

MAR 2022

News Bulletin



SLASA



SRI LANKA
APPAREL
SEAMLESS SOLUTIONS

Update on
SLASA

Elected Committee
Members

ExCo SLASA
Update

Update
JAAF

Market
Summary

Key Trade
Details

Export Statistics
on Apparel
Sri Lanka



2021/2 A New Beginning SLASA

UPDATE for 2021 / 2022



SLASA UPDATE

2020 : Sept

- 1st meeting was held at JAAF office 19 out of the total 22 members attended the meeting.

2021 Jan

- All pending administration: Auditors & Secretary outstanding amounts and Company returns were filed.
- Temporary Exco headed by Gopal as the Interim Chair.
- Membership formed
 - 25 Members
- Represented in JAAF.
 - Main issues :
 - USD conversation
 - Covid Support & represented Covid Task force of JAAF
- Represented “Task Force Meeting on Textiles and Garments Exports:” conducted by the ministry and Central Bank.

2021 June

- New Exco Elected : Exco Committee attached separately.
- Exco Objective and target for the Year : Annexed

SLASA EXCO FOR 2021 / 2022



Mr. WILHELM ELIAS – CHAIRMAN
NEXT SRI LANKA - COUNTRY MANAGER



Ms. AZMINA KAREEM - VICE CHAIRMAN
TESCO INTERNATIONAL COUNTRY MANAGER



Ms. SHWETA DHIR VICE CHAIRMAN
MARKS AND SPENCER COUNTRY MANAGER



Mr. DENVER JAYASUNDER-TREASURER
JOE LANKA PVT LTD DIRECTOR

Mr. GOPAL K IYER - SECRETARY GENERAL

Mr. GAYAN GALPITAGE - SECRETARY

Mr. ANIL WETTEWE IMMEDIATE - PAST CHAIRMAN

EXECUTIVE COMMITTEE MEMBERS

Mr. YASMI BARI-BRANDIX APPAREL LIMITED

Ms. MANJULA BHALENDRAN -MAST FAR EAST

Mr. SANATH AMARATUNGA -HELA CLOTHING

Mr. PADMAL SILVA – RELIANCE CLOTHING

Ms. ANGIE DEP - THE VERY GROUP

SLASA MONTHLY UPDATE

SLASA : EXCO MEETING

- Exco Meeting is held monthly where the Executive Committee meet to take up the key objectives, challenges and other points of action.
- Participation at other Association meetings, Including JAAF/ EDB and any industry related associations.
- Being part of the Task Force to Strengthen Foreign Exchange Inflows

SLASA SECRETARIAT

Secretariat has been sharing all key updates and announcements of all associations with the members of the group which includes. .

- JAAF Key Updates
- Updates from other associations
- Export Trade Statistics
- Industry updates from various departments

Going forward we will be circulating a Quarterly Bulletin which would update the membership including,

- Key Highlight of SLASA & JAAF
- Country trade details and key industry updates.
- Market updates.

Social Media for SLASA

SLASA has create the following social media channels for all members to use and follow:

- LinkedIn & Facebook : Sri Lanka Apparel Sourcing
- Website : www.srilankaapparelsourcing.com : in progress, will be set up soon.

<https://www.linkedin.com/company/sri-lanka-apparel-sourcing-slasa/?viewAsMember=true>

SLASA : WHAT HAS BEEN DONE

COVID SUPPORT:

- SLASA Secretariat has coordinated and supported all the members in multiple areas during the onset of the Covid 19 pandemic;
 - Communication and updates from JAAF and related trade bodies.
 - Actively participated along with JAAF at the task force meetings with the Ministers and Presidential task force.
 - Supported all members with regard to the modus operandi for curfew passes for their office staff and factory personal.
 - Communication with members and collected data regarding order cancellations and other issues faced by the members due to the outbreak of the pandemic, took up the issues at the joint task force that was set up along with JAAF
 - Communication / support regarding logistics of vaccination program.

TASK FORCE : TEXTILE & GARMENT EXPORTS

We actively participated at the forum set up by Task Force to increase Foreign Exchange inflows by Textile and Garment Exporters. This was led by Hon Min. Dayasiri Jayasekara (State Minister of Batik, Handloom and Local Apparel Products) and departments related to the industry were present at this forum including the Central Bank.

- Key points that were discussed and taken up:
 - USD Conversion
 - Vaccination drive
 - Shipping issues.

