PROMOTING INCLUSIVE GROWTH
The EU-Sri Lanka Trade Related Assistance Project
Promoting inclusive growth

The EU-Sri Lanka Trade-Related Assistance Project

The EU-Sri Lanka Trade-Related Assistance project aims to increase the trade competitiveness of small and medium-sized enterprises (SMEs) in regional and European Union (EU) markets.

The 4-year EU-funded project, worth EUR 8 million, contributes to inclusive trade-led growth and regional integration. It supports SME export competitiveness and value addition in sectors with high potential for economic growth and development.
“The EU-Sri Lanka Trade-Related Assistance Project continues to make a highly valuable contribution through capacity building in a number of vital areas, including trade policy, trade facilitation, quality infrastructure development and SME competitiveness. Consequently, it involves a very wide cross section of stakeholders such as policymakers, senior government officials, trade and industry chambers, product associations and SMEs, who are connected to Sri Lanka’s foreign trade either directly or indirectly. In the process, the project has also helped us create a much better understanding of the different components of international trade and what they entail for developing countries like Sri Lanka.”

Nimal Karunathilake
Director General of the Department of Commerce of Sri Lanka
Key Results Achieved

RESULT AREA 1

*Coherent trade strategy for export competitiveness designed and implemented, including policies, regulatory reforms and trade negotiations as shaped by the WTO, regional integration process, EU GSP+ scheme*

- 5-year National Export Strategy (NES) launched
- $13.8 million estimated national budget allocation to implement NES initiatives in infrastructure, legal reforms and branding
- Launch of GSP+ business guide for Sri Lankan SMEs
- 600+ public officers and private sector representatives increased skills in trade policy and negotiation, Free Trade Agreements, investment, trade remedies, Sanitary & Phytosanitary (SPS) issues and business advocacy
- 600 participants in 8 high-level Public-Private Dialogues (PPD) on E-commerce, Maritime, Logistics and Transport reforms
- E-Commerce Roadmap, recommendations and draft legislations for “Making The Digital Marketplace Fairer”
- 3 draft legislations, 5 technical documents and 1 business guide developed for Trade Remedies
- Position papers developed by Chambers of Commerce
- 1 Business guide on trade remedies for the private sector and national lawyers
- 3 draft legislations and 5 technical documents developed for Trade Remedies
“I have drafted a chapter on Sanitary & Phytosanitary (SPS) measures for the latest trade agreement Sri Lanka is considering. I am happy to have received the opportunity to share my work with ITC and partner experts, their feedback will apprise me if I have overlooked anything that is in Sri Lanka’s interest.”

Gothami Silva
Ambassador & Permanent Representative of Sri Lanka to the World Trade Organisation
Former Director of Commerce
Department of Commerce
“I’m thankful to the EU as funding agency, and ITC as implementing agency for this project for their support to the department officials in enhancing their trade-related technical knowledge. The department recently set-up a Trade Remedy Unit, and, as this is a new area of work for us, we were lacking the necessary technical knowledge and practical experience in this field. ITC came forward and offered us a very helpful tailor-made training programme, as it assisted the department officials to enhance and update their knowledge to be able to work more efficiently and effectively.”

Nalinda Wijerathne
Deputy Director
Department of Commerce
“The sustainability is a very important factor for the Sri Lankan Chamber movement. With the help of ITC EU Trade-Related Assistance project, we conducted three workshops in Jaffna, Galle and Badulla, where we trained over 25 Chamber senior officials on sustainable business development, enabling these Chambers to give a better service to its members like the assistance for import and export, and disseminate the trade information in a much more coordinated way.”

Ajith Perera
Secretary General/CEO
Federation of Chambers of Commerce & Industry of Sri Lanka
“Drawing up of the National Export Strategy is extremely timely.
With improved logistics, proper data and innovation, I believe we will be able to unleash and harness our true potential.”

Ashroff Omar
Group CEO
Brandix Lanka
“The NES came in at the right opportune moment for Sri Lanka, identifying its dire need for a world class logistics platform. The NES brought together all disciplines of all commodities and service providers, enabling us to work together in bringing in a realistic approach to lock in benefits for the country, so that we could alleviate poverty in the years to come. Having well established logistics is a great enrichment to this country in ensuing the world-wide connection via our Logistics Hub.”

