative products that stand out in the global market.

Sustainable Practices: Sustainability is at the core of our operations. By sourcing local Sri Lankan rubber and adopting environmentally friendly practices, we contribute to reducing plastic usage and promoting sustainability. This not only supports environmental conservation but also meets the growing global demand for sustainable and eco-friendly products.

Innovation and Adaptability: The export market is dynamic and constantly evolving. We foster a culture of innovation within our organization, encouraging our teams to develop creative solutions and adapt to changing market conditions. Our focus on creating new and unique products for the children's market, moving away from traditional uses of rubber, sets us apart from competitors and positions us as a pioneer in this segment. As a pioneer in bringing cellphone technology to Sri Lanka and one of the founders of Sampath Bank, innovation is in our blood. This legacy of innovation drives our efforts to remain resilient and adaptive in the face of industry changes.

Innovation In light of the current economic climate, how does IWS Holdings drive innovation in its export operations, particularly in utilizing local raw materials? What strategies does the company employ to stay resilient and adaptive in the face of industry changes?

At IWS Holdings, innovation is at the heart of our operations, especially as we venture into the export market with Ceylon Natural Rubber Pvt Ltd. Leveraging local raw materials, particularly Sri Lankan rubber, is a key aspect of our strategy. While Ceylon tea has traditionally been the biggest agricultural export from Sri Lanka, we aim to bring similar global attention to our high-quality rubber.

Our strategy focuses on several innovative approaches:

- 1. Utilization of Local Rubber:** We are committed to utilizing Sri Lankan rubber, known for its superior quality. By promoting rubber alongside the globally renowned Ceylon tea, we aim to highlight the diverse agricultural capabilities of Sri Lanka. Our goal is to elevate the profile of Sri Lankan rubber on the global stage.
- 2. Targeting Niche Markets:** Instead of competing in the mass market with low margins, we focus on smaller, niche buyers who seek novel and innovative products. This approach allows us to cater to specific market needs and preferences, offering unique products that stand out in the competitive landscape. Our strategy emphasizes quality and uniqueness over quantity, ensuring higher margins and customer satisfaction.
- 3. Moving Beyond OEM Manufacturing:** Limiting ourselves to Original Equipment Manufacturer (OEM) manufacturing would constrain our potential. Therefore, we are dedicated to developing our own designs and brands. By creating proprietary products, we can better control quality, differentiate ourselves from competitors, and build brand loyalty among our customers.
- 4. Novel Compounds and Manufacturing Processes:** Innovation in our manufacturing process is key. We are exploring the use of novel rubber compounds that have never been utilized before. This includes experimenting with different blends and formulations to create products with unique properties and enhanced performance. Our research and development team is at the forefront of these innovations, ensuring that our products are both cutting-edge and reliable.
- 5. Sustainability, traceability and Eco-Friendly Practices:** In line with global trends, we are committed to sustainable practices. Our use of natural rubber aligns with the growing demand for eco-friendly alternatives to synthetic materials. By promoting sustainable sourcing and environmentally friendly production processes, we not only meet consumer demand but also contribute to environmental conservation.

Risk Management Can you provide an overview of IWS Holdings' comprehensive approach to risk management within its export operations?

At IWS Holdings, our risk management strategy is sharply focused on leveraging advanced technology and diversifying our business to ensure resilience and sustainability. We have recently initiated two significant projects that showcase our commitment to innovation and risk mitigation:

1.Implementation of Microsoft ERP: The deployment of a Microsoft ERP system across IWS Holdings has been a transformative step in enhancing our operational efficiencies and risk management. This system integrates all facets of our operations, providing:

- **Enhanced Financial Oversight:** Real-time financial data and analytics help us manage financial risks by enabling precise tracking and forecasting, crucial for navigating the volatile global market.
- **Supply Chain Optimization:** The ERP system automates and streamlines our supply chain, reducing risks associated with inventory and logistics by providing accurate, up-to-the-minute data.
- **Regulatory Compliance:** By automating compliance processes, the ERP ensures we meet the latest international standards and regulations, significantly reducing legal risks.
- **Data Security:** With robust security measures, the system protects sensitive information against cyber threats, safeguarding our business and customer data.

