



# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## Sri Lanka targets \$18.2B in exports for 2025: EDB Chairman

By Nuzla Rizkiya

The 26th Presidential Export Awards Ceremony organized by the Export Development Board of Sri Lanka (EDB) took place on 7 February, 2025 at the Bandaranaike Memorial International Conference Hall (BMICH) Colombo. The awards ceremony, held every year, celebrates the outstanding achievements of top-performing exporters from the previous financial year, highlighting their significant contributions across a diverse range of industries. This year, the prestigious accolades were distributed across 14 main segments and 54 sector-specific awards to recognize the excellence displayed by local stakeholders in various fields of export. Following the event, EDB Chairman Mangala Wijesinghe to discuss Sri Lanka's export growth, challenges and the role of the EDB in driving the sector forward.

Following are the excerpts of the interview.

**Q - The Presidential Export Awards is one of the highest honors an exporter can receive in Sri Lanka. What were your key takeaways from this year's event?**  
The annually held Presidential Export Awards play an important role in recognizing and encouraging Sri Lankan exporters across various sectors and industries. This year, we invited over 1,500 exporters to the ceremony to promote broader participation.

The rigorous selection process of winners was chaired by a retired Supreme Court judge along with support from industry experts. Ernst & Young (EY) audited the entire process and Sri Lanka Customs too contributed to the evaluation.

The aim of this award ceremony is to recognize and motivate entrepreneurs who drive export revenue while encouraging more businesses to strive for excellence in exports.

In addition to the prestigious recognition, winners of this award ceremony will also have the right to use the Presidential Export Award logo in their product marketing and branding materials for a period of three years. This will immensely help assist them to improve their global image.

A key highlight this year was the recognition of women entrepreneurs, an area we aim to expand further in future editions. Next year, we plan to introduce more categories and broaden our recognition for exporters across different industries.

**Q : Tell us about the new initiatives taken by the EDB to expand Sri Lanka's export basket and elevate its exporter capabilities.**

Currently, Sri Lanka has around 4,500 exporters and below 3,000 export product categories. Out of this, 90 percent of the export value is accounted for by the 10 percent of exporters who represent the large scale category. 48 percent of our exporters belong to the micro and small-scale categories, yet their combined contribution is only about Rs. 20 million per annum.

However, SMEs contribute over 52 percent to Sri Lanka's GDP. So these figures show a significant gap in their role within the export sector. Our goal is therefore, to bridge this gap by scaling up micro and medium level exporters to the large scale category and our aim is to achieve a 30 percent improvement in this transition.

Our approach for this focuses on value

**To promote our exports to the next level, we need to create more opportunities for exporters. Additionally, we are also encouraging exporters to utilize renewable energy. Exporters are pushing for duty-free access to raw materials across export categories and for low-interest loans to support the renewable energy sector. These will reduce costs, boost competitiveness, and help businesses transition to sustainable energy**



EDB Chairman Mangala Wijesinghe

addition, innovation and integration into global supply chains. Several high-potential sectors have been identified for development, including gem and jewelry, Food and Beverages (F&B), electrical and electronics, ornamental fish, spices, boat building and marine exports.

In the services sector, ICT is emerging as a key contributor and we have a target of generating US \$1.9 billion in export revenue this year. Transport and logistics, as well as the construction industry, are also priority areas.

With these initiatives, we aim to achieve US\$18.2 billion in export revenue by 2025.

**Q : We highlighted several thrust sectors for development. What are the practical strategies in these areas to achieve these targets? Are we going to see tax reforms, incentives or any major initiatives for them anytime soon?**

To promote our exports to the next level, we need to create more opportunities for exporters. Additionally, we are also encouraging exporters to utilize renewable energy. Exporters are pushing for duty-free access to raw materials across export categories and for low-interest loans to support the renewable energy sector. These will reduce costs, boost competitiveness, and help businesses transition to sustainable energy.

Another key strategy is to implement product-specific free trade agreements. We are currently assessing which segments to target, particularly in Africa, the Middle East and ASEAN countries. Additionally, we are working on attracting foreign direct investment (FDI). We have discussed with the government to establish an Export-Led Investment Committee. This committee will streamline the approval process for foreign investors to make sure that their proposals are reviewed and approved within a very limited timeframe.

Moreover, we are conducting research and development (R&D) to determine which products and countries to focus on for future agreements. One of our main goals is to strengthen our presence in European countries, as they account for 40 percent of Sri Lanka's exports. Since these markets emphasize sustainability, we have to promote value-added and organic exports to meet their standards.

**Q : Can you outline your revenue targets for this year, along with the plan for the next five years?**

By 2030, we aim to achieve an export revenue of US\$ 36 billion, with US\$ 27 billion coming from merchandise exports

**Our team is always available through our general helpdesk system. Anyone can reach out to us via our general lines: 0112300705/11, fax: 0112300715, customer helpdesk hotline: 0112300710, or via emails at edb@edb.gov.lk or helpdesk@edb.gov.lk. We respond to any queries immediately and we have categorized the departments based on key sectors such as the rubber sector, apparel sector and so on**

and US\$ 8.5 billion from service exports. This year, our target is to reach USD 18.2 billion in total export revenue, of which we expect over US\$ 14 billion from merchandise exports and US\$ 4.2 billion from service exports.

According to a Harvard University study, Sri Lanka's export complexity score is -0.22, whereas countries like Vietnam rank much higher due to their focus on technological products. So to increase our export complexity and diversify our offerings, we are prioritizing sectors such as ICT, rubber, electrical and electronics. We strongly believe that these high-value, technologically advanced products will help us immensely in achieving our long-term goals.

**Q : What key challenges do export stakeholders frequently highlight in your stakeholder discussions? What are some of the concerns and issues they urgently seek solutions for?**

We host exporters' forums every year on a quarterly basis, where we gather concerns from the stakeholders. One of the most common issues they raise is the high cost of energy. We have discussed this matter with the government, which recently led to some reasonable reductions in energy costs.

Another major challenge they face is the bureaucratic process involved in securing approvals from multiple ministries. For example, exporting ornamental plants requires numerous clearances from various ministries, which delays the overall export process. Recognizing this issue, after 28 years, we reactivated the Export Development Ministers' Council (EDMC), chaired by the Honorable President.

This council serves as a policymaking body, bringing together nine line

ministries involved in exports, including plantation agriculture, trade and commerce, industry and transport. Through this platform, we address bottlenecks faced by exporters and provide immediate solutions.

Accordingly, we have plans to host these exporter forums regularly. If we can sustain this for the next two to three years, I believe we can create a significant improvement in facilitating exports. Through the EDMC, we have already managed to clear many regulatory hurdles across different ministries for exporters to make it easier for them to operate efficiently.

**Q : Can you list some of the solutions you have come up with for exporters that will be implemented in the near future?**

Certainly. One of the issues exporters face is with the VAT refund system. Exporters have had problems with getting their refunds, especially when products are purchased for export but the VAT is not refunded in a timely manner. This issue has been prominently raised, and we are actively formulating a system to resolve this problem and it will be initiated soon.

Another issue exporters face is with the export process itself. Currently, there is a lot of manual scanning when goods are exported and this has been happening since 2009. In this manual process, containers need to be manually checked, and sometimes, the relevant container items even have to be unpacked for inspection. This manual process has been very time-consuming and has caused delays in clearing goods. To address this, we have obtained approval to install advanced scanning machines. The Sri Lankan Air Force is helping us with this initiative. After this installation, there will be no more manual checks. The scanners will replace the old system, which will streamline the clearance process and make it faster and more efficient.

