



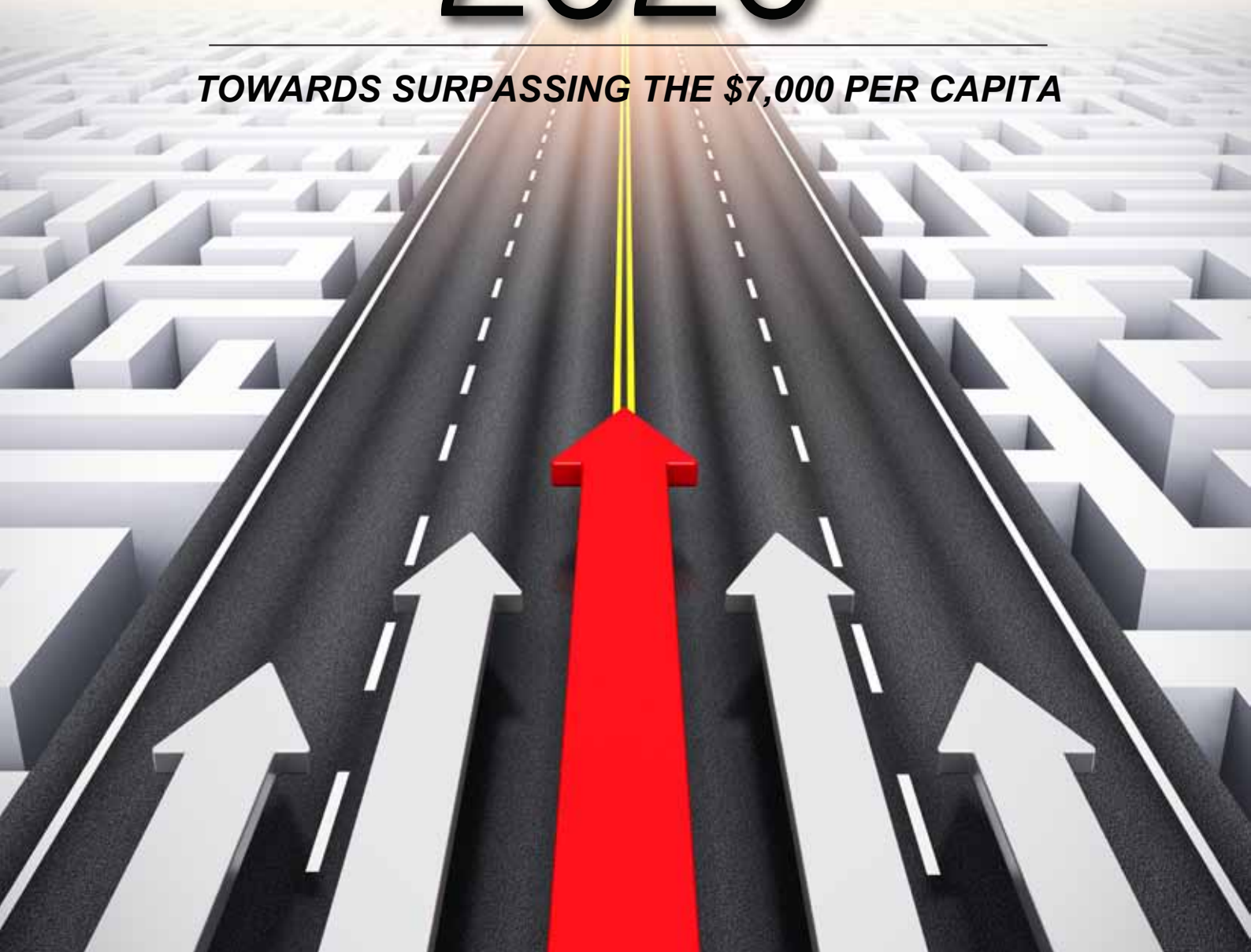
The
Ceylon
Chamber of
Commerce

175^{1839 - 2014} years
of influencing business
and driving development

SRI LANKA ECONOMIC SUMMIT 2014

SRI LANKA 2020

TOWARDS SURPASSING THE \$7,000 PER CAPITA



5th - 6th August 2014
Cinnamon Grand - Colombo, Sri Lanka

Sri Lanka Economic Summit 2014 Programme

DAY 1 (Tuesday, 5th August 2014)

0830 hrs **Registration**

0900 – 1000 hrs **Inauguration**

Welcome Address: **Mr Suresh Shah** - Chairman, The Ceylon Chamber of Commerce

Chief Guest: **'Chinthanaya - Towards a Middle-Income Nation'**
H E Mahinda Rajapaksa - President of the Democratic Socialist Republic of Sri Lanka (tbc)