2.Diversification through Innovative Projects:

- **Ceylon Natural Rubber Initiative:** This project focuses on utilizing local Sri Lankan rubber to produce novel products for niche markets. By developing our own branded products rather than relying on OEM manufacturing, we control quality and innovation, reducing market and financial risks.
- **Sustainable Energy Expansion:** In 2024, we added 3MW of rooftop and ground-mounted solar panels to our portfolio. This not only diversifies our energy sources, reducing dependency on traditional power and associated costs, but also aligns with global shifts toward sustainability. Our goal is to expand our solar energy capacity to 10MW by the end of 2025, further enhancing our energy security and sustainability.

Strategic Vision Looking ahead, what are the key strategic priorities for IWS Holdings in terms of enhancing its operations and how will these priorities shape the company's trajectory in the coming years?

As IWS Holdings looks to the future, our strategic vision is anchored in pioneering initiatives and technological advancements that drive operational excellence and sustainable growth. Our key strategic priorities include:

1.Expansion of New Business Ventures:

- **Rubber and Renewable Energy Projects:** We are dedicated to expanding our new ventures in natural rubber and renewable energy. The Ceylon Natural Rubber project aims to innovate with locally sourced materials and cater to niche markets with high-quality, unique rubber products. Concurrently, our commitment to renewable energy is exemplified by our goal to increase our solar energy capacity to 10MW by the end of 2025. These initiatives are not only aligned with global sustainability trends but also position us to tap into new markets and diversify our revenue streams.

2.Digital Transformation:

- **Enterprise Resource Planning (ERP) System:** The recent implementation of a Microsoft ERP system across our operations is a testament to our commitment to digital transformation. This system enhances our efficiency and risk management capabilities by integrating various business processes into a unified platform, providing real-time data and insights.
- **Adoption of HR Systems and Going Paperless:** In our pursuit of becoming a more agile and environmentally friendly organization, we are adopting advanced HR systems and moving towards a paperless environment. These changes will streamline our internal processes, reduce our carbon footprint, and improve our overall operational agility.
- **Online and Digital Interfaces:** To further our digital transformation, we are developing online platforms and digital interfaces that will enable better customer engagement and operational efficiency. By leveraging digital tools, we aim to enhance customer experiences and facilitate seamless interactions across all touchpoints.

3.Sustainability and Eco-Friendly Practices:

- As part of our strategic vision, sustainability remains a cornerstone. Through our rubber and renewable energy projects, as well as our move towards digital and paperless operations, we are committed to reducing our environmental impact while fostering a sustainable business model that aligns with global standards and expectations.



THE IMPORTANCE OF GENERAL DATA PROTECTION REGULATION (GDPR) COMPLIANCE IN A DIGITAL WORLD



Introduction

In an increasingly digital world, data protection is a critical concern for countries around the globe, including Sri Lanka. With the rise of online transactions, digital communication, and global business interactions, safeguarding personal data has become more important than ever. The General Data Protection Regulation (GDPR), a comprehensive framework established by the European Union, sets the standard for data privacy and security, impacting not only EU member states but also businesses and entities worldwide, including those in Sri Lanka.

For Sri Lankan businesses, especially those dealing with European clients or partners, understanding and complying with GDPR is essential to maintain trust, avoid penalties, and ensure the secure handling of personal information. This overview of GDPR provides insight into what constitutes personal data and offers practical tips for ensuring compliance and protecting sensitive information in line with global standards. By aligning with GDPR principles, Sri Lankan companies can enhance their data protection practices, which is increasingly vital in today's interconnected economy.

Data Protection and GDPR Overview

The General Data Protection Regulation (GDPR) governs the processing of personal data, which encompasses various types of information that can identify an individual. Examples of personal data include a person's name, home address, IP address, cookie ID, advertising identifiers linked to mobile devices, identification card numbers, email addresses that contain personal identifiers (such as name.surname@company.com), location data, and any medical data held by healthcare professionals or institutions.

However, not all data falls under the category of personal data as defined by GDPR. Data that has been anonymized, company addresses, company registration numbers, general telephone numbers, and generic email addresses (such as info@company.com) are not considered personal data under GDPR.

Tips for Ensuring Data Protection

1. Data Protection Training:

It is crucial to participate in data protection training to understand and comply with GDPR requirements.

2. Cybersecurity:

Implement cybersecurity measures to safeguard personal data.