Another update is streamlining of the approval process for exporting ornamental plants. In the past, exporters needed approval from several ministries, which was cumbersome. Now, the approval process will be handled from just one location, that is the Ministry of Agriculture. This will eliminate the need for exporters to visit multiple locations and will also significantly speed up the approval process.

Other sectors, such as electrical and electronics too face challenges, especially when importing raw materials for exports. They have had to pay excessive duties, so we agreed to charge a reduced fee for raw material imports in these sectors.

Moreover, local companies that repurpose railway boxes have sought approval to test their products with Sri Lankan Railways. If they get approval from the Ministry of Railway to test their technology, they too will soon be able to start exporting their products.

Furthermore, the export potential of Sri Lanka's gem and jewelry sector, particularly of its diamond products, was valued at US\$ 280 million last year. But the export revenue we generated from Sri Lankan diamonds alone was only US\$ 100 million. Therefore we have initiated discussions on introducing new tax policies to help gem merchants to increase their export value.

These are just some of the initiatives that we have worked on.

**Q : A big concern for exporters is that many of them are unaware of the process to approach the EDB and the services that you actually offer. What is your plan to create more awareness?**

Right now, the EDB is the premier institution to promote and encourage exports in Sri Lanka. Based on that, we have a big role to play. As a policy advisor to the government and a promoter, we have to compress knowledge for exporters and make them aware of the services we offer.

We do a lot of outreach. Under our latest export outreach initiative, we are approaching every region of the country individually to identify potential exporters. The program was initiated on 18 February 2025 in Batticaloa, where we gathered around 250 new exporters to educate them on how to enter international markets, meet labelling standards and more.

In addition to that, we hope to actively participate in global trade fairs. We regularly shortlist potential global events and try to participate in them. This year too, we have shortlisted more than 20 events in an aim to give local exporters more international exposure. These events include forging exhibitions and foreign missions. The EDB is responsible for organizing B2B

or matchmaking events when these foreign missions visit Sri Lanka.

Our team is always available through our general helpdesk system. Anyone can reach out to us via our general lines: 0112300705/11, fax: 0112300715, customer helpdesk hotline: 0112300710, or via emails at edb@edb.gov.lk or helpdesk@edb.gov.lk. We respond to any queries immediately and we have categorized the departments based on key sectors such as the rubber sector, apparel sector and so on.

Additionally, since we are under the Ministry of Industries, we support SMEs with assistances and relief. We work with other organizations like the IDB to promote them.

**Q : What is your strategy for reaching out to potential local businesses who do not approach the EDB. How do you plan to reach out to them?**

That is a very important point to factor in. Right now, Sri Lanka's GDP stands at US\$ 84.35 billion, with exports representing 19.6 percent of IT. Our plan is to develop our export sector to present 25 percent of the GDP by 2030.

This is critical because, by 2028, Sri Lanka has to start repaying its debt. Therefore the government wants to elevate foreign reserve value to US\$ 15 billion within the next five years and exports will play a vital role in achieving this goal.

To support this, the EDB has finalized an initiative to establish 25 Export Production Villages across all districts in the country. This year, we plan to set up eight of them in selected districts based on their export potential. For example, Polonnaruwa has been identified as a key location for an Export Production Village specializing in ornamental fish. If we can establish 8-10 village points focused on this product in the area, both local and international buyers can be directed there to explore opportunities.

We have identified these as district-specific clusters—for example, Nuwara Eliya for coffee and Matara for spices. Poultry is another sector we are focusing on to create more employment opportunities. I can confidently say that this year, we will be able to establish 6-8 Export Production Villages in several districts across the country.

**Q : We have had a lot of post-budget discussions held these past few weeks. Many industrial experts there opined that the US\$ 19 billion targets for 2025 will be challenging considering the global market shares Sri Lanka has and the high cost of production. What are your thoughts on this?**

In 2023, Sri Lanka earned US\$ 14.94 billion in export revenue and in 2024, this increased to US\$ 16.17 billion, reflecting a 6 percent growth. For 2025, we are aiming for a 14 percent marginal growth to reach US\$ 18.2 billion in revenues.

If we take sector-specific targets into account, the apparel sector is expected to lead this growth with a revenue target of US\$ 5.2 billion, while tea exports are projected to contribute US\$ 1.4 billion.

Rubber exports are expected to reach US\$ 1 billion, and other export crops are expected to generate over US\$ 100 million.

The construction industry is also seeing similar growth, with a target of US\$ 450 million compared to last year's US\$ 250 million.

Additionally, electronics and electronic components from the merchandise sector are expected to generate US\$ 550 million in revenues in 2025, while food and beverage exports are projected to reach US\$ 485 million.

The Gem and Jewellery Association recently assured us that, with the latest reforms Sri Lanka can expect around US\$ 650 million in revenues from their sector.

Additionally, the government under its digital transformation campaign will strengthen the service sector exports to increase ICT revenues to US\$ 1.7 billion within the year.

Most of these sector-specific targets were made through discussions with industry members. We've also been working with the government to agree on cutting down unnecessary import costs and reducing bottlenecks. The energy sector reduction was also part of this. Through such strategies we are confident that these targets are achievable.

If we get to implement the VAT refundable system, it will be a real benefit for exporters. The Export Lead Investment Committee will continue working on more similar solutions. Also, with the political stability, the government's stance on transparency and its strong anti-corruption policy, we believe we're moving in the right direction.





# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## eMarketingEye Recognized as the Best SME Exporter of the Year at the 26<sup>th</sup> Prestigious Presidential Export Awards



eMarketingEye Chief Executive Officer Rajitha Dahanayake accepting the award for 'Best SME Exporter of the Year' presented by President Anura Kumara Dissanayake

eMarketingEye, a leading digital marketing agency specializing in the travel and hospitality industry, has been honored with the prestigious 'Best SME Exporter of the Year' award at the 26th Presidential Export Awards 2023/24. This accolade, presented by the Sri Lanka Export Development Board (EDB), is among the 14 overall awards presented at the ceremony, recognizing the most outstanding contributors to the country's export sector.

Held under the patronage of President Anura Kumara Dissanayake at BMICH in Colombo, the event celebrated businesses that have played a pivotal role in driving

Sri Lanka's export economy. eMarketingEye's recognition as the Best SME Exporter of the Year highlights its exceptional success in delivering digital marketing solutions to global markets, reinforcing its impact as a key player in the hospitality industry.

As a Sri Lanka-based company, eMarketingEye has been at the forefront of providing digital marketing services to global markets, empowering both international and local brands to enhance their online presence, maximize visibility, and drive business growth. With a clientele spanning 45+ countries across 14 industry verticals, and

over 1,200 clients, the company has established itself as a leading digital marketing agency in the Asia Pacific region.

The Best SME Exporter of the year award recognizes small and medium scale enterprises (SMEs) that have demonstrated outstanding achievements in the field of exporting their products or services. The award acknowledges the efforts and accomplishments of SMEs that have excelled in expanding their business beyond their domestic market and making a significant impact on the international stage.

