

BOC Empowers SME Export Entrepreneurs through Export Circle



K K Susantha, Assistant General Manager - Trade Services of Bank of Ceylon, addressing potential exporters.

In a significant move towards empowering SME exporters around the country, BOC has partnered with the Ceylon Chamber of Commerce (CCC) to conduct province-wise capacity-building programs for potential and existing export SME customers in all provinces.

These initiatives are organized under 'BOC Export Circle,' an export-boosting effort in keeping with BOC's resilient stand during uncertain times. As a Banker to the Nation, the Bank has taken its task to accommodate exporters and budding

exporters and transform them into corporate exporters for the nation.

At the end of the program, SMEs will be able to draw up a plan to build their capacities by overcoming their weaknesses and capitalizing on their strengths. They will also begin their export journey and develop a comprehensive export strategy to enter the international market and achieve their maximum potential.

The training programs held in multiple locations across the country already conducted four export forums in Kandy, Central Province, Matara, Southern Province, Kuruwita, Sabaragamuwa Province, and Badulla. We have seen enthusiastic participation in about 50 SME export customers in Uva Province, and up to now, more than 250 SME export customers benefited through this series of programs and are expected to train more than 600 SME export customers throughout the country, targeting every province.

The above programs are conducted on various topics, and the program will be delivered as a workshop with many real-world examples and success stories of Sri Lankan entrepreneurs/ SMEs who have used the SME Transformation and Market Access model. The Chamber of Commerce has transformed many SMEs and enabled them to become export-oriented companies through SME transformation and the Market Access model they developed. Furthermore, the training programs instill confidence and empowerment among SME export entrepreneurs by providing them with the skills and knowledge needed to succeed.

Bank of Ceylon has deployed a proven, results-oriented SME transformation expert resource person to carry out this training program.

The partnership between BOC and CCC underscores the importance of supporting SME entrepreneurs and promoting export strategy in the business sector. By providing SMEs with access to training and resources, BOC is helping to create a more inclusive and diverse business landscape in Sri Lanka.

BOC is not only supporting SME exporters in business but also contributing to Sri Lanka's overall economic development. Exporters who undergo this bespoke program are onboarded to the BOC Export Circle, where they can enjoy various financial and non-financial services throughout their journey.

The collaboration between BOC and CCC is a testament to the bank's commitment to empowering existing and potential exporters of the country and

promoting financial inclusion in Sri Lanka. Through initiatives like these, BOC is paving the way for a more inclusive and prosperous future for all Sri Lankan exporters.