Sean Van Dort
Chairman Global Shippers Forum
Director Logistics & Digital Services Integration,
Mas Holdings
“The NES was able to identify the long-standing issues and constraints faced by the boat building industry and provide suggestions to alleviate them, raising the awareness among the public sector. NES made a direct impact on the infrastructure development and the regulatory framework. Now there is a great understanding between the public and the private sector, regarding the development of the industry, and the strategies that we have to implement.”

Gamini Herath
Managing Director
Boat Building Technology Institute
Key Results Achieved

RESULT AREA 2

Enhanced efficiency of cross-border procedures and SMEs’ capacities to comply with cross-border procedures for exporting to SAARC and EU

- 5-year roadmap for the implementation of the WTO Trade Facilitation Agreement (TFA) endorsed by the Sri Lanka National Trade Facilitation Committee
- 1 Blueprint report produced to promote the implementation of an integrated risk management system
- 463 SMEs and public sector representatives trained to advocate for the implementation of trade facilitation reforms and effectively benefit from the Trade Facilitation Agreement
- 295 senior public and private sector representatives supported to implement selected trade facilitation reforms
- 349 public and private sector representatives increased awareness of cross-border trade procedures
- Public-private consensus reached on key decisions pertaining to the implementation of the Sri Lanka National Single Window (NSW)
- 1 step-by-step functionality under finalisation to enhance the user friendliness of the Sri Lanka Trade Information Portal
- 22 SMEs benefitted from in-house coaching services on export management
- 138 participants enrolled in the e-learning course on cross-border procedures for Sri Lankan exporters
“It is from ITC workshops that I received a very good understanding of the WTO Trade Facilitation Agreement (TFA). As a member of the National Trade Facilitation Committee (NTFC), this has helped me a lot in contributing to the NTFC meetings. The regional events conducted by the Ceylon Chamber of Commerce (CCC) with the assistance of the project also enabled CCC to identify some of the day-to-day issues that SMEs face. Our involvement in ITC activities helped in promoting the Chamber’s image and helped the regional chambers to provide larger and better services to their members.”

Manori Dissanayaka
Assistant Secretary General, Ceylon Chamber of Commerce
“ITC organized very rewarding public-private consultations on the establishment of the National Single Window (NSW) in Sri Lanka. Their timely intervention to obtain views from all stakeholders helped to identify the best suited implementation modalities at the very initial stage of the project and supported well the work done for the preparation of the Blueprint by the World Bank.”

Dinesh de Silva
Head of Shipping
Unilever Sri Lanka
The Institute of Policy Studies, in collaboration with ITC, organised four PPD on the NSW in Sri Lanka, covering its various aspects, including the functional form, the governance entity, and other operator model, as well as the implementation issues. Through this process we were able to inform and debate on the NSW, and the findings from the PPDs were forwarded to the relevant policy makers in Sri Lanka.

Janaka Wijayasiri
Head of International Economic Policy Research
Institute of Policy Studies
“As Chairman of The Ceylon National Chamber of Industries, and also a member of the National Trade Facilitation Committee, we are privileged to be a part of this venture where the ITC has initiated to take the NSW project forward. We participated in the Public-Private dialogues on how to operate this programme, and also we were happy that the government sector accepted most of our requirements. We were also fortunate to be a part of the study tour, where we had a first hand view of how a part of the NSW was operative in Australia.”

Kevin Edwards
Vice Chairman
Ceylon National Chamber of Industries
“NTFC tour to Australia organised by ITC was a great opportunity for Sri Lankan Border Agencies to learn from Australian best border practices. The national workshop conducted by ITC and World Customs Organisation experts was also very handy, as it helped Sri Lankan Customs to develop a Time Release Study [published in 2018]. Numerous awareness sessions organised by the ITC changed the Trade Facilitation atmosphere in Sri Lanka border context magnificently, stimulating our endeavour in improving best border practices.”