**Rajitha Dahanayake, CEO of**



Team eMarketingEye at the 26th Presidential Export Awards 2023/24

**eMarketingEye, commented:** "Being recognized as the 'Best SME Exporter of the Year' at the 26th Presidential Export Awards is a tremendous honor and a testament to the impact we have made in the global digital marketing landscape. As the first and only digital marketing agency to receive this recognition, we are grateful for the opportunity to contribute to Sri Lanka's export revenue. Our expertise in digital marketing solutions has helped position Sri Lanka as a hub for world-class digital marketing. This award reaffirms our commitment to innovation and delivering results

for global brands, and we are thankful to our dedicated team for making this possible."

eMarketingEye's journey has been driven by its passion for innovation. From Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising to Social Media Marketing and Website Development, the agency has consistently raised the bar for excellence in digital marketing. Furthermore, its proprietary solutions—such as BookingEye, GiftsEye, and PaymentsEye—have revolutionized the way hospitality brands engage with customers and generate incremental revenue.

As digital marketing continues to evolve, eMarketingEye remains committed to delivering cutting-edge solutions that help its clients stay ahead of the competition. With strategic partnerships with industry leaders like Google, Microsoft, Meta, and Yandex, the agency is well-positioned to shape the future of digital marketing for the global travel and hospitality sectors.

Being an undisputed leader in digital marketing, the company takes pride in contributing to Sri Lanka's export economy and will continue to expand its global footprint, delivering world-class solutions.



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# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



# Hayleys Fabric PLC triumphs at 26<sup>th</sup> Presidential Export Awards

## Best Exporter Award – Knitted Fabric Sector

### BACKGROUND

Established in 1993, Hayleys Fabric PLC has emerged as the leading fabric manufacturer in Sri Lanka, supplying innovative knit fabrics to top global brands like Nike, Victoria's Secret, Calzedonia, Decathlon, PVH, and Gymshark. With a comprehensive production capacity of producing 16413 MT annually, securing a substantial market share approximately 44% in Sri Lanka and contributing an annual group turnover of 155 million dollars. The company leads the industry in sustainability, innovation and ethical standards and offers comprehensive solutions that covers the whole fabric production spectrum from design to delivery adopting the latest technologies. Being the largest textile manufacturer in Sri Lanka after the acquisition of South Asia Textiles in 2021. With a clear purpose to create a better environment for everyone, Hayleys Fabric PLC contributes to the wellbeing of People, Planet and Profit.

### BEST PRACTICES IN ESG

In order to address the three pillars of sustainability- Environment, Society and Governance, Hayleys Fabric PLC owns a customized ESG framework. It is consist of those pillars while aligning with the United Nations SDGs. This framework ensures comprehensive decision-making, target setting, and regular monitoring, giving equal weight to the three sustainability pillars.

The company operates with complying of all relevant local and global regulations, directives, ISO certifications for environmental, energy, and occupational health and safety management, further



Mr. Rohitha Bandara, Executive Director - Finance and ESG at Hayleys Fabric PLC receiving the award from Hon. Sunil Handunneththi, Minister of Industry and Entrepreneurship Development and Hon. Chathuranga Abeysinghe, Deputy Minister of Industries and Entrepreneurship Development

affirming its ethical commitment.

When considering the Environment pillar, the main focus goes to Energy and Emission Management, Water Management and Biodiversity conservation.

Under Energy and Emissions management, Hayleys Fabric has obtained the target approval for near -term and net zero by Science-Based Targets initiative (SBTi). The company has reduced its carbon footprint by 15%, supported by Sri Lanka's largest single rooftop solar and the use of 73% renewable energy. Regular departmental energy-saving projects and annual carbon footprint verification underscore this commitment.

Since 2020, Hayleys Fabric has been committed to the UN CEO Water Mandate and practices excellent water management practices in the production process. They operate in-house water treatment facilities and align with both local and global regulations to ensure responsible water usage.

Biodiversity conservation is integral to Hayleys Fabric's mission. They maintain a 1:1 green-to-building ratio, manage the "Diyathuru Uyana" biodiversity wetland park, conduct in-house organic harvesting, restore the threatened Lagenandra kalugaleensis species, and regularly plant trees.

Under the Social Pillar, Hayleys

Fabric PLC places a strong emphasis on social well-being through health, safety, and employee engagement, as well as fostering robust customer, supplier, and community relationships.

The company ensures a sustainable supply chain by putting sustainable sourcing practices through the entire supply chain. Stringent environmental and social compliance screening for raw material suppliers, ensures high standards throughout the product lifecycle, from raw material extraction to production, use, and disposal. This reduces environmental impact and promotes responsible practices among its suppliers.



Best Exporter Award – Knitted Fabric Sector

Adhering to globally recognized standards for fair labor practices, Hayleys Fabric PLC is certified with ISO 45001 for Energy Management System. Social policies include the prohibition of forced or bonded labor, assurance of the right to collective bargaining, maintenance of a safe, hygienic working environment, and strict prohibition of child labor. Wages meet or exceed industry standards, and the company enforces compliance with national laws on working hours while maintaining zero tolerance for discrimination, harassment, or

inhumane treatment.

Social policies include the strict restrictions of child labor and guarantee of the right to collective bargaining, the prohibition of forced or bonded labor, and the maintenance of a clean and safe working environment. The organization has zero tolerance for discrimination, harassment, or inhumane treatment while enforcing compliance with national laws regarding working hours and paying wages that meet or beyond industry norms.

Continuous employee capacity-building is highly practiced at Hayleys Fabric, delivering over 31,000 hours of training for the employees for employee development. The company operates a 100% women-only knitting plant in Wagawatta, which offers a supportive work environment, including a separate medical room and adequate sanitary facilities to ensure gender equity.

Accurate and transparent reporting is the main focus when considering governance. Practicing integrated reporting since the 2014/2015 financial year, the company adheres to global reporting standards such as GRI, SASB, and TCFD, and has recently adopted SLFRS S1 and S2.

While being awarded as the Best Exporter in Knitted Fabric Sector, Hayleys Fabric PLC has also earned widespread recognition both locally and globally for its steadfast commitment to ethical trading, sustainability, and innovation. By seamlessly integrating these core principles, the company continues to set industry benchmarks, driving economic growth while championing environmental stewardship.

# HAYLEYS FABRIC GROUP

## THE LARGEST WEFT KNITTED FABRIC MANUFACTURER IN SRI LANKA



### OUR PURPOSE

"To strengthen the fabric of society  
by knitting together a better  
environment for all !"







# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



"Our achievement at the Presidential Export Awards is a testament to the dedication and passion of our teams, overseas business partners, and customers who have been integral to our journey. We are honoured to receive this accolade, which reaffirms our mission to take Sri Lankan herbal products to the global stage while maintaining the highest standards of quality and safety," commented Chamari Wickramathilake, Chief Operating Officer of Link Natural.



## Link Natural Products' Award-Winning Export Journey to Global Excellence

Link Natural Products once again cemented its position as a leading exporter by being honoured with the 'Emerging Exporter of the Year 2023/24' and 'Best Exporter - Herbal & Ayurveda Products Category (Sectoral) accolades at the prestigious Presidential Export Awards, organized annually by the Sri Lanka Export Development Board (EDB).

The Presidential Export Awards (PEA) stands as the pinnacle of recognition bestowed by the Hon. President of Sri Lanka upon exporters who have made exceptional contributions to the country's export sector and economic advancement. Link Natural Products was evaluated based on its performance during the financial year

and across metrics such as export turnover, export proceeds repatriation, net foreign exchange earnings, market diversification, product diversification, value addition, innovations, and sustainable efforts in the export market.

