



CNCI NEWS BULLETIN

The Ceylon National Chamber of Industries

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Anti-dumping Laws in the offing

The Ceylon National Chamber of Industries (CNCI) believes that Sri Lanka should start implementing the anti-dumping regulations as a matter of priority. In simple, a common mechanism to protect our domestic industry from unfair trade practices has become a timely necessity. This requirement was raised by the CNCI at the Ease of Doing Business Forum held in the Ministry of Finance under the Chairmanship of the Minister on 18th June 2015. Subsequently the matter was reported in the 'Daily Mirror' on 22nd June 2015. The following is the extract of what was reported in the paper.

"Anti-dumping legislations to protect local industries against players flooding the market with cheaper foreign goods will be forwarded to parliament within the next 2-3 months, according to the Finance Minister Ravi Karunanayake. The Anti-dumping laws have been in Parliament for the past 8-9 years. I have been informed by the Minister (Industry and Commerce) that it has got his consent and the local draughtsman's so we can put it forward to Parliament in the next 2-3 months – Karunanayake said.

The comments were made during the new regime's second Doing Business Forum held to bring into light issues faced by the country's private sector. Ceylon national Chamber of Industries called for the implementation of the legislation as soon possible.

The initial Anti-Dumping Bill was presented to Parliament in 2006. However, the Department of Commerce Director General Sonali Wijeratne noted that delays were experienced in gaining approval from Parliamentary Consulting Committees. She said efforts have been renewed since October 2014. The Acts relating to both anti-dumping safeguarding and countervailing actions are with the Legal Draftsman. Cabinet approval has been arranged and it has been done in close co-operation with the Legal Draftsman since October, she said.

Wijeratne Said that the Legal Draftsman Department has informed of recent delays in proceeding with the Anti-Dumping legislations, as legislations promised in the 100 day programme had to be passed.

However, it remains to be seen whether such an Act initiated by the previous regime is prudent, as Policy Planning and Economic Affairs Deputy Minister Dr. Harsha de Silva holds that protectionism will not help Sri Lanka become the most competitive company in Asia; the foremost economic priority of the new regime. Further Mirror Business recently reported that industries which have been calling for an anti dumping legislation, such as the tile manufacturing industry have themselves been importing and selling cheaper foreign goods to make big profits.

As a country with one of the lowest levels of productivity and relatively high labour costs, locally produced goods remain unattractive to Sri Lankan Consumers."

The Importance of Marketing for the Success of a Business

The heart of your business success lies in its marketing. Most aspects of your business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close.

◆ Getting Word Out

For a business to succeed, the product or service it provides must be known to potential buyers. Unless your business is known in the community and have communication with your customers readily available, you have to use marketing strategies to create product or service awareness. Without marketing, your potential customers may never be aware of your business offerings and your business may not be given the opportunity to progress and succeed. Using marketing to promote your product, service and company provides your business with a chance of being discovered by prospective customers.

◆ Higher Sales

Once your product, service or company gets on the radar screen of your prospects, it increases your chances that consumers will make a purchase. As awareness becomes a reality, it is also the point where new customers start to spread the word, telling friends and family about this amazing new product they discovered. Your sales will steadily increase as the word spreads. Without employing marketing strategies, these sales may not have ever happened; without sales, a company cannot succeed.

◆ Company Reputation

The success of a company often rests on a solid reputation. Marketing builds brand name recognition or product recall with a company. When a company reaches the high expectations of the public, its reputation stands on firmer ground. As your reputation grows, the business expands and sales increase. The reputation of your company is built through active participation in community programs, effective communication—externally and externally—and quality products or services, which are created or supported by marketing efforts.

◆ Healthy Competition

Marketing also fosters an environment in the marketplace for healthy completion. Marketing efforts get the word out on pricing of products and services, which not only reaches the intended consumers, but also reaches other companies competing for the consumers' business. As opposed to companies that have a monopoly on products and services that can charge almost any price, marketing helps keep pricing competitive for a business to try to win over consumers before its competition does. Without competition, well known companies would continue to sell while lesser known companies or new companies would stand little chance of ever becoming successful. Marketing facilitates the healthy competition that allows small businesses and new businesses to be successful enter and grow in the marketplace.

◆ Considerations

Although marketing is hugely important for a business to succeed, it can also be very expensive. In its first year, a company might spend as much as half of its sales on marketing programs. After the first year, a marketing budget can reach as much as 30 percent--sometimes more--of the annual sales. A marketing program that gives your company the best chance is a healthy mix of different forms of marketing, such as website development, public relations, print and broadcast advertising, design and printing for all print materials, trade shows and other special events.

