



CNCI NEWS BULLETIN

The Ceylon National Chamber of Industries

Apt. No.20, First Floor, Galle Face Court -2, Colombo 03, Sri Lanka

Phone: 00 9411 2452181 / 2339200/2331444 Fax: 00 9411 2331443

Email : cnci@slt.lk / po@cnci.lk Web: www.cnci.biz / lk

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OFFICE BEARERS OF CNCI

Mr. Tissa Seneviratne - Chairman

Mr. Gamini Gunasekera - Immediate Past
Chairman

Mr. Raja Hewabowala - Deputy Chairman

Mr. Ruwan Edirisinghe - Senior Vice Chairman

Mr. Canisius Fernando - Vice Chairman

Mr. Sarath Perera - Vice Chairman

Mr. Kevin Edward- Vice Chairman

Mr. Sujana Perera - Hony. Treasurer

Mr. Abeyratne Muthugala - Secretary General

CNCI concerns on the proposed ETCA with India

The members of the Ceylon National Chamber of industries (CNCI) has expressed their concerns regarding the proposed ETCA Agreement to be signed with India in mid this year. Mr. Tissa Seneviratne, Chairman CNCI stated that we have expressed our common understanding on this matter and written paper articles earlier. Undoubtedly, we need economic partnerships to grow our economy but it should be carried out in a healthy manner without letting the country into traps. The goals we are planning to achieve shall align with the agreements we need to reach that could be shown through studies done by our planning ministry. The share expected out of this kind of agreement is what the ministries should study and explain to public. It is noteworthy that there is early harvest period proposed for harmonizing Free Trade Agreement with India by accelerated arrangement which we believe is important for getting expected results out this agreement.

As we know, there are doubts on the fate of local manufacturers in the face of possible increased inflow of Indian products into the Sri Lankan market obviously that gives rise to a number of issues in addition to its direct hit to the local manufacturers, 90% of whom are SMEs who contribute to the employment of an average 26%. CNCI is of the opinion that rectifying the Non-Tariff Barriers and other issues pertaining to the existing FTA with India means more to us. It will bring the understanding of both countries, specially, government officials thinking pattern to an equal sequence. The ISFTA is a good indicator to understand the success rate of agreements with India and its benefits to Sri Lanka.

CNCI believes that the Sri Lankan positive list of ISFTA that consists more than 4000 items should be reviewed and should include only the right items which could be offered by the Sri Lankan businessmen to India. We understand that Sri Lanka exports to India only around 4% of the items that are included in the positive list consisting more than 4000 items. One of the classic examples to explain this is that Sri Lanka being the largest manufacturer of Solid Tyres in the world having 25% of the world market share, but still this product is in the negative list of ISFTA. We have a number of manufactures for solid tyres and their value addition is more than 70%, however, to the one's surprise, the pneumatic tyres from Sri Lanka which has only one manufacturer (an Indian company) is in the positive list under the existing FTA.

This shows how the biased the thinking of regulators but, unfortunately it has taken nearly 17 years to come to an understanding that such inequalities exist. Under these circumstances, we shall not rush events but could work on an eradication of obvious ill treatments and regularize activities in FTA between our countries

It is also pertinent to mention that Sri Lanka does not have any comprehensive regulatory mechanism with regard to the areas of Trade, Investments and Services. Our planners and senior officers in ministries have to focus on reviewing the regulatory laws if we need to benefit through similar agreements. Therefore, focusing on the local laws and strengthening those before signing any economic partnership or co-operation agreements with any country, is an important aspect of such agendas. The lethargy prevails in some government sectors and shifting its responsibility to others in crucial events shows that agreements similar to ETCA will also go towards one direction leaving the interest of Sri Lankans.

We understand that the Sri Lankan Services sector will be opened to India only in the areas of IT/BPO services, and Ship building / Ship repair services, and no provision seems be included for the free movement of natural persons particularly professionals. However, the people have expressed their fear that the proposed agreement will not be able to prevent unqualified so called Indian specialists taking job offers in Sri Lanka as there is no proper mechanism to evaluate the qualifications of the professionals.

Even without ETCA, there are so many Indians who work and do businesses in Sri Lanka. CNCI also was concerned that the present Ambulance Service which has been given to Indians was not published according to the tender procedures before offering to them. On the principles of good governance, our hopes are more with present government to act fairly focused on development. Had the government published, there are entrepreneurs who could accept this assignment similar to the present radio taxi service in the country. The Government should have encouraged by offering 05 year tax holiday or arranging duty free or reduction of import duty for the ambulances since it is helping the health services.

