

# MSME landscape in Sri Lanka and Creating opportunities for WMSMEs

Session 10 - MSME and Regional Trade Integration Mechanism



**UNITED NATIONS**  
DEPARTMENT OF ECONOMIC  
AND SOCIAL AFFAIRS



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# Outline

- Context
- Current Challenges
- WCIC Case study



# Context

- MSMEs are the backbone of the Sri Lankan economy
- It accounts for 52% of GDP
- Over 75 % of the total number of enterprises in the non-agricultural sector are MSMEs
- Of which 25% are women owned SMEs
- The sector account for 45% of total employment

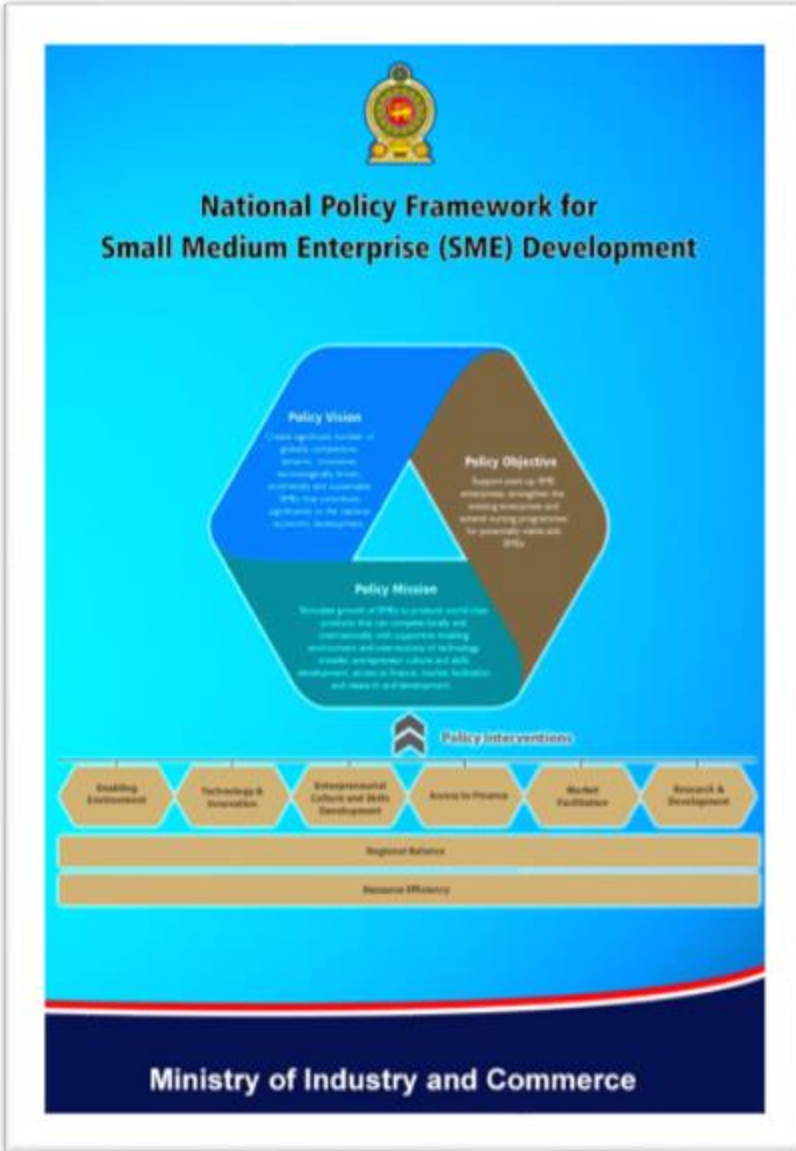


# National SME Policy framework



**WCIC**  
Women's Chamber of  
Industry and Commerce  
Engage - Empower - Enrich

## National Industry Development Council



**ජාතික කර්මාන්ත සංවර්ධන කවුන්සිලයක්**

මහලු මුද්‍රා සහ සිලු වර්ධනය කිරීම සඳහාම ප්‍රවර්ධනය කිරීමට සැලසුම් කරනු ලබන ජාතික කර්මාන්ත සංවර්ධන කවුන්සිලයක් (NIDC) පිහිටුවීමට මහලු මුද්‍රා සහ සිලු වර්ධනය කිරීමේ කමිටුවේ සාමාජිකයන් විසින් අනුමැතිය ලබා දෙනු ලැබ ඇත. මෙම කවුන්සිලයේ මහලු මුද්‍රා සහ සිලු වර්ධනය කිරීමේ කමිටුවේ සාමාජිකයන් විසින් අනුමැතිය ලබා දෙනු ලැබ ඇත.