Source: <http://smallbusiness.chron.com/>



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Economic Performance

ECONOMIC INDICATORS - LATEST AVAILABLE

Category	March 2015 US \$ Mn	March 2014 US \$ Mn	Growth (%) US \$ Mn
Exports	1,060.4	1,070.1	(0.9)
Industrial Products	841.4	778.8	8.0
Imports	1,580.9	1,672.1	(5.5)
Deficit in Trade A/C	(520.5)	(602.0)	(13.5)
Workers' Remittances	644.3(b)	605.9	6.3
Earnings from Tourism	250.0	211.8(b)	18.0

EXCHANGE RATES - 2015.05.29

Daily Exchange Rates		
Currency	Buying Rate (Rs.)	Selling Rate (Rs.)
Dollar (USA)	132.1000	135.2900
Pound (UK)	207.0800	213.5600
Euro (EU)	146.9900	152.2900
Franc (Switzerland)	141.5100	146.8700
Dollar (Canada)	105.7000	109.7100
Dollar (Australia)	100.4200	104.7000
Dollar (Singapore)	97.6300	101.0500
Yen (Japan)	1.0743	1.1122

Daily News

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Deliver Value to Your Employees

Be transparent - You'll earn the trust of your employees if you report on your company's financial performance regularly throughout the year. Town hall meetings are an effective medium for communicating this information, so that staffers can ask questions. If the company is not performing as well as expected, own up to it, and let employees know how they can help impact the situation.

Share the company's successes - From new clients to awards, any company success provides an opportunity to further engage your employees. After winning a "Best Place to Work" award, we celebrated by renting a limousine and driving to the presentation luncheon with ten coworkers who had either been nominated by their peers to represent the company or won an internal recognition contest. As we were riding back to the hotel in the back of the limo, one employee looked at me and said, "This is the proudest day of my life."

What does that mean for me as a CEO? I have secured an employee who is delivering top-notch services to clients and who will commit long-term to the company. Best of all, I've been part of someone's life in a meaningful way.

Invest in your employees' future - If you want employees to take a vested interest in the company's future, you must take an interest in theirs—at work and at home. During tough economic times, businesses often make cuts in areas like training and 401(k) matches. This is short-sighted. This is the time you should actually invest more in these areas. For instance, training can help employees become more productive, and therefore, make the company more profitable. It also shows employees the company's faith and investment in them. As a way to build leadership, Southwest Airlines cross-trains more than 80 percent of its employees each year in at least one new function.

Prioritize fun - When fun is a regular part of work, employees get to know each other as real people. As one of its 12 questions, Gallup's Q12 employee engagement survey asks if employees have a best friend at work, because friendship fosters satisfaction and productivity. This is why we started a "Department of Great People and Fun" at Beryl. We put "Pajama Day" and "Dress like the 70s" on our schedule. While these ideas are not practical for every work environment, the key is to do something fun, no matter how small, on a regular basis.

Focus on the single thing employee's care about most - It's not salary. There are few things that do more to endear an employee to an employer than taking care of what matters most to them—their family. Smart companies like Siemens realize this and, for instance, remove the stress of finding quality childcare by providing more than 500 childcare spaces in 26 facilities at 13 different locations. At Beryl, we aim to include families at events like family field day and "Breakfast with Santa". Our company magazine, "Beryl Life," is specifically designed to be read by family members, and even has content for kids.

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Star Packaging Wins Award for Innovativeness and Quality by World Packaging Organization



Mr. Huzaifa Abdulhusein, Managing Director of Star Packaging (Pvt) Ltd receiving the award from Mr. Tom Schneider, President World Packaging Organization in Milano, Italy.

Star Packaging (Pvt) Ltd- the market leader for corrugated carton manufacturing, recently won the 'World Star Award' from World Packaging Organization at the 2015 awards ceremony held in Milano, Italy. The award citation amply pronounced of their innovativeness and quality being extended to the world of packaging solutions and to the right expectation of their customers.

Star Packaging (Pvt.) Ltd., manufactures corrugated cartons under the brand name "Star Pack". With a State-of-the-art facility backed by the modern technology, in both board making and printing, coupled up with the experience and the expertise, the company has been able to cater to the perceived satisfaction of all users of corrugated cartons and allied products.

