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අமைச்ச
Ministry } 2435248

ෆැක්ස්
தொலைநகல்
Fax } 2390885

ලේකම්
செயலாளர்
Secretary } 2436123
2436124



කර්මාන්ත හා වාණිජ කටයුතු අමාත්‍යාංශය
கைத்தொழில் மற்றும் வணிக அமைச்சு
MINISTRY OF INDUSTRY AND COMMERCE

ක. ප. 570, 73/1, ගාලු පාර, කොළඹ 03, ශ්‍රී ලංකාව
த.பெ. இல. 570, 73/1, காலி வீதி, கொழும்பு 03, இலங்கை
P. O. Box 570, 73/1, Galle Road, Colombo 03, Sri Lanka

ප්‍රධාන කාර්යාලය
தேர்தள அலுவலகம்
General Office } 2327554
2392149
2392150

ෆැක්ස්
தொலைநகல்
Fax } 2390941

විද්‍යුත් තැපෑල
மின்னஞ்சல்
e-mail } Secretarymid@gmail.com

PRESS COMMUNIQUE – MINISTRY OF INDUSTRY & COMMERCE,
SRI LANKA – JULY 17, 2012

Sri Lanka's second Global Brand born

- Secures *Pure Ceylon Cinnamon*TM in the Eurozone
- Rishad commends EDB & pushes for the next coveted market – the US



Rishad Bathiudeen, Minister of Industry and Commerce of Sri Lanka (C) in discussion with Janaka Ratnayake (Chairman & CEO of EDB - left) at the Review Meeting held on 17 July at the Ministry of Industry & Commerce, Colombo.

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Sri Lanka has successfully secured the coveted rights for *Pure Ceylon Cinnamon* brand-name in the EU market. “Thanks to the efforts of the Export Development Board under me, I am pleased to announce that we have successfully secured the *Pure Ceylon Cinnamon* trade mark in the EU market. I am also happy to see that we now have two global brands after us, the first being the well-known *Pure Ceylon Tea*” announced an upbeat Rishad Bathiudeen, Minister of Industry and Commerce of Sri Lanka on 17 July.

Minister Bathiudeen announced this in the aftermath of the Review Meeting on 17 July he held with the EDB under his Ministry. During the in-depth review meeting, Minister Bathiudeen explored national export performance and expected trends with the EDB team led by Janaka Ratnayake, Chairman & CEO of EDB. The meeting also witnessed Minister Bathiudeen's new Secretary Anura Siriwardena taking part in his first official meeting with his Minister as well as his new Ministry. During the meeting, EDB Chairman Ratnayake apprised Minister Bathiudeen that the EDB has successfully secured Pure Ceylon Cinnamon brand-name in the EU market.

'Pure Ceylon Cinnamon' was officially unveiled by H.E the President Mahinda Rajapaksa at the Presidential Export Awards in June 2011. Minister Bathiudeen officially unveiling the "Pure Ceylon Cinnamon" to the world, at the Anuga Trade Fair in Cologne, Germany in October 2011, and announced that the *Pure Ceylon Cinnamon* trade mark will be registered in the USA which is the major market for Cinnamon and also in the European Union.

The cinnamon industry in Sri Lanka brought \$ 833 Mn in exports in 2010 (growing by 8.59% in comparison to 2010 exports) and is billed to play a key role in the country's ambitious export target of \$20 Bn by 2020. Sri Lanka is the largest producer of cinnamon in the world –claiming 70% of the world production. Pure Ceylon Cinnamon's main markets are USA, Mexico, Peru and Ecuador. Around 31,000 hectares of Cinnamon are grown in the country producing 16,000 tons annually of which 13,000 are exported. The industry employs 16,000 peelers involving 260,000 families, but is in need of many more peelers to sustain it over the long term.

"While I commend the EDB operating under me for this achievement, I believe that we should also secure our trade mark in the next coveted market-the US" Minister Bathiudeen added.

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Rishad Bathiudeen, Minister of Industry and Commerce of Sri Lanka (C) in discussion with Janaka Ratnayake (Chairman & CEO of EDB - left) at the Review Meeting held on 17 July at the Ministry of Industry & Commerce, Colombo. Anura Siriwardena, Secretary to the Ministry of Industry & Commerce, is at right.

Media

Ministry of Industry & Commerce – 112435847 (Ext 246)