



# CNCI NEWS BULLETIN

## The Ceylon National Chamber of Industries

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## Seminar by the Director General - Department of Commerce



The Ceylon National Chamber of Industries (CNCI) organized a seminar which was conducted by Mr. R.D.S. Kumararatne, Director General, Department of Commerce (DoC) in order to make the chamber members aware of the general background of the Free Trade Agreements - FTAs, Generalized Service Preferences (plus)- GSP+ and Comprehensive Economic Partnership Agreements- CEPA.

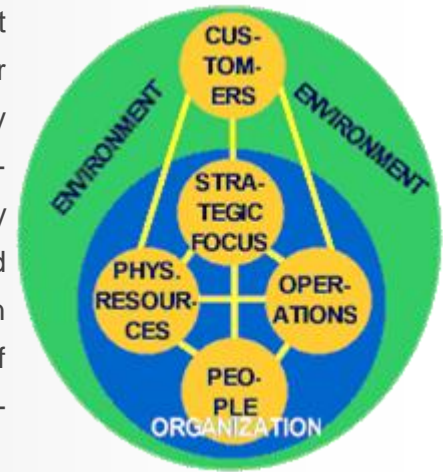
The existing FTA between Sri Lanka and India, the proposed FTA with China, the proposed CEPA with India and the GSP+ concessions to Sri Lanka have become very famous topics at the recent past at various circles among the business community. CNCI thought it appropriate to make the members aware of these terms and their resultant effect to our business context. The seminar was held on April 9th 2015 at CNCI Chamber Auditorium.

Mr. R D S Kumararatne, Director General of DoC, delivered an illustrative presentation which was highly informative and educative. At his presentation he elaborated on the current situation of the Indo-Sri Lanka FTA (ISFTA) and mentioned that there are certain barriers, especially the NTBs which are yet to be cleared. He stated that the DoC is taking all possible measures to negotiate with the relevant bodies to do away with such barriers and requested the members present at the seminar to put forward any problems encountered by them in their business dealings with India so that the DoC could intervene in finding suitable solutions. The photographs depict some moments of the seminar.

## The 5 Key Success Factors Of Business

**(1) Managing and developing people** - People today want some direction and structure, but they also want freedom and encouragement to develop their skills and knowledge. Effectively managing people requires balancing constraining forces (providing direction, structure, organization, some rules) with liberating forces (encourage personal growth, development and creativity). If you as a manager/leader err too much in one direction or the other, your organization will be either too rigid or too chaotic. To make it more complicated, each person has a different set of needs for structure vs. freedom, order vs. opportunity, logic vs. personal values, factual information vs. meaning and connections, and so on. Effective managers do not manage all people the same, except for some basic rules. They manage each person according to what he or she needs, what motivates them to do their best. This can be complicated but is essential for success.

**(2) Strategic focus** - In today's rapidly changing world, it's not just enough to have a purpose for existing. Leaders have to focus the organization's resources on the greatest opportunities, which shift with each new day. Just run through your mind what has happened in the world or your organization in the past year or two, and you'll understand what we mean by the reality of constant change. Doors open and doors close. Major customers or income sources can change or even go out of business at any time. So it's necessary for leaders to keep focused on the desired end results such as increased sales and profits, or more satisfied customers, while constantly steering the organization across the stormy waters of the marketplace. As the illustration shows, the job of focused leaders is to connect and align all the Success Factors for optimum performance.



**(3) Operations, or what people do all day** - What the people in your organization do day in and day out to create value for customers, to earn or justify income, strongly determines whether you succeed or fail. Like the other Top 5 Success Factors, you can't separate operations from strategic focus which gives direction, people which do the work, customers who pay the money and physical resources to do the work. Effective operations ensure that customers get exactly what they want at the right time, the right price and the right quality. Thus effective operations management focuses on what is called cycle time (producing a product or service from start to finish), cost control, and quality control (which requires some form of measurement). Strategic focus is largely externally oriented, operations largely internally oriented. Both need to be totally in sync with each other – not something that happens automatically but rather requiring constant effort. This is why communication is the true lifeblood of a successful organization – a high flow of information so everyone and everything is connected. Easy to say, hard to do.





**(4) Physical resources** - Finances, facilities and equipment are the big 3 physical resources. If you don't have enough money, you can't start or sustain an organization. And one of the biggest expenses is providing adequate facilities and equipment for people to work in and with. Experienced managers learn that cash flow is king. It doesn't matter how much customers owe you, it's when their money enters your bank account so you can use it to sustain the organization. Failing to manage cash flow is the No. 1 reason for business failure. Too many business owners leave the money up to someone else and can easily get blind-sided when suddenly the money isn't there to keep the doors open. And in a few rare, unfortunate cases, the person tracking the money embezzles or cooks the books, then you really are in trouble. Likewise nice facilities can be energizing, something to feel proud about, but also very expensive. The economy is always cyclical, and if you buy or lease really nice facilities when times are good, paying for them can be difficult or impossible in a downturn.