Sunil Jayarathna
Additional Director General of Sri Lanka Customs /
Head of the NTFC
“The National Chamber of Exporters (NCE) suggested Clarion Logistics to follow an online curriculum course conducted by ITC. Though this course I gained knowledge on how to provide guidance to customers on cross-border logistics, and how to benefit from this by maximizing the impact. Clarion saw a huge increase in exports, imports and demands for clearing. I was also able to introduce new, better packaging concepts to our company, which further enhanced customer confidence in us. I am very grateful to ITC and NCE for introducing me to this programme. Clarion Logistics and I received a remarkable experience and our profits have increased as a result.”

Devni Perera
Junior E-Marketing Executive
Clarion Logistics (PVT) Limited
The e-learning course, developed by ITC and offered through the National Institute of Exports, is unique. We gained knowledge about the different procedures, various stakeholders in the export industry and actions to be taken to comply with market requirements. This course was very valuable. Being administered online, it facilitated SMEs such as ours to take the course in a flexible and adaptive manner.

Naleen Delthalawa  
Manager International Business Development & Sales Administration  
Samson Rajarata Tiles (Pvt) Ltd.
I had problems related to packaging in terms of cleanliness and labeling, especially in exporting to Japan. The ITC coach visited the sourcing company of the product, and advised them as well as us on how to address this issue. Following this, we exported to Japan.

Asoka Seneviratne,
Owner, Ransenevi Natural Foods (Pvt) Ltd
“At Go Green Exports we manufacture and export cocoa related products. Thanks to the SME coaching sessions organised and facilitated by ITC, we understood the importance of assigning and organising job roles, differentiating our tasks/functions. These coaching sessions resulted in some impactful changes. For instance, we separated operations on shipping and logistics, along with the handling of the customers. Now I am very clear on what my specific role is, because I can focus on my assigned tasks; this also helps us immensely in attracting new customers.”

Maduri Dilshani
Marketing Executive
Go Green Exports (PVT) Limited
“The activities conducted by ITC regarding the Trade Facilitation Agreement implementation were of tremendous value. The importance of the private sector engagement was highlighted through many PPDs on Single Window implementation. ITC partnered with the National Institute of Exporters to set up an e-curriculum on cross border trading. About 140 students have completed this course, providing Sri Lankan exporters an opportunity to understand the procedures and general trading practices. We would like to thank ITC for providing opportunities for the NCE and the country as a whole to enable us to facilitate trade in a better manner.”

Nathalie Fernando  
Technical Services Executive  
National Chamber of Exporters
“The ITC SME Coaching Programme had a tremendous impact in helping us to reorient our company. I didn’t know how to fill export-related documents, or even the difference between a commercial invoice and a packing list. I had problems with my labels coming off, which was resolved with my coach’s advice to increase glue strength. From my initial export volume of 10 kg to Malaysia, I have now exceeded an export volume of 300kg of value added tea to China, Hong Kong and the Czech Republic. ITC laid a foundation to take our brand to international markets and increase our export volume. I am now making changes, that I would have never thought of before – even things like employee dress code.”

Thisara Kalana
Chairman
Kandrick Tea Beverages Lanka
Key Results Achieved

RESULT AREA 3

Improved compliance and quality infrastructure services to meet quality and SPS requirements in the regional and EU markets

- National Quality Infrastructure Strategy (NQI-S) approved by the Cabinet; National Quality Policy ready for publication; terms of reference for National Quality Council (NQC) approved by the NQI-S Advisory Cmte.
- 120 technical trainings delivered to NQI institutions, namely SLSI, SLAB, and MUSSO, and conformity assessment bodies joined by +2,600 participants.
- 6 standards and quality-related trainings delivered by SLSI to SMEs in the spices & processed food sub-sectors.
- 24 conformity assessment bodies received bespoke technical assistance to prepare and to apply for 27 new or extended scopes of accreditation; 6 laboratories accredited or ready to be accredited; 26 new conformity assessment services ready to be accredited.
- A list of standards to be revised (28), formulated (40), and adopted (22) by SLSI.
- 10 study tours conducted for representatives of NQI institutions to establish a peer network of counterpart bodies for comparative exposure to model NQI systems and future collaboration.
“The commendable support of UNIDO to uplift the activities of SLAB in the past two years enabled us to broaden accreditation services in the areas of personnel certification (ISO 17024), product certification (ISO 17065), and proficiency testing (ISO 17043). Investment in the training of our staff is essential to improving quality-related services offered by our organisation to SMEs. Ultimately, our increased capacity is a boon for Sri Lankan exporters.”

