

Maliban Wins Three Gold Awards At The 21st Annual NCE Export Awards - 2012

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Maliban Biscuit Manufactories clinched three awards at the 21st Annual NCE Export Awards, 2012. The awards won by Maliban include Gold Awards for the Best Performer in Emerging Markets, Best Small and Medium Scale Exporter and Confectionary and Beverage sub-sector-Industry sector.

The NCE Export Awards, are held annually by The National Chamber of Exporters of Sri Lanka to recognise and reward the achievements of the export industry of the country. As such a total of 146 applications were evaluated, this year, by an expert panel of judges under the criteria of Export Performance, Market/Product Development, Value Addition, Effective Management of Marketing and Capital, Brand Marketing and Innovation. Showcasing the recognition that Maliban Biscuits has achieved in the overseas market, the brand walked away with three prominent awards.

“This proves that Maliban products are accepted and recognised by international markets where the competition is much higher,” said Asoka Perera, General Manager-Exports - Maliban Manufactories. “I think that is a great achievement. We have shown that the same product offered in Sri Lanka can compete in the international market. This again proves that the local consumers are getting something really good that is value for money.”

Though the company has done much exporting since it's inception 60 years ago, the past three years saw a renewal in their focus on the export sector with much emphasis on

expanding Maliban's reach. Therefore, as of now, Maliban Biscuit Manufactories is exporting to 34 countries spread across five continents. "We have been able to achieve a phenomenal growth in the business in the last three years. Though we are extremely happy about it, we are looking forward for more growth. And compared to the last year's in terms of the NCE Awards, this year was definitely a huge improvement. Particularly important for us, from the three awards won, is the gold award for Best Sri Lankan Exporter to Emerging Markets. We have ventured into markets that many Sri Lankan companies have not penetrated to engage in business," Perera further stated.

Maintaining product quality-regardless of the destination being sold, taste, relentless focus and vision to do well in international markets, level of service provided in international markets and the effort put forth to promote the brand has contributed towards this achievements by Maliban at the NCE Exports Awards, 2012. "We have a strong sense of team-work when it comes to international business," affirmed Perera. "We all get together and think that this is Maliban and this is Sri Lanka-we have to do our job properly. Of course the support gained by agencies such as the Export Development Board, the Trade Ministry and the National Chamber of Exporters are much appreciated."