

attempts made by Sri Lanka to recapture its share in the emerging markets, tea exports to the CIS increased by kg 27 million and accounted for 17 per cent of total tea exports in 1995 as compared with 5 per cent in the previous year. This was at the expense of tea exports to the Middle Eastern market. In addition, a 2 per cent increase in tea production in 1995 also helped to increase export supply.

Export earnings from rubber recorded a significant increase of 46 per cent to SDR 74 million entirely due to an upsurge in international prices (47 per cent) following a recovery of demand in industrialised countries particularly in Japan and the USA. This was due to revival of the car manufacturing industry, increased demand from China and sluggish supply from major rubber producers such as Malaysia. In addition, there is a growing global demand for natural rubber by certain industries such as surgical gloves and heavy duty tyres.

Earnings from exports of coconut products rose by 28 per cent to SDR 68 million in 1995 entirely due to higher volumes of exports. Increased domestic supply due to favourable weather conditions as well as over supply in other major coconut producing countries depressed coconut prices in the first half of the year. However, the average export price of coconut products in 1995 increased in US dollar terms although in SDR terms it dropped by 2 per cent.

Other Agricultural Products

Earnings from exports of other agricultural products declined by 2 per cent in 1995 in contrast to a 4 per cent increase registered in 1994. This was partly the result of a decline in domestic production of some agricultural crops due to rainy weather conditions that prevailed during the flowering season. In addition, gherkin exports, according to sources in the industry, suffered a setback owing to sharp competition from India since 1995. Export volumes of vegetables dropped sharply by 49 per cent entirely due to a 64 per cent volume drop of gherkins, while volumes of coffee and pepper declined by 71 per cent and 21 per cent, respectively.

Industrial Products

Industrial exports rose by 13 per cent to SDR 1,887 million in 1995 with major increases recorded in textiles and garments (13 per cent) and other non-petroleum industrial exports (15 per cent).

The average export prices of textiles and garments remained stable in SDR terms as in 1994. Textile and garment exports continued to be the leading export sub-category, contributing to about two thirds of total industrial exports. The volume of garment exports alone rose by 8 per cent while prices increased by 4 per cent. This was

reflected in higher exports to both 'quota' and 'non-quota' markets, with a more pronounced growth of exports to non-quota markets. The normal annual increases in quotas, lowering of quota limits in under-utilised categories and increasing quota limits in the more popular categories with the rescheduling of the U.S. quota year from July-June to a calendar year, and the more liberal and transparent management of quotas helped to increase exports.

Earnings from petroleum products exports remained around the same level (SDR 56 million) as in the previous year. Petroleum products accounted for 3 per cent of industrial exports and a mere 2 per cent of total exports. The temporary closure of the refinery in early 1995 for maintenance purposes and the fire damage to oil storage facilities in October led to higher than expected import outlay on refined petroleum products. However, exports of petroleum products were not affected. In fact, the volume of petroleum product exports rose marginally in 1995 with prices remaining at more or less the same level as in the previous year.

Earnings from other non-petroleum industrial products rose by 15 per cent in 1995 and accounted for 32 per cent of total industrial exports. Among the major categories, increases were recorded in leather, rubber, paper, wood and ceramics (17 per cent), diamonds (6 per cent), food, beverages and tobacco (8 per cent), machinery, mechanical and electrical appliances (27 per cent) and jewellery (25 per cent). Financial and institutional incentives extended to non-traditional exports, particularly by the Export Development Board (EDB), continued to facilitate these export items. In addition, the diamonds and jewellery export sector benefitted from the liberalisation of the import of rough gemstones and exemption of import duty and turnover tax on machinery, equipment and other items used in the gem and jewellery industry introduced in November 1995. As in the recent past, this other industrial exports category reflected continued dynamism and helped to diversify the export base.

Mineral Products

The export earnings from minerals dropped by 5 per cent to SDR 57 million owing to a drop in gem exports. The volume of gem exports declined by 11 per cent due to low domestic production. The cost of mining increased mainly due to higher costs of deeper mining as well as inputs such as fuel and machinery. In addition, the sector is facing stiff competition in international markets particularly from low cost producing countries such as Madagascar which entered the market recently. Export earnings from other mineral products rose by 13 per cent to SDR 6 million benefitting from the higher demand for graphite and mineral sands.