Today, Link Natural Products dominates the local market with a range of herbal healthcare and personal care products. The company's rapid growth in exports is evident in the opportunities available in the global landscape and its success in getting regulatory approvals, marking its strong compliance with product safety, and quality requirements. Equipped with a state-of-the-art R&D Centre, and a U.S. Food and Drug Administration (FDA) audit-compliant manufacturing facility, Link Natural

Products continues to set new benchmarks in the herbal product industry.

Ashan Ransilge, Chief Executive Officer of Link Natural, elaborated further, "Our success is driven by a relentless pursuit of quality and sustainability, ensuring that every product reflects our rich heritage and deep-rooted commitment to health and wellness. This award is both a milestone and a motivation for us to continue innovating, expanding, and strengthening our presence in the international markets while staying true to our core values. The management of Link Natural Products extends its heartfelt gratitude to its dedicated teams, distribution partners, and loyal consumers worldwide for being part of its dynamic journey and looks ahead with optimism to reaching new heights



Ashan Ransilge, Chief Executive Officer of Link Natural, elaborated further, "Our success is driven by a relentless pursuit of quality and sustainability, ensuring that every product reflects our rich heritage and deep-rooted commitment to health and wellness. This award is both a milestone and a motivation for us to continue innovating, expanding, and strengthening our presence in the international markets while staying true to our core values. The management of Link Natural Products extends its heartfelt gratitude to its dedicated teams, distribution partners, and loyal consumers worldwide for being part of its dynamic journey and looks ahead with optimism to reaching new heights together."

together."

The journey of Link Natural Products began in 1982, rooted in the production of spice essential oils for the export market, eventually growing into globally trusted herbal products, driven by its commitment to quality and innovation through a combination of Ayurvedic wisdom and modern science. Link Natural is home to internationally trusted and time-tested products such as Link Samahan, Sudantha, Swastha Amurtha, Swastha Triphala, Musclegard, SP Balm, and Kesha providing consumers with holistic wellness over generations. The flagship brand, Link Samahan, is now exported to over 30 countries including the USA, Japan, India, the Czech Republic, Canada, Australia, and the Middle East. It is available in many mainstream retailers including Costco Japan,

and Lulu Hypermarkets in the Middle East, and has also earned the distinction of being served onboard our national carrier Sri Lankan Airlines. This uniquely Sri Lankan herbal drink has been featured in major global publications and endorsed by several iconic global celebrities such as Amitabh Bachchan and Naomi Campbell for its efficacy and featured in international media like The Times of India and The Juggernaut.

"Our achievement at the Presidential Export Awards is a testament to the dedication and passion of our teams, overseas business partners, and customers who have been integral to our journey. We are honoured to receive this accolade, which reaffirms our mission to take Sri Lankan herbal products to the global stage while maintaining the highest standards of quality and safety," commented Chamari Wickramathilake, Chief Operating Officer of Link Natural.

Sustainability remains at the heart of Link Natural Products' operations, with the company taking a proactive role in ethical sourcing and environmental stewardship. The company engages with rural farming communities as valued supply chain partners by offering access to healthy planting material, buy-back agreements, stable pricing, agricultural technology training, and financial support, while ensuring a consistent supply of high-quality raw materials. By fostering such long-term partnerships, Link Natural Products reduces reliance on imports and creates sustainable livelihood opportunities that drive economic growth in local communities.







# LINK NATURAL SHINES AGAIN AT THE PRESIDENTIAL EXPORT AWARDS

Link Natural Products, a subsidiary of CIC Holdings, has been honored at the **26th Presidential Export Awards 2023/24** by clinching the distinguished titles of **Emerging Exporter of the Year** and **Best Exporter Award – Herbal & Ayurveda Products Category**. This dual recognition marks our remarkable transformation into a strong global player in the herbal product sector, reflecting unparalleled growth in both export volume and value.

Driven by the ancient wisdom of Ayurveda and bolstered by cutting-edge scientific innovation, Link Natural is expanding its global footprint to over 30 countries spanning five continents including key markets such as the USA, Japan, India, and Europe. Our flagship product, Link Samahan, continues to lead in promoting immunity and well-being worldwide, serving as a testament to our commitment to quality, sustainability, and excellence in herbal wellness.

With our dedicated team, distribution partners overseas, advanced R&D capabilities, and steadfast focus on sustainable practices, we proudly represent Sri Lanka's rich herbal heritage on the international stage. This achievement not only sets a new benchmark in export excellence but also reinforces our enduring contribution to Sri Lanka's thriving export sector.







# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## SYSCO LABS SCORES 'ICT EXPORTER OF THE YEAR' HAT-TRICK

Sysco  
FORTUNE  
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RANK 54<sup>th</sup>

Becomes first-ever services company to win 'Best Value-Added Exporter' at the Presidential Export Awards

Sysco LABS was honoured with the award for 'Exporter of the Year' in the Information and Communication Technology (ICT) category for their continued contribution to the Nation's economy at the recently held Presidential Export Awards 2023/24. Completing a historic milestone for the company and the ICT industry, Sysco LABS was also recognized as the 'Best Value-Added Exporter' making it the first service exporter in Sri Lanka to win the prestigious award.

Organised by the Export Development Board (EDB), the 26th Annual Presidential Export Awards were held on the 7th of February 2025, at the Bandaranaike Memorial International Conference Hall (BMICH). As the country's most prestigious award for exporters, it plays a crucial role in recognizing exporters for exemplary performance and contribution to Sri Lanka's economy.

Sysco LABS has focused heavily on multiple areas like AI and machine learning, people practices, learning and development, sustainability, CSR and DE&I. The awards are a testament to the company's ability to leverage Sri Lankan tech ingenuity and innovation to deliver mission-critical software that powers the worldwide end-to-end operations of its parent company.

Sysco LABS has also continued to create initiatives that enrich Sri Lanka's tech talent pipeline. Its knowledge enhancement programs such as 'Project Summit' ensure that aspiring engineers are equipped with the right skills and know-how to fast-track their careers in the ICT sector. Project Summit is a 6-month program that focuses on providing university students with exposure to 4IR technologies such as Artificial Intelligence and Machine Learning, and access to Sysco LABS' world-class technologists who ensure that undergraduates are trained and ready to thrive in the rapidly evolving arena of global technology.

Another focus for the company in the recent past has been encouraging and empowering women in tech. The company developed a people-centric and nurturing strategy prioritizing colleagues, with a focus on fostering awareness, development, enablement and empowerment specifically geared towards females. One of the key programs launched as part of this strategy was the Sysco LABS APEX – women in leadership program which aims to develop more female leaders who can inspire the next generation of women in tech in Sri Lanka.

The company also operates with the purpose of 'Connecting the world to share food and care for one another' which they share with their parent company – Sysco. Inspired by this purpose, Sysco LABS rolled out its flagship sustainability project Share a Meal, Share a Moment in 2020. The program is an outreach initiative which is centered around tackling the prevalent issue of hunger and since 2020, it has impacted over 50,000 people – giving them access to dry rations and other essential items in challenging times. Sysco LABS colleagues have also been inspired to give back to the community and have since organized outreach efforts like soup kitchens and donations to hospitals and schools.

Sysco LABS is committed to leveraging its talent to deliver world-class technology while utilizing its knowledge resources to contribute to the growth of Sri Lanka's ICT export sector and the overall tech industry's transformation into a global innovation hub.

