

ISSUE: JULY 2024

# NEWSLETTER

**EBO** EUROPEAN  
BUSINESS  
ORGANISATION  
WORLDWIDE NETWORK

**ECCCSL**  
The European Chamber of Commerce of Sri Lanka



## TABLE OF CONTENTS

- About Us
- New Members
- News from Sri Lanka
- News from Europe
- ECCSL Events
- Member News
- Member Articles
- Trade Events in Europe - August
- Branding & Advertising Opportunities





# ABOUT US

## The Voice & Window to Business with Europe

The European Chamber of Commerce of Sri Lanka (ECCSL) was established in 1996 with the primary objective of fostering and enhancing economic and business relations between Sri Lanka and 50 European countries. The chamber's membership comprises a diverse range of commercial interests, reflecting its strong and influential presence in the country.

ECCSL fosters networking and business development opportunities, provides essential services and resources, and advocates for regulatory reforms and market access. Through its activities, ECCSL contributes to the growth of the Sri Lankan economy and encourages responsible business practices.

### OUR OBJECTIVE

To be the leading European business support partner in Sri Lanka and serve as the representative body for European businesses.

### OUR VISION

- To be the most valued European Business support partner in Sri Lanka.
- To be the representative body for the European businesses in the country.
- To be the most valued lobbying force in Sri Lanka.
- To be a trusted discussion partner for Sri Lankan Institutions and the Government.

### OUR MISSION

To encourage, promote and facilitate trade and investment between Europe and Sri Lanka by providing professional business information and support services to European and Sri Lankan businesses.

### OUR SERVICES

- Business Delegations (inbound and outbound).
- Trade and Investment Help Desk.
- Business Services: Legal, Financial and Tax.
- Advocacy.
- Business Matchmaking.
- Monthly and Quarterly business, trade and investment-related publications.
- B2B and B2C Events, Forums and Networking Sessions.

### BECOME A MEMBER

Register with us to make most of the services and facilities being offered to enhance your business in Europe.

### OUR BOARD



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# NEW MEMBERS

## Hellmann Worldwide Logistics (Pvt) Ltd



### CONTACT:

Name: Maria Douglas

Designation: Senior Executive

Email: [Maria.Douglas@hellmann.com](mailto:Maria.Douglas@hellmann.com)

Mobile: +94 76 099 0423

Website: <https://www.hellmann.com/en>

Hellmann Worldwide Logistics is a family-owned company, established in 1871 by Carl Heinrich Hellmann in Osnabrück, Germany. Hellmann Worldwide has grown into a global logistics powerhouse, operating in 57 countries with 243 branches and over 12,237 employees. Hellmann handles 20 million shipments annually and achieved a turnover of EUR 3.5 billion in 2023. The company is dedicated to forward-thinking, precision, care, and a distinctive corporate culture rooted in reliability, entrepreneurship, trust, and cooperation.

In Sri Lanka, Hellmann has been a significant player for 18 years, serving clients across various sectors, including automotive, healthcare, perishables, agriculture, and fashion. Hellmann Sri Lanka specializes in Air Freight and Sea Freight, offering customers extensive industry knowledge to enhance their logistics solutions. This strategic presence underscores Hellmann's commitment to delivering value-added services and supporting the growth of these vital industries.

## Miracle Pets International (Pvt) Ltd

Welcome to Miracle Pets International, the most dynamic ornamental fish exporter in Sri Lanka. Catering to the world ornamental fish market since 2010. Grouped under Fresh water, Saltwater and Brackish water ornamental fish we have many species on offer. We also trade in aquatic plants. By adopting technology in our operational procedures, we supply the highest quality ornamental fish that can be sourced from the region. Our main fish house equipped with a state of art fish quarantine and holding facility which is located in Pannala Sri Lanka with easy and quick access to the Colombo international airport. This complete fish house facilitates to quarantine and export freshwater and marine fish and fitted with state of art filtering. Our team of experts manning this facility including biologists / aquaculturist, experienced fish handlers, fish packers ensure only highest quality fish are shipped to our valued clients. Our own breeding farm is located just 15 minutes from the main facility; we breed and export mostly live bearers like Guppy, Swordtails, Platy and Molly's out of this farm. Our services like our products are to delight the customer and savor in excellent public relations and sales service. This is evident by the myriad of clients who constantly repeat orders. Do experience the best and healthy live ornamental fish and our customer service. A satisfied customer is always a repeat customer trusting ways of how we do business.