Box 5**Effective Exchange Rates**

An exchange rate can be expressed either in terms of the national currency value of a unit of foreign currency (price quotation system) or foreign currency value of a unit of the national currency (volume quotation system). While it is customary to express the exchange rate in the former, the latter is a more appropriate indicator to assess the extent of appreciation and depreciation of the national currency¹. For example, the annual average exchange rate of the rupee against the US dollar moved from Rs.49.42 in 1994 to Rs.51.25 in 1995, and hence the US dollar value of the rupee dropped from 20.23 US cents to 19.51 US cents per rupee during this period. Accordingly, the average nominal exchange rate (NER) of the rupee against the US dollar depreciated by 4 percent in 1995, in nominal terms.

Two other widely used indicators to measure exchange rate changes are the Nominal Effective Exchange Rate (NEER) and Real Effective Exchange Rate (REER)².

The NEER is a weighted average of major bilateral nominal exchange rates, with weights based on the trade shares reflecting the relative importance of each currency in the effective exchange rate basket³. The REER is obtained by adjusting the NEER for inflation differentials with the countries whose currencies are included in the basket. As the inflation rate in each country is assumed to broadly indicate the trends in domestic costs of production, the REER is expected to reflect foreign competitiveness of domestic products.

However, one cannot solely rely on the REER indicator to gauge the variations in competitiveness, as it does not adequately capture the impact of a host of other factors such as the changes in macro-economic policies, changes in the trade and exchange system including the changes in the regulatory and institutional environment and productivity changes. In addition, there could be data deficiencies, particularly in the price indicators.

Nevertheless, effective exchange rate indicators are widely used to assess competitiveness. The main focus of the NEER and the REER is on the trade balance, particularly the exchange rate induced changes in trade flows. A trend appreciation of the real effective exchange rate is considered unfavourable for the growth of export and import competing industries.

Chart 1
Nominal Effective Exchange Rate
(1990 = 100)



1 The British use the 'volume quotation system' where the exchange rate for the Sterling Pound is generally expressed in terms of foreign currency per Sterling Pound.

2 The notion of Nominal Effective Exchange Rate was developed by Hirsch and Higgins (1970) and later extended by others. See 'A Revised Weighting Scheme for Indicators of Real Effective Exchange Rate', IMF/Working Paper WP/87/87 for details.

3 Nominal Exchange Rate (NER)

$E_{SL,i}$ = Bilateral nominal exchange rate with the i^{th} country in units of i^{th} country currency per Sri Lanka rupee.

Nominal Effective Exchange Rate (NEER)

$$\text{NEER} = \prod_{i=1}^n (E_{SL,i})^{w_i}$$

Weighted geometric average of bilateral nominal exchange rates where w_i is weight assigned to the i^{th} country.

Real Effective Exchange Rate (REER)

$$\text{REER} = \prod_{i=1}^n (E_{SL,i} \cdot \frac{P_{SL}}{P_i})^{w_i}$$

Weighted geometric average of the inflation adjusted bilateral nominal exchange rates, where P_{SL} is Sri Lanka's inflation index and P_i is the inflation index of the i^{th} country.

NEER and REER are generally shown as indices calculated by using indices for bilateral exchange rates in the formulae. A drop in any of these indices indicates depreciation.

requirement of four items, namely, wheat, meslin, wheat and meslin flour was maintained in terms of a past contract entered into by the Government with a private flour milling company. Certain agricultural items, namely potatoes, big onions, chillies and maize, remain under licence with the objective of providing protection to domestic producers.

Textile Quota Allocation

To ensure the continuous availability of quotas to deserving exporters, allocation of textile quotas is primarily based on their past performance. Once the initial allocation is made, two per cent of the balance is allocated to other registered exporters who have "small quota holdings" (none or less than 5,000 dozens for the preceding year), on a pro-rata basis of the number of employees. The remainder is put to a common pool and allocated among exporters, taking into consideration other factors such as payments of EPF and ETF contributions. The pool quota scheme improves allocation and utilisation of quotas and also provides opportunities to both existing "small quota" holders as well as newcomers to the industry.