3. Control Access:

Restrict access to sensitive documents by locking them away in secure locations, such as a roll container or a locker, and ensure that your PC or workstation is locked when not in use.

4. Use Secure Passwords:

Regularly change passwords and opt for complex ones to enhance security.

5. Be Cautious with Emails:

Avoid sending sensitive data via email unless it is absolutely necessary. When sending personal or sensitive information via email, use encryption to protect the data.

By following these guidelines, you can better protect personal data and ensure compliance with GDPR.



Ms. Anna-Lea Wolf,
Trainee Lawyer from
Heidelberg, Germany

NEWS FROM AHK SRI LANKA

AHK Sri Lanka Successfully Concludes Third Sundowner of 2024

AHK Sri Lanka is delighted to announce the successful conclusion of its third Sundowner of the year, which took place at the Porsche showroom of IWS Holdings, a Premier Platinum Partner. The event offered a dynamic environment for sector committee members to engage in insightful discussions, connect with one another, and broaden their professional networks.



NEWS FROM AHK SRI LANKA

AHK Sri Lanka Hosts Insightful Breakfast Dialogue on GDPR and PDPA

AHK Sri Lanka successfully hosted its third Breakfast Dialogue of 2024, focusing on the European General Data Protection Regulation (GDPR) and the Sri Lankan Personal Data Protection Act (PDPA).

The event was enhanced by the contributions of Mr. Arjuna Herath, Chairman of the Sri Lanka Personal Data Protection Authority, and Ms. Sanduni Wickramasinghe, Consultant in Information Technology & Privacy Law. Their deep knowledge of data protection and privacy law offered valuable insights to the attendees.

The dialogue also featured a comprehensive analysis of GDPR's fundamental principles and compliance strategies, presented by Ms. Anna-Lea Wolf, a trainee lawyer from Heidelberg, Germany, who is currently completing her traineeship with AHK Sri Lanka as part of her studies. Her presentation provided essential perspectives on data protection and privacy in today's digital landscape.



NEWS FROM AHK SRI LANKA

AHK Sri Lanka Celebrates Recent Recipients of BWS Scholarship

Aruna Thushan and Kasun Wickramaratne recently embarked on their exciting three-month internship in Germany. This incredible opportunity was made possible through the BWS Scholarship, awarded to them for their dedication and vocational qualifications.



Their hard work and commitment truly paid off, and AHK Sri Lanka couldn't be prouder of their achievements.

For those interested in similar opportunities, please refer to the flyer below for more information.

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

BADEN-WÜRTTEMBERG STIPENDIUM

German Scholarship Programme for Vocationally Qualified People

APPLY NOW!

Deadline for Applications:
30th September 2024

Target Audience:
Young professionals & recent vocational training graduates

Candidates interested in applying for the scholarship could obtain more information:
Call Us: +94-112-314364/ +94 74 016 4605
E-mail: tvet@srilanka.ahk.de

Requirements

- ✓ Completed a dual, non-academic training or a full school education and have at least one year of professional experience
- ✓ Have "Good" to very good credentials
- ✓ Provide meaningful references and qualifications

The Baden-Württemberg Stiftung (BWS) Scholarship is an internship opportunity aimed at elevating your professional career through exceptional growth and development prospects. Whether you're looking for international experience, wish to engage in cutting-edge research, or want to broaden your global network, the BWS Scholarship is committed to helping you reach your full potential and achieve your career goals.

NEWS FROM AHK SRI LANKA

AHK Sri Lanka Meets With State Minister of Higher Education in Sri Lanka

Recently, AHK Sri Lanka had an insightful meeting with Honourable Suren Raghavan, the State Minister of Higher Education in Sri Lanka. The meeting was attended by the Chief Delegate, Ms. Marie Antonia von Schönburg, and the Head of Corporate Affairs & Export Promotion, Mr. Malintha Gajanayake.

Key discussion points included a significant \$25 million German investment to establish a Technical University in Sri Lanka, focusing on agriculture, renewable energy, and food technology. They also explored aligning vocational training programs to support vocational training institutes in the country. Additionally, the potential for German higher education institutions to establish a presence in Sri Lanka was discussed, aiming to foster educational excellence and enhance collaboration between the two countries.

The State Minister expressed optimism about the future collaborations discussed.