SLASA : WHAT WE PLAN TO DO

MONTHLY UPDATE ;

- SLASA Secretariat To circulate a monthly bulletin with updates on
 - SLASA Monthly Exco meeting highlights.
 - Association Meeting update of JAAF, EDB, and any other trade meetings represented.
 - SL trade & market Update
 - Work trade & market update
 - Trade Statistics.

SLASA EVENT :

- Trade Related Sundown meeting.
- Training and Industry update.

WHAT DO YOU WANT ?

We would also like your feed back on WHAT YOU WANT ?. Please send any feedback or any suggestion you have

- What you want the association to do
- Any updates you require from our end.
- Anything you want us to take up with
 - JAAF
 - EDB
 - Ministry or any other trade related organization.





Joint Apparel Association Forum

Executive Committee Meeting Minutes

HIGHLIGHTS

- 2.0 Regulations on Conversion of Export Proceeds
- 2.1 Trade, Tariff and its importance in penetrating international markets.
- 2.1.1 *GSP Preference*
 - a) *EU GSP* b) *UK GSP*
 - (i) *Sri Lanka China Joint Commission on Economic and Trade Co-operation*
 - (ii) *Bangladesh Preferential Trade Agreement*
 - (iii) *Indonesia – Preferential Trade Agreement*
- 2.1.2 Allocation of Quota under Indo Sri Lanka Free Trade Agreement (ISFTA)
- 2.2 Matters Relating to EDB Programmes
 - 2.2.1 *EDB Advisory Committee on Apparel*
 - 2.2.2 *EDB Advisory Committee – Logistics*
 - 2.2.3. *EDB Action Plan 2022*
- E Commerce Project
- 2.3 JAAF Budget Proposals
 - 2.3.1 *JAAF Budget Proposals for 2021 - Textile Zone at Eravur*
 - 2.3.2. *JAAF Budget Proposals for 2022*
- 2.4 Image Building
 - 2.4.1 *Crisis Communication & Positive PR for the industry*
- 2.5 Matters taken up with the Hon. Minister of Trade and Central Bank officials
- 2.5.2 *Ad hoc efforts to amend Labour Laws.*
- 2.5.2 *Ad hoc efforts to amend Labour Laws.*
- 2.6 Issues with NGOs
 - 2.6.1 *Meeting with Trade Unions*
- 2.7 Sectoral Association Membership of the Global Shippers' Forum
- 2.8 Operating of a Credit Card Account (BP 861/178)
- 2.9 Apparel FM



Communication - Secretary General Joint Apparel Association Forum

**Circular No: 20/MAR/2022/JAAF - Importation of Raw Materials
from China (Urgent and Limited to Official Purpose)**

Date: March 7, 2022 at 3:10:14 PM GMT+5:30

**Circular No: 19/MAR/2022/JAAF - Follow up to meeting with Hon.
Minister of Trade and Chairman, Sri Lanka Export Development
Board**

Date: March 5, 2022 at 7:06:35 PM GMT+5:30

**Circular No: 18/MAR/2022/JAAF - Meeting with Hon. Minister of
Trade and Chairman, Sri Lanka Export Development Board**

Date: March 4, 2022 at 4:21:54 PM GMT+5:30

**Circular No: 17/MAR/2022/JAAF - Providing Clothes and
Accessories to the Local Market through Lanka Salusala Ltd**

Circular No: 16/MAR/2022/JAAF - Better Work Programme

Date: March 4, 2022 at 2:16:47 PM GMT+5:30

Circular No: 15/FEB/2022/JAAF - Ongoing Power and Fuel Crisis

Date: March 3, 2022 at 11:30:48 AM GMT+5:30

**Circular No: 12/FEB/2022/JAAF: Talk With the Commercial
Officer in Sri Lanka Consulate in Toronto, Canada - 15th March
at 2.30PM**