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We are humbled to have been recognized as the country's 'Best Value-Added Exporter' in addition to being named 'ICT Exporter of the Year' for a third consecutive year. This accomplishment reflects the dedication and performance of all our colleagues who consistently work at world-class standards to deliver solutions that are enabling Sysco's digital transformation. It is a privilege to be able to contribute to Sri Lanka's tech industry and economy. Sysco LABS Sri Lanka has always focused on high quality delivery and innovation to satisfy the requirements and expectations of our global stakeholders. We are also proud of our colleagues who dedicate their time to add value to the tech industry, academia and communities through our different initiatives that focus on knowledge sharing, enhancement and social good. We are committed to staying the course and continuing to contribute to the country's export revenue while fulfilling our responsibility to society as a corporate citizen.

Rasika Karunatilake,  
Managing Director, Sysco LABS  
Sri Lanka

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We recognise Sysco LABS' wins for the precedent they set and the far-reaching significance they signal for the future of local IT export revenue. By securing not only the ICT Exporter Award for the third consecutive year, but Best Value-Added Exporter of the Year Award – a first for a service company as well, Sysco LABS encourages other IT companies and prospective technopreneurs by example to take on new challenges, innovate and explore avenues of expanding Sri Lanka's IT industry. We congratulate Sysco LABS for further spotlighting the country's capacity for ingenuity.

Nishan Mendis,  
Chairman of the Sri Lanka  
Association of Software and  
Service Companies  
(SLASSCOM)

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As one of Sri Lanka's leading U.S. technology corporates, Sysco LABS' achievements attest the worth of investing in the country's resourcefulness and demonstrates the wealth of expertise the country has to offer the world. The awards represent the sector's emergence as a uniquely skilled workforce, positioning our country as a competency center for evolving, globally competitive technologies and IT exports. Sysco LABS' work is driving the global network of one of the world's largest foodservice companies, and this achievement affirms Sri Lanka's status for enterprising IT ventures across the globe as investment worthy. Their achievement is an inspiration to others within the IT sector to drive value and investment in our country. We applaud Sysco LABS for their well-deserved recognition and their team's singular drive to turn the investment of a Fortune 500 company into a resounding success, engaging commercial relations with the rest of the world.

Shirendra Lawrence,  
President of the American  
Chamber of Commerce in  
Sri Lanka (AmCham SL)

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### About Sysco LABS

Sysco LABS is the Global In-House Center of Sysco Corporation (NYSE: SYY), the world's largest foodservice company. Sysco ranks 54th in the Fortune 500 list and is the global leader in the trillion-dollar foodservice industry.

Sysco employs 76,000 associates, has 340 smart distribution facilities worldwide and over 14,000 IoT-enabled trucks serving 730,000 customer locations. For fiscal year 2024 that ended June 29, 2024, the company generated sales of more than \$78 billion.

Sysco LABS, Sri Lanka delivers the technology that powers Sysco's end-to-end operations. It's enterprise technology is present in the end-to-end foodservice journey, enabling the sourcing of food products, merchandising storage and warehouse operations, order placement and pricing algorithms, the delivery of food and supplies to Sysco's global network and the in-restaurant dining experience of the end-customer.



Rasika Karunatilake, Managing Director –  
Sysco LABS receiving the award for  
"ICT Exporter of the Year" for 2023/24



President Anura Kumara Dissanayake handing over the  
"Value Added Exporter of the Year" Award for 2023/24  
to Rasika Karunatilake, Managing Director – Sysco LABS





ICT Exporter  
of the Year  
2021/22

ICT Exporter  
of the Year  
2022/23

ICT Exporter  
of the Year  
2023/24

Value-Added  
Exporter of the  
Year 2023/24

# EXCELLENCE DELIVERED

Sysco LABS is honored to win the title of 'ICT Exporter of Year' for the third consecutive year at the Presidential Export Awards organized by the Export Development Board. We are also humbled to have been recognized as the first services company in the history of the award to be named 'Value-Added Exporter of the Year'.

We take pride in our team for being able to consistently deliver a world-class performance and technology that's transforming the future of the trillion-dollar, global foodservice industry.

We take this opportunity to thank all our world-class colleagues for their immense contributions to Sysco, the Sri Lankan tech industry and our Nation's economy.

**FIND OUT HOW BETTER BEGINS HERE AT SYSCO LABS: [www.syscolabs.lk](http://www.syscolabs.lk)**

**Sysco** | **LABS**

**Sysco**  
**FORTUNE**  
**500**  
**RANK 54<sup>th</sup>**





# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## 26th PRESIDENTIAL EXPORT AWARDS

### Overall Awards for the Financial Year 2023/24

No.	Award Name	Winner
1	Best SME Exporter of the Year	eMarketingEye (Private) Limited
2	Emerging Exporter of the Year	Link Natural Products (Private) Limited
3	Woman Exporter of the Year	Ashok Garments (Private) Limited
4	Best Performing Exporter in Emerging Markets	MAS Capital (Private) Limited
5	Contributor from the Regions to the Export Supply Chain	MAS Capital (Private) Limited
6	Innovative Export Service of the Year	OREL IT (PRIVATE) LIMITED
7	Innovative Export Product of the Year	Dipped Products PLC
8	Contributor to Sustainable Development in Exports	MAS Capital (Private) Limited
9	Best Value-added Exporter of the Year	Sysco LABS Technologies (Private) Limited
10	Best Exporter in Product Diversification	MAS Capital (Private) Limited
11	Market Diversified Exporter of the Year	Dilmah Ceylon Tea Company PLC
12	Globally Outreached Sri Lankan Brand of the Year	Akbar Brothers (Private) Limited
13	Net Foreign Exchange Earner of the Year	MAS Capital (Private) Limited
14	Exporter of the Year	MAS Capital (Private) Limited



