



The
**Ceylon
Chamber of
Commerce**

ENTERPRISE

Towards Professionalism

February 2012

Issue II

CCC provides great opportunities for businessmen and investors



The Ceylon Chamber of Commerce (CCC) is the premier business Chamber in Sri Lanka. It currently serves a direct membership of over 500 well established organizations and through its 42 affiliated associations and bilateral business councils, it has an outreach of over 3,000 respected organizations in Sri Lanka.

Speaking on the services provided by the CCC, Ayoni Waniganayake, Senior Assistant Secretary-General in charge of membership development stated "our specialized services to the membership create a gateway to a world of trade and investment opportunities. Those who avail of our services have been successful in penetrating into new markets and enhancing their existing market bases". Services such as facilitating overseas business contacts, organizing overseas business promotion missions, introductory letters to overseas chambers to members undertaking business tours to market their products and services, facilitating participation at local and overseas trade fairs which are considered as vital trade promotion tools, are a few of the many trade promotion services handled by the CCC. The seminars and workshops organized by the Chamber on diverse subjects related to economic issues, are designed specifically to assist businesses to understand the intricacies and requirements of trade and commerce in taking their business forward and keeping abreast of global developments.

In addition, the CCC also acts as a link between the Government and the business sector, makes representations on behalf of its members in trade related issues, facilitates participation at international training programmes sponsored by recognized international organizations and assists in resolving disputes through commercial mediation and arbitration. Furthermore, CCC is the sole national authority for issuance of GS1 barcodes in Sri Lanka and the first Chamber in Sri Lanka to be authorized by the Government to register commercial documents such as Certificates of Origin, commercial invoices, Agency agreements, Outside survey reports, endorsement of Saudi visa letters etc. All these services are provided to members at concessionary rates.

The Foreign Trade Information Division which is an integral part of the CCC, is well equipped with trained and experienced staff who have the capacity to provide businesses with tailor made information packages according to their requirements. The Economic Intelligence Unit of the CCC keeps the members abreast of the current economic scenario.

For further details, please contact 2449190/5588804.

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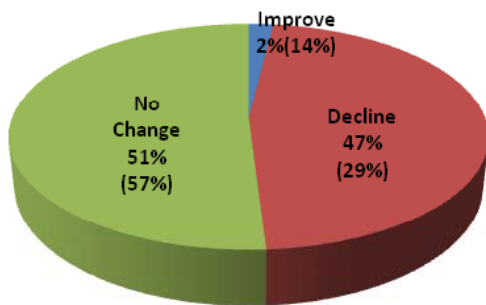
BUSINESS OUTLOOK SURVEY – DECEMBER 2011

The much awaited results of the latest Business Outlook survey, December 2011 was released on 27th January, 2012 to the Chamber blog. The December survey provides a comparison of the results of the previous survey conducted in July. The outlook is defined in terms of the next 12 months. The percentages denote

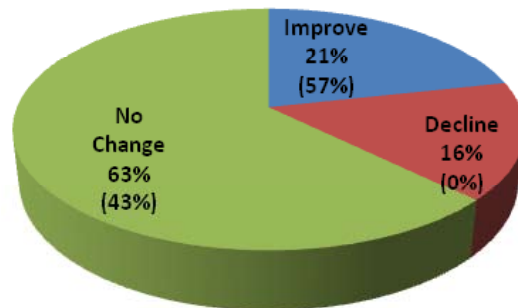
the number of responses. Responses on some of the key variables are captured below. The findings of the December 2011 survey can be accessed via: <http://chamberblog.chamber.lk/category/economic-info-research/business-outlook-survey/>

OUTLOOK FOR THE NEXT 12 MONTHS...

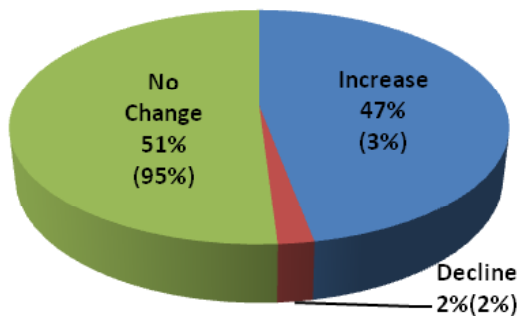
Global Economic Environment over the next 12 months will...