**(5) Customer relations** - Customers are where the money comes from, so in many ways this is the most important success factor. As the famous business guru Peter Drucker said years ago, The purpose of a business is to get and keep customers. Getting customers involves marketing – indeed this success factor includes all kinds of marketing and sales. The key to successful customer relations is to give them what they need, not just what you want to sell. Effective sales and marketing begins with asking existing and potential customers what they need, what problem they want solved or deficiency filled. By keeping in touch with customers and asking these questions often, you'll do a better job of developing customer loyalty and keeping competitors away. In the broadest sense customer relations can be considered the organization's relationships with the external world. It involves tracking competitor actions, analyzing changes in the market environment, and adapting according. This is closely linked to Strategic Focus.

Source : [www.tatalsuccesscenter.com](http://www.tatalsuccesscenter.com)

### Services from Ceylon Steel Corporation Ltd

The companies in the manufacturing field can obtain the following services from the Ceylon Steel Corporation Ltd.

1. **Mechanical Properties :-**  
Tensile Testing, Impact Testing, Hardness Testing, Wrapping Test etc.
2. **Chemical Analyses :-**  
Chemical Testing using Spectro Photo Meter which gives 32 Elements report.

For details, please contact ;

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## ECONOMIC PERFORMANCE

### ECONOMIC INDICATORS - LATEST AVAILABLE

Category	January 2014 US \$ Mn	January 2015 US \$ Mn	Growth (%) US \$ Mn
Exports	909.8	903.9	0.6
Industrial Products	684.1	775.8	(11.8)
Imports	1,681.6	1,655.5	1.6
Deficit in Trade A/C	(-771.9)	(-751.5)	2.7
Workers' Remittances	523.5	555.5	(-5.8)
Earnings from Tourism	248.7	233.3(b)	6.6

### EXCHANGE RATES - 2015.04.30

Daily Exchange Rates		
Currency	Buying Rate (Rs.)	Selling Rate (Rs.)
Dollar (USA)	132.64	135.46
Pound (UK)	203.92	209.74
Euro (EU)	146.59	151.44
Franc (Switzerland)	140.19	145.14
Dollar (Canada)	109.61	113.24
Dollar (Australia)	105.02	109.24
Dollar (Singapore)	99.98	103.21
Yen (Japan)	1.1006	1.1467

**C E Y L I N G O**  
  
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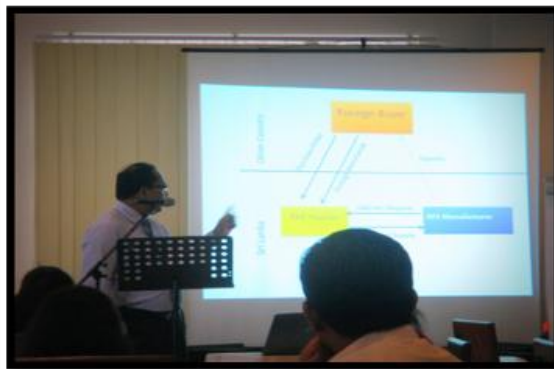
## *CNCI Organized a Seminar on Simplified VAT—SVAT*

The CNCI had organized another comprehensive full day workshop on “Simplified VAT - SVAT” Which was conducted on April 7th 2015 from 9.00am to 4.00pm at “Raja Bojun” Banquet Hall, Colombo 03.

The workshop was addressed by Mr. Jayantha Bandara - Commissioner IRD (Former commissioner SVAT), Ms. Dushani Chandrasiri – Assistant Commissioner IRD, Mr. Senarath –Assistant Commissioner IRD and Mr. M.M.L.P.K. Mapa – Assistant Commissioner IRD with the grand expertise and their experience in the field.

The areas covered at the workshop included Legislation of SVAT, Scope and Principals of SVAT, Eligibility for registration, Registration Procedure, Registered Identified Purchaser (RIP) and Registered Identified Supplier (RIS), Credit Voucher System, Forms and Schedules used by in SVAT Scheme and SAVT Adjustment on VAT return and Practical Application and Issues. Many of participants commented on the workshop was highly interesting and valuable as they could solve many of their issues related to SVAT scheme.

### *<< Movement of Seminar >>*





## MEMBER'S SUCCESS STORIES

### *Maggi* voted 'Food Brand of the Year' and 'Youth Food Brand of the Year' for the third consecutive year



Sri Lankan consumers voted Nestlé's much loved food brand, *Maggi*, 'Food Brand of the Year' and 'Youth Food Brand of the Year' at the SLIM - Nielsen People's Awards 2015 for the third consecutive year.

Over a period of 30 years in Sri Lanka, *Maggi* has offered consumers a wide range of products catering to the local palate and enjoyed by all ages. The *Maggi* portfolio of products feature the noodles range comprising of *Maggi* classic noodles available in both chicken and curry flavours, the *Maggi* Devilled noodles range - Devilled Kottu, Devilled Chilli Chicken, *Maggi* Devilled X-tra Spicy Blast and its latest entrant *Maggi* Devilled X-tra Green Chilli, containing popular indigenous flavours.

