



LOGISTICS FOR
SUPPLY CHAIN OPTIMISATION



Colombo International Logistics Conference



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Sri Lanka Maritime & Logistics

“Island in the ocean of opportunity”

Colombo International Logistics conference 2019

1& 2 August 2019...The Garden City & Emerging metropolis of South Asia



Sri Lanka, logistics Maritime, Free ports and beyond for a **Mega Logistics hub**



The gateway nation....in the
middle of the Indian ocean

Connecting Rising East – Emerging West & Promising Africa
Sri Lanka's emerging role in the global Shipping/logistics/trading & manufacturing industry



SOUTH ASIA: THE HUB OF LIMITLESS POSSIBILITIES



LOGISTICS FOR
SUPPLY CHAIN OPTIMISATION



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CONNECTING
NATIONS.

ENABLING
OPPORTUNITIES.





- **Worlds fastest growing economic region in the world**
- **Expanding middle class**
- **Expanding consumer market of over 2 billion population**
- **increasing manufacturing & FDI**
- **Increasing e –commerce market**
- **Centre of the Indian ocean, connecting continents**
- **BRI Hub of Hambantota linking maritime routes with East west trunk shipping lane**
- **Air Sea transfers and huge demand for logistics & distribution, warehousing services**

Why Sri Lanka?

Future is just beginning- Colombo International Financial/Port city under construction



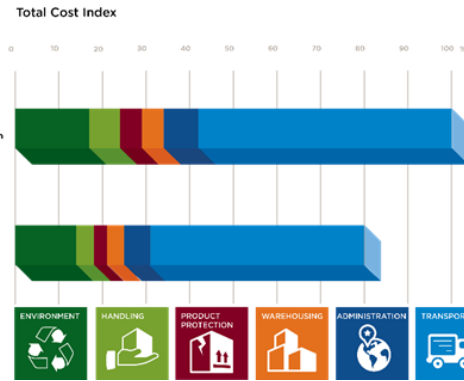
V2025 A COUNTRY
ENRICHED



What is Logistics?

Logistics should provide the means required to get goods, people, manufacturing capacity

- TO THE RIGHT PLACE
- AT THE RIGHT TIME
- IN THE RIGHT QUANTITY
- AT THE RIGHT QUALITY
- AT THE RIGHT PRICE
- WITH THE RIGHT LANGUAGE