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- මහලු මුද්‍රා සහ සිලු වර්ධනය කිරීමේ කමිටුවේ සාමාජිකයන් විසින් අනුමැතිය ලබා දෙනු ලැබ ඇත.
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**රාජීව් ජයරත්න**

# SME Classification in Sri Lanka vs Global Classification



Size \ Sector	Criteria	Medium	Small	Micro
Manufacturing Sector	Annual Turnover	Rs. Mn. 251 - 750 0.86 -2.58 USD Mln	Rs. Mn. 16 - 250 0.05-2.58 USD Mln	Less than Rs. Mn. 15 <0.05 USD Mln
	No. of Employees	51 - 300	11 - 50	Less than 10
Service Sector	Annual Turnover	Rs. Mn. 251 - 750	Rs. Mn. 16 - 250	Less than Rs. Mn. 15
	No. of Employees	51 - 200	11 - 50	Less than 10

MSME Category	Number of employees	Total Assets (in US dollars)	Annual sales GMD
Micro	Less than 10	Less than 100,000	Less than 100,000
Small	10 to 49	100,000 to 3 million	100,000 to 3 million
Medium-sized	50 to 300	3 million to 15 million	3 million to 15 million
Large	More than 300	More than 15 million	More than 15 million

# Current Challenges

- Challenging environment - multiple crises
- Many SMEs are struggling - \*Parate law execution
- Access to finance
- Access to market
- Access to information/knowhow
- Gendered dimensions are not considered in trade policy for women owned businesses
- Absence of structured capacity building and focused mentoring

*\*Banks having sweeping powers to acquire assets without court action with non performing loans*



# CASE STUDY



## Vision

*To be the **think tank, voice** and the **platform** in empowering women to be powerful nation builders by participating in tranforming the economic growth of the nation*

## Mission

*Shape the future of women in Sri Lanka by providing opportunitites for business and professional development, fostering valuable connections, nuturing and empowering to reach their fullest potential facilitating member success*

- *World's first Women's Chamber setup in 1985*
- *Celebrating the 40th anniversary in 2025!*
- *Not For Profit*
- *67% Women Entrepreneurs and 33% professional women*
- *15 member volunteer Board*



# Engaging Women SME's

## Creating awareness and opportunities



### Trade Opportunities

- Communications
- BIMSTEC
- WCIC Markets



### Trade Awareness

- Opportunities to learn global trade related matters
- Knowledge transfer sessions on economic conditions and other business-related matters

### Export Readiness



### Why RampUp?

The Purpose of WCIC Ramp Up is to help Women led/owned MSME businesses to build export-ready brands. We provide them an opportunity to show case their products at this show

We believe in developing them and the funds raised will be directed to the Special Entrepreneur Fund and the WCIC Academy both of which are dedicated for the development of women entrepreneurs.

#### Skill Building

A group of designers will work with the women who require training to help them to refine the colour palettes and quality of products to upgrade and enhance the impact of the end product

#### Market Awareness & Market Opportunity

The products featured will be modeled by well known women in business, @ RampUP, providing testimony to the creation. We will help them expose the product for greater market opportunity both locally and internationally.

#### Brand Visibility

WCIC RampUP will be their debut to the main stream fashion industry.



# Engaging Women SME's

## Market Access



### WCIC Markets

WCIC hosting Bazaars in December and in April. These events serve as vibrant platforms for entrepreneurs to exhibit their products and celebrate tradition.

Banks, insurance and logistics companies partner WCIC to support this eco system

**Participants**  
Western  
Kurunegala  
Hambantota  
Galle  
Kandy

**WCIC Markets**  
2 Markets  
annually  
Avurudu  
Udawa  
Santa's Village

**Outcomes**  
Market Access  
Market Awareness  
Follow-up Orders  
Feed back on  
products  
Export opportunities



# Engaging Women SMEs

## Capacity Building



**WCIC**  
Women's Chamber of  
Industry and Commerce  
Engage - Empower - Enrich



- **WCIC/ IFC Digital Digital Academy - Supporting Womeninbiz to thrive**
  - **WCIC/IFC Collaboration Funded by AusAID**
- **WCIC Academy**
- **WCIC Business Support Portal**

**Participants**  
Western Province  
Kurunegala  
Hambantota  
Northern Province

**No of graduates**  
**87/125**

**Outcomes**  
Some are now active members of WCIC  
Board Member-2022  
WCIC Market participants  
WhatsApp SME Network  
WEA Applicants



# Capacity Building Program on Export Readiness and Ecommerce



- Finding the right market
- Market access requirements
- Gauge your readiness: the export audit
- Market entry strategy
- Being competitive: Costing & pricing strategy
- Find and connect with the buyer: the sales pitch
- Promotion and effective trade fair participation
- Creating an Export Marketing Plan

- Digital marketing strategy
- E-commerce success factors
- Increase the revenue of digital business
- Optimizing E-commerce logistics
- Effective Social media and social commerce
- Monitoring & evaluation towards your e-commerce



**Empowering  
Women  
Enriching  
Economy**

Engage, Empower, Enrich

- Empower **Yourself**
- Engage & Empower **other Women**
- Engage, Empower **and** Enrich **the Economy**

***Thank you***

*Visit our website*

*<https://wcic.sl.lk>*

*wcic*



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