

MALAYSIA - SRI LANKA “MARKET CHALLENGES AND OPPORTUNITIES”



PAVING THE WAY FOR BUSINESS GROWTH



Malaysian Representative
Mr Wong Kah Cane
Acting Chief Executive Officer
MTC



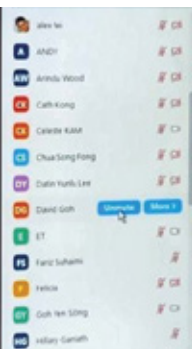
Moderator
Khairul Anwar
Regional Head,
MTC South Asia



Sri Lanka Representative
Mr Anura Wijeratne
Chairman of Mega
Timberland (Pvt) Ltd



Sri Lanka Representative
Mr Tharindu Pathirana
Founder/Chairman- Adelco
Pvt Ltd Sri Lanka



timber-based manufacturers to transform their businesses while seeking new business ventures and maintaining current ones.

The Founder-cum-Chairman of Adelco Pvt Ltd Mr Tharindu Pathirana and Chairman of Mega Timberland Pvt Ltd Mr Anura Wijeratne shared insights on how to improve trade between both countries.

KUALA LUMPUR (16 July 2020): MTC initiated a dialogue session with Sri Lanka’s timber industry players today to get a better understanding on the country’s latest developments and to seek opportunities for business collaborations.

Sri Lanka, which is one of Malaysia’s export destinations, imported USD40.91 million worth of timber-based products from Malaysia in 2019. Malaysia’s highest exports in 2019 to Sri Lanka was sawntimber worth USD34.5 million.

This was followed by fibreboard (USD3.5 million); particleboard/chipboard (USD1.2 million); wooden furniture (USD0.9 million) and Builders Joinery & Carpentry (USD0.1 million).

According to the Asian Development Bank (ADB) Sri Lanka is expected to recover economically towards the later part of the year. The ADB is helping Sri Lanka with urban development and in building high-quality transportation infrastructure. It has also expanded its area of focus into higher education and aiding SMEs.

The impending infrastructure development projects are potential avenues for Malaysian timber industry players to increase their market share in Sri Lanka.

Speaking on behalf of MTC was Acting CEO Mr Wong Kah Cane, who spoke about the challenges in the timber sector which needed

There are potential for Builders Joinery & Carpentry and certified products while keeping in mind the stiff competition that comes from non-wood products such as steel, aluminium and composite materials.

The dialogue session, which was moderated by MTC Regional Head of South Asia, Middle East & Africa, Mr Khairul Anwar, had the participation of 32 timber-based industry members.