AHK

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

 **Partner In Sri Lanka**

LIST YOUR BUSINESS IN THE GERMAN BRANDS DIRECTORY!

The German Brands Directory is your gateway to connecting with an extensive list of German brands in Sri Lanka, featuring vital contact information for key decision-makers.

This directory:

- **Facilitates engagement with business leaders**
- **Provides crucial contact details for establishing business connections**
- **Enhances your visibility in the German business community**

It will be launched during our flagship event of the year in September, 'Top German Brands 2024.' This professional networking event gathers business representatives from the German Business Community, delegates, and high-level decision-makers in Sri Lanka.

The directory will also be distributed to the German Embassy and other key multipliers.

**DON'T MISS THIS CHANCE TO
ELEVATE YOUR BUSINESS!**

Contact us for more information:

Call Us: +94-740-164-608 (Keshala)

E-mail: communication@srilanka.ahk.de



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

PartnerInSriLanka



Where healthcare is going
Düsseldorf, Germany 11–14 November 2024

Member of MEDICAlliance

MEDICA in Düsseldorf hosts **5,300 exhibitors** from nearly **70 countries** and **83,000 visitors**, showcasing innovations in medical imaging, diagnostics, health IT, and more. It features forums, conferences, and special shows facilitating presentations, discussions, and product pitches.



Join as a visitor

- Supporting documents endorsed by AHK Sri Lanka for visa submission
- Tailor-made B2B meetings
- Introduction to German Health Alliance (GHA) and its members
- Accommodation on single bed & breakfast basis for 5 nights and 6 days (10th November – 15th November)
- Inland travel on public transport
- Visitor passes to the trade fair
- Networking dinner for the delegation
- Special visit to pharmaceutical manufacturing sites *TBC

Package: LKR 780,000
Excluding Govt. Taxes

Registration deadline: **8th of August 2024**

**Terms and Conditions Apply*

Be an exhibitor



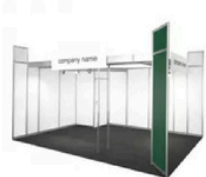
**Row stand
(1 side open)**
285.00 €/sqm



**Corner stand
(2 sides open)**
296.00 €/sqm



**End of block stand
(3 sides open)**
303.00 €/sqm



**Island site
(4 sides open)**
313.00 €/sqm

**excluding the construction fee*

Contact us for more information



Contact number:
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E-mail:



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intern@srilanka.ahk.de

Exhibit at International Green Week in Germany

From 19-28 January 2025

The Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka) is organizing a 10-day Sri Lankan pavilion at the International Green Week trade fair, set to take place in Berlin, Germany. This initiative presents a unique opportunity for Sri Lankan businesses and entrepreneurs in the food, agriculture, and horticulture industries to showcase their products on an international stage and sell directly to end customers.

Event Highlights

- **World's Largest B2C Trade Fair for Food & Agriculture:** A premier event for the food, beverage, and agriculture industries.
- **400,000 Visitors:** Attracting a massive audience, providing unparalleled exposure and sales.
- **1,400+ Exhibitors from 61 Countries:** A diverse range of international participants showcasing innovative products.
- **1,900 Journalists from 25 Countries:** Extensive media coverage ensures high visibility and global reach.

Who Should Participate

- **Exporters:** Companies involved in exporting all types of food, beverages, and agricultural products, including both organic and conventional produce.
- **SMEs and Start-ups:** Ideal for small and medium enterprises or new businesses seeking to explore international markets and understand product acceptance.
- **Growers and Producers:** Farmer networks, related associations, and multipliers.
- **Fast Food Suppliers:** Providers of prepared and ready-to-eat products.
- **Specialty Products Suppliers:** Authentic Sri Lankan products, including handicrafts.

Benefits of Participation

- **B2C Engagement:** Ability to sell your products to consumers over the counter and receive immediate feedback.
- **Investment Recovery:** Recover your investment through direct B2C sales.
- **Brand Visibility:** An excellent opportunity to raise awareness of your products and promote the 'Made in Sri Lanka' tagline.
- **Networking Opportunities:** Meet international buyers, distributors, and wholesalers.
- **Knowledge and Innovation Exchange:** Learn about the latest trends, technologies, and best practices in the agricultural and food sectors.

