

**Awareness Seminar on “Compulsory Pre-Inspection Scheme (CPIS)’
for Cinnamon Exports’ conducted by the SLEDB**



The Sri Lanka Export Development Board (EDB) conducted the first awareness program on ‘Compulsory Pre-Inspection Scheme for Cinnamon Exports (CPIS)’ which will come into effect from 1st January 2014 with the participation of 110 stake holders of the industry.

The scheme was introduced by the Sri Lanka Government to assure that the required quality standards for Cinnamon are maintained for international markets.

The seminar was conducted in collaboration with the Sri Lanka Standards Institute and the Department of Export Agriculture.

The main objective of conducting this seminar by the EDB was to create awareness in the cinnamon industry about the (CPIS) for cinnamon exports and to enable exporters to realize a premium price in the international markets for Ceylon Cinnamon, particularly in our established markets such as USA, Mexico, Peru, Colombia and EU region.

The EDB has registered ‘Pure Ceylon Cinnamon’ as a global brand in the international markets.

The EDB has also completed registration of the trade mark associated with the ‘Pure Ceylon Cinnamon’ brand in established markets such as USA and EU.

The EDB has also obtained the certificate of registration from the World Intellectual Property Organization (WIPO) under the Madrid Protocol which has facilitated the opportunity to the EDB to register the "Pure Ceylon Cinnamon" brand directly in Mexico, which is the largest importer of Ceylon Cinnamon.

It is also planned to issue the distinctive Lion logo associated with the 'Pure Ceylon Cinnamon' brand name for cinnamon and cinnamon based products that meet requirements as per the proposed scheme.

Regional level workshops will also be organized by relevant authorities to provide awareness about the CPIS and this will support the Cinnamon industry to enhance quality, food safety measures, and to meet conformity requirements of the export markets.

Contact:

Inoka Nilmini Wanasinghe - Assistant Director

Export Agriculture Division

Sri Lanka Export Development Board

Colombo, Sri Lanka