Designed for a logistics hub

Centre between two logistics hubs of Dubai & Singapore

Maximum 4 days sailing to Dubai & Singapore

Maximum 4 hours flying to Dubai and Singapore

Highest number of air connectivity to India and South Asia

All top shipping lines service Sri Lanka

Investment incentives for logistics

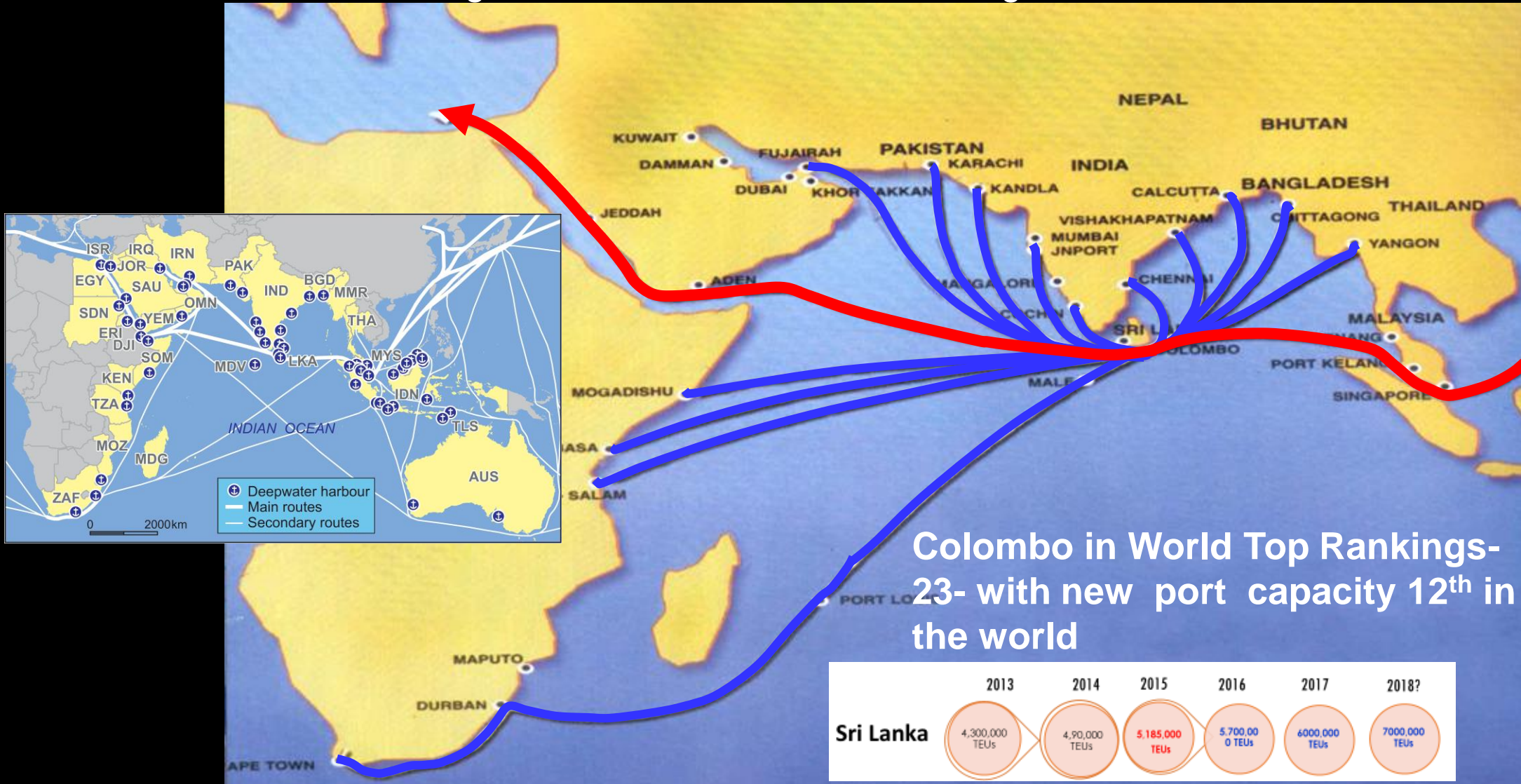
Lowest cost base

Low cost storage for regional distribution

Example: Comparison of storage & handling charges of Sri Lanka in comparison to closest free port destinations of Singapore/Dubai & Hong Kong. (2012) - US\$ ©Copyright

Category	Sri Lanka	Dubai	Singapore	Hong Kong
Storage Charge per week per CBM	1.82	2.20	6.50	5.0
Handling Charge per CBM per move	1.34	1.90	4.50	4.50
Unloading/ loading charge per CBM per move	1.48	1.90	4.50	4.50

Positioning of Sri Lankan ports
connecting the busiest East West shipping corridor, a comparative
advantage with best trade corridors to region as a distribution hub