Chandrika Thilakaratne
Director/CEO, Sri Lanka Accreditation Board (SLAB)
“UNIDO gave us the push we needed in the accreditation process. Following preliminary assessments to understand the gaps in the current laboratory system, UNIDO helped us draft action plans to fill these gaps, and trained our staff on many relevant areas. This support will ultimately help MSMEs fulfil export compliance needs.”

Dedunu Fernando
Medical Officer for Food Safety
Ministry of Health
“Accreditation of MRI’s food & water microbiology laboratory against ISO 17025 would bridge a significant compliance gap for exporters seeking to ensure product safety and quality. With UNIDO’s technical guidance, we are now able to fulfill the requirements of this standard and have lodged an application with the Sri Lanka Accreditation Board. This facilitates faster identification and resolution of issues and greater degree of specialization to address quality requirements.”

Sujatha Pathirage
Microbiologist (Consultant), Medical Research Institute
“As an ISO 17025 accredited private laboratory providing calibration services to local industries, we are one of 24 conformity assessment bodies selected to participate in UNIDO’s technical assistance program. We are committed to expanding our existing scopes, currently covering thermal, electrical and mechanical calibrations, for more breadth and depth in service delivery.”

Rohan Perera
Head of Calibration, Lanka Calibration Services Pvt. Ltd. (LCS)
Key Results Achieved

RESULT AREA 4 : FOOD & SPICES

Increased SME competitiveness in export-oriented sectors

- 5,000+ Sri Lankan actors, including 1,873 companies, 184 public health inspectors, and 103 extension officers, trained island-wide on food safety & quality assurance standards and best practices across 117 training events.
- 172 regulatory officials trained on regulatory impact analysis.
- 276 SMEs trained on packaging & labelling requirements and best practices.
- 14 awareness session for producers and/or intermediaries on the benefit, requirements, and application of geographic indication (GI).
- GI system for Ceylon Cinnamon ready for uptake: legal framework for registration, registration system, product specifications, control plan, blueprint of traceability system, Ceylon Cinnamon Geographic Indication Association, Single Document lodged with the European Commission.
- The Cinnamon Training Academy accredited by the Tertiary and Vocational Education Commission for Levels 3 & 4 trainings within the National Vocational Qualification framework; 600+ students trained.
- 100 SMEs selected for the Export Compliance Program, a bespoke capacity building program to strengthen export compliance at each stage of the value chain to position SMEs for quality systems certification; 6 SMEs certified.
- 81 SMEs trained on proper utilization of pesticides and alternate business models to minimize pesticide residues.
“This project really helps us to help our farmers get their basic education to mitigate all harmful chemical residues in the agriculture system. We believe that education and training for farmers is so important at the ground-level so that the processor and exporter can maintain excellent quality parameters. This project really helped us to play a very important role along the value chain.”

Sarath Ranaweera
Chairman
Bio Foods (PVT) LTD
“UNIDO supported food business operators, giving them a concept of good hygiene practices, good manufacturing practices and HACCP. In addition to that, we believe that the analytical and testing capacities need to be strengthened, which is reflected in UNIDO’s support. We believe that through [strengthening] the awareness and compliance capacity of food business operators, we can make a tidal change to exports, which would make a difference for the Sri Lankan economy.”

Sapumal Dhanapala
Director of the Environmental, Occupational Health and Food Safety Unit
Ministry of Health
“With the technical support of UNIDO, an island-wide survey was conducted to identify the needs of the packaging industry. This facilitated the designation of ITI as the national packaging center. The end goal is to achieve accreditation for packaging testing services for products destined for the EU market. The project is supporting not only us but also 24 conformity assessment bodies serving the testing and certification needs of SMEs.”