Date: February 21, 2022 at 12:28:40 PM GMT+5:30

Taskforce to Strengthen Foreign Exchange Inflows

Status Update

Textiles and Garments Exports

Issues Highlighted

	Issue	Responsible Agencies	Status of Resolution	Remarks (if any)
1	Vaccination of Apparel Sector Employees	Department of Health Services	Vaccination process has been expedited	Requested Presidential Task Force (PTF) for Economic Revival and Poverty Alleviation to give priority to vaccinate Apparel sector employees EDB submitted information on the companies not received vaccination to the PTF in July with regard to all export sectors
2	Easing of Health protocols whilst ensuring the health of the community	PTF	DG/Health Services explained that even though PCR testing of 1% is a cost it is not possible to stop due to the current adverse conditions	Requested PTF to reduce health protocols
3	Impact on the sector of Gazette no 2215/39 - Repatriation of export proceeds	CBSL/FED/IOD	CBSL issued further clarifications to banks on 03.03.2021 to avoid communication gaps	
4	Ad hoc amendments to labour laws which have a direct impact on the apparel sector proposal for the introduction of a mandatory retirement age of 60 years to the private sector proposal widening of the definition of "earnings" for EPF and ETF	Department of Labour	Any amendments to labour laws are discussed and agreed upon through a Ministerial subcommittee (consisting of Hon. Ministers of Finance/Industries/Trade/ Labour) in order to share the views of the manufacturing sector	

	Issue	Status of Resolution	Remarks (if any)
5	Reduction in the sailings to and from the Port of Colombo and the consequent increase in freight rates for cargo		Reported this issue to PTF and requested to market Sri Lanka to attract international shipping lines
6	Can the limit of 20% on local sales of BOI textile and apparel companies be increased	BOI has already requested this from the Treasury	Reported this issue to PTF
7	Allow for multiple entry 5-year residence visas to owners / investors /high level professionals and their families	The Immigrants and Emigrants (Amendment) Bill has to be gazetted before tabling in the Parliament and the Department of Immigration has forwarded it to the State Ministry of National Security and Disaster Management to be forwarded to the government press.	
8	Proposals to encourage investment in the Eravur Textile Park	The SDP status has already been granted to the Eravur Textile park. The projects to be set up at the textile park will be entitled up to 10 year tax concession period as approved by the government under SDP act for the above textile park. The projects to be set up at the textile park will be entitled up to 10 year tax concession period as approved by the government under SDP act for the above textile park.	
9	Negotiating Market Access Instruments for increased exports to new and emerging markets		Reported this issue to PTF
10	High duties on the importation of accessories	Department has received a list of HS Codes, for which the SLABA request duty exemptions. According to the Customs records, total collected revenue from such HS Codes is a sum of Rs. 2.149 bn in 2019. Therefore, there is a concern for make those HS Codes duty free. Since, Brand Apparel enterprises belong to the domestic industry category, there are many constraints to devise package exclusively applicable to them. However, the Dept is working on a proposal to accommodate the request in consultation with the Secretary to the Treasury	



UNITED STATES DEPARTMENT OF COMMERCE
Office of the General Counsel
COMMERCIAL LAW DEVELOPMENT PROGRAM
Washington, D.C. 20230

As part of CLDP's comprehensive technical assistance in Sri Lanka to support the country's economic growth, CLDP will take the Minister (Commercial) at the Embassy of Sri Lanka to Washington D.C., Mr. Charitha Yattogoda, and the Minister (Counsellor) at the Consulate General of Sri Lanka in Los Angeles, CA, Mr. Anil Sirimanna, to concurrent trade shows taking place in Las Vegas from February 13-16, 2022.

EMBASSY OF THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
(Concurrently accredited to Denmark, Estonia, Latvia & Lithuania)
Strandvägen 39, 1tr, Box 240 55, 114 56, Stockholm, Sweden.

Mr. M.P.T. Cooray
Secretary-General
Joint Apparel Association Forum /Sri Lanka

Dear Mr. Cooray

With a view to build partnerships with Swedish manufacturers of recycled fabric, I would be grateful if you could outline the apparel industry fabric requirements, including annual import value, quantities, fabric types.

We are forwarding herewith an email received from the EDB with regard to Virtual B2B meetings being organized by them with identified international buyers with the assistance of Sri Lankan Missions overseas.

Companies interested in participating are kindly requested to duly complete the attached application form and forward it directly to at the EDB

Ms. Samantha Siriwardena – samathi@edb.gov.lk or

Ms. Janithi Morawaka – mjanithi@edb.gov.lk.



www.3rd-grader.com/grade3/grade3.html

TRADE DETAILS & MARKET UPDATE

Sri Lanka Trade Update

In a recent interview, our Chairman, Sharad Amalean, spoke about our vision for Sri Lanka's apparel industry. This vision goes beyond just revenue growth - it includes creating global partnerships, retaining and developing our strong talent pool and maximising our potential for new ideas and global innovations.

Read the full interview to find out more about the industry's vision for 2030 as well as how the industry was able to navigate its way through the global pandemic.

