



**JOIN HANDS WITH NCI**  
TO ELEVATE YOUR BUSINESS TO THE NEXT LEVEL

# NEWSLETTER

April - June 2024

ISSUE 05



NORTHERN CHAMBER OF INDUSTRIES

**Welcome to the 5th edition of the NCI Newsletter**

**Dear Members, Partners and Stakeholders,**

We are delighted to present the latest edition of the NCI's Newsletter.

In this issue, we bring you the array of exciting updates, important announcements and past events the showcase the vibrant activities within our community.

Explore the pages ahead to discover the initiatives, upcoming events and the remarkable contributions of our members. As we continue to grow and thrive, your engagement and support is invaluable.

Thank you for being an essential part of NCI the journey!

**NCI Team**

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## UPCOMING EVENTS

### Training on Photography Techniques

NCI has planned to conduct a half a day Training Programme on "Photography Techniques" on 26th of July 2024 at NCI Office. Mr. Virushan will facilitate the programme as Resource Person. The Programme content is as follows;

1. Introduction
2. What is Digital Marketing
3. How to take clear and eye catching photos by using smart phones.
4. Photo editing, saving, uploading into social media
5. How to use Canva for creating flyers, posters, labelling etc
6. How to use light box in taking photos

### Workshop on Social Media Techniques

A workshop on Techniques of Social Media will be held in August as part of the activities in the BMO Project. The target audience will be NCI Directors and staff. The content of the programme is:

1. Introduction to Social Media, including WhatsApp, Facebook, Instagram, and LinkedIn
2. Creating and managing business accounts on WhatsApp, Facebook, Instagram, and LinkedIn

## PAST EVENTS

### Meeting with Rural Development Bank

A meeting with the Rural Development Bank (RDB) was organized by the Northern Chamber of Industries (NCI) on the 20th of June, 2024, at the NCI Office. The NCI Chairman, RDB Manager, and NCI members participated in the event. The meeting aimed to clarify the recent loan schemes introduced by the Government of Sri Lanka for Small and Medium Scale Enterprises (SMEs). An open discussion covered the current loan schemes available at RDB, interest rates, payback periods, and collateral requirements, all thoroughly explained by the RDB Manager. A Q&A session was also arranged to address participants' doubts. The programme commenced at 10 a.m. and concluded at 1 p.m.



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# London Tamil Market

The London Tamil Market, organized by the British Tamil Chamber of Commerce, serves as a vibrant platform for promoting and showcasing local businesses. Recognizing the significance of this opportunity, the Northern Chamber of Industries (NCI) is excited to participate, with Vice Chairman Mr. Naguleswaran and Board Director Mr. Uruthiramoorthy representing our organization. This event was held in London on the 20th and 21st of April, this trade show holds immense potential for NCI and its member SMEs, particularly those specializing in products from the Jaffna and Wannu regions. To support our presence at the London Tamil Market, NCI is grateful to be sponsored by the Asia-Pacific Business Association (OAV).

This sponsorship enables us to prepare an array of promotional materials, including name boards, mega banners, flyers, and pamphlets, ensuring our representation is impactful and memorable.

NCI promoted its brand in London through NCI's Brochure with the QR Code for scanning and it led to NCI Website with products of Members in it.