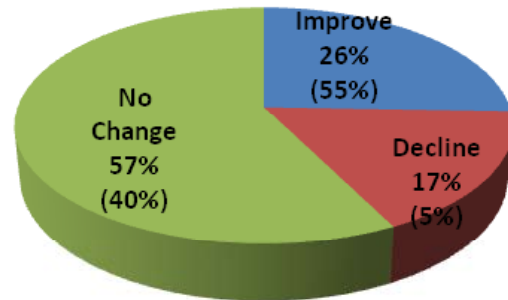
Economic Environment in Sri Lanka over the next 12 months will...



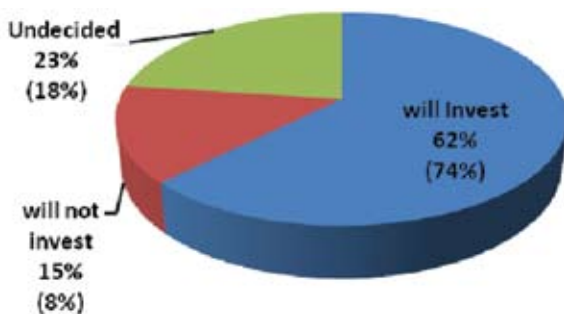
Interest Rates over the next 12 months will...



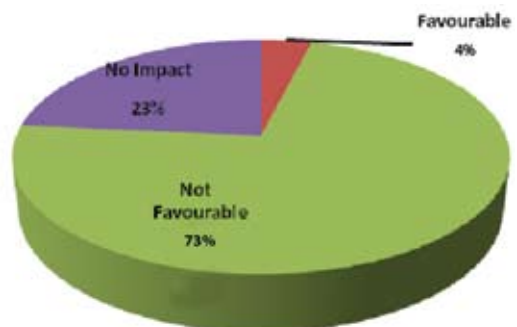
Profits Growth over the next 12 months ...



Investment Decision over next 12 months



Perception on the impact of "Revival of Underperforming Enterprises and Underutilized Assets Act No. 43 of 2011" on the investment climate



Patron Members 2012/2013

1. A. Baur & Company Ltd.
2. Abans Ltd.
3. Asia Power (Pvt) Ltd.
4. Associated Motorways PLC
5. AVIVA NDB Insurance PLC
6. Ceylon Tobacco Company PLC
7. Chemical Industries (Colombo) PLC
8. Delmege Group of Companies
9. Diesel & Motor Engineering PLC
10. Finlays Colombo PLC
11. Hatton National Bank PLC
12. Hayleys PLC
13. Hemas Holdings PLC
14. John Keells Holdings PLC
15. KPMG Ford, Rhodes, Thornton & Company
16. Lion Brewery Ceylon PLC
17. Mackwoods Ltd.
18. Maliban Biscuit Manufactories Ltd.
19. McLarens Holdings Limited
20. National Development Bank PLC
21. Nestlé Lanka PLC
22. PricewaterhouseCoopers
23. Sampath Bank PLC
24. Tea Tang (Pvt) Ltd.
25. The Maharaja Organisation Ltd.
26. Unilever Sri Lanka Ltd.

We congratulate the following members, who were upgraded to Patron member status for 2012/2013 with effect from 1st April, 2012.

1. Astron Ltd.
2. Bank of Ceylon
3. Brown & Co. PLC
4. Diesel & Motor Engineering PLC
5. E. B. Creasy & Co. Ltd.
6. Eastern Merchants PLC
7. Glaxo Welcome Ceylon Ltd.
8. H. Don Carolis & Sons (Pvt.) Ltd.
9. Infomatics Pvt. Ltd.
10. Laugfs Holdings Ltd.
11. Sierra Cables PLC
12. Zam Gems (Pvt) Ltd.

Keep yourself updated

Visit the Chamber blog
on

Economic and Market Intelligence
<http://chamberblog.chamber.lk>



With the launch of its innovative Chamber blog, the Ceylon Chamber of Commerce opens doors to the latest wave of change to take companies forward and support business. The Chamber blog provides Economic information and Market Intelligence, capturing the latest on economic and international Market insights for the development of business in Sri Lanka.

THE CCC ECONOMIC AND MARKET INTELLIGENCE BLOG DISPLAYS INFORMATION ON

- Business Opportunities
- Economic News & Updates
- Latest Gazette notifications
- Auction rates
- Export/ import Procedures
- Export Performance
- News letters
- Events and Exhibitions
- Reports based on Country Statistics and Sectors
- Information on FTAs and concessions
- Latest innovations and insights into key trends focusing on the ever changing industry issues and solutions

By subscribing to the Chamber blog you will be sent weekly email alerts which will update you on all the new postings uploaded to the blog.

