Business Relations Between Germany and Sri Lanka

Asoka Hettigoda
Managing Director, Siddhalepa Group
Senior Council Member
German Sri Lanka Business Council
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History of Trade Relations

- Trading relations goes back to 19th Century when Sri Lanka was known as Ceylon.
- Diplomatic relations were established in 1953 and celebrated 60 years last year.
- German companies have created more than 12,000 direct jobs.
- Primary sectors of investments are: Energy and Power Transmission, Jewellery, Logistics & Shipping, Chemicals, Financial Sector (Insurance & Banking), Wooden and Soft Toys as well as Coconut products, Tourism and Luxury branded cars.
- Key player in vocational training - German Technical Training College, Katubedda, and Killinochichi.
History of Trade Relations

- Randenigala and Rantambe Hydro Power projects part of economic and Development cooperation.

- Grants and Loans worth $1.2 Billion since 1966

- Close to 85,000 tourists visited last year and on a upward trend

- Third largest market for Sri Lankan exports

- over 60,000 Sri Lankan expatriates call Germany their second home
• Bilateral trade volume: € 691.5 million - 15% increase from 2010.

• Exports to Germany: € 466.8 million - Germany accounted for 4.8% of Sri Lanka's exports.

• Imports from Germany: € 224.1 million.

• Trade balance: € 242.7 million – in favour of Sri Lanka
Trade Statistics - 2012

- Bilateral trade volume: €722 million – 4% increase from 2011.

- Exports to Germany: €481.3 million – 3% increase.

- Imports from Germany: €240.8 million – 7.5% increase

- Trade balance: €240.5 million – in favour of Sri Lanka
Bilateral trade volume: € 702.7 million – is a 2.8% decrease from 2012

Exports to Germany: € 448.6 million

Imports from Germany: € 254.2 million - Growth of 5.8%

Trade balance: € 194.4 million - in favour of Sri Lanka declining by 19%
Main items exported from Sri Lanka to Germany are: Apparel, Rubber products (Pneumatic and Retreated Rubber Tires and Tubes, Industrial and Surgical Gloves of Rubber) and Tea in bulk.

Main items imported to Sri Lanka from Germany are Electrical and Electronic products, Automobiles and parts, Machinery and Chemical products.

German share of total trade of Sri Lanka – 1.81%

Sri Lanka – German Business Council was established in 1999 and membership has grown to 82 companies.
German Investments in Sri Lanka

- **Kramski** – Family owned hidden champion one of the largest precision stamping and injection molding companies.
- **Vogue tex** – German investment in the apparels
- **Eskimo Fashion** – German investor in the apparels
- **Aqua Dynamics** – Windsurfing sails
- **B2 Engineering** – Electrical and mechanical machinery, mould and tool making.
German Investments in Sri Lanka

- **Boehm & Leckner Multimoulds** – Steel injection moulds, engineering components
- **Bonterra Lanka** – Organic geotextiles
- **Dial textiles** – Garments
- **EU-retec** – Recycled Industrial Tyres
- **Tropical Health Foods** – Processing of fruits, export of coconut milk in canned and bottled form.
Why Invest in Sri Lanka

• Strategic geographical location in the East-West shipping route.

• Modern Ports and Airports capable of handling large vessels and airplanes.

• Infrastructure that is developed and improving rapidly.

• The availability of good skilled labour and a young, educated population.

• The high penetration of mobile connectivity and improved digital network.
Why Invest in Sri Lanka

- FTA's with India and Pakistan and negotiating with Bangladesh and China - close to 3 billion population

- Stable economic growth at around 8% GDP annual growth rate for the last three years, low inflation, streamlined import/export procedures

- Ease of repatriation of profits

- Relaxed exchange control procedures

- Sri Lanka's GDP per capita is expected to reach US $4000 by 2016 and US $7000 by 2020
Siddhalepa
And
Germany
About Us

- Ayurveda Heritage of Hettigoda family goes back 200 years
- In 1934 Dr. Hendrick De Silva Hettigoda made Siddhalepa Balm as the first commercial Ayurvedic product
- Dr. Victor Hettigoda took over the companies in 1971 and brought Ayurveda into the mainstream
- Dr. Victor Hettigoda is a fifth generation Ayurvedic Doctor and considered as the father of modern Ayurveda
Siddhalepa Group

- Hettigoda Industries (Pvt) Ltd
- Siddhalepa Ayurveda Hospital Ltd
- Siddhalepa Ayurveda Health Resort Ltd
- Siddhalepa Ayurveda Training Institute Ltd
- Siddhalepa Ayurveda R&D Ltd
- Suraya Organic Fertilizer Ltd
- Siddhalepa Ayurveda GmbH (Germany)
- Siddhalepa Ayurveda s.r.o. (Czech)
- Hettigoda Distributors India Ltd.
Hettigoda Industries

- Established in 1934, as a Ayurvedic Manufacturing Company, have now diversified into Resorts, Hospitals, Spas, Fertilizer, Distribution, and Printing.