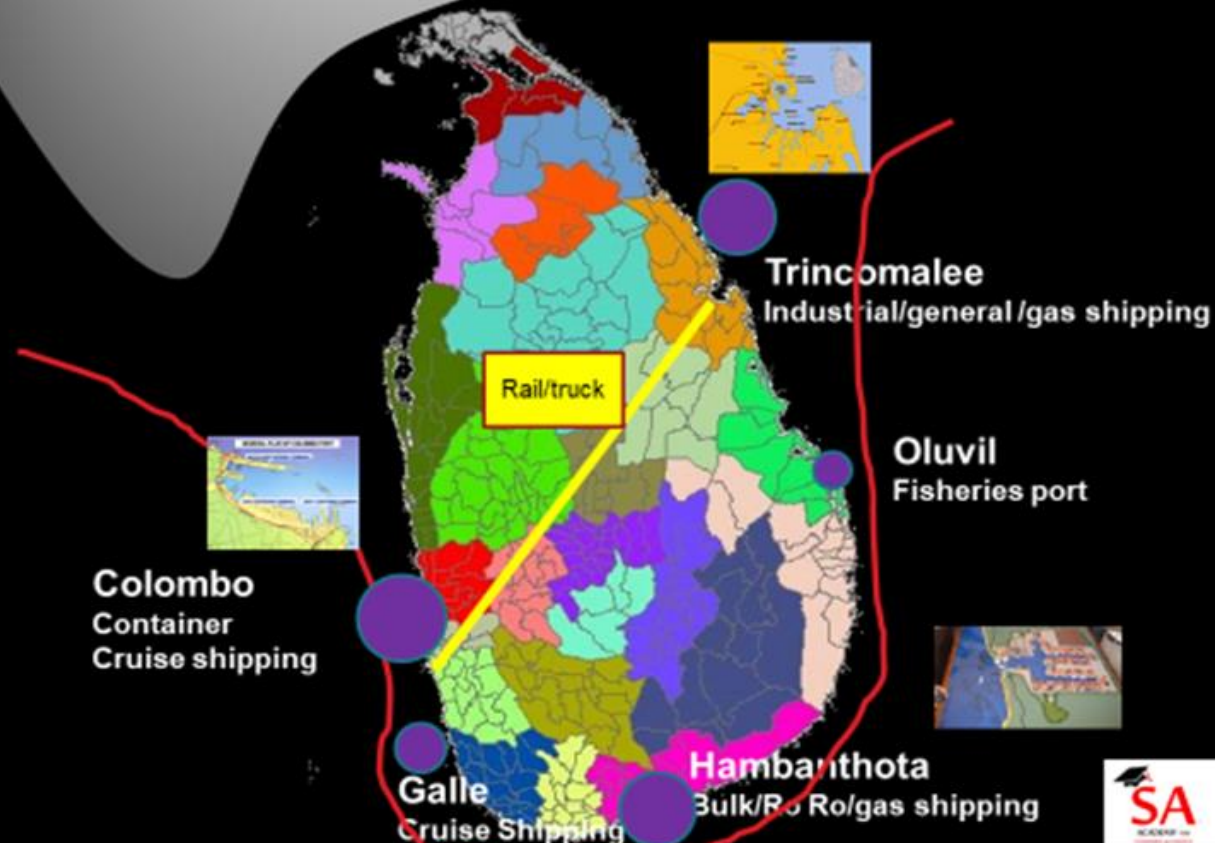
Center of the world's busiest east –west shipping lane

**Colombo- 22rd
best port
in the world port
ranking-2018**

Exclusive strengths
that support profits and reduction of cost
with speed to markets

**Colombo- 13th
best connected
port
in the world-2018**

**Linking the ocean highway
Sri Lanka maritime corridors, ports & plans**



Daily Sailings minimum to

- ❖ USA - 1.5
- ❖ Europe - 1
- ❖ Mediterranean - 1.5
- ❖ Far - East - 3
- ❖ Gulf - 1.5
- ❖ Africa - 1
- ❖ India - 3-4
- ❖ Bangladesh - every 1.5 days
- ❖ Male - every 3 days

Transit Times

- ❖ USA East - 19
- ❖ USA West - 21
- ❖ U.K - 17
- ❖ Europe - 14-20
- ❖ Gulf ports - 4-7
- ❖ African ports - 9-14
- ❖ India - 1-3
- ❖ Bangladesh - -4
- ❖ Far East-China - 4 to 14
- ❖ Japan - -14-17
- ❖ Mediterranean - 9-12

South Asia's most liberal economy with further liberalization for shipping and logistics