How to Apply

If you are interested in participating in the Sri Lankan pavilion, please email your company profile and main products, along with your contact details, to malintha@srilanka.ahk.de. We will review your submission and follow up with you accordingly.

For further information, please contact: Malintha Gajanayake, Head of Corporate Affairs & Export Promotions.
Phone: +94-112-314364/67
Email: malintha@srilanka.ahk.de

Organized by:



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

Strategic Partner:

Ceylon Institute of Builders



Visit to **BAU** in Germany

World's Leading Trade Fair for Architecture, Materials, Systems

From 13-17 January 2025 in Munich, Germany

BAU at a Glance

The industry's leading manufacturers and innovative newcomers showcase their products and services for commercial and residential construction and interior work for both new-building and renovation and modernization. They present concrete future prospects and innovative solutions and provide inspiration for real career practice.

Facts and Figures

190,000
Visitors

2,260
Exhibitors

200,000m²
Area

19
Exhibition Halls



Package Details

- Supporting document from AHK Sri Lanka for visa submission
- Tailor-made B2B meetings
- Accommodation on single bed & breakfast basis for 4 nights and 5 days (11th January – 15th January)
- Inland travel on public transport
- Visitor passes to the trade fair
- Networking dinner for the delegation

780,000 LKR
+ Govt. Taxes

Exclusive Package for
AHK & CIOB Members

750,000 LKR
+ Govt. Taxes

Valid Until:
6th September 2024

Contact Us to Join the
Sri Lankan Visitor Delegation



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



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AHK Sri Lanka Premier Partners 2024

PREMIER PLATINUM PARTNERS



SENOK

PREMIER GOLD PARTNERS



PREMIER SILVER PARTNERS





Aqua Rich Harts Extended Towards Community

“The future belongs to our children.” It is our responsibility to equip them with the right knowledge. Since our schoolchildren are not immune from social and life challenges that are rooted in this society. Thus, this is the time that they make irrational decisions in their lives and put their youth in danger. Therefore, Aqua Dynamics (Pvt) Ltd. came forward to educate them about life choices and mistakes they make during this important developmental phase of their lives.

Aqua Dynamics has organized an awareness program for 300+ students at Harishchandra College, Negombo, on “Life skills and substance abuse”. This program was conducted by Mr. Vijaya Jayakody, Health Education Officer, at the Office of Regional Director of Health Service, Gampaha on 23rd July 2024.

Another CSR event has been conducted 13th July on collecting polyethene and plastic/glass waste from surrounding areas of Aqua Dynamics where covered 1 square kilometre. Our members have been able to collect more than 300+kg of non-biodegradable wastes along the roadsides.

Aqua team has given their tireless effort to complete this difficult task which most of them would not volunteer.





DIMO Drives Sri Lanka Forward with Mercedes-Benz EQ



Photo Caption: Owners of DIMO's Mercedes-Benz EQ with their new vehicles, accompanied by DIMO officials

DIMO, a pioneer in the automobile industry and the exclusive Authorized General Distributor for Mercedes-Benz in Sri Lanka marks a new era in the luxury vehicle market with the Mercedes-Benz EQ range, facilitating an authentic experience of sustainable automotive luxury while upholding the highest ethical standards and compliance with national regulations.

Leading the charge in sustainable mobility, DIMO has successfully brought & delivered the Mercedes-Benz EQA 350 4MATIC, EQE 350 4MATIC SUV, EQS 450+, and Mercedes-AMG EQS 53 4MATIC models to Sri Lankan roads. With the imminent arrival of the Mercedes-Benz EQB 250, EQE 350+, and EQS 450 4MATIC SUV, DIMO solidifies its position as the pioneer in the electric vehicle (EV) segment.

The Mercedes-Benz EQ range from DIMO is meticulously crafted to suit Sri Lankan Road and weather conditions and is personalised to meet individual customer requirements. Shipped directly from the Mercedes-Benz AG factory, each vehicle comes with a comprehensive Mercedes-Benz AG Global manufacturer warranty while the High Voltage (HV) Battery Warranty, ranges from 8-10 years depending on the model. The EQ range boasts optimized battery capacity, delivering a driving range of 400 to 700 kilometers on a single charge. Disposing of these HV batteries requires strict mechanisms to eliminate environmental impact. As the forerunner in the electrification of vehicles in Sri Lanka and a future-proof company, DIMO has implemented mechanisms for the responsible disposal of these batteries while making the company probably one of the very few entities that export EV batteries at the end of its life cycle for recycling.