### CONTACT:

Name: Felix Sadath Menake Dissanaikie

Designation: Managing Director

Email address: [menake@miraclepets.net](mailto:menake@miraclepets.net) / [info@miraclepets.net](mailto:info@miraclepets.net)

Website: [www.miraclepets.net](http://www.miraclepets.net)

## Export Development Board launches matchmaking programme for women-led businesses

The Export Development Board (EDB), in collaboration with an international donor agency, has kicked off plans to implement a business matchmaking programme to help women-led businesses enter the UK market.

(13th of July 2024, [www.dailymirror.lk](http://www.dailymirror.lk))

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## IMF reiterates need for Sri Lanka to have an equitable tax system

As the public sector demands for higher pay, for which the government pointed out the need to improve the tax revenues, the International Monetary Fund (IMF) asserted the importance of Sri Lanka having an equitable tax system.

(13th of July 2024, [www.dailymirror.lk](http://www.dailymirror.lk))

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## SL eyes export boost in cinnamon

By Nuzla Rizkiya

As Sri Lanka strives towards economic recovery by reducing its reliance on imports, President Ranil Wickremesinghe called for seizing new export market opportunities, particularly in the cinnamon sector.

(13th of July 2024, [www.dailymirror.lk](http://www.dailymirror.lk))

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## Power sector to receive fresh support with ADB's US \$ 100mn policy-based loan

Sri Lanka's power sector will receive fresh support from the Asian Development Bank (ADB), to facilitate reforms, as it approved this week a US \$ 100 million policy-based loan.

(13th of July 2024, [www.dailymirror.lk](http://www.dailymirror.lk))

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## Bingiriya export processing zone expansion kicks off

By Nuzla Rizkiya

Expansion plans for the zone include developing Bingiriya, Dummalasuriya, and Madampe to metropolitan standards. Govt. projects estimated US\$ 2,600 mn export revenue along with 75,000 new job opportunities upon completion of the project.

(15th of July 2024, [www.dailymirror.lk](http://www.dailymirror.lk))

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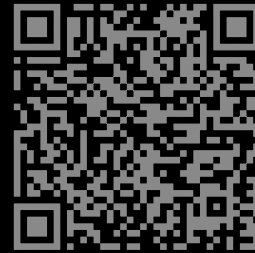
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## Canada joins Horizon Europe programme



Canada is joining the growing group of non-EU countries who have associated to the EU's research and innovation programme, Horizon Europe, and will work jointly on large-scale projects tackling our biggest challenges.

*(3rd of July 2024, [www.ec.europa.eu](http://www.ec.europa.eu))*

[Read More](#)

## European Commission announces additional 1.2 billion investment package for infrastructure and support to entrepreneurship in the Western Balkans

Today, the European Commission announced the sixth investment package under the EU's Economic and Investment Plan for the Western Balkans that is expected to mobilise 1.2 billion in investments. This package will support eight new flagship investments in water supply and sanitation, wastewater treatment and rail transport, as well as innovation and green transformation in small and medium enterprises. The investments will be rolled out in close cooperation with the Western Balkan partners and international financial institutions.

*(2nd of July, [www.ec.europa.eu](http://www.ec.europa.eu))*

[Read More](#)

## Decoding the digital euro: A potential new means of payment

The European Central Bank (ECB) is working on the preparatory phase of the digital euro to make it as close to cash as possible in terms of privacy, safety, and accessibility — yet stakeholders remain concerned about its design and necessity.

