

CEDAR GROUP

SRI LANKA



AN INTRODUCTION TO THE CEDAR GROUP OF COMPANIES

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Introduction



We, the CEDAR GROUP would like to express our interest in expanding into Mauritius.

Cedar was incorporated in 2007 and has since moved at a rapid pace of growth from aquaculture to a vista of integrated economical solutions to aid national growth. Cedar Group offers countries pragmatic profiles to enhance innate resources like aquaculture, mari-culture, energy, agriculture, and minerals.

Cedar offers its services to any adaptable socio economic environment that is in need of enhancement. Mauritius' financial and investor friendly sociological climate has led us to explore the opportunities of a symbiotic relationship.

Vision & Mission



Vision

To develop awareness towards responsible corporate citizenship by extensive R&D and commercial investment in areas of essential human needs.

Mission

To enhance our expertise and assist in producing cost effective products with local resources and labour with view of attaining self sufficiency, minimising imports, conserving capital funds and increasing employment and standards of living whilst adding value in essential industries with the objective of infusing dignity and uplifting communities through a commercial perspective to support national economic security.

Messages



Chairman's message

Today, our world communities are confronting the worst food crisis in 45 years. The World Bank estimates that 100 million people are falling deeper into poverty as prices for basic staples that feed the world - wheat, rice, and corn - have risen by a staggering 83%.

The phrase "the silent tsunami" coined by the world food programme is drowned by the cry of starving children and whaling mothers.

Essential foods and sustainable energy is of primary concern to the Cedar group of companies. Alleviating community and economic growth through internal strengthening of management of natural resources is a primary template. This concept with amplified factoring of financial resources through customized commercial instruments will empower essential industries.

Our goal is to develop public private partnerships that have a macro view of integrated industries; escalating to effect basic human livelihood development. To be able to touch the very heart of humanities primary needs.

"The Global Crisis" is not something we have to be challenged to the extent of feeling powerless to do any thing about but a situation that can be handled if the right infrastructure and systems are in place.

Cedar Group of Companies extends to meet the above agenda.

Ranjit Seneviratne (Senny)
Chairman/CEO Cedar Group
Honorary Advisor to the Hon. Minister of Fisheries and Aquatic Resources in Sri Lanka

Managing Director's message

The world's institutions are moving towards a newly incorporated hybrid special purpose vehicle "PPP". The fabric of the public private world might be differently woven from country to country but the purpose behind an effective machine remains the same.

It is a practical solution that has tremendously benefited developing nation's delicate political, social and economic equilibrium.

Cedar group of companies' profiles and outlines harness fine tuned systems that go beyond the proto type in to practical implemented projects. The Aqua Culture out-growers project has been one of Cedar's Sri Lankan success stories.

Cedar is uniquely structured to implement and set up private or public projects with "Ready to wear" diligence all ready in place, imparting invaluable resources by way of expertise and financial products that can meet the needs of small out-growers to larger private/public institutions.

We strive to add value where ever necessary bringing hope and transformation to communities that strive to come up higher; engaging key issues with pragmatic solutions that can change a nation's course.

Kirby de Lanerolle

Managing Director Cedar Group

Executive Advisor Ministry of Fisheries and Aquatic Resources

Director National Aquaculture Development Authority

Director projects Office, Ministry of Fisheries & Aquatic Resources in Sri Lanka

Technical Directors' Profile



- Aruna Dissanayake

BSc- Agriculture (Specialization in animal science)
MSc- Aquaculture & Fisheries Management
PhD- Aquatic Bio resources management & Aquaculture

9 years experiences in Ministry of Fisheries North Western Province as a Managing Director.
Marine /Brackish/ and fresh water fish production development.
Fish processing project and boat building project
Fisheries socio; economic project
Fisheries conservation and research project

Received training in:

Japan - National fisheries university- Integrated fisheries management
Thailand- Kesersat University - Shrimp health management
Bangladesh - National policy making for aquaculture and quality improvement
Germany - German Institute of Boat Building
Sweden- Technological University - Integrated coastal resources management coerce