DIMO's unwavering commitment to ethical business practices and customer satisfaction is evident in its transparent pricing, official invoice values, and meticulous adherence to all applicable taxes. As an ethically compliant importer, DIMO ensures a seamless experience for its customers, from vehicle clearance, registration to comprehensive after-sales.

Going beyond the supply of EVs and aftercare, DIMO also facilitates the installation of EQ chargers and Solar Systems providing further convenience to the customers building the entire EV Eco System. Mercedes-Benz EQ range complements DIMO's Sustainability Agenda 2030 by equipping its product portfolio with a sustainable product range to build resilient business.

As a proud owner of a Mercedes-Benz EQ Dr Sampath Rodrigo said "I'm truly impressed by DIMO's transparency and ethical business practices. Their dedication to providing a heartfelt luxury experience is evident in every interaction. The fact that DIMO is the only authorized general distributor for Mercedes-Benz in Sri Lanka, offering genuinely imported vehicles with superior aftercare, gives me complete peace of mind. I'm excited to be part of the future of luxury mobility with DIMO."

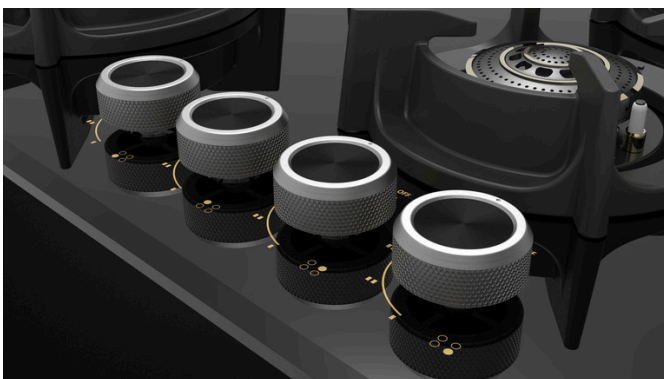
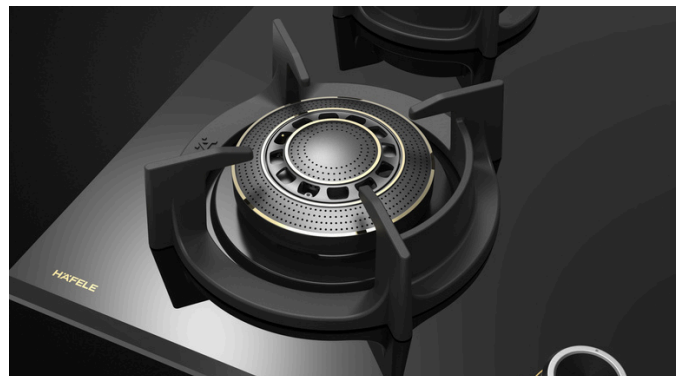
HAFELE Vortex Series Hobs by Hafele

Asian cooking is like a painting – there are as many flavours on an Asian platter as there are colours on a canvas. Each cuisine fuses together with unique recipes, traditional spices and the individual touch of the cooking artist. It is this unique combination of diversity and complexity of Asian Cooking that forms the inspiration for Hafele's Vortex Series Hobs, a range that can support, enhance and inspire the culinary arts!

Whether it's traditional dishes or modern fusion cuisines, Hafele hobs can handle varied cooking patterns. The Vortex Series hobs are engineered with special burners with a vertex flame design where the flames adapt to a wok by centering maximum heat at the bottom of the wok which is needed to sear the seasoning in oil. The same flame can adapt to the shape of a flat pan like tawa used for making chapatis or wide pans used for searing and roasting, offering the most even heat distribution to the base of the pan. This even heat distribution makes the Vortex hobs powerful and efficient at the same time.

Hafele hobs carry the promise of high quality, durability, precise functionality, flexibility in cooking and safety. Their minimalist design, glass and gun-metal surface finish imparts an elegance to the kitchen interiors.

www.hafele.lk | srilanka@hafele.lk | Connect on WhatsApp 755-HAFELE (755-423353)



AIR INDIA APPOINTS HAYLEYS AS GSA (PASSENGER) IN SRI LANKA



Air India has appointed Hayleys as its General Sales Agent (GSA) for passenger sales in Sri Lanka. This partnership aims to enhance Air India's presence in Sri Lanka and support its global expansion. Hayleys, known for its expertise and reliability, shares similar values with Air India, focusing on corporate responsibility and customer value. The collaboration is expected to boost Sri Lanka's tourism industry by improving connectivity.