There are further doubts in the minds of industrialists in particular and the public in general for the reason that the government is hastily getting ready to sign this agreement may be due to the pressure they faced from India. We also noticed the government's failure to communicate on this agreement properly earlier through the concerned ministries with the interested and concerned parties to show that there is a long term vision in this exercise and to prove the public on expected economic benefits. Similarly, the Government has not published any detailed document for the public to understand this agreement and its benefit and areas they plan to improve in the agreement for the benefit of Sri Lanka. These acts eventually arouse the curiosity among the people in business community and various other professionals. However, based on past experience, the available information and looking at the barriers placed in trade relations, the Ceylon National Chamber of Industries is of the view that the proposed ETCA will have an hard time in succeeding its initial phase of early harvest period to bring expected benefits to the Sri Lankan Industry. However, we are eagerly awaiting and on lookout for planned moves by the government to strengthen our economy and to stabilize it for the benefit of our future.



The Ceylon National Chamber of Industries



One Country. One Voice.

CNCI launched the Achiever Awards 2016

The Ceylon National Chamber of Industries (CNCI) has held the official launch and the media briefing of CNCI Achiever Awards 2016 for industrial excellence at Salon Anthurium of Hotel Galadari on February 9, 2016. It is a unique event where the CNCI, the premier industrial chamber in the country, recognizes the Sri Lankan industrialists for their achievements both in the manufacturing and service sectors. The Achiever Awards have been designed by the CNCI to promote industrial growth in the country by recognizing and rewarding those industrialists who have excelled in their businesses in the areas of quality standards, productivity, employee benefits, labour relations, etc., while assuring concerns over the social and environmental obligations and to encourage these enterprises to reach further heights in their spheres of operation. The Sri Lankan industries operating in SAARC countries too are eligible to participate in the competition. Also, SAARC country-specific industries, which will be nominated and recommended by their respective chambers of commerce and industry, can compete to receive SAARC country-specific Gold awards. According to CNCI Chairman Mr. Tissa Seneviratne, the objective of such an awarding system is to establish closer bilateral relations and enhancement of goodwill between Sri Lanka and the countries of the SAARC region. This is a valuable opportunity to all industrial entrepreneurs of Extra Large, Large, Medium, Small and Micro categories, in provincial and national levels, to participate. “We are certainly proud to mention that the CNCI Achiever Awards competition has been able to produce a number of industrialists to the country who have become highly reputed and leading businessmen in Sri Lanka today,” Mr. Seneviratne said. At the last year’s event, the CNCI had two companies in the categories of Extra Large and Medium, which received ‘Crystal’ awards on their successful winning of the Gold award for three consecutive years. There are also companies that initially contested under the categories of Small and Medium but are in the categories of Large and Extra Large today. These are, of course, the success stories behind the Achiever Awards event organized by the CNCI. “We have also planned an awareness campaign through some selected regional chambers covering all parts of the island, giving special emphasis to the North and East,” Mr. Seneviratne stated. Applicants for the CNCI Achiever Awards are subjected to a stringent evaluation procedure by an eminent panel of judges. The presentation of awards will take place on August 5, 2016 at Galadari Hotel Colombo. **Applications are available at the CNCI Chamber Secretariat, Galle Face Court 2, Colombo 3 and all regional chambers or they can be downloaded from the CNCI website - www.cnci.lk.**



Chief guest of the event Dr. T A G Gunasekara lighting the traditional oil lamp.



The Gold Award of CNCI Achiever Award 2016” was unveiled by the chief guest.

The Importance of Digital Marketing

Why is digital marketing so important? Because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

While older generations will no doubt lament the demise of paper-based newspapers, books, communication methods and traditional TV and radio broadcasts, those who have grown up with the internet and mobile phones as a God-given right are already embracing the brave new world of digital consumption.

The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.

Before we look at the benefits of digital marketing, let's take a quick snapshot of some of the key forms of it at present:

Websites and SEO content

Blogs

Internet banner ads

Online video content

Pay-per-click (PPC) advertising

Email marketing

Social media marketing (Face book, Twitter, LinkedIn, etc.)

Mobile marketing (SMS, MMS, etc.)