Tariffs and Taxes on External Trade

Under the ongoing tariff reforms, the country made further progress in the rationalisation of the tariff system in 1995. The four band import tariff structure with 45, 35, 20 and 10 per cent rates which came into effect in November 1993 was replaced in February 1995 by a three band system with 35, 20 and 10 per cent rates. However, a few categories of imports remained outside the new system i.e. tobacco, liquor, crude oil and some categories of motor vehicles.

With the 1995 budget, the tariff structure was further simplified by eliminating several ad hoc duty waivers and exemptions. Duty waivers were considerably reduced during the latter half of the year limiting them to well defined purposes. In an effort to help certain agricultural activities, as well as the printing, fishing, wood products and film industries, duties on imports for these sectors were reduced with the 1996 budget. Import duties were reduced from 35 per cent to 10 per cent for agricultural implements such as mamoties, forks, etc., printing and writing papers and exercise books. Import duty on fishing nets was reduced from 35 per cent to 20 per cent. Duty exemptions were granted for fibre-glass and certain other inputs and engines used in the construction of fishing boats, all varieties of imported timber in log or sawn form and raw films, movie cameras, movie projectors, screens and certain spare parts imported for the local film industry.

In order to promote gem and jewellery exports, raw materials, (i.e. gem stones, gold and other accessories) as

well as imports of tools, machinery and equipment for cutting and processing of gems were permitted duty free. Moreover, the exemption from the National Security Levy given to imports used in manufacture for export was extended to cover consumables in the manufactured exports sector as well.

The export sector continued to be free from any ad-valorem sales taxes and duties during 1995, while export cesses and royalties on some items remained. In the wake of improved international rubber prices, the rubber export cess was first increased from Rs.2.21 per kg to Rs.4.91 per kg in February 1995 and later, to Rs. 5.41 per kg in July 1995.

Freight rates

During 1995, efficiency of shipping services improved further due to increased competition among shipping lines. The emergence of Non-vessel Operating Common Carriers (NVOCCs) in shipping which are known for their low cost operations resulted in a further lowering of freight charges during the year. Shipping lines covering major trade destinations such as the UK, North continent, Egypt and Syria changed their freighting structure from a commodity based system to a freight of all kinds (FAK) system in 1995, while shipping lines covering the Mediterranean, Singapore and France continued their FAK system which had been introduced earlier. Due to the adoption of the new system, freight rates for tea, desiccated coconut and garments to the UK and the North continent declined by 6 per cent while the freight rates for rubber, rubber gloves, activated carbon and brooms and brushes dropped by 12 per cent. The freight rates for all commodities shipped to the Mediterranean and France declined by 5 per cent each while the rates for Singapore remained unchanged. Freight rates for exports of garments and tea to the USA, East Canada and Japan were also reduced, while the rates to the Middle Eastern countries remained unchanged.

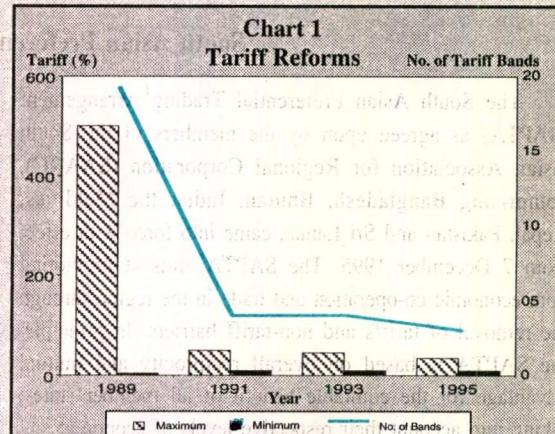
Incentives to Exporters

The export sector continued to be provided with several fiscal, financial and institutional incentives. The Duty Rebate scheme, the Manufacture-in-Bond Scheme and the Duty Free Clearance of Machinery scheme continued to operate in 1995. Financial assistance for both small scale and large scale exporters in the non traditional areas also continued during 1995.