*(5th of July 2024, [www.euronews.com](http://www.euronews.com))*

[Read More](#)



# NEWS FROM EUROPE

## Pound nears one-month high following UK election results



The British Pound has strengthened against other major currencies in the past week as the landslide win of the Labour Party provides optimism toward policy stability for the country.

(10th of July 2024, [www.euronews.com](http://www.euronews.com))

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## #WaterWiseEU: A campaign to transform how we think about water in Europe



Europe is warming twice as fast as the rest of the world and its water systems are under increasing stress. Water scarcity affects 30% of Europeans and 20% of land each year. In fact, 70% of European citizens have expressed concern about water pollution and water scarcity, and yet almost half of them do not feel well informed about water-related problems in their country.

That is why the #WaterWiseEU campaign was recently launched, an initiative that will contribute towards a water-resilient Europe by 2050.

(11th of July 2024, [www.ec.europa.eu](http://www.ec.europa.eu))

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FUTURE**  
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DEPOSITS**

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# ECCSL EVENTS

## Sweden-Sri Lanka Collaboration Workshop

Celebrating 75 years of Sweden-Sri Lanka business relations, the Embassy of Sweden in collaboration with the Consulate General of Sweden, Sweden-Sri Lanka Business Council, Business Sweden, SLASSCOM and the European Chamber of Commerce of Sri Lanka hosted a business delegation to establish business opportunities with local companies on the 6th June at the Courtyard by Marriott, Colombo.

The Delegation proceeded with a productive B2B session consisting of Swedish companies such as Atmoz, Alfa Laval, Ericsson Telecommunications Inc., Hitachi Energy, IFS, Opsio, Swiftcourt and Voithiea.

The session was graced by H.E Jan Thesleff Ambassador of Sweden to Sri Lanka, Ms. Cecilia Oskarsson Trade & Investment Commissioner of Sweden to India, Head of Business Sweden, South Asia, Mr. Leif I Ohlson Secretary General - Sweden Sri Lanka Business Council, Mr. Anuradha Gajanayaka Forum Head of Global Trade & Investment - SLASSCOM, Mr. Hatem Rajabdeen President of ECCSL, Mr. Ranil Rajapakse Executive Vice President & COO - IFS R and D International (Pvt) Ltd and Sanjay Kulatunga - Swedish Honorary Consul-General in Colombo, Sri Lanka.





# ECCSL EVENTS

## An Exploration on Investment Opportunities at Port City Colombo

Port City Colombo had the honor of hosting members of The European Chamber of Commerce of Sri Lanka at the Sales Gallery for a detailed exploration of the investment opportunities at Port City Colombo on June 27, 2024. The discussion provided an in-depth overview of our Special Economic Zone, including a comprehensive project presentation and an engaging Q&A. The session was aimed at exploring potential for future collaborations and on how Port City's unique investment opportunities could benefit the growth and innovation of businesses.





HAYLEYS FABRIC PLC



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## Lumala makes debut at International Industry Expo 2024

In its pursuit to enhance environmental health and inspire an active lifestyle throughout the Sri Lankan community, City Cycle Industries Manufacturing Ltd., also known as Lumala, recently participated at the International Industry Expo 2024, organised by the Ministry of Industries (MOI) and the Industrial Development Board (IDB).

(6th of July, [www.ft.lk](http://www.ft.lk))

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## Hayleys Solar selected for first-of-its-kind ADB-developed and financed Agrivoltaics project 2024

The Asian Development Bank (ADB) together with the Sri Lanka Sustainable Energy Authority (SLSEA) under the Ministry of Power and Energy (MOPE), the Tea Smallholders Development Authority (TSHDA) under the Ministry of Plantation Industries (MOPI), the University of Peradeniya, and Hayleys Solar inaugurated Sri Lanka's first-ever semi-transparent solar PV-powered Agrivoltaics Demonstration Project.