- Nalika Warusapperuma

Diploma in Agriculture
12 years experiences in Tissue culture lab ITI (Science and Technology ministry)

Received training in:

India - Tissue culture and sell culture
China - Bamboo tissue culture
F.M.T.C. - Puliankulama
Post Harvest Technology - Anuradapura

Cedar Group Profile

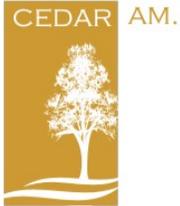


The CEDAR GROUP is a young vibrant group of specialist companies integrated with the aim of empowering and managing industries that have the capacity to grow. Our core competency is in aquaculture, agriculture and sustainable or renewable energy sources. We are registered and endorsed with the Board of Investment (BOI) in Sri Lanka.

- Cedar MMS – Cedar Marketing and Management Services
- Cedar AM – Cedar Asset Management
- Cedar PG – Cedar Power Generation
- Cedar AB – Cedar Agro Biotics
- Cedar EC – Cedar Engineering and Construction
- Cedar RD – Cedar Research and Development



Cedar Management and Marketing Services is the main holding company and is the central arm which links and co-ordinates all the companies within the group. Mass producing aqua and marine products for export to the US and Europe. Increasing local food protein by mass producing and distribution of fish in turn reducing the cost living.



Cedar Asset Management primarily manages investment portfolios and renders solutions in supporting local financial institutions by way of marketing diversified commercial and financial products. Cedar AM. extends to international commodity markets via trading and value addition.



Cedar Power Generation offers energy solutions that are customized for clients individual requirements providing solutions that address environmental and economical resources. Alternate Energy that combats Global Warming is on our main agenda.



Cedar Construction & Engineering focuses on pioneering solutions in infrastructure development that implement environmental sustainability, an exciting area for engineers to work in, because the challenge is basically to create more for less.



Cedar Research and Development is the main platform on which all our projects are based. One of the company's core competencies is its ability to generate new ideas and develop them into financially and environmentally viable projects. We are also in partnership with key institutions which are at the forefront of the field such as the Industrial Technology Institute (ITI) and the University of Peradeniya, Sri Lanka.



Cedar Agri Biotics contributes to national food security through the transfer of technologies to local farmers and out growers and harvesting own produce through sustainable agricultural systems

Objectives & MDGs



The Millennium Project recommends that international donors should mobilize support for global scientific research and development to address special needs of the poor in areas of health, agriculture, natural resource and environmental management, energy, and climate. We estimate the total needs to rise to approximately \$7 billion a year by 2015.

Today, the scientific community increasingly recognizes that environmental degradation is having a significant impact on human development. Notably, it is the poor who are disproportionately affected by the degradation of their land, air, water and biological resources, with many lacking access to clean and affordable water and energy services. Ensuring environmental sustainability and access to energy services is key to achieving all of the Millennium Development Goals (MDGs) – the eight goals that represent a global commitment to make rapid progress on key development issues.

Kemal Dervis
UNDP Administrator

Every day our ecosystems suffer further degradation and irreversible global environmental change threaten the hope of a brighter future for generations to come.

The world however now faces an unprecedented alignment around one common set of measurable goals, namely: the Millennium Development Goals (MDGs). These goals and the attainment thereof have become a universal focal point raising awareness and action in the hearts and minds of multilateral institutions, politicians, regional organizations, civil society and corporations all alike. A truly historic opportunity we cannot afford to miss – our chance to make a measurable difference.

The Millennium Ecosystem Assessment and other global and regional studies have established beyond doubt the linkages between poverty, security and the environment. Achievement of the MDGs and eradication of poverty will not be possible without taking on the issue of **environmental sustainability** and without increased access to modern energy services.

A noble cause that any company could choose to embrace.

A global concern that can't be excluded from any company's vision.