In addition, the EDB provided a wide array of other services including the organisation of several local and foreign seminars and workshops, in order to enhance awareness of export procedures, marketing, packaging and

objective of moving towards a lower uniform single tariff, a three band rate structure of 10, 20 and 35 per cent was put in place in February 1995 by reducing the maximum rate. However, higher import tariffs were maintained for liquor, tobacco, crude oil and some categories of motor vehicles for revenue and social reasons. In addition, to make the tariff structure more simple and transparent, some of the remaining concessions and exemptions were removed or modified under the new tariff structure. The revised tariff structure has reduced effective protection for domestic industries, thereby motivating them to be more efficient and to be more competitive in international markets.

Box 6(contd.)



product development through technological improvement. The programme of assistance to export oriented Small and Medium Enterprises (SMEs) introduced in 1994 continued during 1995 with expanded activities. Accordingly, several workshops were organised for a number of non-traditional product sectors, which included high value added items such as handicrafts, jewellery and leather products. The EDB organised the "Apparel 95" fair in Colombo in October 1995 for garment manufacturers and providers of ancillary services to the garment industry.

The Sri Lanka Export Credit Insurance Corporation (SLECIC) continued to assist exporters by way of issuing bank guarantees and providing insurance schemes. The total number of policies and enhancements issued during the year recorded a 43 per cent increase while the value of those policies increased by 71 per cent. However, the number of guarantees issued dropped by 10 per cent while the value of the guarantees issued declined by 19 per cent. The SLECIC continued its credit guarantee scheme introduced in 1994 to enable duty free access to foreign exhibitions for exporters of gems and jewellery, and also introduced a rebate scheme to encourage early redemption of guarantees. In addition, an insurance policy scheme to assist entrepot traders was introduced in 1995.

Sri Lanka entered into a joint venture during the year under the Bondsmen Concept with Russia to help reduce the storage costs of tea small holder exporters. A joint venture with Pakistan was also established in order to recapture the Pakistan market that was lost during the past few years. Tea is to be exported in bulk form to Pakistan which would then be packeted and marketed through 840 outlets in Pakistan.

Trade Relations, Trading Arrangements and Clearing Arrangements

Sri Lanka became a founding member of the World Trade Organisation (WTO) which was established in January 1995. Sri Lanka has bound all tariffs on agricultural products numbering 2,228 tariff lines at the rate of 50 per cent under her commitments to the WTO. The scope of tariff binding on industrial products has remained small with the same ceiling rates applicable as in agriculture. Sri Lanka's commitments under the General Agreement on Trade in Services (GATS) are limited to tourism and tourist related services. However, Sri Lanka's current trade policy regime is far more liberal than her commitments to the WTO. In particular, her actual maximum tariff rate of 35 per cent is below the bound rate of 50 per cent, while the services sector is already open for foreign competition (financial services are opened to foreign participation upto 49 per cent of total investment).

The WTO, in consultation with the Government and contracting parties, conducted a major review of Sri Lanka's trade policy regime and trade practices in 1995. The objective of this exercise was to assist in improving adherence to GATT/WTO rules, disciplines and commitments, thus contributing to smooth functioning of the multilateral trading system. The Trade Policy Review Committee was of the opinion that trade policies and practices have evolved in a positive direction and that Sri Lanka had made significant progress towards removing distortions created by the past import substitution policies. The Committee also recognised that trade liberalisation,

deregulation and privatisation have improved conditions for employment and growth and commended the efforts made to further streamline the tax and tariff structure. The Committee concluded that it was important for Sri Lanka to continue with its liberalisation agenda, accept a higher level of multilateral commitments and expeditiously implement WTO provisions.

Sri Lanka also participated at the second round of the Global System of Trade Preferences (GSTP), which is the first major proposal for intra-regional co-operation among developing countries who are members of the Group of 77. Sri Lanka has exchanged lists of requests and offers with 16 participating countries. Two sessions were held during 1995 and the negotiations are expected to be concluded by March 1996 well in advance for UNCTAD IX which is scheduled to be held in April 1996.