For free subscription, visit
<http://chamberblog.chamber.lk/subscribe/>

Comments of the users are welcome and the CCC Blog aims to be a knowledge sharing hub for the business society.

GS1 Sri Lanka Member of GS1 - Global Standard One About GS1

GS1 (Global Standard One) is the world's most accepted standards for supply chain management. It has been in operation for the last 30 years. The Ceylon Chamber of Commerce is the sole authorized body in Sri Lanka to operate the GS1 standards system.

As any "standard" GS1 standards are agreements that structure dozens of sectors. They include healthcare, transportation and logistics, aeronautics, defense, chemicals, high tech and also retail supply chain.

The need for standards can be understood with the simple example of shoe sizes. A size 7 shoe in New York is a size 38 in Shanghai. A size 4.5 in London is a size 37.5 in Paris. A size 23 in Tokyo is a size 5.5 in Sydney. Since there are no standards for shoe sizes it causes great inconvenience for companies that produces shoes.

Thus, a standard plays an important role in global logistics and supply chain. They "are the foundation for clear, understandable exchanges between companies in an increasingly globalised economy which keeps the costs down for everyone."

GS1 Barcodes

With billions of "beeps" per day every time a barcode is scanned, GS1 barcodes are at the core of the GS1 System. They encode unique identification numbers globally and benefit all parties by reducing costs, saving time and increasing accuracy and efficiency through the entire supply chain. In Sri Lanka, over 1000 companies are registered with GS1 Sri Lanka to obtain barcodes. Our members range from small businesses to multinational organizations.

Creating GS1 Barcodes

Once an organization registers for GS1 barcodes product numbering, product numbers must be allocated correctly and the barcodes must be printed accurately to ensure that they get scanned the first time, every time. A company number should be directly obtained from GS1 Sri Lanka according to the needs of the organization.

By allocating a unique item number to each different

variant of an item, GS1 Sri Lanka will provide guidance and advice during this process. For each company number, different item numbers that are chosen at the discretion of the company are available.

GS1 barcodes numbering and coding identifies each item by giving them a unique number. A typical barcode of a product represents the following information



through barcodes:

Global trade number allocated by GS1 Sri Lanka numbers will begin with the prefix 479 which is the country number for Sri Lanka. GS1-13 (13 Digits) the widely used barcode around the world, comprises of country prefix, manufacturer number, item number and a final check digit to test the accuracy of the barcode.