(9th of July 2024, [www.ft.lk](http://www.ft.lk))

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## 99x introduces Optimaxer AI Web platform

99x announced the launch of OptimaxerAI Web, an innovative platform designed to run artificial intelligence (AI) directly in the browser.

(17th of July, [www.dailymirror.lk](http://www.dailymirror.lk))

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## Nestlé Lanka celebrates partnerships at Connect@Nest'24

Nestlé Lanka recently held the Connect@Nest'24 event, to honour and recognise the valued business partnerships of the 'Good Food Good Life' company.

(17th of July, [www.dailymirror.lk](http://www.dailymirror.lk))

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## SEBSA: An IFS Gold Partner Making Waves Across Europe

SEBSA, founded in 2015, is a leading provider of IFS solutions to enterprises worldwide. Renowned for delivering Simple, Fast, and Accurate solutions, SEBSA's services encompass IFS consulting, implementations, support, and training. SEBSA is an IFS Gold Service Partner and a member of the IFS Partner Success program. SEBSA is also an IFS Authorized Channels Partner, which enables them to resell IFS Cloud software.

In 2021, SEBSA established offices in Sweden and later in Romania to better serve the growing customer base in the European region. In February 2024, SEBSA partnered up with Sorch Systems in the UK with the aim of providing IFS support and services to IFS clients in the UK region.

SEBSA has completed over a dozen multi-year projects in the European region and has earned a glowing reputation among its clients for delivering IFS solutions and services with a 100% success rate. SEBSA's client base is dispersed across various



European countries, including Germany, Denmark, Sweden, the UK, Ireland, France, Italy, and Belgium.

"Throughout our projects across Europe, we have noticed a common challenge that most businesses encounter. And that's finding the right talent to manage their ERP projects and solutions," says SEBSA CEO Muthuraja Nanayakkara. "SEBSA employs a veteran team of techno-functional consultants, all of whom are IFS Certified. It has enabled us to create the perfect offshore team that delivers exceptional service at an affordable price to our clients."

As a part of SEBSA's ESG strategy, SEBSA has undertaken the task of building the next generation of IFS practitioners by taking the initiative to introduce IFS training modules to the local university curriculum. SEBSA and IFS partnered with the University of Moratuwa to provide students learning access to IFS ERP systems, with SEBSA's own IFS consultants conducting the lectures.

"This university project is an excellent opportunity, not just for SEBSA but for the industry as a whole. Since the majority of IFS research and development is happening in Sri Lanka and many organisations choose Sri Lankan-based IFS partners, there's always a growing demand for fresh talent in the industry," expressed Sean Fernando, SEBSA's Director of Solutions and Pre-sales. "We are extremely proud to be a part of this initiative, contributing to the growth of the industry, the economy and future generations."

The reason behind the success of SEBSA is the team's spirit of going #beyondtheextramile, extending efforts not only towards ensuring customer satisfaction but also fostering professional and personal development. It has proven instrumental in enabling SEBSA's clients to achieve business success and elevating SEBSA as a trusted and competent service provider within the IFS community.



## MAKING WAVES: ATG'S VISION FOR COMMUNITY DEVELOPMENT!

(Colombo) ATG Group of Companies, since its inception 30 years ago, has been integrating deeply rooted values to enrich people, communities, and societies. Community development and enhancing the quality of life for all Sri Lankans is an ambitious goal that has set the Group on its course towards success and sustainability for the future.

As a result, the Group which is established in key Board of Investment zones across Sri Lanka, focuses on reaching out to the wider community, various social and economic causes as well as recurring development initiatives to ensure a concreted impact in all aspects of life including physical, psychological, social, spiritual, and economic, under the 'ATG Suraksha' banner.

## HOPE FOR FUTURE

As part of ATG's contribution to Sri Lanka's education, ATG Occupational (PVT) Ltd in Mirigama joined hands with the Export Processing Zone (EPZ) of Mirigama, as a main sponsor for the 'Hope for Future' programme. The overarching goal of this initiative is to equip underprivileged schools in the Gampaha district with the essential school materials to meet the required student needs.