### Sectoral Awards for the Financial Year 2023/24

Ref No	Product/ Service Sector	Best Exporter of the Sector	No.	Merit Award Winner
<b>Agricultural and Fisheries Products</b>				
1	Tea - Large	Akbar Brothers (Private) Limited	1	Dilmah Ceylon Tea Company PLC
2	Tea - SME	Bogawantalawa Tea Ceylon (Pvt) Ltd	2	Millennium Teas (Private) Limited
			3	Millennium Teas (Private) Limited
3	Processed Food	New Anthony's Farms (Private) Limited		
4	Beverages	Ceylon Beverage International (Private) Limited		
5	Cereal & Confectionery	Maliban Biscuit Manufactories (Private) Limited		
6	Processed Fruits, Nuts & Vegetables	H J S Condiments Limited		
7	Fresh Fruits, Nuts & Vegetables	Dole Lanka (Private) Limited		
8	Seafood & Aquaculture Products	John Sea Foods (Pvt) Ltd		
9	Ornamental fish	Lumbini Aquaria International (Private) Limited		
10	Spices & Allied Products	Samagi Spice Exports (Private) Limited	4	New Lanka Cinnamon (Pvt) Ltd
			5	Joint Agri Products Ceylon (Private) Limited
11	Essential Oils, Oleoresin & Condiments	H D D E S Extracts (Private) Limited		
12	Herbal & Ayurveda Products	Link Natural Products (Private) Limited		
13	Floriculture	Quality Seed Company (Private) Limited		
14	Coconut Kernel Products	Nestle Lanka PLC	6	C B L Global Foods Limited
			7	Jaindi Export (Private) Limited
15	Coconut Shell Products	Haycarb PLC	8	Jacobi Carbons Lanka (Private) Limited
16	Coconut Substrate Products	Hayleys Fibre PLC	9	Arava (Private) Limited
17	Coconut Fiber Products	Bonterra Limited		
18	Organic Agriculture Products	Jaindi Export (Private) Limited	10	Joint Agri Products Ceylon (Private) Limited
			11	Sena Mills Refineries Exports (Private) Limited
<b>Industrial Product</b>				
19	Apparel – Large	MAS Capital (Private) Limited	12	Omega Line Limited
20	Apparel – Medium	Star Garments (Private) Limited		
21	Apparel – Small	Ashok Garments (Private) Limited		
22	Hosiery	Texlan Center (Private) Limited		
23	Knitted Fabric	Hayleys Fabric PLC	13	Teejay Lanka PLC
			14	Ocean Lanka (Private) Limited
24	Dry Rubber Products	Yokohama TWS Lanka (Private) Limited	15	Samson Rubber Industries (Private) Limited
25	Latex Rubber Products	Dipped Products PLC		
26	Ship Building & Repairs	Colombo Dockyard PLC		
27	Boat & Pleasure Craft Building	Ocean Voyager International (Pvt) Ltd		
28	Gems	Ellawala Exports (Private) Limited		
29	Diamond	Diamond Cutters Limited		
30	Jewellery	Tropical Findings (Private) Limited		
31	Ceramics & Porcelain Based Products	Dankotuwa Porcelain PLC		
32	Furniture & Wooden Products	Nienhuis Asia (Private) Limited		
33	Chemical & Paint Products	S and D Chemicals (Private) Limited		
34	Handloom, Crafts & Lifestyle Products	Earthfoam (Private) Limited		
35	Toys, Games & Sport Requisites	-		
36	Footwear & Leather Products	Lanka Leather - Fashion (Private) Limited	16	Ceylon Beverage Can (Private) Limited
37	Light Engineering Products	Trinity Steel (Private) Limited	17	Alumex PLC
			18	Samson Bikes (Private) Limited
38	Transport & Automobile Components	Asiabike Industrial Limited		
39	Value-Added Minerals	PGP Glass Ceylon PLC		
40	Electronics & Electrical Products	GPV Lanka (Private) Limited	19	Variosystems (Private) Limited
41	Stationery & Paper Products	Flexi Print (Private) Limited		
42	Packaging	JF & I Packaging (Private) Limited		
43	Pharmaceuticals	Smithkline Beecham (Private) Limited		
<b>Services</b>				
44	ICT	Sysco LABS Technologies (Private) Limited		
45	BPM/KPM	-		
46	Logistic Services	Expolanka Freight (Private) Limited		
47	Hub Operations & Entrepot Trade	-		
48	Wellness & Health Services	Barberyn Ayurvedic Beach Resort Hospital (Private) Limited		
49	Marine & Offshore Services	Lanka Marine Services (Private) Limited	20	Moceti International (Pvt) Ltd
50	Education Services	CINEC Campus (Private) Limited		
51	Construction Services	Sanken Overseas (Private) Limited		

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## Overall Award Winners for the Financial Year 2023/24



Best SME Exporter of the Year - eMarketingEye (Private) Limited



Emerging Exporter of the Year - Link Natural Products Pvt Ltd

Woman Exporter of the Year - Ashok Garments (pvt) Ltd



Best Performing Exporter in Emerging Markets - MAS Capital (Pvt) Ltd.

Net Foreign Exchange Earner of the Year - MAS Capital (Pvt) Ltd.



Contributor from the Regions to the Export Supply Chain - MAS Capital (Pvt) Ltd.

Innovative Export Service of the Year - OREL IT (PVT) LTD



Innovative Export Product of the Year - Dipped Products PLC

Contributor to Sustainable Development in Exports - MAS Capital (Pvt) Ltd.



Best Value-added Exporter of the Year - Sysco LABS Technologies Private Limited

Exporter of the Year - MAS Capital (Pvt) Ltd.



Best Exporter in Product Diversification - MAS Capital (Pvt) Ltd.



Market Diversified Exporter of the Year - Dilmah Ceylon Tea Company PLC



Globally Outreached Sri Lankan Brand of the Year - Akbar Brothers (pvt) Limited





# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## Flexiprint Pvt Ltd Honored with the Prestigious Presidential Export Award 2023/2024

Flexiprint Pvt Ltd has been honored with the esteemed Presidential Export Award (Sectoral Award) for Best Exporter for the year 2023/2024, organized by the Sri Lanka Export Development Board. This prestigious recognition further solidifies Flexiprint's position as a leader in the printing industry, renowned for its award-winning services and innovative use of technology in Flexo printing.

Flexiprint is proud to announce this remarkable achievement, which recognizes its exceptional efforts in expanding services to international markets. The award, presented by the Government of Sri Lanka, acknowledges the company's outstanding contribution to boosting export growth, increasing foreign market access, and maintaining excellence in service delivery across global regions.

The Presidential Export Award is organized annually by the Sri Lanka Export Development Board, and Flexiprint has now won this prestigious honor for three consecutive years. This marks Flexiprint's seventh Presidential Export Award, reaffirming its commitment to industry excellence and leadership in Flexo printing.

### COMMITMENT TO SUSTAINABILITY AND GLOBAL REACH

Flexiprint's dedication to eco-friendly processes, sustainability, and high-quality service delivery is truly commendable. By utilizing food-grade materials and prioritizing environmental consciousness, Flexiprint sets a benchmark for responsible business practices in the printing industry. Furthermore, Flexiprint has achieved the highest global market share for printing tea bag tags, envelopes, and pyramid tea tags attached with mesh, catering to renowned multinational

brands and showcasing its expansive international reach.

### A LEGACY OF EXCELLENCE AND LEADERSHIP

With over 30 years of excellence in global printing, Flexiprint continues to thrive under the visionary leadership of its Managing Director and Founder, Mr. Sathis Abeywickrama. It is heartening to witness this legacy of success being passed down, as his son, Mr. Isuru Abeywickrama, follows in his father's footsteps, steering Flexiprint towards even greater heights. The dedication and commitment of the entire Flexiprint team are truly inspiring and deserving this prestigious acknowledgment.

### NAVIGATING GLOBAL MARKETS WITH INNOVATION AND EXCELLENCE

Flexiprint has successfully navigated the complexities of international markets, adapting its offerings to meet diverse needs and regulatory requirements. The company's commitment to innovation, customer satisfaction, and strategic global partnerships has contributed significantly to its growth on the international stage. This award not only celebrates Flexiprint's outstanding achievements in international trade but also highlights the crucial role of exports in strengthening a nation's economy, encouraging further growth and global development.

"Winning the Presidential Export Award is a tremendous honor for our entire team," said Sathis Abeywickrama, Founder of Flexiprint. "This achievement reflects the hard work, dedication, and global vision that drive our company. Our international market expansion is a testament to the growing demand for Flexiprint's services worldwide, and we look forward to continuing our mission of delivering high-quality printing solutions to



Isuru Abeywickrama (Director) receiving the award from Deputy Minister of Ports and Civil Aviation Janitha Ruwan Kodithuwakku (MP)

clients across the globe."

### A JOURNEY FROM LOCAL EXCELLENCE TO GLOBAL LEADERSHIP

Since its founding in 1994, Flexiprint has grown from a local service provider to an internationally recognized leader, expanding

its presence worldwide. The company has established lasting relationships with international clients, particularly in the tea industry, showcasing the versatility and scalability of its services.