1000 – 1030 hrs **Refreshments / Networking**

1030 – 1100 hrs **SESSION 1**

National Vision: Policy Implementation Perspective

Keynote Speakers: **Dr P B Jayasundera** - Secretary to the Treasury, Ministry of Finance & Planning
Mr Ajith Nivard Cabraal - Governor, Central Bank of Sri Lanka

Discussion: **Moderator: Mr Mano Tittawella** - Executive Deputy Chairman, EAP Holdings Ltd

1100 – 1120 hrs **Tea**

1120 - 1300 hrs **SESSION 2**

Rise of Asia as a Trading Bloc: An Opportunity for Sri Lanka

Keynote Speaker: **Mr Philippe Sachs** - Managing Director/Global Head, Public Sector & Development Organizations
Corporate & Institutional Clients, Standard Chartered Bank - UK (tbc)

Panelists: **Mr Malik J Fernando** - Director Operations, MJF Holdings / Dilmah Tea
Mr Hanif Yusoof - CEO, Expolanka Holdings PLC

Moderator: Mr Alexis Lovell - Chairman, Union Bank of Colombo PLC

1315 – 1415 hrs **Lunch**

1415 - 1545 hrs **SESSION 3**

Lanka's Future Brands - Need for a Positive Shift in Mindset

Keynote Speaker: **'Value of Branding to Overall Business Success'**
Ms Lulu Raghavan - Managing Director, Landor Associates - Mumbai Office

Case Study **'Serving Her Majesty' : Mr Rohan De Lanerolle** - The De Lanerolle Brothers
Presenters: (The only Lankan business to serve Sri Lankan tea at Buckingham Palace)

'Munchee Experience' : Ms Shea Wickramasingha - Group Managing Director, Ceylon Biscuits Ltd
'Lifestyle Branding' : Mr Shalin Balasuriya - Director, Spa Ceylon Ayurveda (Pvt) Ltd

Moderator: Mr Pradeep Amirthanayagam - Chairman/Managing Director, Holmes Pollard & Stott (Pvt) Ltd

1545 – 1600 hrs **Tea**

1600 - 1730 hrs **SESSION 4**

Our Vision for Sri Lanka 2020

Panellists: **Mr Shyam Sathasivam** - Managing Director, Swiss Biogenics Ltd

Mr Jeevan Gnanam - Executive Director, St Anthony's Industries Group

Mr Harsha Purasinghe - Chief Executive Officer, Microimage (Pvt) Ltd

Ms Samadanie Kiriwandeniya - Chairperson, SANASA Development Bank

Mr Anushka Wijesinha - Research Economist, IPS

Moderator: Mr Deshal de Mel - Senior Economist, Hayleys Group



Sri Lanka Economic Summit 2014 Programme

DAY 2 (Wednesday, 6th August 2014)

0830 hrs Registration

0900 – 1045 hrs **SESSION 5**
Banking in the New World

Keynote Speaker: Ms Naina Lal Kidwai - Chairperson, Hongkong & Shanghai Banking Corporation India

Panelists: Mr Dinesh Weerakkody - Chairman, Commercial Bank of Ceylon
Mr Sanjiva Senanayake - Senior Director, Sampath Bank PLC
Mr Krishan Balendra - Chairman, Nations Trust Bank

Moderator: Mr Shamindra Kulamannage - Editor-in-Chief, Capital Media (Pvt) Ltd

1045 – 1115 hrs Tea

1115 - 1245 hrs **SESSION 6**
Integrating Development: Adding Value from the Regions

Keynote Speaker: 'Opportunities in Supply Chain Development'

Mr Rizvi Zaheed - Managing Director, Hayleys Agriculture Holdings Ltd

Panelists: Ms Selyna Peiris - Director Business Development, Selyn Handlooms
Mr Sanjeewa Wickramanayake - Chairman/CEO, E-W Information Systems Ltd
Mr Ganesan Ampalavanar - Managing Director, Nestlé Lanka PLC

Moderator: Mr Adam Sack - Country Manager, International Finance Corporation

1245 – 1345 hrs Lunch

1345 - 1545 hrs **SESSION 7**
Education - Critical Driver of Competitive Advantage

Keynote Speaker: Hon Ranil Wickremesinghe - Leader of the Opposition, Parliament of Sri Lanka

Panelists: 'Role of Private Public Partnership in Education'
Prof Lalith Gamage - CEO, Sri Lanka Institute of Information Technology
'Role of Employer in Shaping Educational Policy'

Mr Udena Wickremesooriya - Director, Brandix Lanka Ltd

'Leveraging Technology to Maximize Learning'

Mr Krishna Ravindran - General Manager, Printcare PLC

Dr Sunil Jayantha Nawaratne - Secretary, Ministry of Higher Education

Moderator: Mr Bradley Emerson - Regional Director Middle East, South Asia & North Africa, CIMA

1545 – 1600 hrs Tea

1600 - 1715 hrs **SESSION 8 - CEOs Forum (Panel Discussion)**
Is the Lankan Business Environment conducive to Innovation & Growth?