The programme commenced at the Loluwagoda Primary School in Mirigama on the thirtieth (30) of May. This initiative will continue at other schools within the district this year.





## SUPPORT FOR SCHOOL ATHLETES



ATG firmly believes in investing in the next generation that is resilient to face challenges in any area of life. Hence, the Group also focuses on various programmes to uplift both formal and informal education of the youth in Sri Lanka.

This year, ATG Gloves Knitting PVT LTD in Wathupitiwala came forward to build a state-of-the-art Volleyball Court for Ranpokunagama Maha Vidyalaya in Wathupitiwala. The Volleyball Court was vested with the students on the twentieth (20) of June. This project serves to promote physical activity among students and nurture a sense of belongingness and well-being within the local community.



## CARE FOR VETERANS

This year, ATG Group is also diligently focused on community programmes that improve the overall quality of life for the elderly; the veterans and maestros, whose life-long service and dedication contributed to Sri Lanka's growth and development.

One such initiative involves ATG Gloves Knitting (Pvt) Ltd in Wathupitiwala organising a special meal programme at the Sub Post Office in Wathupitiwala for government pensioners, monthly. This programme is designed for senior citizens who come to collect their Government pensions and wait in long queues for hours, amidst treacherous weather conditions.

ATG came forward to provide them with a nutritious and hearty meal once the Group received information on how most seniors do not have even a drink of water during the arduous process. The recent programme was held on the twenty-seventh (27th) of June.

Under the umbrella of the ATG Group, each subsidiary company is fully dedicated to advancing its collective corporate social responsibility (CSR) initiatives. They focus on the safety of individuals, fostering social and economic empowerment, and consistently integrating these core values into day-to-day operations. Through collaborative efforts, ATG's goal is to create a significant and positive impact not just within their workforce and extending families, but also within the wider community they serve.





## TRADE EVENTS - EUROPE

# AUGUST

10

### KNOKKE ART FAIR KNOKKE-HEIST

[www.tuteleers.com](http://www.tuteleers.com)

**VENUE :** BELGIUM

**FOCUSSED AREA:** INTERNATIONAL ART FAIR

20

### NOR-FISHING TRONDHEIM

<https://nor-fishing.no/en/>

**VENUE :** NORWAY

**FOCUSSED AREA:** INTERNATIONAL FISHING FAIR

23

### CREATIV SALZBURG

[www.messezentrum-salzburg.at](http://www.messezentrum-salzburg.at)

**VENUE :** AUSTRIA

**FOCUSSED AREA:** INTERNATIONAL TRADE FAIR FOR GIFT IDEAS, HOME ACCESSORIES AND LIFESTYLE PRODUCTS

28

### INTERNATIONALE HOLZMESSE

[www.kaerntnermessen.at](http://www.kaerntnermessen.at)

**VENUE :** AUSTRIA

**FOCUSSED AREA:** INTERNATIONAL TRADE FAIR FOR FORESTRY, SAWING, TIMBER, JOINERY, TRANSPORT AND BIO-ENERGY

29

### AMBERIF GDANSK

<https://amberexpo.pl/>

**VENUE :** POLAND

**FOCUSSED AREA:** INTERNATIONAL FAIR OF AMBER, JEWELLERY AND GEMSTONES

## Branding Opportunities

The ECCSL newsletter published each month is an excellent mode of communication on key developments in business between Europe and Sri Lanka

### Full Page Advertisement or Article Monthly Investment LKR 25,000

#### Includes:

- Latest business trends and developments
- ECCSL updates & events
- Advocacy updates
- Member highlights
- Trade information between Sri Lanka and Europe

#### Reaches:

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- Policy makers
- Foreign diplomats
- European trade partners
- Business partners
- Members and Non-members of ECCSL

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