

China leads East Asia out of crisis

The World Bank said Wednesday that China's growing economy had helped East Asian developing countries recover from the global crisis, but warned against exiting pro-growth policies too early.

“Largely thanks to China, the region's output, exports and employment have mostly returned to the levels before the crisis,” the Washington-based lender said in its twice-yearly update on East Asian and Pacific countries. “But it may be premature at this stage to withdraw fiscal stimulus in many countries as private investment is yet to become the engine of growth and the poor are still suffering.”

The report said the world's third-largest economy — which grew 10.7 percent in the fourth quarter of 2009 — had boosted economies mainly through its steady demand for imports from the region.

Countries in developing East Asia will lead the global economy this year, the bank said, upgrading its 2010 growth forecast for the region to 8.7 percent from its previous estimate in November for 7.8 percent growth.

“Recovery in demand abroad and rapid rebound in consumer spending and sustained fiscal stimulus at home should help boost economic growth in developing East Asia in 2010,” it said.

Developing East Asia excludes Japan, Taiwan and South Korea, according to the World Bank, which provides financial

and technical aid to developing nations. The region could maintain rapid growth for the next decade, even as the developed world slows, as long as policymakers carry out necessary structural reforms, it said.

In China, this means reducing the export-driven economy's heavy reliance on overseas shipments to drive growth by boosting domestic consumption and promoting the services sector.

The World Bank said the priority for middle-income countries such as Vietnam, the Philippines, Thailand, Indonesia and Malaysia was “moving up the value chain” in the manufacturing sector.

“New policies are required to escape from the ‘crowded middle’ of industrial development and break into knowledge and skill-intensive sectors,” it said.

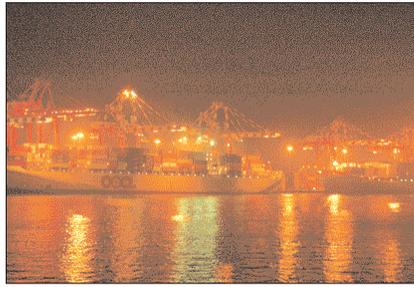
Poorer countries such as Cambodia and Laos needed to break into manufacturing and reduce their dependence on agriculture and mining, it said.

Faced with slower growth rates in the West, developing countries in East Asia should deepen regional economic ties to boost trade, reduce costs and increase international competitiveness.

They also needed to promote green technology and energy efficiency, the bank added. “The region has enormous scope to move rapidly towards the green technology frontier,” said Ivailo Izvorski, lead economist and main author of the report. **AFP**



Most corporate functions are now organized in the Naval ship - Jetliner. It has become a popular venue for the event management companies.



Night view of the Colombo port. Pictures by Sudath Nishaantha



Oriflame Lanka Managing Director Pierre Martensson addressing the gathering

Oriflame celebrates wellness

The Oriflame Wellness Weight Management Program proves to be a success through sensational results obtained after research conducted on the product and its users.

This success was revealed and celebrated at an event held on board the Naval ship - Jetliner on April 6.

A gathering of professionals and eminent personalities of vari-

ous fields as well as the media were witness to this.

Oriflame's Natural Wellness product range consists of a Natural Balance Shake as well as a Wellness Pack for both women and men. The Wellness program was introduced to the customers in Sri Lanka and around the world in 2009 as a result of research conducted on the Wellness category for eight years.



Oriflame Lanka team and the models displaying the products



The Navy band entertaining the crowd



Oriflame Marketing Manager Kathy Gordon, actress Yasoda Wimaladharm, Emphasis MD Glenda Parthipan, actress Sabeetha Perera and fashion designer Ruchira Silva at the event