This is the heart of CEDAR.

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Current Projects



Aquaculture

Dramatic rises in consumption of ecosystem services—including fresh water and capture fisheries have brought about greater poverty and marginalization as a result of depletion and even destruction of such key services.

Ironically it is the poor communities and developing countries that have benefited least from rising consumption of ecosystem services are now bearing the brunt of the costs of over consumption by the more affluent and the deficient environmental policies and management systems generally in place. Sri Lanka is by far no exception.

The company has already commenced its work to offer a solution in the field of aquaculture. This has been initiated with the support of the Ministry of Fisheries and Aquatic Resources of Sri Lanka and the National Aquaculture Development Authority of Sri Lanka. We currently have over 100 acres of operational ponds and exclusive access to 3000 acres of lagoon for cage culture, out growing systems and pearl culture, pioneering the way in Sri Lanka. Our hatchery currently holds 16 pairs of brood stock, each capable of producing over 4,000,000 fingerlings annually.

Our core competence is in farming and harvesting aquaculture produce using environmentally sustainable methods (Recycling-oriented aquaculture systems utilizing natural ecological

functions) for export to bring in foreign exchange earnings, to convert redundant prawn farms into profitable fish farming produce for ready consumers from the EU & US markets and to enhance the local production and intake of food protein. All this is done with accordance to His Excellency President's vision of increasing food protein levels to 22kg per person, to alleviate farm income, to help farmers including aqua culturists, to preserve land and water reserves, to provide financial aid to disadvantaged farmers, and to help farm operations recuperate from the effects of disaster. We already supply New England Sea Food one of the largest distributors of sea food in Europe and have signed agency agreements with Japan Tuna Corporation to take on the role as their local representatives. Our cold room chains are located strategically from Kalpitiya, Chilaw to Colombo.

Our fleets of freezer trucks help us to transport fish straight from the nets to the processing plants. The Cedar fish meal factory has high enough a production to supply our own requirements plus an export market.

Agriculture

We have opened a new division for agriculture with the same vision. Our mission is to empower the agricultural sector in Sri Lanka by giving plants to disadvantaged farmers so they may cultivate it. In return our purpose is to repurchase this produce from them subsequently stabilizing farm income and thereby assisting farmers. We are also cultivating bamboo, a new crop for the country, to introduce it here as a food source and for timber, charcoal, yarn & ornamental use. The Cedar Group of Companies are currently finalising an integrated agriculture, livestock & aquaculture development project in Monaragala, Sri Lanka. This first of its kind project in Sri Lanka covers an area over 17,000 acres and its aim is to implement and initiate an integrated, 'zero emission', 'zero waste', highly productive farm that maximizes the use of renewable energies and turns 'wastes' into food and energy resources. It is indeed a solution to the energy and food crisis that is capable of mitigating climate change and more. Aquaponics is another new technique that will be on display in Sri Lanka for the first time on the project. It will be possible to harvest 4 rice crops a year using this method.

The project also serves as a demonstration, education and research centre, and incubator for new ideas, designs and technologies. The aim is to promote and support similar farms all over Sri Lanka and provide plenty of employment opportunities

Adding value agricultural produce

PROCESSING - One very big problem with market produce is the drop in prices when farmers harvest the same crops at the same time, and the big losses caused by unsold produce because of the glut. Simple processes such as smoking, drying, salting, sugaring, pickling, etc. Will be implemented so that surplus stock does not spoil. With the almost free access to abundant biogas energy, we will have more sophisticated processing of the produce for both preservation and added value.

Cedar is in the process of establishing a vacuum cooking and packing plant to supply world super market chains with hygienic, organic, ready to eat/heat products including high protein spreads and pates.

The extraction of omega 3 through fish bi-products and the latest method through sea weed is also in progress.

Commodity Trading & Commercial Instruments

Cedars Asset Management our finance & trading division is in the process of setting up an office in Dubai with warehouse, packing plant and value adding services for our line of tea and are actively involved in trading various commodities varying from steel, sugar to lentils.