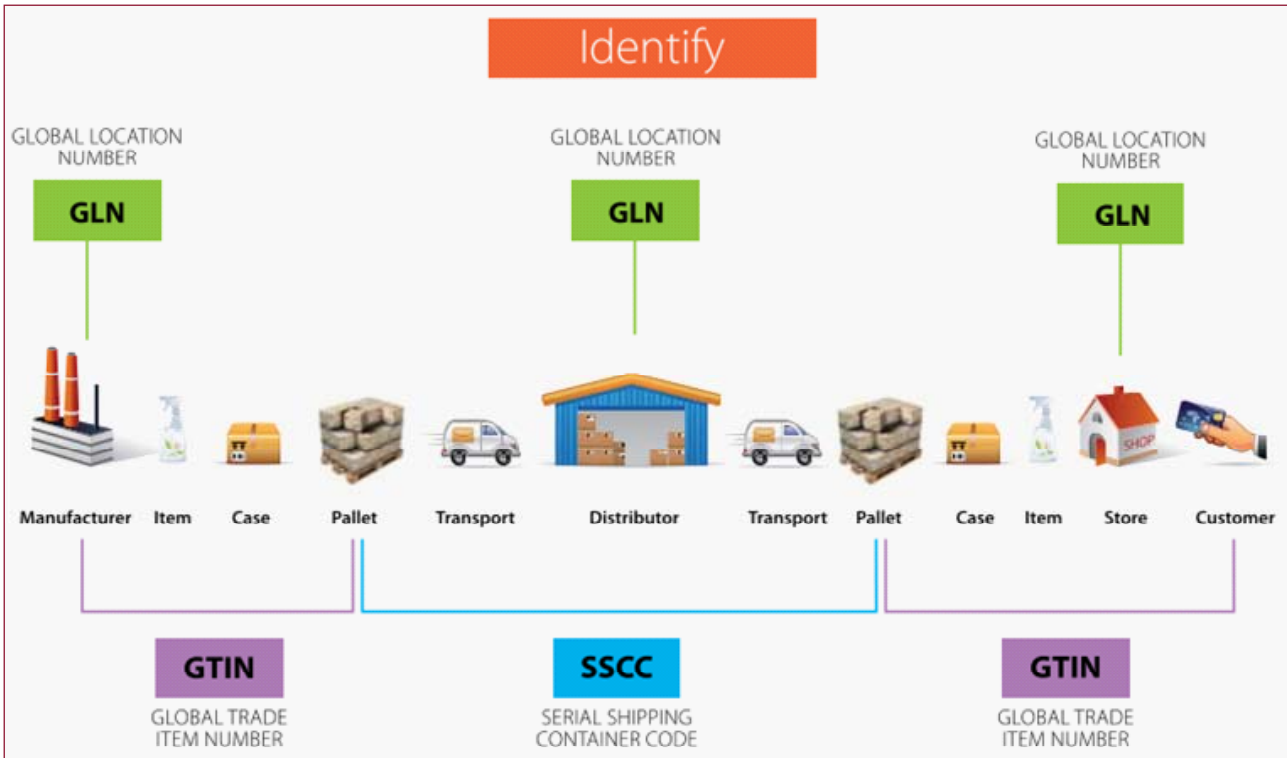


Through GS1 system standards, an organization connects physical things such as products, locations and logistics units. The diagram below indicates how GS1 standard identification provides information on manufacturer location, item, case, pallet, containers, distribution, and transport.

Printing of Barcodes

The barcode number is represented by a machine-readable symbol printed according to well defined specifications. The barcode consists of a rectangle comprising of a series of dark and light parallel bars. It is normally incorporated as part of the original packaging design, or it is sometimes printed onto labels.

Artwork for the barcode is normally obtained from specialist suppliers in the form of a film master, which may be included in the packaging artwork. Alternatively, integrated artwork or barcode labels printed on-demand can also be used.



1. Colour

There are a number of combinations of colours that can be used to represent the dark bars and light background of a barcode symbol.

As a general guide to colour selection, it is the blue, green and cyan content of a colour that yields the dark tone when viewed under a red scanning beam; red, magenta and yellow correspond to the light tone.

2. Acceptable colours for the bars:

- * Black
- * Blue (with high level of cyan)
- * Green (with a low level of yellow)
- * Brown (with a low level of red)



3. Acceptable colours for the background:

- * White
- * Yellow
- * Brown (with a high level of red)



4. Symbol Size

The size (magnification) of the barcode symbol is dependent on the printing conditions. Symbols will need to be enlarged for poor quality printing processes and substrates or may be reduced if the printing conditions allow.

MINIMUM

Width (mm): 29.83
Height (mm): 21.01

MAXIMUM

Width (mm): 74.58
Height (mm): 52.52

5. Liaison with the Printer

You should consult your printer at an early stage to discuss your requirements and how to best produce barcodes on your products. As the size of the symbol that you use, depends on both the printing process and the printing conditions, the printer should be consulted before you design or redesign any artwork. The printer must carry out printability tests to determine how far the ink spreads when it is printed on your package or label (the average bar width spread), and the size of barcode (the magnification factor). The amount of ink spread is compensated by reducing the bars on the master artwork. This is called the Bar Width Reduction. Your printer may also be able to advise on the location, orientation and colour of barcodes.

6. Technical Support

Members of the GS1 network are encouraged to maintain contact with the authorized GS1 operator in their countries to ensure the GS1 standards continue to meet business requirements.