Air India operates 17 weekly flights between India and Sri Lanka, facilitating trade and tourism. With a global network spanning five continents, the airline offers convenient connections for Sri Lankan passengers traveling to North America, Europe, and Australia.

India's growing economic strength and advancements in airport infrastructure are driving significant growth in travel, with millions of tourists moving in and out of the country annually. The strategic partnership aligns with Air India's modernisation efforts, aiming to provide a world-class flying experience with Indian hospitality. Hayleys is committed to strengthening this partnership and enhancing Air India's market presence in Sri Lanka.



SRI LANKANS CAN NOW ENJOY VISA-FREE TRAVEL TO THAILAND



Thailand will allow visa-free entry for travelers from Sri Lanka starting July 16. This is the first time Sri Lankans can visit Thailand without obtaining a paper visa.

The new policy, announced by Thailand's Ministry of Interior, extends the visa-free stay from 30 to 60 days. Visitors must show proof of funds, accommodation, and return or onward tickets.

Thailand's cabinet has introduced this policy to attract more tourists from different countries. These policies include visa-free and visa-on-arrival schemes, longer stays for students, and reduced compulsory health insurance for retirees. Sri Lankan tourists, along with visitors from 36 other countries, including Albania, Cambodia, China, India, Jamaica, Kazakhstan, Laos, Mexico, Morocco, Panama, Romania, and Uzbekistan, can now enter Thailand without a visa and stay for up to 60 days.

The new visa policies also include:

- **Visa-on-arrival:** The number of countries eligible for visa-on-arrival has increased from 19 to 31.
- **Work and Travel Visas:** Visitors who want to work while touring can get five-year visas valid for stays up to 180 days, extendable for another 180 days. This scheme targets digital nomads, remote workers, freelancers, and those interested in learning Muay Thai and Thai cuisine, dubbed the "Destination Thailand Visa."
- **Extended Stay for Students:** Foreign students can now stay for one year after graduation, allowing them to find work in fields where Thailand needs skilled professionals.

PASSPORT EXTENSIONS AND NEW APPLICATION PROCESS

The Government of Sri Lanka is set to introduce a new, efficient, and secure e-passport for its citizens, effective from January 1, 2025. Consequently, the application process for passports will be updated. The Department of Immigration and Emigration has implemented a new procedure for passport applications, effective from July 17th. Applicants must register in advance via the link: <https://www.immigration.gov.lk>.

After the registration, applicants will receive priority access to obtain passports, applicable for both regular and expedited one-day services.



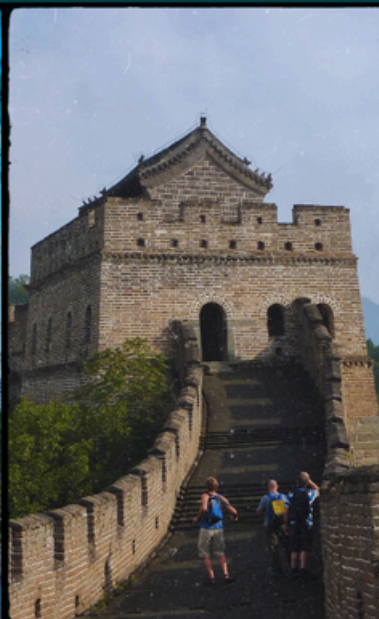
Beyond Borders: Tailored Tours to Explore Destinations



BUDDHIST PILGRIMAGE
11N/12D
LKR 395,000



MALAYSIA
4N/5D
LKR 250,000



CHINA
9N/10D
LKR 675,000



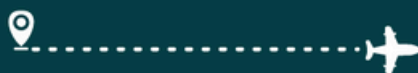
LOURDES
5N/6D
LKR 580,000



VIETNAM
6N/7D
LKR 475,000



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



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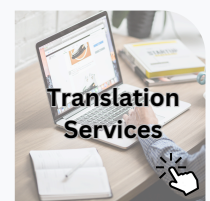
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