

One STOP SOLUTION for Sri Lankan Exporters to GERMANY



Photo: Our 5000 SQMT Logistic & Office Facility near Frankfurt

SLG FORUM OBJECTIVE

In order to enter a market successfully, many factors have to be taken into account, a crucial point is the presence with the "own goods on the ground"!

Why Germany?

because Germany is one of the most active economies on the European continent and the German market is ready and open to products that offer added value, especially in terms of quality and USP.

Which product groups have a advantage on the German market?

Fresh agricultural products, fish, seafood, tea, processed and durable foods of all categories, particularly relevant is given to organic and fair trade products.



Product categories



Fresh products

- Fruits
- Fish
- Seafood
- Herbs

Rice

Processed products

- Tea
- Coconut Products
- Drinks
- Spices



Fruits

- Mango
- Pineapple
- Banana
- Papaya
- Lime
- Passionfruit
- Avocado
- Soursop
- Jackfruit

Seafood

- Tuna
- Barramundi
- Red Snapper
- Crabs
- Prawns
- Lobsters

Herbs

- Moringa
- Gotukola
- Betel

Tea

- Green
- Black
- Powder
- Specials

Coconut

- Oil
- Flakes
- Flour
- Butter
- Cream

Drinks

- Coconut
- Mango
- Soursop
- Pineapple

Ayurveda and Beauty products
general category

Spices

Cinnamon, Nutmeg, Pepper, Mace, Ginger

Wellness and Lifestyle

Cinnamon oil, Moringa, Soursop, Teas

Our Scope

To create a market for existing products of SME s.

To facilitate and assist SME in business consultancy and training to enhance the quality of doing business.

To create an Agri zone under Wayamba district as a preliminary model to work with 'out growers'.

To create a research and development unit with partnership with the Wayamba university to create export quality agri products.



A PLACE WHERE GOODS ARE STORED IN ORDER TO BE ABLE TO RESPOND TO THE DEMAND.

- When approaching a project, such as the market launch of new products, you have to have a **holistic** overview, see advantages and disadvantages of the various options and choose one that leaves many ways open.

To position yourself close to Frankfurt means:

- 2 be in the center of Europe
- 2 have one of the biggest Airports of Europe available
- 2 be in the center of an highly developed roadnet
- 2 be in touch with the beating hearth of german economy

Our Services

To create a market for products of Micro & SME s.

***To facilitate and assist Micro & SME in business consultancy and training to enhance the quality of doing business.
(testing certification, product technology)***

Matchmaking B2B & C with German counterparts

Showcasing products and services in Germany (Exhibitions, Seminars, Logistics) with a permanent experience center in Berlin.

Packaging ideas to meet EU norms .

Marketing materials in German language.

German know-how to assist local producers through banks.

Facilitation of Investments in Sri Lanka by German Companies



Provide market research statistics and export orientation.

Provide Strategies, Business models, Fund Management processors and Introduce Internationally recognized best practices to projects (new /ongoing) of SME s.

Facilitate with recommendation of the Association board and provide in certification to SMEs to explore other European markets starting Germany.



Analyze value creation (preliminary cost/benefit) potential to determine the optimal resource allocation and consider implementation plans that create more efficient operations for SME s to strengthen the business relationship between Sri Lanka and Germany.

Assist SME s Develop Project timetables for realization of benefits and improvements of production.





Layout of the facility located in Erlensee
belonging to MSG Group in Germany

ENTERING GERMANY BY THE FRONT DOOR...

READY 2 START

A partnership with **MSG Logistic Partner** is not a „backdoor solution“, it means to enter the german market by the front door, using an existing and exceptional capable infrastructure.

MANY OPPORTUNITIES FOR SRI LANKAN ECONOMY

Using an existing and fully capable infrastructure means:

- 2 have an own logistic
- 2 have a cold storage for perishable goods
- 2 have a drystorage
- 2 have a CRM system and the option for an online store .
- 2 have a showroom and a place to meet customers
- 2 be able to organize your own trade fair and events

BEING ON THE GROUND IN GERMANY MEANS ALSO:

2 be able to build up an overall marketing campaign for Sri Lanka products and services, to develop market compatible brands and brand lines by categories of goods (Fish, Fruits etc.) and to setup a brand driven seamless distribution.



Our Facility has
Cold Storage
Raw Material Storage
Food Processing and Packaging
CRM
Online Store & Demo Kitchen



Proposers of the project

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