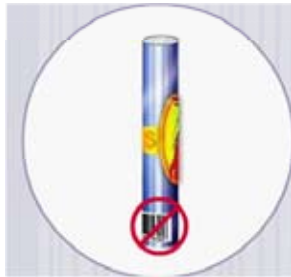
7. Barcode must not be covered



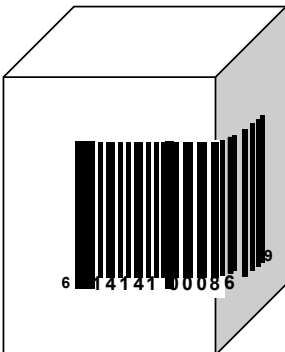
Correct



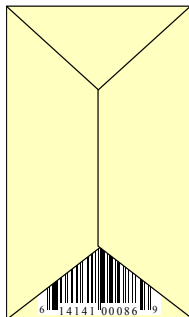
Incorrect



Avoid Corner Wrap



Avoid Package Flaps



Barcode is not centered



Correct usage



Rules for the Allocation of Barcode Article Numbers

A separate unique article number is required for every different consumer unit. Every variant of an item must be allocated a separate unique article number whenever the variation is, in any way, apparent and significant between partners in the supply chain, to the final user or to the retail customer. What is understood to be an apparent and significant variation may be different from industry to industry. Separate unique numbers are required for:

- ◆ Each different item: by product type and variety eg: flavour, color, perfume, etc.
- ◆ Each different pack size of an item
- ◆ Each item containing different numbers of items, both multipacks intended for retail sale and traded units not intended for retail sale
- ◆ A new modification to the item, as with product launch, improved formula, redesigned pack etc., when the change makes a distinction necessary between old stocks and new. This distinction is always necessary when the modification has legal connotations.

Examples of changes which require a new article number are:

- ◆ Change of product name
- ◆ Major description changes
- ◆ Declared changed contents
- ◆ New packaging type
- ◆ Declared change to weight or volume

Avoiding Duplication

The article numbering (barcode) system cannot operate if one number is used for more than one item; or conversely, more than one number is used to identify the same item. The best way to avoid this happening by mistake is to hold the full article numbers on a computer and generate new numbers from that computer. Companies without computers should at least ensure that only one individual in the company is responsible for allocating GS1 barcode numbers. Centralization of this responsibility is strongly recommended.

Guidelines for Promotional Variants and Minor Product Variants

Promotional variants and minor product variants of consumer units should be allocated separate unique article numbers only where it is absolutely necessary to distinguish the stock keeping units separately. The decision is the responsibility of the original supplier who must act reasonably and not allow numbers to proliferate.

For products which fall into the categories described below a new article number is necessary.

- ◆ Minor description or ingredients change
- ◆ Undeclared weight change
- ◆ Free gift inside
- ◆ Competition offer
- ◆ Money off next purchase
- ◆ 'Send for' offer
- ◆ Change of label or packaging artwork

Illegal Barcode usage in Sri Lanka

GS1 Sri Lanka strives to eliminate use of illegal barcode numbers. Illegal barcodes may risk GS1 Standards in longer run. While you shop, if you do observe the following barcode series:

479 0001500 xx x

Report to us immediately with the names of the organization on:

0115588899/0115588800

For New Barcode Registration:

Companies who wish to use the GS1 system should apply for membership of an authorized institution. The Ceylon Chamber of Commerce is the sole national body authorized to implement and administer GS1 system in Sri Lanka.

**GS1 Sri Lanka,
The Ceylon Chamber of Commerce
No: 50, Nawam Mw, Colombo 02
Tel: 5588899 / 5588800
Email: gs1@chamber.lk/gayathiri@chamber.lk**

Events...

The Sri Lanka – Australia – New Zealand Business Council Luncheon Meeting on 16th February 2012 at King's Court, Cinnamon Lakeside to welcome the High Commissioner (Designate) of Australia and also an interactive session with Parliamentary Delegation visiting from Western Australia. It is also planned to invite an official from the National Physical Planning Department as a guest speaker. For further details contact Ms. Satheeka on 5588859 or E-mail: satheeka@chamber.lk

The inaugural issue of the SLCHBC "Ni Hao" newsletter of the Sri Lanka – China Business Council will be launched in February.

Members Forum of Business Councils scheduled to be held on **16th February, 2012** at the King's Court, Cinnamon Lakeside Colombo. For further details contact Ms. Lilakshi on 2329143 or E-mail: lilakshi@chamber.lk

Operations Committee Meeting - SAARC-TPN2 will be held from **20th – 22nd February, 2012** at Hotel Mount Lavinia in Colombo, Sri Lanka. SAARC Trade Promotion Network (TPN) is a regional network with 28 business service organizations from all eight SAARC countries to promote intraregional trade and in turn further socio-economic development. Within the SAARC TPN five working groups are established and the Ceylon Chamber of Commerce leads the Working Group SAARC Trade Information Portal.