- The first Ayurveda company in Asia to obtain ISO 9002 International Certification in 1994. Now the company has obtained ISO 9001, ISO 14001, ISO 22000, HACCP, GMP, FDA & EU Pharmacopeia.

- The Largest exporter of Ayurvedic Products

- Among the Best known Sri Lankan brands in Europe, UAE and Japan
Hettigoda Industries

Siddhalepa Balm
Supirivicky Toothpaste
Threepala Food Supplement
Ayurvedic Teas
Sujatha Cream
Siddhalepa Ayurveda Hospital

The Siddhalepa Ayurveda Hospital is dedicated to the memory of the late Dr. Hendrick de Silva Hettigoda, famous Astrologer and Ayurveda Kidney Specialist.

**Outpatients Department**

Patients can receive treatment throughout the week, at any time, day or night.

**Consultation of Specialists**

Specialist can be consulted on the patient’s request or upon the doctor’s recommendations.

**Clinics**

Ayurveda Doctors, specializing in the following diseases cab be channeled at our clinics: Polio and rheumatic ailments, Skin diseases, Dislocated bones, And fractures, Eye diseases, Catarrh, Asthma, High blood Pressure, Diabetes and etc.

**Pharmaceutical Factory**

All medicines, used at the Siddhalepa Ayurveda Hospital, are scientifically prepared at our pharmaceuticals factory.

**The “PANCHAKARMA” Unit**

For a complete course of “Panchakarma” treatment, Channel one of the Specialist at the Unit.
• Dedicated Ayurvedic Health Resort Surrounded by woodland & meadow, fronted by sparkling blue waters of the Indian Ocean

• 50 room Boutique Resort designed with local motifs with a touch of minimalist sophistication to induce total relaxation with separate Yoga and Meditation Centre

• Award winning Ayurvedic Cuisine featuring the abundantly available Sri Lankan Fruits and Vegetables

• Specially designed Therapy packages include detoxification, rejuvenation, cleansing, Stress relief, weight control, balancing of the three doshas and general well-being.
Siddhalepa Ayurveda Training Institute

Provides Training for Ayurvedic Doctors and Therapists to maintain International Standards in SPA services.
Irresistible
Enchanting
Delightful
&
Charming
Place
@ Mount Lavinia
Sri Lanka
Pampered 95,000 Business Class Travellers (up to Dec 2013)
Colombo International Airport Siddhalepa Spa

- Located in Departure Transit Area
- Four Treatment Rooms including a Body Massage room
- 24-hr service
SPA
Cinnamon Gardens
Colombo 7

First authentic Ayurvedic Day SPA in the city of Colombo
Bad Homburg, Germany

- Kur Park, Bad Homburg is a place with a unique history where German King Kaiser Wilhelm resided.

- Bad Homburg owes its power of attraction to its unique spa culture. The splendid richly detailed architecture of the Kaiser Wilhelm Bad creates an atmosphere that speaks to all your senses.

- Steigenberger Hotel is the Partner Hotel
The Hotel is located in Saxony on the border with the Czech Republic in a unique world of sandstone canyons with romantic small rock towers and a mighty mountainous plateau.

The art and cultural metropolis of Dresden is only a few kilometers away.

The exclusive hotel has 211 elegant and modern rooms.

Has a Yoga Instructor and offers healthy Ayurvedic cuisine.
• The Hotel combines SPA, Sports club, Beauty Lounge, pleasure and Health in one location

• 158 Guest rooms and suites offering 5-Star services.

• The Hotel is located on the west side of Berlin, on the banks of Lake Spandau.
Hotel Savannah
Czech Republic

- The Hotel is managed by American Chance Hotels Group.
- 70 Guest rooms and 6 suite deluxe hotel offering 5-Star services.
- The Hotel is located on the border of Austria and Czech Republic within one hour drive from Vienna.
The Hotel is managed by the Malova Family

- 80 Guest deluxe rooms offering 5-Star services.

The Hotel is located in the famous spa town of Sliac, in the heart of Slovakia, surrounded by natural forests and abundance of thermal water.
• Continuous development of Products and services through the R&D arm of Siddhalepa.

• Stringent International Quality Assurance conforming to International Standards
This range of Hotel & Spa amenities are created by combining best natural ingredients with renowned perfumes of the world to give a unique experience. Top Five Star Hotels such as Four Seasons, Soneva Resorts, Cinnamon, Jetwing and etc feature this range.
Chairman’s Achievements

- Bestowed the Honour of “Deshabandu” by His Excellency the President in 1990
- Awarded the Honour of “Vishva Prasadini” by the Prime Minister in 1996
- ASIAWEEK called him the “Balm King of Sri Lanka”
- Asian Business called him “The Barefoot Doctor”
- Was Selected as one of the Hundred Best Doctors of the Centuries by Govt of Sri Lanka in 2001
- LMD selected him as “Fifty Greatest Sri Lankans since Independence”
- Interviewed by CNN and BBC
Thank You.