READ

BELOW: <https://lnkd.in/guKj3m5F>

#SriLankaApparel #growth
#interview #talent #partnerships
#apparelindustry #QnA



“The apparel industry will only succeed if we have long term economic stability...what we need now is a long-term plan”

JAAF Deputy Chairman Felix Fernando talks to Ada Derana's Big Focus on how the apparel industry is navigating Sri Lanka's foreign exchange crisis. “The apparel industry will only succeed if we have long term economic stability...what we need now is a long-term plan”

JAAF Deputy Chairman [Felix Fernando](#) talks to Ada Derana's Big Focus on how the apparel industry is navigating Sri Lanka's foreign exchange crisis.

WATCH NOW: <https://lnkd.in/gjxQW7Rd>

MARKET UPDATE – UK

UK Apparel market statistics & facts Jan 12, 2022

In 2020, revenues in the apparel market in the UK are estimated to stay at around 52 billion British pounds, around 2 billion less than as in the year prior due to the COVID-19 pandemic. According to Statista's Consumer Market Outlook report, the market is projected to recover and grow at a faster pace, eventually reaching 67 billion British pounds by 2026.

Most recent figures published by the UK's Office for National Statistics revealed that the annual expenditure on clothing, based on sales volume, reached 54 billion pounds in 2020. Data on different segments in the industry indicated that women's apparel was predicted to grow at a faster pace than men's apparel and children's apparel segments.

UK share of Clothing Market

Marks & Spencer 8.1%

with Next at 7.1%.

Primark holds a 6.9%

UK Online Market Share

[.johnlewis.com revenue](#) | [ecommerceDB.com](#)

Top Online Stores: Fashion in the United Kingdom
IN 2021

#	Online Store	Net Sales	Market Share
1.	johnlewis.com	> US\$2,000m	5% - 10%
2.	next.co.uk	> US\$2,000m	5% - 10%
3.	sainsburys.co.uk	> US\$2,000m	5% - 10%
4.	asos.com	> US\$2,000m	5% - 10%
5.	marksandspencer.com	> US\$1,000m	0% - 5%

[See all Stores](#)



SLASA MONTHLY UPDATED – Way forward

U.S. apparel market - statistics & facts , Jan 12, 2022

The United States apparel market was valued at approximately 368 billion U.S. dollars as of 2019, with leading retailers such as TJX and Macy's each bringing in around over 20 billion U.S. dollars in sales. Store-based retailing was valued at over 268 billion U.S., while e-commerce brought in over 100 billion U.S. dollars of revenue

THE 10 BIGGEST U.S. APPAREL COMPANIES

As ranked by annual sales. DHANI MAUUPDATED:JUN 26, 2018

1. Nike Annual revenue: \$30.6 billion (5.9 Billion in Clothing)
2. Ralph Lauren Annual revenue: \$7.6 billion
3. Old Navy Annual revenue: \$6.6 billion
4. Gap Annual revenue: \$6.2 billion
5. Levi Strauss & Co. Annual revenue: \$4.8 billion
6. Michael Kors Annual revenue: \$4.4 billion
7. Coach Annual revenue: \$4.3 billion
8. Tommy Hilfiger Annual revenue: \$3.6 billion
9. American Eagle Annual revenue: \$3.3 billion
10. Under Armour Annual revenue: \$3.1 billion

Clothing types	2019	2020	2021	2022	2023
Women's and Girls'	115.8	116.8	117.8	118.8	119.8
Men's and Boys'	87.1	88.4	89.7	90.9	92.2
Sports and Swimwear	47.3	48.4	49.6	50.7	51.9
Underwear	52.1	54.1	56	57.9	60
Clothing Accessories and Other Clothing	37.6	38.9	40.2	41.5	42.9
Hosiery	8.4	8.5	8.6	8.8	8.9

Source: <https://www.statista.com/outlook/90000000/109/apparel/united-states#market-revenue>



Export statistics on Apparel

Export of Apparel Trade Data for the Year 2021 All Countries

Export of Apparel January - December (Cumulative) 2016 - 2021

	2016 US\$. Mn	2017 US\$. Mn	2018 US\$. Mn	2019 US\$. Mn	2020 US\$. Mn	2021 US\$. Mn	2020/2021 Change %	2019/2021 Change %
Total Exports	4,674.74	4,818.13	5,048.58	5,306.69	4,156.27	5,071.31	22.02	-4.44
US	2,129.78	2,163.12	2,287.48	2,365.01	1,792.97	2,114.01	17.91	-10.61
EU(Incl. UK)	1,944.46	2,025.77	2,103.10	2,207.38	1,797.47	2,210.46	22.98	0.14
Other	600.50	629.24	658.00	734.30	565.83	746.84	31.99	1.71