Since commencement of the commercial operations in November 2002, the company has been constantly striving in maintaining the Company's product quality and customer service, which has resultantly had a significant attraction in the market. It is "starring" in bulk packaging of all leading exporters & domestic users. No secret behind their differentiation other than the basis of its stringent quality standards and dedicated customer care. The company is an indirect exporter, supplying corrugated cartons to direct exporters such as tea, apparel, ceramics, rubber products and the like. Star Packaging is the market leader for corrugated carton manufacturing and also has the credit in being the first in its industry to be both ISO 9001:2008, ISO

14001:2004 certified by SGS and accredited by UKAS in Sri Lanka.

Mr. Huzaifa Abdulhusein, Managing Director of Star Packaging (Pvt) Ltd said that one significant dimension among few others in their 'company culture' is the company's strong customer-care practice which is being trickled down from senior management level to the shop floor. He proudly mentioned that every employee in the company appreciates the fact that customer care is everyone's business. Corporate Social Responsibility has also remained an important element of the company's operations since its inception, Mr. Abdulhusein further added.

During their tour of business, Star Packaging has won many awards in the past, which includes The Presidential Export Award, The Provincial Productivity Award, National Productivity Award, Lanka Star, Asia Star and now the 'World Star'.

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What Makes Up Employee Satisfaction?

Employee satisfaction describes the level of happiness workers experience. Employee satisfaction is an important element within business because it directly relates to the productivity of employees. Workers who experience high employee satisfaction are generally more productive than unsatisfied workers. Companies must understand what contributes to employee satisfaction and implement necessary steps to improve morale within their firms.

EMPLOYEE FLEXIBILITY

Companies that offer some level of flexibility to their employees typically possess workers with high employee satisfaction. Some companies offer flexibility by rearranging work schedules to better suit employees. Some organizations implement staggered work schedules to help workers avoid traffic and ease the stress of driving. An employee experiences less stress when he isn't worried about getting to work at a specific time to prevent a reprimand from a manager.

MORE TIME TO WORK

Many companies implement deadlines that employees must meet. Employees who face deadlines often deal with a lot of stress in an attempt to meet them. Employees who are given more time to work appreciate the gesture from managers. Employers can give employees more time to work by cutting team meetings and training sessions during times of approaching deadlines.

COMPENSATION AND BENEFITS

Employees who receive competitive wages and fringe benefits are more likely to experience high employee satisfaction than low-paid workers without benefits. A worker can make productivity his main focus when not worrying about how to make money stretch to pay bills. Employees who feel as if they are not paid enough experience low morale and a decrease in productivity. Underpaid employees typically leave jobs in search of better opportunities. Companies can increase employee satisfaction by offering competitive wages and benefits according to industry standards.

CAREER GROWTH

Employees value their jobs and employers when given the opportunity to advance within a company. Money is not the only thing employees value, but an increase in responsibility is also important to them. When an employee understands that the organization's culture is to promote internally, the employee maximizes his efforts to increase productivity, benefit the team and contribute innovative ideas. An employee who knows there is little chance of moving to a higher position within the firm sometimes lacks motivation, which only harms the company in the long run.

RELATIONSHIP WITH MANAGEMENT

The employee-manager relationship is an important factor within a business. Employees benefit from good relationships with their managers. Managers increase employee satisfaction by acknowledging positive contributions made by the employee. Employees do not always look for monetary recognition but desire simple praise from a supervisor for a job well done. A good manager encourages productivity and innovation by valuing employees' input.



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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
- ◆ Asia Latex Conference (ALC) 2015. Crown Plaza, Kochi, India - September 10-11, 2015
- ◆ ASIA FRUIT LOGISTICA, International Trade Fair, Hong Kong - September 2-4, 2015
- ◆ Latin America & Caribbean Tyre Expo, ATLAPA Convention Center - Panama - July 16-18, 2015

Local Exhibitions

- ◆ “Pro Foods/ Pro Pack & Agbiz 2015” is being organized from 7-9 August 2015 at The Bandaranaike Memorial International Conference Hall (BMICH), Colombo by Sri Lanka Food Processors’ Association (SLFPA) & Lanka Exhibition & Conference Services Pvt. Ltd
- ◆ “Construct Exhibition 2015” is being organized from 28,29,30th August 2015 at The Bandaranaike Memorial International Conference Hall (BMICH), Colombo.
- ◆ “Summer Fair 2015” is being organized from 15-19 July 2015 at Sri Lanka Exhibition & Convention Centre (SLECC), Colombo

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