Flexiprint's achievements contribute to a broader national initiative aimed at

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recognizing businesses that enhance Sri Lanka's global competitiveness, generate high-quality employment opportunities, and foster international goodwill. As part of its ongoing commitment to international market expansion, Flexiprint will continue to focus on delivering innovative and customer-centric services that meet the evolving needs of clients in new markets.



## BEST EXPORTER (sectoral)

### 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2024

Take your premium tea blends to the world with premium-quality tea bag tags envelopes and pyramid mesh/tags



### FLEXIPRINT (PVT) LTD

Flinth Commercial Park, Ranmuthugala Estate, Kadawatha 11850, Sri Lanka.

+94 112 97 37 97

www.flexiprint.lk





# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## BOOSTING EXPORTS: EDB EMPOWERS EASTERN PROVINCE ENTREPRENEURS

The Sri Lanka Export Development Board (EDB) successfully organized an awareness seminar on the New Exporter Development Programme on 18th February 2025 at the Techno Park of Eastern University, Sri Lanka, in Batticaloa. This event marked a significant milestone in the EDB's efforts to enhance the export potential of entrepreneurs in the Eastern Province.

The primary objective of the programme was to encourage domestic enterprises to invest in export industries while identifying and addressing the challenges faced by businesses. Additionally, the programme aimed to assess and develop potential entrepreneurs, equipping them with the necessary support from both public and private sector stakeholders to enter the international market.

The event attracted approximately 250 entrepreneurs and start-ups with export potential from the Eastern Province. Key focus sectors included Fisheries Products, Fruits & Vegetables, Processed Foods, Export Services, and Lifestyle Products such as Handlooms and Handicrafts. The one-day event featured an Awareness Seminar, a Mini Exhibition, and a Business Clinic, providing participants with valuable insights and networking opportunities.

Entrepreneurs from the Eastern Province actively engaged in the forum, gaining essential knowledge and skills to better cater to export markets. The programme offered a range of services, including Capacity Building for Entrepreneurs, Product and Design Development Support, Market Development, Business Consultation Services, and a Mini Exhibition showcasing various products and services aligned with the international market.

Several key stakeholders and institutions collaborated with the EDB to provide essential services to

entrepreneurs during the event. These included the Bank of Ceylon, People's Bank, Sampath Bank PLC, Sri Lanka Telecom, Sri Lanka Customs, Industrial Technology Institute (ITI), Control Union Inspection Sri Lanka (Pvt) Ltd, Lanka Shipping & Logistics (Pvt) Ltd, National Institute of Post-Harvest Management Research & Development Centre, Sri Lanka Standards Institute (SLSI), National Engineering Research and Development Centre (NERD), Department of Fisheries & Aquatic Resources, Industrial Development Board (IDB), National Enterprise Development Authority (NEDA), Small and Medium Enterprises Development Division (SEDD), National Productivity Secretariat (NPS), National Crafts Council (NCC), Sri Lanka Institute of Textiles and Apparel (SLITA), Earth Bound Creations (Pvt) Ltd, Printcare Digital Solutions (Pvt) Ltd, Kiyota Coffee Company (Pvt) Ltd, and Shades IT Solutions.

Mr. Mangala Wijesinghe, Chairman/Chief Executive Officer of the EDB; Mrs. C. D. Dharmasena, Director General of the EDB; and Ms. Anoma Premathilake, Additional Director General – Development of the EDB, attended the event. Representing the local administration, Mrs. J. J. Muraliecharan, District Secretary/Government Agent of the Batticaloa District, also contributed to the discussions. Additionally, distinguished academics, including Prof. N. Rajeshwaran, Dean of the Faculty of Commerce & Management, Eastern University, Sri Lanka, along with government representatives and private sector stakeholders, graced the occasion.

The awareness seminar in Batticaloa provided a valuable platform for entrepreneurs to explore export opportunities, gain industry insights, and connect with relevant stakeholders, reinforcing the EDB's commitment to developing Sri Lanka's export sector.

### AWARENESS SEMINAR



Entrepreneurs and stakeholders attending the awareness seminar conducted by the EDB in Batticaloa.

### MINI EXHIBITION



### BUSINESS CLINIC



Experts providing business consultation and support to entrepreneurs at the business clinic.

## EDB and ITC Equips Women Entrepreneurs with Branding and Digital Marketing skills

The Sri Lanka Export Development Board (EDB), the host institution of SheTrades Sri Lanka Hub, in collaboration with the International Trade Centre (ITC), successfully conducted a two-day training on Branding and Digital Marketing under the SheTrades Commonwealth+ Programme, funded by United Kingdom (UK) International Development. The training, held on 13th and 14th February 2025 in Colombo, was designed to enhance the branding, social media presence, and digital marketing capabilities of 40 export oriented women-led businesses.

Conducted by Ms. Chiara Tirrito, Associate Programme Officer in Marketing, Branding, and E-Commerce at ITC, the training covered key topics, including branding fundamentals, effective brand strategy development, social media marketing, content creation, and AI-driven digital marketing tools. These sessions provided participants with practical skills to build compelling brand identities, create engaging digital content, and leverage technology to optimize their marketing efforts.

For export-oriented women entrepreneurs, this training offers significant benefits by enhancing their ability to position their businesses in international markets, improve visibility on global digital platforms,

and attract overseas buyers. In today's fast-evolving digital landscape, strong branding and an effective online presence are crucial for businesses to compete internationally. By mastering branding and digital marketing, women entrepreneurs can increase customer engagement, expand market reach, and drive export growth.

To ensure a wider impact, a Training of Trainers (ToT) programme was also conducted on 10th and 11th February 2025 for nine (09) EDB officers and six (06) officers from the SME Foundation, Bangladesh. These trained EDB officers will conduct similar training sessions in regional locations across Sri Lanka, ensuring that more women entrepreneurs gain access to these vital skills. During the opening session of the training programme, Ms. Anoma Premathilake, Additional Director General of the EDB highlighted the importance of empowering women entrepreneurs with modern marketing strategies to strengthen their competitiveness in international trade. Through the SheTrades Commonwealth+ Programme, EDB and ITC continue to foster inclusive economic growth by connecting women entrepreneurs to global trade opportunities and equipping them with the tools needed for success.







# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



DailyMirror

Daily FT

THURSDAY  
February 27, 2025

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Mr. Sanjay Melvani, Managing Director of Yokohama TWS Lanka (Private) Limited, receives the Best Exporter Award in the Dry Rubber Product Category at the Presidential Export Awards 2024



Managing Director Mr. Sanjay Melvani and the management team at Yokohama TWS Lanka proudly celebrate their well-earned achievement at the Presidential Export Awards 2024

## Yokohama TWS Sri Lanka Honored as Best Exporter for 2023/2024

Yokohama TWS Sri Lanka has been awarded the prestigious title of "Best Exporter in the Dry Rubber Products Category" at the 26th Presidential Export Awards (PEA) for 2023/2024. This recognition highlights the company's outstanding contributions to Sri Lanka's export sector and its commitment to driving economic growth.

The Presidential Export Awards, the highest honor conferred by the President of Sri Lanka, celebrate exporters who demonstrate excellence in performance, innovation, and sustainable practices. Yokohama TWS Sri Lanka stood out for its exceptional export value addition in the rubber sector and economic development of the same.