Sri Lanka continued to be a beneficiary of all schemes under the Generalised System of Preferences (GSP) which were in operation in 1995. There were 16 different schemes of GSP which were implemented by 27 preference giving countries including the USA, Japan and member countries of the European Union (EU). The revised EU GSP Scheme which came into force in January 1995 introduced new features such as the graduation principle applicable to developing countries, and special treatment to least developed countries and countries involved in eradicating drug trafficking. This scheme also dismantled all GSP quotas, ceilings and maximum limits and transformed them into tariff. Manufactured products covered by the EU Scheme have been categorised under 4 groups namely very sensitive, sensitive, semi-sensitive and non-sensitive. The products categorised as very sensitive include mainly textile products and tariff concessions granted under the GSP Scheme to this category have been reduced further. The Department of Commerce made representations about possible adverse effects on Sri Lanka of certain aspects of the new EU GSP scheme.

Sri Lanka became a signatory to the International Natural Rubber Agreement (INRA III) 1995, which could come into effect on or before January 1997. As in the previous agreement, natural rubber prices are to be stabilised through the operation of an international buffer-stock of 550,000 metric tons as the sole means of market intervention. Although Sri Lanka's total rubber production and its exports to the world market are relatively insignificant in influencing world market conditions, it was considered beneficial for Sri Lanka to be a participant in INRA III.

Sri Lanka became a founding member of the South Asian Preferential Trading Agreement (SAPTA) which came into force on 7 December 1995, following intensive rounds

of bilateral and multilateral negotiations. The SAPTA is aimed at promoting and maintaining mutual trade and economic co-operation among the contracting states of SAARC through exchange of trade concessions. Sri Lanka has offered concessions on 31 tariff lines in the Consolidated National Schedules of Concessions which altogether cover 226 tariff lines (India 106, Pakistan 35, Sri Lanka 31, Maldives 17, Nepal 14, Bangladesh 12 and Bhutan 11).

Sri Lanka continued to receive preferential treatment from other member countries such as Bangladesh, India, Laos and the Republic of Korea under the Bangkok Agreement.

On a bilateral level, the fourth session of the Sri Lanka - Maldives Joint Commission on Economic and Technical Co-operation was held in Colombo at Ministerial level in January 1995. The meeting focussed on enhanced co-operation between the two countries in the areas of trade and tourism, among others. Further, the Sub-Commission on Trade, Finance and Investment between Sri Lanka and India met in Colombo in February 1995. Bilateral co-operation in the respective areas was reviewed and decisions were taken towards facilitating trade flows and investment. This subject was taken a step further when the President and the Minister of Internal and External Trade, Commerce and Food visited India and Bangladesh in March 1995. During these discussions, Sri Lanka secured tariff concessions on a number of products of export interest. Sri Lanka also ratified bilateral trade agreements with Kuwait and Cyprus during 1995.

At a meeting held in Colombo in late 1995, the members of the Asian Clearing Union (ACU) agreed to adopt a clearing mechanism for US dollar denominated transactions under the ACU with effect from 1 January 1996 as the previous arrangement of clearing settlements only through national currencies using the SDR for the conversion rates appeared to hinder the growth of trade among ACU members.

Capital Controls

The capital controls system remained unchanged in 1995. The Board of Investment of Sri Lanka (BOI) continued to be the main authority responsible for foreign investment in Sri Lanka while capital outflows came within the purview of the Exchange Control Department. Foreign investment upto 100 per cent of issued share capital is allowed in most categories of investment. Certain other categories provide for upto 40 per cent automatic approval, while higher percentages may be approved on a case by case basis by the BOI and other relevant authorities. A few categories of investment continued to remain solely for Sri

Lankans. While capital outflows in the form of debt repayments are freely allowed through Authorised Dealers, foreign investment outflows were also allowed in 1995 on a case by case basis. Accordingly, establishment of two new bank branches by the Bank of Ceylon (BOC) in Madras and Karachchi was permitted in 1995. The BOC also raised US dollars 12 million through the issue of floating rate notes for its FCBU operations.