This is far from an exhaustive list, and new forms of digital marketing, such as augmented reality, are arriving all the time.

So, why digital marketing?

First of all, digital marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience.

But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption. According to the Office for National Statistics, over 82% of UK adults went online in the first three months of this year: that's over 40 million individuals.

The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

Terry Irwin, founder and CEO of TCii Strategic and Management Consultants.



Economic Performance

ECONOMIC INDICATORS - LATEST AVAILABLE

Category	August 2015 US \$ Mn	August 2014 US \$ Mn	Growth (%) US \$ Mn
Exports	798.9	992.6	(19.5)
Industrial Products	618.2	749.6	(17.5)
Imports	1523.4	1724.5	(11.7)
Deficit in Trade A/C	(724.5)	(731.9)	(1.0)
Workers' Remittances	566.0	548.1	3.3
Earnings from Tourism	265.2	223.4(b)	18.7

Selected economic indicators (%)	2015		2016	
	ADO 2015	Update	ADO 2015	Update
GDP Growth	...	6.3	...	7.0
Inflation	2.0	2.0	5.0	5.0
Current Account Balance (share of GDP)	...	-2.9	...	-3.6

EXCHANGE RATES - 2016.02.29

Daily Exchange Rates		
Currency	Buying Rate (Rs.)	Selling Rate (Rs.)
Dollar (USA)	142.5600	146.5800
Pound (UK)	196.8100	203.8300
Euro (EU)	154.8300	161.0100
Franc (Switzerland)	142.0900	148.0200
Dollar (Canada)	104.6900	108.9400
Dollar (Australia)	100.5800	105.3200
Dollar (Singapore)	100.6400	104.5000
Yen (Japan)	1.2510	1.3002

Daily News

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MEMBER'S SUCCESS STORIES



Sri Lanka's Laugfs Gas expands into Dubai



Mar 08, 2016 (LBO) – Sri Lanka's Laugfs Gas announced the expansion of its regional presence with a new business venture in Dubai Multi Commodity Center which commenced operations as a fully-fledged international energy trading business.

Named as SLOGAL Energy, this fully owned trading arm of Laugfs Gas commenced operations from Dubai as a international energy trading business, a company statement said.

The new venture is expected to assist with Laugfs international operations, while also catering to requirements of its international clients.

“We have been aggressively focused on expanding our geographical presence and to diversify our portfolio as an energy conglomerate. Setting up our Dubai operations with SLOGAL would further reinforce LAUGFS's position as a global player,” W.K.H. Wegapitiya, Chairman, Laugfs Holdings said in a statement.

“Dubai is a lucrative strategic location ideal for creating a global trading hub due to its advantageous geographic position, connecting some of the world's fastest growing economies.”

The new trading arm will also serve as a vehicle for our future investments in the energy sector, helping to further strengthen Laugfs position as a global energy conglomerate.

Laugfs Gas commenced operations 20 years ago with the Auto Gas conversion business while it's power and energy portfolio has today extended into LPG downstream activities, petroleum retailing, manufacturing and distribution of lubricants, renewable energy solutions as well as international LPG logistics services.

“In addition to the services offered to its global client base, SLOGAL will further bring in multiple benefits for LAUGFS businesses, by helping us to expand our diverse product portfolio to the Middle Eastern market, which presents a fast growing economy with tremendous potential,” Thilak De Silva, Managing Director, Laugfs Holdings Group said.

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NSB

CNCI, has scheduled a one day training program on **“MS Excel Advanced Data Analysis”**



Microsoft Excel
Master Training On
Advanced Data Analysis

On 17th March 2016 From 8.30am to 4.30pm
At SLIDA
 Distance Learning Center, No: 28/10 | Malalasekara Mw | Colombo 07
 Conducted by : Mr.Sandun Madhawa Kalugampitiya
 Lecturer at ITRC, Faculty of Management Studies and Commerce, University of Sri Jayawardenapura

Attend this practical, world class, information-packed program & master

<p>Course contents</p> <ul style="list-style-type: none"> • Basic Introduction to MS Excel & short cuts • Basic and Advanced Filtering / Sorting • Functions and Formulae for analyzing data such as 3D, Array, Database.. • If, Count If, Count Ifs • Data analysis tools- Goal Seek, Advanced Solver Engines, Pivot Tables and Slicers etc.. 	<p>Investment</p> <p>CNCI Members rs.7000/= Non Members Rs.7500/= [Inclusive of Training Aids, Lunch and Refreshments]</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="text-align: center;">Discounts</p> <p style="text-align: center;">10% 100%</p> <p style="text-align: center;">3 or More 5% 5 or More 10%</p> </div>
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For whom: Those who are in the fields of Accounts, Finance, Logistics, Procurement, Inventory Control, Administration and others interested in MS Excel

Limited Seats Available. Register Now!

