People’s Bank Joins Hands with EDB to Promote Exports



Sujeewa Rajapakse, Chairman, People’s Bank; Ranjith Kodituwakku, CEO/ GM, People’s Bank; Suresh D de Me Chairman & Chief Executive, Export Development Board of Sri Lanka (EDB); and Krishani Narangoda, DGM (Enterprise Banking), People’s Bank.

People’s Bank joined hands with the Export Development Board of Sri Lanka (EDB) in an exclusive partnership to promote Sri Lankan exports and help prospective entrepreneurs enter the international export market.

An inauguration ceremony was held, which was graced by the presence of Chief Guests: Sujeewa Rajapakse, Chairman of People’s Bank; Ranjith Kodituwakku, Chief Executive Officer and General Manager, People’s Bank and Suresh D de Mel, Chairman & Chief Executive, Export Development Board of Sri Lanka (EDB).

The program aims to exploit new opportunities and assist existing and emerging exporters in starting up a new export business or expanding their existing export business.

The pilot project will kick off in six months with a progressive plan for future projects under which existing and emerging direct and indirect exporters will be provided guidance and assistance, with the overall objective of encouraging local entrepreneurs to enter the global market.

It will also contribute towards increasing foreign outflows, supporting the economy with dollar inflows, and integrating the local supply chain into the global value chain.

Through this partnership, People’s Bank will select financially capable entrepreneurs for the program while conducting training programs in collaboration with EDB officials on a regional level. The Bank will also initiate the initial coordination between local exporters and identified global buyers while providing export advisory services (EAS), and financial assistance in pre-shipment, post-shipment, and project loan areas and will also frequently review the program’s progress with the EDB.

The EDB will provide advisory services by assisting entrepreneurs in selecting appropriate export businesses by understanding the global demand and using locally sourced resources. EDB will also conduct training programs and seminars to provide entrepreneurs and investors with the required knowledge of the export market.

Additionally, the EDB will also assist in paving the path to integrating local exporters and global buyers through coordination with respective embassies when seeking buyers and will also facilitate local participation in international trade shows and exhibitions. During the program, entrepreneurs Dr. Lasantha Malavige, Anuruddha Wijerathna, and Dilantha Malagamuwa made presentations sharing their success stories with the participants.

People’s Bank Corporate Banking Department and Colombo Outer Region Organized this Program. Renuka Jayasinghe, Deputy General Manager (Personal Banking); Mahinda Premanath, Deputy General Manager (Channel Management); Krishani Narangoda, Deputy General Manager (Enterprise Banking); K.N Senarathne, Deputy General Manager (Corporate Banking); Buddika Ranathungage, Executive Management, Colombo Outer Regional Manager; EDB officers and entrepreneurs also were present at this event.