Commenting on the win, Asst. Vice President – Food of Nestlé Lanka PLC, Ms. Priyadarshinie Karunaratne said, “*We are honoured and proud to be recognised as the 'Food Brand of the Year' and 'Youth Food Brand of the Year' which is a testament of the positioning we have in the hearts of our Sri Lankan consumers. We will continue to innovate and renovate our products and delight our consumers with new offerings in the coming years. We extend our heartfelt appreciation to our loyal consumers for establishing Maggi as the leading food brand in Sri Lanka.*”

Managing Director of Nestlé Lanka PLC, Ms. Shivani Hegde said, “*The strength of Maggi lies in its ability to continuously understand consumers' lifestyles and innovate and renovate its products to meet their needs. We are extremely gratified and humbled by this win, which indicates that we have won the trust of the people of Sri Lanka.*”

*Maggi* constantly engages with its consumers by being present at all key events held across the country and even has a presence on social media via the *Maggi* Devilled Facebook fan page that has helped to further strengthen the brand's bond with consumers over the years.

The SLIM - Nielsen Peoples Awards is Sri Lanka's premier marketing awards ceremony. Organised by the Sri Lanka Institute of Marketing (SLIM) together with Nielsen Research Agency in Sri Lanka, it's widely acknowledged as the best platform for the recognition of brands and personalities that have touched the hearts and minds of every Sri Lankan.

## ***CNCI Welcomes 19<sup>th</sup> Amendment***

The Ceylon National Chamber of Industries (CNCI) said the adoption of the 19<sup>th</sup> Amendment to the Constitution with an historic majority in Parliament is a victory of all Sri Lankans. This victory we commonly received particularly as a result of the commitment of the President is certainly making an expectation a reality of the ‘commons’ dreaming for decades. The CNCI congratulates the Prime Minister, Opposition Leader and all the MPs and political parties who supported this amendment setting an example to the entire world that we are ready to join hands to do ‘good’.

The Chamber hopes that the positive amendments towards the constitutional council, independent commission and “right to information” all of which are strong elements of good governance will strengthen the conducive environment for business in the country.

## ***Effective Communication Skills***

### **Learn to Listen**

Listening is not the same as hearing; learn to listen not only to the words being spoken but how they are being spoken and the non-verbal messages sent with them. Use the techniques of clarification and reflection to confirm what the other person has said and avoid any confusion. Try not to think about what to say next whilst listening; instead clear your mind and focus on the message being received. Your friends, colleagues and other acquaintances will appreciate good listening skills.

### **Be Aware of Other People’s Emotions**

Be sympathetic to other people's misfortunes and congratulate their positive landmarks. To do this you need to be aware of what is going on in other people’s lives. Make and maintain eye contact and use first names where appropriate. Do not be afraid to ask others for their opinions as this will help to make them feel valued.

Consider the emotional effect of what you are saying and communicate within the norms of behavior acceptable to the other person.

### **Empathies**

Empathy is trying to see things from the point-of-view of others. When communicating with others, try not to be judgmental or biased by preconceived ideas or beliefs - instead view situations and responses from the other person’s perspective. Stay in tune with your own emotions to help enable you to understand the emotions of others.

If appropriate, offer your personal viewpoint clearly and honestly to avoid confusion. Bear in mind that some subjects might be taboo or too emotionally stressful for others to discuss.

### **Encourage**

Offer words and actions of encouragement, as well as praise, to others. Make other people feel welcome, wanted, valued and appreciated in your communications. If you let others know that they are valued, they are much more likely to give you their best. Try to ensure that everyone involved in an interaction or communication is included through effective body language and the use of open questions.

Source : [www.skillsyouneed.com](http://www.skillsyouneed.com)

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EDUCATIONAL PROGRAMS/SEMINARS/EXHIBITIONS

International Exhibitions

- ◆ IFTF—International Floriculture & Horticulture Trade Fair. 4 - 6 November 2015, Netherlands
- ◆ The 12th Japan International Seafood & Technology Expo, Tokyo – Japan on 19 - 21 August 2015
- ◆ The 16th Malaysian International Food & Beverage Trade Fair at Kuala Lumpur Convention Centre on 11 - 13 June 2015
- ◆ Tea & Coffee World Cup Asia Exhibition & Symposium at Ho Chi Minh City, Vietnam on 10 - 12 June 2015

Local Exhibitions

- ◆ **“Premier Industrial Exhibition and Trade Fair”** is being organized by The Institution of Incorporated Engineers, Sri Lanka, at BMCI , on 26th , 27th and 28th June 2015
- ◆ **“Construct Exhibition 2015”** is being organized from 28,29,30th August 2015 at The Bandaranaike Memorial International Conference Hall (BMICH), Colombo.
- ◆ **“Construction Expo Sri Lanka”** is being organized from 12-14th June 2015 at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo.

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