Sudarshana Somasiri
Senior Deputy Director
Industrial Technology Institute
“Once selected to the program through EDB, UNIDO conducted a holistic and in-depth assessment of my factory, including on financials, management, governance, marketing, packaging, and labelling. They showed me gaps to be filled to achieve ISO 22000 certification. UNIDO has given us great support through this [Export Compliance] Programme because they taught me about export markets and how to get into it. I’m very happy to have held hands with UNIDO.”

Kaushalya Wijesinghe
Deputy Chairperson
Kaushalya Organic Industries
“We are farming and processing using organic methods. But we didn’t have certifications to prove it. UNIDO assisted us in addressing the gaps we had. We obtained three organic certificates for the EU, U.S., and Japanese markets. The support given by UNIDO helped us to grow beyond where we were and gave us the opportunity to directly meet European buyers. This allows us to focus on [business] expansion.”

Jayathilaka Nishantha
Managing Director
Worga Naturals
“Internationally everybody looks at safe products. I think one thing that we did with this project was to enlighten people of the importance of certifying all food products from Sri Lanka. EDB had already certified pure Ceylon Cinnamon as a trademark. The next stage we wanted to get into is the [protection of] geographical indication (GI) for Ceylon Cinnamon. GI has not yet been established in Sri Lanka so this is a very pioneering effort [with] all the assistance that we received from UNIDO.”

Indira Malwatte
Former Chairperson & Chief Executive
Sri Lanka Export Development Board
“UNIDO helped strengthen our [business] processes and growth. We didn't know the basic steps to obtain GMP certification. They met us regularly and instructed us systematically. We now see promising advantages for the future because we can release our products to the EU market. UNIDO helped us immensely to reach foreign markets and get connected to buyers abroad.”

Dharshana Kapurukotuwa
Managing Director
Natural Vanilla Pvt. Ltd.
“UNIDO visited and advised us on how to achieve ISO certification. I followed their instructions 100% and renovated everything. Furthermore, they guided us on the reality of our environment and pest control. Their huge support is why my factory is at this level today. I have tripled my sales after obtaining the certificates under UNIDO’s technical guidance. Now, I can speak with any buyer with no hesitation. This improvement helped not only me – I could now provide employment opportunities to the local community. I am truly thankful with UNIDO.”

Chaminda Rohan Kulasekara
Managing Director
Glowee Coconut Oil
“Through this project, we have immensely benefited the cinnamon industry by enhancing the capacity of cinnamon technicians through the Cinnamon Training Academy (CTA). CTA’s courses are now accredited by the Tertiary and Vocational Education Commission and are certified up to Level 4 within the National Vocational Qualifications framework. With this support, CTA has trained and certified people for cinnamon processing who are now well positioned to take advantage of the opportunities in the cinnamon industry.”

Sarada M. De Silva
Chairman
Cinnamon Training Academy
“As a trainee under UNIDO, I adopted and adapted practical applications of good manufacturing practices to my own enterprise, qualifying my enterprise to be sponsored by the Export Development Board to participate in an international trade fair for the food and beverage industry, which ultimately facilitated the expansion of my customer base and market access.”

A.V.P. Wijeyakumara
Proprietor
Maliduwa Kitul (Palm Sap)
Processing Enterprise in Akuressa
“To facilitate access to international markets, UNIDO supported us in drafting new amendments to the Intellectual Property (IP) Act and in drafting relevant regulations to establish the [legal framework] for the registration of geographical indication (GI). GI acts as a certification that attests to product quality and traceability. Ceylon Cinnamon is the first GI [from Sri Lanka] expected to be registered with the EU. Ultimately, GI will enable Sri Lankan producers to enjoy a higher price for Sri Lankan products.”

Geethanjali Ranawaka
Director General
National Intellectual Property Office (NIPO)
“UNIDO is strengthening the enabling environment for exporters to gain global recognition for organic and fair trade products, particularly spices. In particular, the establishments of geographical indication for Pure Ceylon Cinnamon and a corresponding traceability system facilitate market access for exporters like me and satisfy the needs of increasingly quality-conscious customers.”