Hambanthota International Port



Three ports two airports



Mattala International Air Port



Port of Colombo











Colombo International Air Port



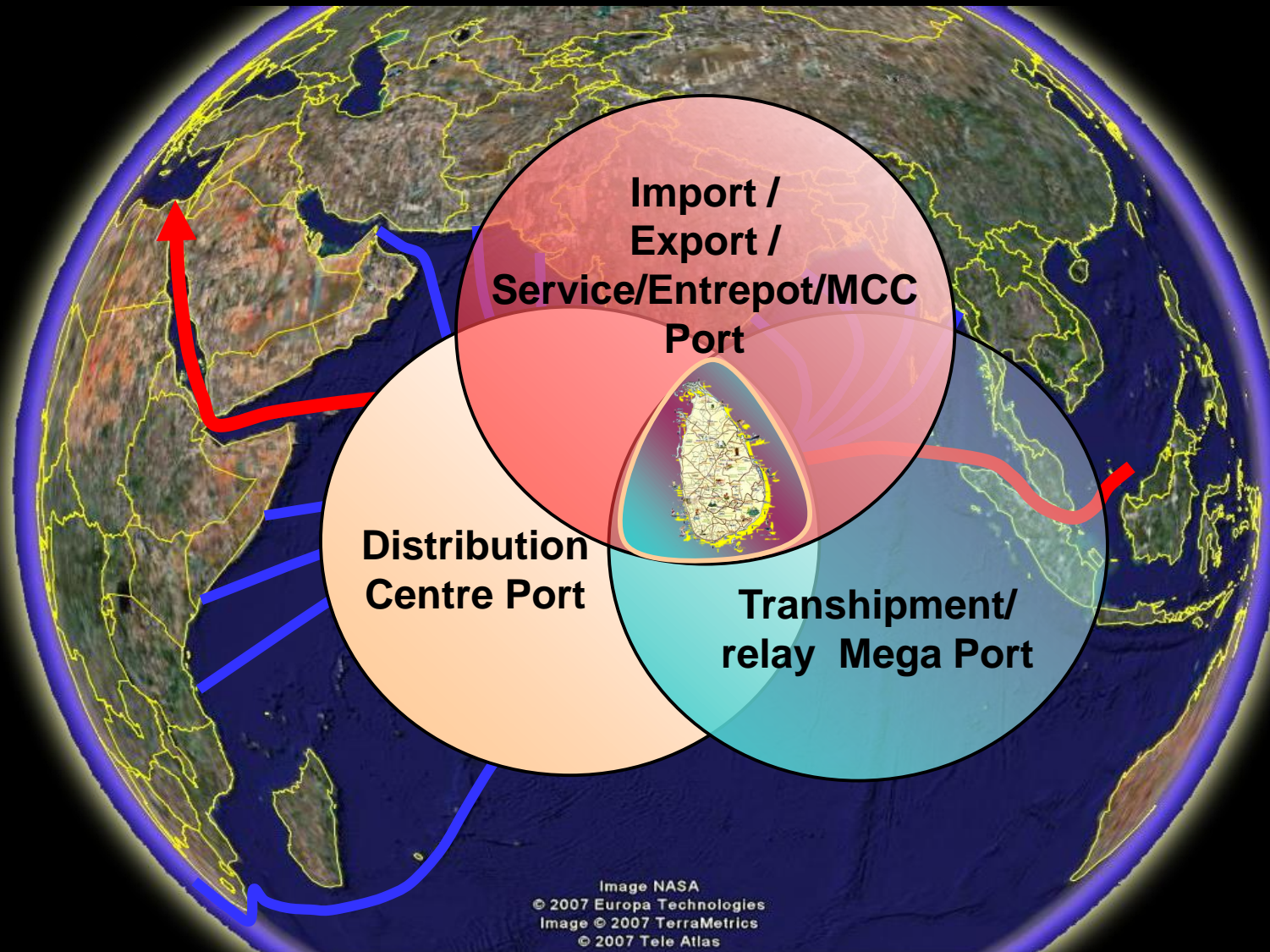
Trincomalee Port

South Asia's only port that can handle the largest ships is in Sri Lanka



			TEU tdw	LOA m	Breath m	Draft m	Containers rows across
OOCL XY 2016			21,100 TEU 200,000	400	58.8	16.0	23
Maersk McKinney Moller 2013			18,270 TEU 200,000	400	59.0	16.0	23
CMA CGM Marco Polo 2012			16,020 TEU 180,000	395	53.6	16.0	21
Emma Maersk 2006			15,550 TEU 175,000	397	56.4	16.0	22
Gudrun Maersk 2005			9,500 TEU 115,700	367	42.8	15.0	17
Sovereign Maersk 1997			8,160 TEU 105,000	347	42.8	14.5	17
Regina Maersk 1996			7,403 TEU 90,500	318	42.8	14.5	17
NYK Altair 1994			4,953 TEU 63,000	300	37.1	13.0	15

Logistics HUB Strategy



The market



Energy-investments in refinery and bunkering

New Marine fuel storage tanks

Marine bunker fuel suppliers

Tank gauging system and Mass flow meters

Port of Colombo



Port of Trincomalee





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INVITATION

1ST COLOMBO INTERNATIONAL LOGISTICS

CONFERENCE

1ST & 2ND AUGUST 2019



Colombo Commercial City & Capital City Development Plans 2019 - 2030



To Whom It May Concern:

Welcome to the garden city and emerging metropolis and logistics centre in South Asia

Supported and partnered by the government of Sri Lanka and the Sri Lanka Ports Authority, the Colombo International Maritime Conference Events (CIMC Events) will host the first ever Colombo International Logistics Conference on 1st & 2nd August 2019

CIMC Events started in 2015 as the first South Asian regional conference organizer which now organizes conferences with the regional nations and international partners, CIMC has previously organised four successful international conferences and two partner exhibitions in Sri Lanka, India and Bangladesh relating to the maritime industry. This is the fifth and the (first) international conference we are organizing on logistics in Colombo, Sri Lanka.

