

People's Bank Launches a Series of Export Empowerment Workshops Across Sri Lanka

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A series of Export Empowerment Workshops across Sri Lanka by People's Bank and the EDB.

People's Bank has reaffirmed its commitment to national economic development by conducting training sessions aimed at enhancing the export sector in collaboration with the Export Development Board (EDB). These workshops, held in Maharagama, Waskaduwa, and Kurunegala, focused on empowering Sri Lankan exporters with essential international trade skills.

Organized by the People's Bank's Colombo Outer (East and West), Kalutara, and Kurunegala Regional Credit Units and Export Hubs, highlighting the bank's localized

efforts to empower exporters and drive economic growth. The training sessions were designed to address the multifaceted challenges of international trade. The bank provided participants with sophisticated, actionable insights through comprehensive modules covering market entry requirements, product quality standards, and export regulatory compliance. The Bank's commitment to holistic support was central to the initiative. Beyond knowledge transfer, bank representatives offered financial consultations, presenting tailored financial solutions that directly address the unique challenges faced by export-oriented enterprises. This approach underscores the bank's strategic vision of being more than a financial institution – positioning itself as a true leader in national economic advancement.

Achini Weerawardene, Trade Facilitation and Trade Information Division Deputy Director, EDB. Representing People's Bank was N.K. Wimalasiri, AGM (Zonal Credit 2, Regional Manageress (Colombo East) Nalika Liyanage, Regional Manager (Colombo West) Nishantha Arohana, Regional Manager (Kalutara) Monika Suriyapperuma, Regional Manager (Kurunegala) Lal Pieris, Assistant Regional Managers, Regional Credit Units and Export Hub officers, and customers.