

## **Sri Lankan Embassy in Washington D.C. Discusses Strategies to Increase Exports to the U.S. with the Export Development Board, Sri Lanka**

Ambassador Rodney Perera and Chairman of Export Development Board Prabhash Subasinghe discussed ways to further diversify and increase Sri Lanka's exports to the United States of America, in keeping with the vision of the President and the new Government to strengthen the local economy and enhance export income, at a virtual meeting held on 20 August 2020. Director General of the Export Development Board (EDB) Chitranjali Dissanayake along with officials from the Embassy and the EDB also took part.

The Chairman briefed on initiatives taken by the EDB to promote several products in the recent months and the opportunities available in the United States, being the single largest buyer of Sri Lankan goods. While acknowledging the new initiatives of the EDB to promote exports through practical strategies, Ambassador Perera outlined the role played by the Embassy on the key facets of economic diplomacy to strengthen the efforts of the GoSL to brand Sri Lanka as a trusted supplier in the U.S.

Ambassador Perera emphasized the importance of working closely with Sri Lankan-American professionals and entrepreneurs who are well established in the U.S. in the promotion of Sri Lanka's business interests, among others. He stressed the need to further strengthen linkages with key economic centers such as Atlanta, Boston, Chicago, Houston, Miami, Seattle and San Francisco, that offer more opportunities for Sri Lankan products and services.

Embassy of Sri Lanka  
Washington D.C.

20 August 2020