Sri Lanka is identified as an emerging maritime and a logistics hub in the Indian ocean. In fact, it is one of the key nodes of the China's OBOR project. China Merchant Group has started operations in a brand-new deep draught logistics port in the southern part of the island to facilitate international logistics and bunker logistics on the east west main trunk shipping route.

Sri Lanka's Colombo port is the number one transshipment hub in South Asia with seven million throughput in 2018 and is ranked 22nd in the world as well as the 13th best connected port situated in the middle of the Indian sub-continent. The country has three major deep draught ports servicing the international shipping lanes. The logistics and the e-commerce industry are fast growing in the Indian sub-continent and Sri Lanka is focusing to be a world class logistics and distribution hub. It has a unique selling proposition as the only Indian ocean hub that connects two major hubs in the east and the west (namely Singapore & Dubai), making it the most sought-after new location to markets and offer speed to clients both by air and sea.

The emerging Metropolis of Colombo



The garden city of South Asia Colombo and new port and financial city developed by China Merchant will be fully operational by 2030

Investment into ports and logistics

The government of Sri Lanka has a development and an investment strategy for logistics & distribution, finance, energy and knowledge for the next decade which is estimated to be valued at around US\$ 40 billion, where the government will invest up to US\$ 10 billion and the rest will be invited from global investors. A mega port city metropolis is being developed in Colombo to have the Indian subcontinent finance and logistics service centre.

Port of Colombo



The new Port of Hambantota



The region has 20 major ports and over 100 minor ports, with 25 million TEU throughput growing at 10% annually and a large volume of bulk and break-bulk cargo moving through ports. Being the world's fastest growing economic block, South Asia with a population of 2 billion has seen increase in consumption, demand for services and goods. This rapid phase of growth is also creating many new opportunities for logistics companies for distribution services required in this part of the world and all major global brands are moving to South Asia to expand warehousing and related logistics services.

The new marina square project by 2022 and new highway projects



The opportunities in the business of logistics

New free-zones and distribution zones are being built by government to facilitate warehousing and logistics industry by investors and the private sector. The demand for new technology and solutions are growing and many regional freight companies have gaps in these areas that need innovative support and solution from industries that provides hardware and software for logistics.

Meet international Speakers and network with industry

The International conference will have over 20 international speakers from JOC, HSBC, KPMG, UNCTAD, Singapore, India, Pakistan, Bangladesh, China, Africa and Middle East etc. representing different aspects of logistics.

This first international logistics conference in Sri Lanka will be a launch event to promote products, new innovations in logistics solutions. They also can network and understand the Indian subcontinent market requirements and will be able to meet clients and logistics companies from the region to share solutions and ideas to improve the sector output in South Asia.

Business with pleasure

The delegates registering with the conference will have the opportunities to visit ports, city tour, free zones and the Colombo port city project. They can be also be facilitated to register with special conference tourist packages that have been customized for the conference delegations, where Sri Lanka has been named the best destination for travel by Lonely planet for 2019.

Therefore, you are cordially invited to participate in the Sri Lanka's 1st Logistics conference and make a new business journey in a emerging geography and together we can expand the presence in South Asia to build greater business environment over the coming years!

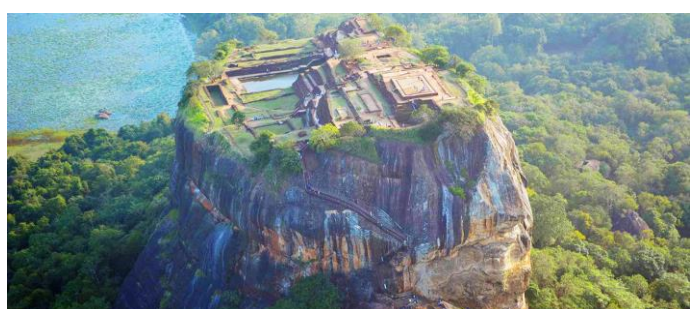
Marco Polo's best island -All within maximum 5-6hrs reach
Rich History & Culture



The Indian ocean and the beaches



The 8th wonder of the world, the Sigiriya rock fortress



The amazing island with wild & beauty mixed with nature all round



Train, tea, coconut and the spices trail



The food-its all about mouth watering taste



The Organization Committee of CIMC Events