For registration please send the attached reply form by email to po@cnci.lk, cnci@sl.lk, fax : 2331443

Organized By:
 The Ceylon National Chamber of Industries (CNCI)
 Apt. No.20, First Floor, Galle Face Court -2, Colombo 03, Sri Lanka

For further details, contact Hasanka : TP: 0112339200 / Nilanthi - TP: 0112452181

The Ceylon National Chamber of Industries - CNCI, has scheduled a one day training program on **“MS Excel Advanced Data Analysis”** to be conducted on 17th March 2016 from 8.30 am to 4.30 pm at SLIDA.

This is very important for those who are in the fields of Accounts, Finance, Logistics, Procurement, Inventory Control, Administration and others interested in MS Excel.

The training will be conducted by Mr. Sandun Madhawa Kalugampitiya – a prominent Lecturer at ITRC, Faculty of Management Studies and Commerce, University of Sri Jayawardenepura, who has vast experience to his credit in training employees of both public and private sectors. Training on advanced functions and rich operating procedures of MS Excel certainly gives rise to reduce time and cost, maintain accuracy, provide valuable management information for decision making and, in short, manage all process operations more efficiently and productively in all lines.

MASTER THIS POWERFUL PROGRAM IN JUST ONE DAY OF INDEPTH AND FOCUSED TRAINING THAT GOES BEYOND EXCEL BASICS. WE SUGGEST YOU TO MAKE USE OF THIS GREAT OPPORTUNITY AND GET YOUR WORK EASE.

CEYLINGO



VIP

ON THE SPOT

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JOIN US !!!

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 Join our corporate membership which exceeds 300 manufacturing and service organizations.
For information and membership forms call us on



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 Tel: 2452181 / 2339200

EDUCATIONAL PROGRAMS/SEMINARS/EXHIBITIONS

International Exhibitions

- ◆ Exhibit in Oil & Gas West Asia 2016 (OGWA) being held from 21st -23rd March , 2016 at Oman International Exhibition Centre, Oman. The show is organized by Oman Expo.
- ◆ Exhibition in **New York building** 2016 was held from 7 - 8 March, 2016 at New York.
- ◆ The 22nd **International Processing and Packaging** Exhibition being held on **13th-15th July 2016** at **Shanghai New International Expo Centre (SNIEC)**
- ◆ **Plastics & Rubber** exhibition in vietnam was held on **3 March 2016**, at **Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Vietnam**



Local Exhibitions

- ◆ The 7th Colombo International Yarn & Fabric Show 2016 is a leading International Exhibition for Yarn & Fabric is at SLECC - Sri Lanka Exhibition & Convention Centre, Colombo, Sri Lanka on 10 March 2016 - 12 March 2016.
- ◆ RE Power Sri Lanka 2016 International Expo is focusing on Renewable Energy and Technology, being held concurrently with the main exhibition from March 23-25, 2016 at Sri Lanka International Exhibition & Convention Centre (SLECC), Colombo – Sri Lanka. “The aim of this exhibition is to contribute to the promotion of Renewable Energy business, spread information related to Energy and the Environment in Sri Lanka, and encourage the transition to a new sustainable society by creating an opportunity for exhibitors involved in a wide variety of fields to communicate with visitors”
- ◆ **Architect 2016** was held on February 16, 2016 followed by the National Congress on February 17. The exhibition was open to the public from February 18 - 21 from **10 am to 10 pm**. “The Architect 2016 trade exhibition featured 175 companies occupying 304 stalls and exhibiting the latest products the industry”
- ◆ National Health Care Exhibition 2016 was held on 4, 5, 6, march 2016 at BMICH, “The Medicare National Healthcare Exhibition 2016 is a B2C Exhibition that focuses on introducing and promoting the latest advances in medical science and technology. Organized by Aitken Spence Conventions & Exhibitions in collaboration with the Ministry of Health for the 7th consecutive year “