Sanjay Melvani, Managing Director of Yokohama TWS Sri Lanka, expressed his pride in the award, stating, "We are honored to receive the Best Exporter Award, yet again which is a reflection of the hard work, commitment, and resilience of our entire team. This award is a clear recognition of the efforts we put into advancing the country's economy through our operations."

Yokohama TWS is part of The Yokohama Rubber Co., Ltd., a leader in designing and producing tire and wheel solutions for agriculture, construction, material handling, and two-wheeler markets. With state-of-the-art manufacturing facilities and advanced technologies, the company serves a global customer base, providing innovative and sustainable solutions. Committed to driving progress in the industry, it offers multi-brand tire solutions that enhance productivity while supporting a sustainable future, solidifying its position as a major player in the global off-highway tire market.

Yokohama TWS includes Trelleborg, Mitas, Maximo, Cultor and Interfit whose network of local specialists offer tailor-made services to meet customers' needs for any applications wherever they are.

Sanjay Melvani, Managing Director of Yokohama TWS Sri Lanka, expressed his pride in the award, stating, "We are honored to receive the Best Exporter Award, yet again which is a reflection of the hard work, commitment, and resilience of our entire team. This award is a clear recognition of the efforts we put into advancing the country's economy through our operations."

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### PRESIDENTIAL EXPORT AWARDS 2023/24 Sectoral Awards

#### Best Exporter Dry Rubber Products

Presented to

**YOKOHAMA**  
TWS







# 26<sup>th</sup> PRESIDENTIAL EXPORT AWARDS 2023/24



## Star Garments Group wins Best Exporter — Apparel under Medium Category at the 26<sup>th</sup> Presidential Export Awards

Star Garments Group ("Star"), a powerhouse in Sri Lanka's apparel industry and the only group of apparel companies to be certified as carbon neutral across all its processes, was honored with the prestigious Best Exporter – Apparel Medium award at the 26th Presidential Export Awards 2023/24.

The annual awards, widely regarded as the country's highest national accolade celebrating outstanding exporters with exceptional growth and performance, is organized by the Sri Lanka Export Development Board (EDB). Star's win reaffirms its excellence in apparel exports and its strong commitment towards innovation and sustainability.

"This recognition inspires us to keep setting new benchmarks in quality, sustainability, and global competitiveness," said A. Sukumaran, Managing Director of Star Garments Group. "Our vision has always been to transform the apparel industry by seamlessly integrating sustainability with advanced technology, reinforcing our position as a trusted partner to world-class brands."

Star has continuously evolved to meet the changing demands of international markets and continues to expand both within and outside of Sri Lanka,



A Sukumaran, Managing Director of Star Garments Group (left) receiving the award

including recent local acquisitions and the upcoming \$15 million state-of-the-art apparel factory in Togo.

Catering to globally renowned brands, Star operates 12 production facilities and employs over 10,000 associates,

with a capacity of producing approximately 1.6 million pieces monthly.

The company has embraced sustainability as a core principle, implementing eco-friendly initiatives such as biodiversity restoration projects, energy-

efficient manufacturing processes, waste reduction strategies, and grassroots collaborations. The Star Innovation Center in Katunayake is the first LEED Platinum building in Sri Lanka to be certified under the latest LEED version 4 and is regarded as the

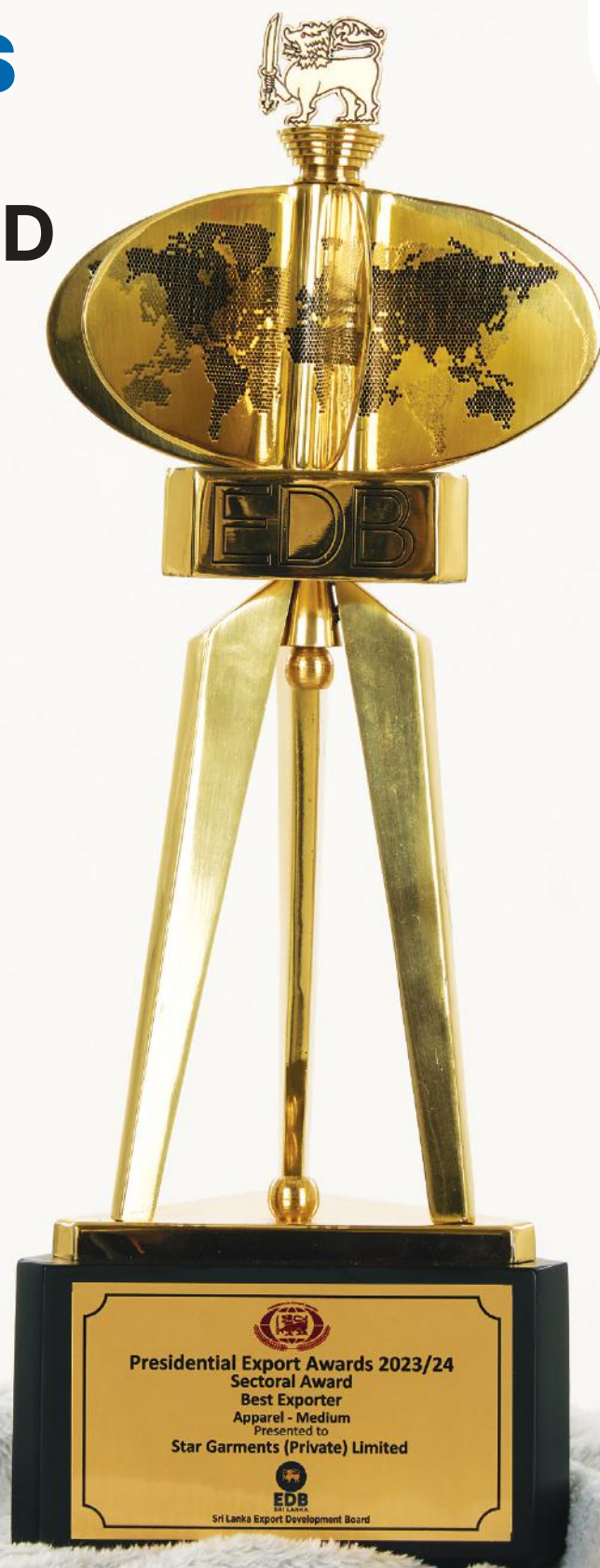
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by over 30 percent through the utilization of virtual prototyping platforms.

Star ensures Sri Lanka's apparel exports maintain a high-value proposition compared to other peers in the region. The group has also consecutively been ranked as one of Sri Lanka's best workplaces in manufacturing by Great Place to Work. Recently, Star also secured top honors at the National Chamber of Exporters (NCE) Export Awards, winning the Gold Award in the Apparel - Large Category.

## STAR GARMENTS GROUP HAS BEEN HONORED WITH THE PRESTIGIOUS 'BEST EXPORTER APPAREL MEDIUM' AWARD AT THE 26TH PRESIDENTIAL EXPORT AWARDS!



**STAR**  
A Komar company

This accolade, organized by the Sri Lanka Export Development Board, recognizes Star's unwavering commitment to quality, innovation, and sustainability in the apparel industry.

As the only apparel group in Sri Lanka certified as carbon neutral across all processes, we continue to push boundaries with 12 state-of-the-art production facilities and a dedicated team of over 10,000 associates. Partnering with world-class brands, we remain focused on driving eco-friendly initiatives and cutting-edge technology to shape the future of apparel manufacturing.

This award is a testament to our passion, perseverance, and purpose.

*Together, we shine brighter.*