9.12 Internal Trade

In 1995, internal trade policy focussed mainly on consumer protection. The Department of Internal Trade (DIT) carried out the functions of eliminating malpractices in trade and administering specified guidelines on quality standards. The DIT extended its services in dispute resolving procedures for those consumers affected by trade malpractices. Accordingly, 429 cases were resolved out of 867 complaints received during the year. In addition, the Department continued to assist the Ministry of Agricultural Development in enforcing the Fertiliser Act, in an effort to contain malpractices in the fertiliser trade.

Certain amendments to the Consumers Protection Act were introduced in 1995, with a view to eliminating practical difficulties in implementing the provisions specified in the Act. However, no new directions were issued under the Act.

In order to consolidate the present legislation with respect to the use and control of measurement, the "Standards and Services" Bill was passed in Parliament during the year. The Bill would create a legal framework for issuing legally recognisable calibration certificates to protect public health, environment, and security standards.

In addition to regulating trading activities through supervision and inspection, the DIT conducted several consumer awareness programmes for the general public and school children during 1995.

The Fair Trading Commission (FTC) continued its activities relating to investigating monopolies, mergers and anti-competitive practices and determining maximum retail prices for pharmaceutical items, which is the only product category currently subject to price controls. Meanwhile, the prices of 12 locally manufactured essential drugs were de-controlled with effect from December 1995, following a Cabinet directive.

The FTC investigated anti-competitive practices in the cement and salt trade and orders were issued under the Consumer Protection Act to minimise malpractices. In addition, price reviews were carried out under the Industrial Promotion Act, on soaps, toothpaste, magazines, milk powder

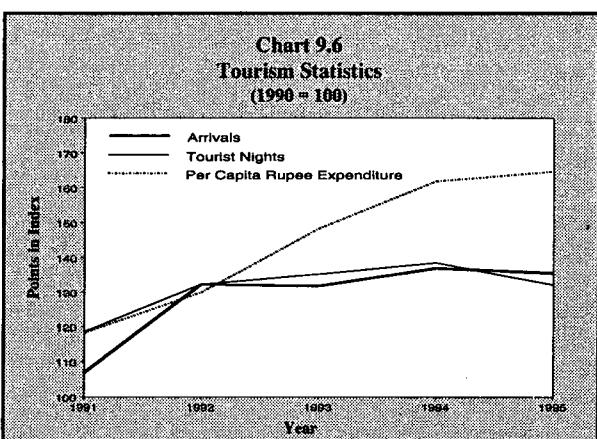
and biscuits, with a view to maintaining reasonable price levels in the market.

The Co-operative Wholesale Establishment (CWE) continued its importation, wholesale and retail sales of major food items and other consumables during 1995. In order to expand domestic sales of CWE packetted products, an islandwide Franchise Scheme was introduced in 1995 and 8,892 franchisees had been appointed as at end December 1995. The CWE maintained profitability of its importation and sales of big onions, potatoes and dried chillies, but in the face of competition from the private sector, its volume share of imports of big onions dropped from 27 per cent to 9 per cent while that of potatoes declined from 18 per cent to 8 per cent between 1994 and 1995. Meanwhile, its share of imports of red lentils rose from 35 per cent to 42 per cent. The CWE continued to operate as the sole importer of wheat grain in 1995. Inspite of the gradual reduction of the flour subsidy introduced in August 1994, the subsidy as at end 1995, amounted to Rs. 4.95 per kg on domestic wheat flour sales.¹

The Commodity Purchases Department (CPD) continued to operate in the purchasing of sheet rubber from small holders. However, the Department purchased only a small percentage. These purchases helped the small holders to obtain remunerative prices as the Department announced producer prices for sheet rubber in line with international prices, which then operated as indicative prices for private dealers. In addition, the Department continued to distribute chemicals required for sheet rubber production.

9.13 Tourism

The Tourism sector suffered a major setback towards the end of the year. Even after the resumption of terrorist hostilities in April 1995 tourist arrivals increased by 5 per cent until September 1995. However, escalation of hostilities



¹ Wholesale price of flour sales to co-operative societies.