Trade and Investment Promotion Mission to Poland and Bulgaria May 2012. For further details contact Ms. Lilakshi on 2329143 or E-mail: lilakshi@chamber.lk

SLSC organizes a seminar on advance Facilities to the Shipping Industry

Sri Lanka Shippers Council (SLSC) together with Sri Lanka Ports Authority and Bank of Ceylon organized an awareness seminar on the extension of the NAVIS system at the Ceylon Chamber of Commerce.

Dr. Priyath Bandu Wickrama, Chairman, SLPA stated that the new extension of the NAVIS system will allow all port users to access this system for various facilities after registration with the SLPA. Port users will be able to make payments through internet banking initially through Bank of Ceylon for Port charges on Exports, Imports & subsequently for other port facilities.

Mr. Dinesh De Silva, Vice Chairman, Shippers' Council urged the port users to utilize the facilities in order move ahead as an industry, as a nation to be competitive among the region.



Mr. Luxman Perera (BOC), Mr. Datta Gunasekera (SLPA),
Dr. Priyath Wickrama, Chairman (SLPA),
Mr. Dinesh De Silva, Vice Chairman, (SLSC)

Q&A session on shipping

Mr. Shantha Weerakoon, Director General Merchant Shipping participated for a Q&A session at the Council's December 2011 committee meeting to share his knowledge and experience for being nearly 20 years attached to the Ministry of Ports and Shipping.

The Sri Lanka Shippers' Council, affiliated with the Ceylon Chamber of Commerce, is the apex body, established in March 1966 to look after the interest of Shippers' and also serve as a strong advocate to the Government on Shipping & Port related matters. The membership forms are available at the Secretariat, If you wish to become a members of the council.



Mr. Shantha Weerakoon, Director General Merchant Shipping,
Mr. Gehan Kuruppu, Chairman (SLSC),
Mr. Dinesh De Silva, Vice Chairman (SLSC)

Import Section members visit the SLPA

Committee members of the Import Section of CCC visited the Sri Lanka Ports Authority to experience firsthand the developments taking place at the Colombo South Harbour. Mr. K.M.T.B Ganegoda, Project Engineer of the site provided a glimpse of the entire project for the benefit of the committee members.



The committee at the site

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www.chamber.lk

CMTA represented at the 11th Auto Expo 2012

Mr. Tilak Gunasekera, Chairman, Ceylon Motor Traders' Association (CMTA) represented the Association at the "11th Auto Expo 2012 held on 6th January 2012 in New Delhi, India. Mr. Gunasekera was afforded the opportunity to address the gathering on the topic "Changing Market Dynamics in Sri Lanka".

Presentations at this event were also made by the Japan Automobile Manufacturers' Association, Society of Motor Manufacturers' and Traders Limited UK, Italian Association of the Automotive Industry, Malaysian Automobile Industry & Policy Development Industry, Australian Automotive Industry and the Society of Indian Automobile Manufacturers.



Re-launch of website

The Sri Lanka-Malaysia Business Council re-launched the council website at www.srilanka-malaysiabiz.com

Trade and investment promotion mission to Vietnam

The Sri Lanka - Vietnam Business Council (SLVBC) of the Ceylon Chamber of Commerce will organize a Trade and Investment promotion mission to Hanoi and Ho Chi Minh City in Vietnam from 4th to 8th March, 2012. "It will certainly boost economic ties between Sri Lanka and Vietnam" said His Excellency Ton Sinh Thanh, Ambassador for Vietnam.

The main objectives of the mission are enhancing trade, tourism and investment promotion between Sri Lanka and Vietnam. The delegates would be provided with an opportunity to meet key Government officials in Vietnam and visits have already been planned to various high tech industrial parks in Ho Chi Minh City. Some of the key activities planned for 2012 are issuing of newsletters, posting of news articles on the www.srilankavietnambiz.lk website and organising of a seminar on "Doing Successful Business in Vietnam".



From left: Andre Fernando, MAC Holdings (Pvt) Ltd., Phung Trong Tuan, Embassy of Vietnam, Dr. Mahesha Ranasoma, Dipped Products PLC, His Excellency Ton Sinh Thanh, Ambassador for Vietnam, Anton Godfrey, President of Sri Lanka - Vietnam Business Council/CEO AG International (Pvt) Ltd., Patrick Rodrigo, Walker Sons Ltd., Lilakshini de Mel, The Ceylon Chamber of Commerce, Rohitha Tillekeratne, Merchant Lanka Pvt Ltd., Nasleen Jayawardana, Cinnamon Lakeside Colombo and Sirimal Fernando, Astron Ltd.