Rohan Gunaratna
Deputy General Manager – Spice, Bio Foods Pvt. Ltd.
Key Results Achieved

RESULT AREA 4: ITO/BPO

Increased SME competitiveness in export-oriented sectors

- $100,000 worth of new export contracts and business leads for Sri Lankan ITO/BPO companies
- 300+ business meetings held by 18 beneficiary companies with buyers during 6 trade fairs and B2B events in 4 EU countries
- 117 Sri Lankan ITO/BPO companies improved their competitiveness to access EU markets
- 85 Sri Lankan ITO/BPO companies developed new export marketing plans and skills
- 21 companies improved their marketing materials, and 40 promotional flyers and case studies produced, aligned with the Island of Ingenuity (IOI) sector brand
- 34 EDB officials trained; 5 Sri Lankan experts coached and delivering the Export Marketing Plan training for Sri Lankan ITO/BPO SMEs
- Performance Improvement Roadmap designed for SLASSCOM, and coaching provided for its implementation to enhance its services to SMEs in the ITO/BPO sector
“ITC’s export marketing programme helped us to focus on identifying the target markets, and key activities to execute in those markets. ITC took us to two B2B matchmaking events, in Spain and Sweden, which resulted in increased business activity. ITC has changed our thinking and made an impact on the way we do things at Calcey. We have experienced an increased number of projects, our active clients essentially doubled, along with our revenue and the headcount.”

Mudith Uswatte
Director – Sale & Product Marketing
Calcey Technologies
“Taking part in various sessions and programs organised by ITC allowed us to see a clear-cut difference in our operations, as we changed the way we approach different markets. For instance, thanks to the participation in the Mobile World Congress, we could understand the culture and methodology used among international companies working in Europe, enabling us to streamline our branding ways and improve our communication methods. As a result, now we have one new client from Switzerland, and many more collaborations in the pipeline.”

Umrah Zaini
Head of Sales & Business Development
Liveroom (PVT) Ltd
“Before the ITC training we did not have an Export Management Plan. The training helped us a lot for pitching ourselves to potential buyers. We were able to identify our unique selling points to attract the attention of business partners. As a result of our participation in the Mobile World Congress in Barcelona, we were able to sell subscriptions of our product to 5 companies and we signed a Non-Disclosure Agreement.”

Sameera Nilupul
Director/CTO, LiveRoom
"The assistance I received from ITC, through training and exposure to European buyers, helped me better position my company towards European markets. It allowed me to make changes in my service offering and business processes, and as a result I managed to conclude new business partnerships with European companies."

Joey Perera
Founder & Director
Boost Metrics
“Prior to the ITC training programme, our focus was mainly the domestic market and we had not thought about going international. But the programme changed our thinking and now we are focusing more on foreign markets. All the research we did as part of the training and coaching showed us that there are so many opportunities in the EU.”

Achini Perera
Director, Weblankan
“We wanted to move from the local to international markets. This required to change the way we worked. Thanks to support from ITC we could gain the knowledge and skills required to be more competitive on international and European markets. The training programme also allowed us to make great connection with other industry players. It changed the way we do business.”

Sajini Shabbir
Head of Business Process Management
H-Connect
“I must thank ITC for providing us with this great opportunity to learn by expertise. This project helped us to identify our competencies and areas of improvement; we are now more converging to customer satisfaction and the customer experience through quality-driven service. By knowing our market demands, we are always trying to uplift our service quality and exceed customer satisfaction. One of the key parameters of this improvement is evolving our knowledge base. Apart from that, this training helped us recognise the required resources when it comes to the export marketing and ongoing operations.”

Nawoda Herath
Delivery Manager
Allion Technologies
“The training that we received from ITC, together with the foreign exposure from travel opportunities to the UK and Spain, helped us to make a major transition in how we did things in our organisation. We were able to obtain a lot of knowledge on how digital marketing and web designing was done in Europe. Additionally, we improved our skills on how to delegate tasks to suitable personnel, along with the efficiency of workflow management. Therefore, client satisfaction increased not only among our outsource clients in the EU region, but also among those in Japan and Australia.”

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