Engineering & Construction

We have set up our own Engineering & Construction Division and invested heavily in construction and earth moving equipment both for our own agricultural & aquaculture projects as well as for external contracts.

R&D

Our laboratory is fully equipped and state of the art, therefore competent to meet international standard requirements. We are currently engaged in research and studies in relation to subject areas pertaining to Cloning, Tissue Culture, Seed Replication and Cell Culture.

Our team are looking at ways to assemble, modify and convert quad bikes into Agricultural All Terrain Vehicles (AATV) using local resources and expertise. These AATV's will soon take over from the hand tractor as they are more versatile and can negotiate all terrains with ease.

We are currently building a prototype hovercraft, also using local resources wherever possible. This carrier will be capable of working and transporting people and goods over land & water. Ideal for the brackish water systems where most of our out-grow systems are in place.

We are currently in negotiations with the Industrial Technology Institute of Sri Lanka in order to obtain exclusive rights to manufacture and market their product 'Positha' infant food. This product was developed to target the malnourished infants aged 6 – 24 months in the rural areas. We would very much be interested in setting up this plant in the Monaragala District along with the proposed development plan as 55% of its content is rice based.

Renewable Energy

The Cedar Group of Companies are setting up the infrastructure to produce bio-gas from algae(from our aquaculture ponds) and biomass from various crops been cultivated on agricultural projects with the object of being less dependent on fossil fuels which are becoming more expensive as supplies fall behind demand.

Bio-gas provides a clean , easily controlled source of renewable energy from organic waste materials replacing firewood & fossil fuels. By further compressing the bio-gas we plan to make CBG. This compressed bio-gas can be used to fuel an internal combustion engine and even fuel cells. We envision Sri Lanka's public transport system to be using our CBG in the future just like in Switzerland & Sweden. With absolutely no environmental pollutants as an off-product! Renewable, carbon neutral, transport fuels are necessary for environmental and economic sustainability. It is with foresight that we are embarking to develop bio-diesel from micro-algae sludge using the latest photosynthetic bio generators. In the future we look to collaborate and produce Hydrogen Fuel Cells to run vehicles and buses, as currently being exhibited in Germany.

The Way Forward

Beyond Sri Lanka into Mauritius



Aqua & Marine Resources

Increasing Mauritius' export of fisheries produce of \$112,000 (2004) through enhancement of aqua culture and marine production.

Cedar Group currently holds contracts to US & European markets for aqua culture in the region of 5000MT annually with the capacity and technology to meet export demand.

Enhancing foreign exchange earnings through contracts with Japan Tuna Corporation to facilitate large fleet at harbors is a lucrative industry that increases fish production, landing, transshipment, licensing, bunkering and chandling.

Prospects of value addition for raw material is one of our main priorities.

Agricultural & Energy Resources

We aim to meet the world's energy and food shortage through the exploitation of unutilized sea and land resources that are deemed unproductive. Cedar has the capacity to restore productivity through state of the art agricultural/energy systems. Our operation will be executed with an aim of increasing the national export of agricultural produce, gearing Mauritius to contend with the impending global food shortage in anticipation of feeding 9 billion people by the year 2050. An end which requires the increase of food production by an estimated 50%!

Financial Resources

Empowering businesses with potential to grow through supplementary financial instruments. Through the infusing of capital to industries by supporting government corporations and commercial institutions through low cost funding solutions.

In conclusion.

Our core value is to successfully combat the global energy and food crisis and to take an active role in standing for humanity's basic needs.

As an ethical and environmental company Cedar activities are designed to improve the environment. All Cedar Group subsidiaries are structured and regulated to have a direct and indirect environmental impact. Our projects are operated with humanity's highest ethics in mind morally engaging local communities.

We have recognized the potential of Mauritius investor friendly environment and look forward to contributing and serving in a sustainable and profitable enterprise.

Notes