**For Vendors in Northern Sri Lanka**

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- Enhanced income generation
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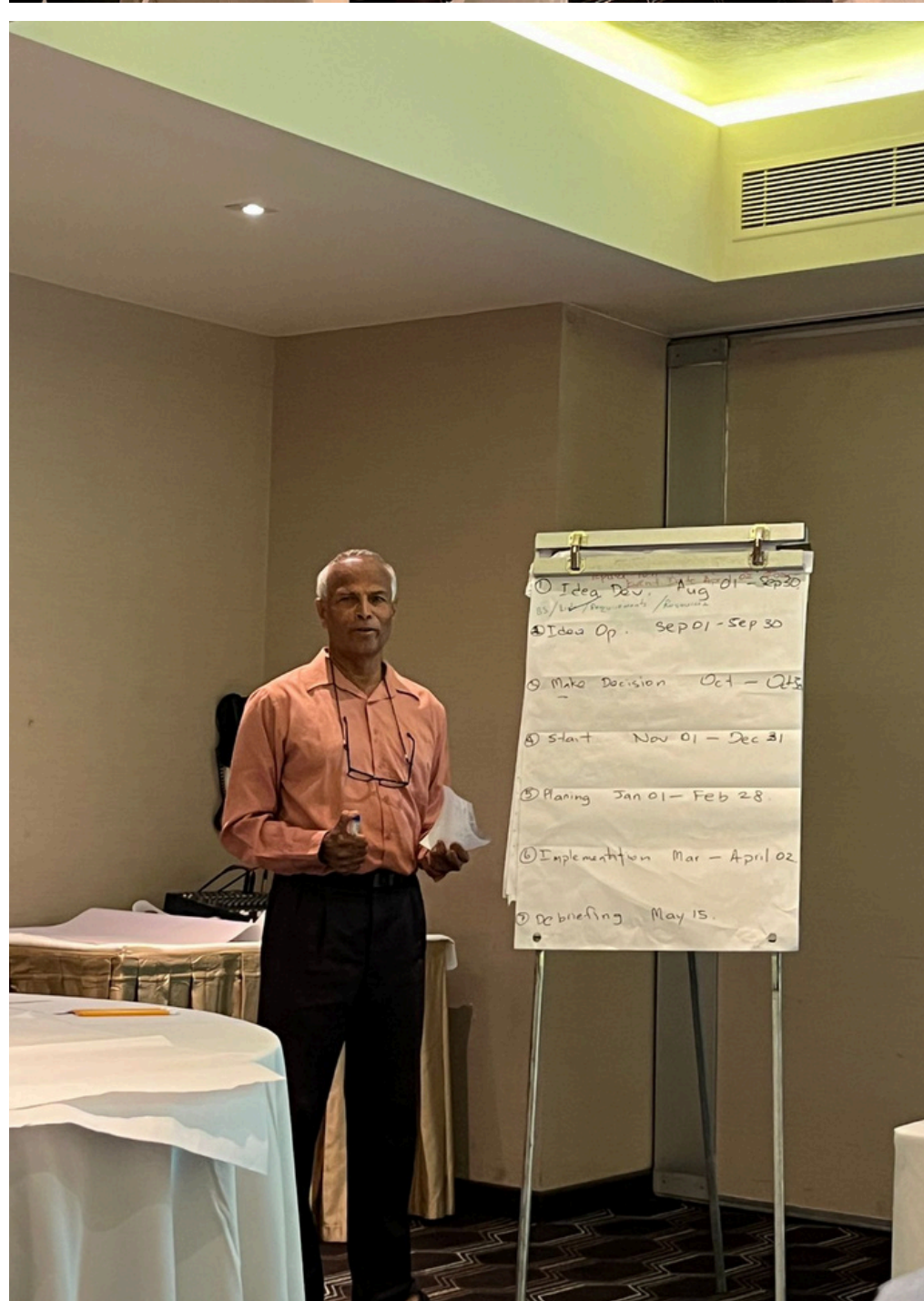
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## Event Management Planning Workshop

As part of the BMO Project activities, an Event Management Planning Workshop was organized by OAV (Asia Pacific Business Association) in Colombo from the 24th to the 26th of June at the Renuka Hotel, Colombo.

Mr. Felix Rust and Mr. Sören Konaretzki from OAV facilitated the programme, with Miriam Hedger, the Long Term Expert, also in attendance. NCI and WCIC Directors and staff participated in the workshop. The following topics were covered during the workshop:

1. Flagship event concept development
2. Development of timelines and milestones
3. Introduction of recurring events, types, and scope
4. Development of a concept for a specific recurring event



## Exposure Visit to IDB International Exhibition



A team of NCI Directors and staff visited the IDB International Exhibition held at BMICH on the 23rd of June, 2024. More than 1000 companies exhibited their products. The exhibition premises were divided into several sections, including Apparel, Footwear, Food & Beverages, Information Technology, and Packaging.

There was a separate section titled "Made in Sri Lanka" to display the locally made products of micro-level industries in Sri Lanka. The NCI team started their visit at 10 a.m. and completed it at 4:30 p.m. The team had the opportunity to explore various industries, new machinery, technology, know-how, packaging designs, stall setups, and the organization of the exhibition. Additionally, NCI representatives met with industrialists at the exhibition and exchanged contacts for potential future collaboration.

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# Memorandum of Understanding between NCI and CTC

A Memorandum of Understanding (MoU) was signed between NCI and the Canadian Tamil Congress (CTC) on the 24th of June, 2024, based on discussions held at the NCI office in February 2024 during the visit of CTC Executive Director Mr. Danton Thurairajah and his team. The key points of the MoU are as follows:

- CTC agrees to actively promote local products in Canada through its various events, including but not limited to the largest annual street festival, Tamil Fest.
- CTC shall utilize its platforms, resources, and outreach capabilities to highlight and market these products to the community and the broader public.
- CTC will provide dedicated booths, advertisements, and other marketing strategies during Tamil Fest and other CTC-originated events.



## Event Gallery

### Event Management Planning Workshop



### IDB International Industrial Exhibition 2024



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