Export of Apparel to the USA form January to December 2016 - 2021 (Cumulative)

Chapter Basis

	2016 US\$. Mn	2017 US\$. Mn	2018 US\$. Mn	2019 US\$. Mn	2020 US\$. Mn	2021 US\$. Mn
Chapter 61	1,227.76	1,207.86	1,277.54	1,340.01	974.36	1,222.09
Chapter 62	882.91	932.46	989.82	997.95	674.22	860.49
Chapter 63	19.11	22.80	20.12	27.05	144.40	31.41
Total	2,129.78	2,163.12	2,287.48	2,365.01	1,792.98	2,113.99

Export of Apparel to the EU form January to December 2016 - 2021 (Cumulative)

Chapter Basis - (Incl. UK)

	2016 US\$. Mn	2017 US\$. Mn	2018 US\$. Mn	2019 US\$. Mn	2020 US\$. Mn	2021 US\$. Mn
Chapter 61	1,142.73	1,168.99	1,176.78	1,308.00	1,099.09	1,409.25
Chapter 62	760.92	812.39	874.33	844.40	648.01	739.60
Chapter 63	40.81	44.39	51.99	54.98	50.37	61.63
Total	1,944.46	2,025.77	2,103.10	2,207.38	1,797.47	2,210.48

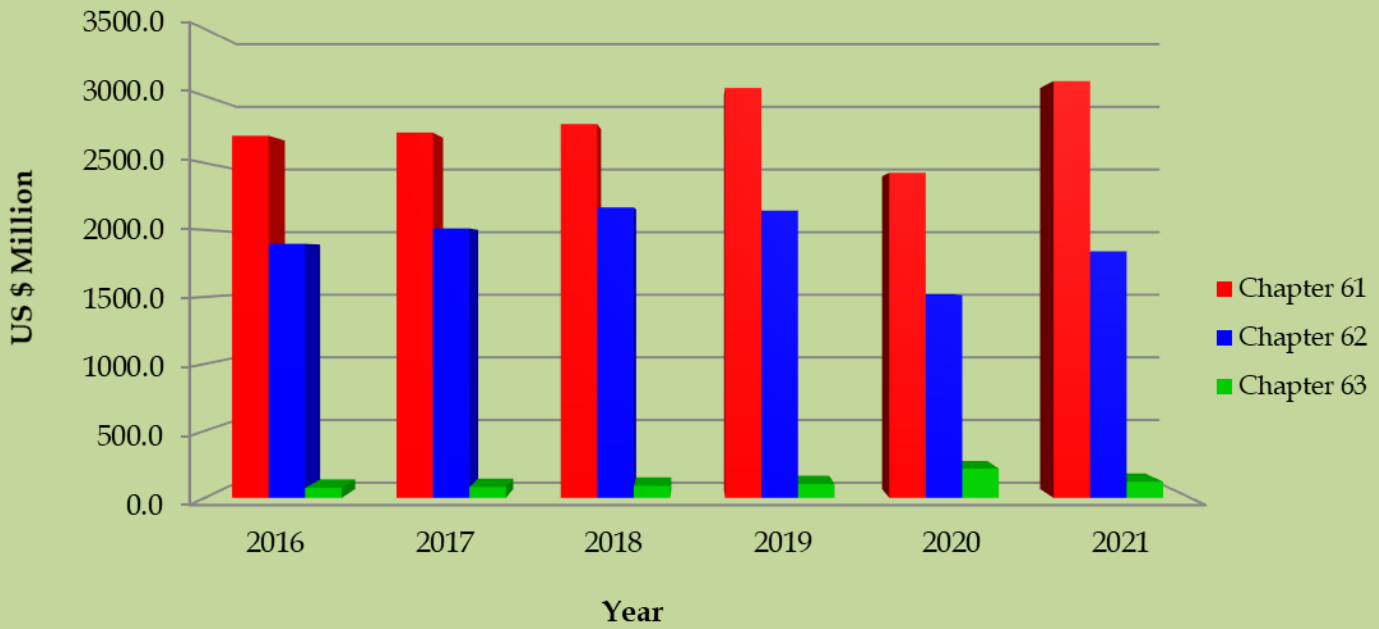
NOTES :

