

AMSAFE BRIDPORT (PVT) LTD.

AmSafe Bridport (Pvt) Ltd established in Sri Lanka in 2001 is a 100% US investment and we are the pioneer in manufacturing highly engineered textile based safety and securement solutions for the global aerospace and defense industries. With a focus on safety, efficiency, and innovation, we specialize in products such as fire containment & prevention solutions, lightweight cargo restraint systems, 9G barrier nets, and various restraint systems which protect cargo, passengers and the crew.

When talking about emerging trends and innovations shaping the aviation industry sustainability has emerged as the dominant trend amongst other aspects that are focused on this year. This demands innovative approaches across the value chain. We are proud to introduce a biodegradable material-based cargo restraint pallet net with a 5-year lifespan, replacing traditional 3-year life polyester cargo restraint pallet nets. This represents a significant step toward reducing our environmental footprint and meeting the growing demand for eco-conscious solutions. The Bio-degradable materials represent opportunity for sustainability and lower environmental impact. However, in our industry, shorter lead time design solutions is not practicable due to the complex and nature of

our product development process since customer centric requirements initiate a lengthy R&D phase, involving extensive testing and design validation that is conducted in close collaboration with the customer to meet their specifications. This process requires ongoing dialogue and iterative refinement with the customer to guarantee that the final product meets their exact requirements. Thereafter, comprehensive regulatory approvals are required, which can extend the overall process to several years, thus design solutions take relatively longer lead times.

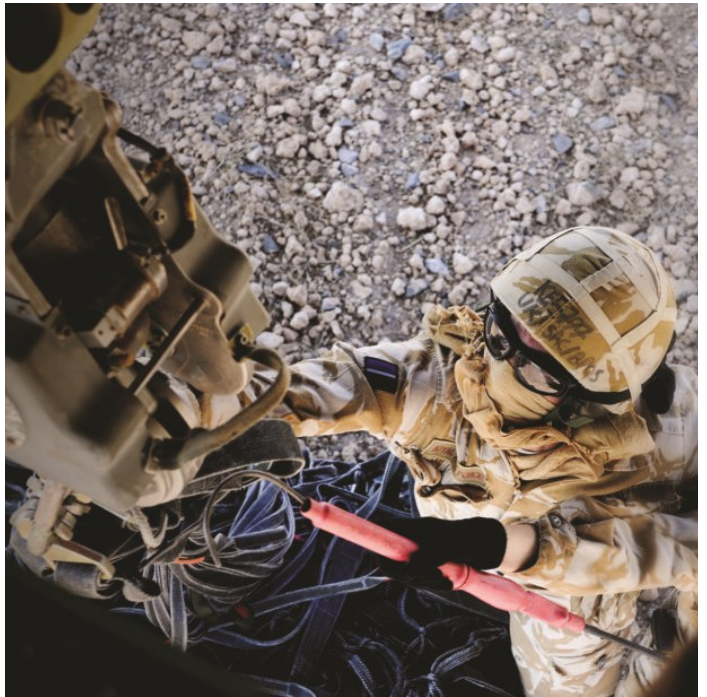
One of the main challenges for businesses in the current context is the geopolitical dynamics. The current global political situation has a direct impact on business operations, particularly with US-imposed taxes and their effects on business partnerships and relationships with other countries. The evolving geopolitical landscape, marked by shifting international relationships and uncertainty surrounding potential trade partners, complicates long-term planning. These factors influence how businesses navigate these changing dynamics and maintain strategic partnerships across borders.

In today's dynamic business environment, technological advancements have introduced



both opportunities and challenges. On one hand, innovations in technology have streamlined operations, enhanced productivity, and enabled businesses to optimize resource allocation while improving decision-making through advanced analytics and automation. These advancements also support global connectivity, allowing businesses to expand their reach and improve collaboration. On the other hand, they have made compliance needs, trade regulations, and cybersecurity requirements increasingly complex. Staying compliant and protected requires organizations to dedicate many resources and keeping a close eye on threats. For businesses like AmSafe, which operate in niche markets, safeguarding intellectual property rights, professional restricted information, and confidential data is critical. Balancing these priorities alongside day-to-day business operations has become more challenging than ever, requiring continuous vigilance and adaptation to stay ahead of emerging risks.

AmCham SL provides a valuable platform for its members. It serves as a forum for voicing concerns, advocating for policy changes, and driving policy changes such as educational reforms which are required to be more focused on vocational-based education in Sri Lanka to address the demand for skilled technicians and trades people essential to various industries. AmCham SL can play a vital role in helping shift societal norms and expectations, driving solutions that address the diverse needs of its mem-



bers, regulatory requirements, and other key stakeholders, thereby fostering an environment where businesses can thrive.

Beyond advocacy, AmCham SL fosters a strong sense of community through networking events and knowledge-sharing opportunities. The chance to connect with fellow business leaders, learn from each other, and collaborate on solutions is invaluable, particularly in times of uncertainty.

My leadership journey has deeply reinforced the importance of perseverance, a relentless drive toward goals, and a proactive mindset. In times of crisis, challenges are to



“ In times of crisis, challenges are to be transformed into opportunities for innovation and adaptation. ”



be transformed into opportunities for innovation and adaptation. By staying proactive, making tough decisions, leveraging new technologies, and fostering a culture of continuous improvement, enables AmSafe to stay ahead even in challenging circumstances.

One of the most significant takeaways at AmSafe is the importance of strategic expansion and continuous improvement. Our journey began with a focus on a single component of the value chain, allowing us to establish a strong foundation. Over time, we strategically expanded our scope to incorporate the entire value chain, seamlessly integrating design, development, manufacturing, certification, and delivery to the customer etc. This end-to-end approach ensures better stability and enables complete control over quality, efficiency, and customer satisfaction. Moreover, we continuously refine and enhance each aspect of the value chain, fostering a culture of innovation and improvement that adds significant value to our business year on year basis.

Navigating the current economic and regulatory landscape requires businesses to focus on improving their present circumstances while proactively minimizing or offsetting negative impacts. Given the limitless nature of potential challenges, it is essential to dedicate time and energy to enhancing operational resilience and influencing decision-makers and authorities collectively to foster a balanced environment

for both businesses and the broader economy.

Uncertainty and challenges in one country often creates opportunities for another. In order to thrive during such unpredictability, businesses must actively identify and pursue emerging opportunities. This involves challenging conventional methods, products, and markets while embracing innovative technologies and exploring new avenues for growth. At the same time, organizations must remain alert and adaptable, leveraging strategic collaborations to drive sustainable progress.

I request my fellow AmCham SL members and business leaders to join forces to address challenges that affect our businesses. By working together and utilizing collective bargaining, we can advocate for a range of critical issues, including but not limited to streamlined trade facilitation processes, fair corporate tax policies, and solutions to shipping bottlenecks. Let us grab the opportunities presented by the evolving geopolitical landscape, and together, resolve issues that affect our businesses negatively.

As long standing members of AmCham SL, we value the AmCham's role in fostering collaboration and across industries. The partnership between member companies and AmCham SL showcases how collaboration can lead to shared success.



Chandani Ekanayake

General Manager
AmSafe Bridport (Pvt) Ltd