Staff News



A. Michael (General Assistant) receiving long service award for 30 years of service in 2011 from Dr. Anura Ekanayake while Mr. Harin Malwatte looks on.

Cinnamon Lakeside Colombo at the Forefront of Innovation Again with Colombo's First Star Class Floating Venue

Cinnamon Lakeside Colombo extends its unique lakeside experience to a new degree with its latest venture – 8° (degrees) on the lake, a floating hotel venue for private events. The 70' by 30' vessel is the first of its kind to grace the waters of Colombo. It consists of an air conditioned lower deck and an open upper deck with a clear ceiling for protection and accommodates 100 passengers.

Living the John Keells Leisure sector vision to “always be the hospitality trendsetter,” Cinnamon Lakeside Colombo's latest venture sets a new benchmark for the industry. 8° on the lake is Colombo's first custom made



floating venue. The vessel offers a unique setting for exclusive, high profile events with its minimalistic chic interiors designed by Nayantara Fonseka of Taru fame.

The venue adapts itself to suit a variety of occasions. For an intimate gathering, the host may wish to invite guests to cocktails at the upper deck followed by dinner at the air conditioned lower deck as the party travels across the Beira Lake. The twin level arrangement allows for an event to be segmented to offer varying culinary and entertainment experiences at each level.

Colombo has a clear need for exciting event venues and Cinnamon Lakeside Colombo rises to the occasion with 8° on the lake. This innovation is set to spark a revolution in banquet offerings in the industry.

Your chance to sponsor the most prestigious event of the Sri Lankan business calendar

SRI LANKA ECONOMIC SUMMIT 2012

10th, 11th & 12th July 2012 at the Cinnamon Grand Colombo

- **Platinum Sponsorship** **Rs. 4.5 Million** **(Open for Sponsorship)**
- **Gold Sponsorship** **Rs. 3 Million** **(Open for Sponsorship)**
- **Bronze Sponsorship** **Rs. 2 Million** **(Open for Sponsorship)**



For more information contact **Ms. Alikie Perera** on **5588805** or **aliekie@chamber.lk**



BMMP NEWS

The Sri Lanka – Norway Business Matchmaking Programme

Our Focus

- Create additional employment opportunities for the existing SL businesses with Norwegian links through the BMMP
- Upgrade technical knowledge of current operations
- Open new market opportunities & increase the export revenue of SL



ICT Delegates in Oslo, Norway

2011...

- 27 Norwegian company visits
- 330 one-to-one business meetings

Promotional Activities

- ❖ Revamping of the BMMP website <http://www.srilankanorwaybiz.com>
- ❖ Production of a promotional video
- ❖ A seminar to introduce the BMM Programme
- ❖ Media publicity for the delegation & the review meeting with the Ambassador

MOU'S signed in 2011

- ✓ Agro Nova with Jetwing
- ✓ T&G Elektro with Lanka Hiqu
- ✓ Salsnes Filter with Waterman
- ✓ Fovea with Exilessoft
- ✓ Etech Miljo with Abans
- ✓ VPI (Vestfold Plastindustri) with Danusha Marine
- ✓ Klaro with Danusha Marine



Norwegian Ambassador & the delegates with the Fisheries Minister



Seminar to introduce the BMMP

Performance Highlights...

- ❖ 08 MOU's signed & several other trade collaborations in 2011
- ❖ An ICT delegation visit to Norway in October 2011
- ❖ Fisheries delegation visit from Norway in February 2011



Fisheries Delegation to Sri Lanka

Future Norwegian Company Visits

<http://www.srilankanorwaybiz.com/sectors>

Norsk Jernbanedrift AS
 Advali AS
 Noroff AS
 Intercolonial AS
 Lista Autoteknikk AS
 Flaggfabrikken AS

Contact

5588713 or 5588708.



Invite your guests to a breathtaking experience aboard Colombo's only floating venue.

With a capacity of one hundred guests across an open upper deck and air conditioned lower deck, the venue is the perfect combination of indulgence and chic.

Ideal for high profile events, this unique venue lends itself as effortlessly to corporate events as it does to wedding ceremonies, engagement, birthday or anniversary parties and even candlelit dinners.

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www.cinnamonlakeside.com
www.facebook.com/cinnamonlakeside

Cinnamon
LAKESIDE
COLOMBO



on the lake