Chapter 61-Apparel of knitted fabric

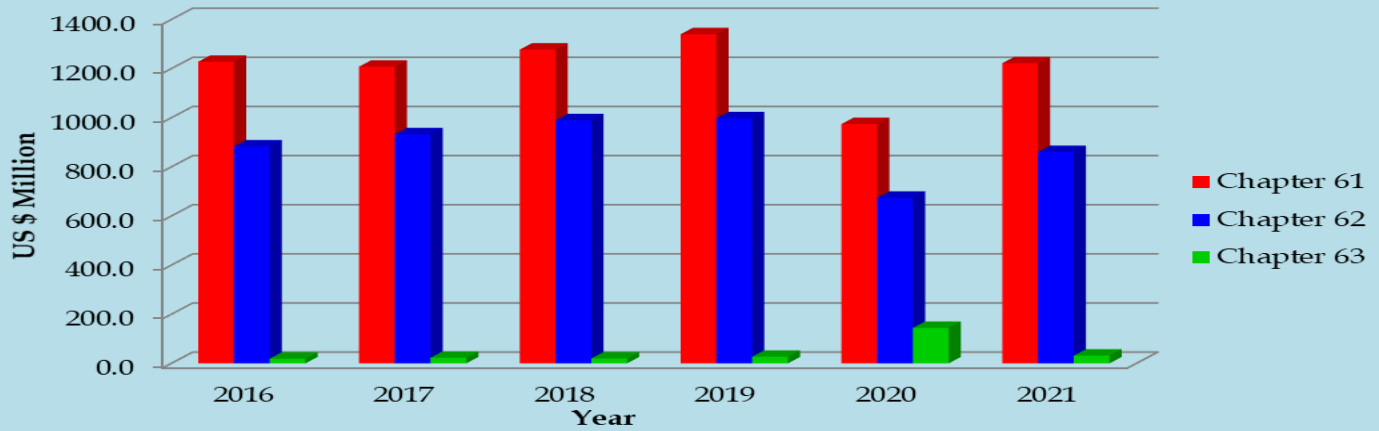
Chapter 62-Apparel of woven fabric

Chapter 63-Other madeup textile articles.

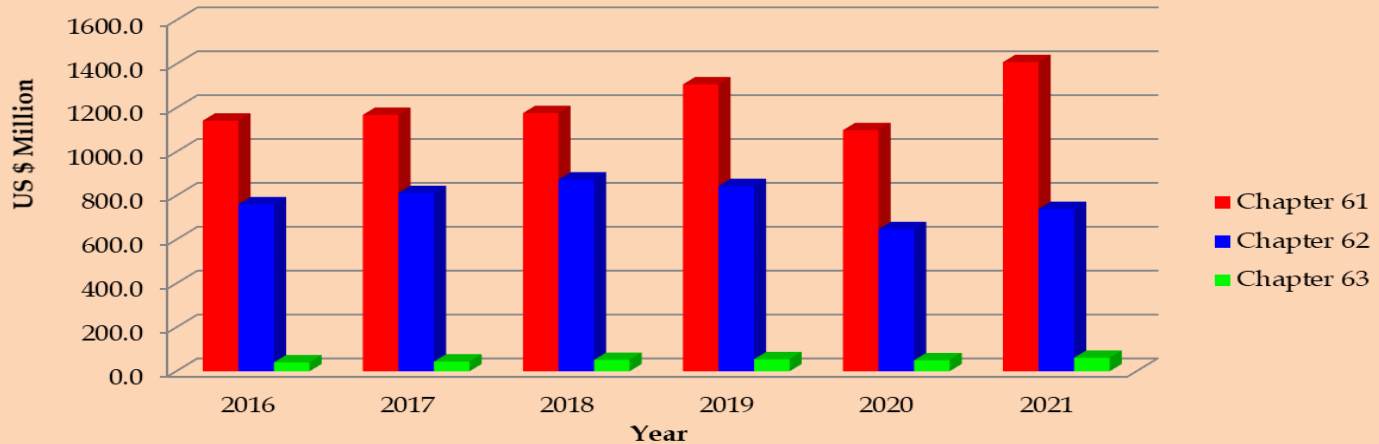
Cumulative Apparel Exports to All Countries from January to December 2016 - 2021



Cumulative Export of Apparel to the USA from January to December 2016 - 2021



Cumulative Export of Apparel to the EU from January to December 2016 - 2021



Up Coming Events



SLASA

Annual General Meeting

25th AGM
Friday the 27th May 2022
Jiac Hilton