Panelists: Mr Ajit Gunewardene - Deputy Chairman, John Keells Holdings PLC

Mr Ashok Pathirage - Chairman, Softlogic Holdings PLC

Mr Dhammika Perera - Chairman, Sampath Bank PLC (tbc)

Mr Ashroff Omar - CEO, Brandix Lanka Ltd

Dr Hans Wijayasuriya - Group Chief Executive, Dialog Axiata PLC Sri Lanka

Moderator: Prof Rohan Samarajiva - Founder Chairman, LIRNEasia

1715 - 1730 hrs **Concluding & Vote of Thanks**

Mr Raiendra Theodoraiyah - Chairman, Technical Committee



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Sri Lanka is in the midst of economic and social transformation. The President envisioned doubling per capita income within his first term of office from US\$1241 in 2005 to US\$2375 by 2010 and enhance it at a similar pace during the second term. To a great extent Sri Lanka achieved most of the targets that were set within the past decade.

In a changing global economic scenario, with a shift of economic power from the West to the East and many structural changes in the local socio-economic context, Sri Lanka has many challenges to overcome as it strives to retain this pace of growth and development. Enhancing the competitiveness of our exports through branding and innovation, promoting inclusive growth, gearing the financial sector to meet global standards and developing the human capital base to drive the economy are some of the challenges and opportunities that have been lined up for discussion.

The elections in Sri Lanka will most likely take place in 2015. Sri Lanka Economic Summit 2014 will provide an ideal platform to discuss some of the key challenges and opportunities for the country in the medium term. Over the two days of the Summit, several international experts from overseas will join with private sector leaders and key Government decision makers to share their expertise and identify strategies for Sri Lanka 2020. The outcome of these interactions is expected to be shared with the Government and be of value to the contesting parties in developing the policies and election manifestos for the next elections.

The Ceylon Chamber of Commerce

With over 175 years of service to the nation and business community, it is the premier forum for business in Sri Lanka.

Working closely with 38 Trade, Product and Service Associations, 21 Bilateral Business Councils and through its network of 22 regional and other chambers, the Ceylon Chamber of Commerce serves as the gateway to a world of business opportunity.

FOR WHOM

Chairmen & CEOs, Directors, Senior Managers, Executives, Management Trainees, Foreign Investors, Senior Government Officials & Academics

KEY BENEFITS TO PARTICIPANTS

- Enhance your knowledge on government plans to develop the Sri Lankan economy and progress in implementation of plans
- Ascertain potential sectors and projects for investment in Sri Lanka
- Opportunity to clarify your concerns with key government officials and industry leaders
- Opportunity to meet and network

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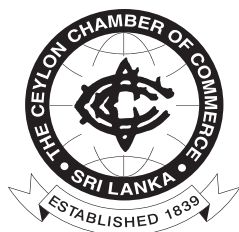
Access
Engineering

HOST
HOTEL



Cinnamon
GRAND
COLOMBO

For further information, contact Ishani at:



The
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Chamber of
Commerce**

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www.chamber.lk

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LOCAL PARTICIPANTS

Single participant (Patron Member company)
@ LKR 20,000/- (including local taxes)

Single participant (Member company)
@ LKR 22,000/- (including local taxes)

Single participant (non-Member company)
@ LKR 25,000/- (including local taxes)

For 3 or more participants
@ LKR 20,000/- (including local taxes)

Closing date for registration: 25th July 2014

FOREIGN PARTICIPANTS

Single participant **@ USD 250/-**

ACCOMMODATION

- Will make own arrangements
 Required to be arranged by the Organisers
 Single room Double room

METHOD OF PAYMENT

Details, as required, will be forwarded in due course

- Cheque
 Credit Card
 Telegraphic Transfer

Thank you for your response. The Chamber Secretariat will contact you soon, with complete details.

Please send this form duly completed to:

The Ceylon Chamber of Commerce
50 Navam Mawatha, Colombo 2, Sri Lanka

Tel: + 94 11 5588800 / 5588877 / 5588852

Fax: +94 11 2449352 / 2437477

E-mail: events@chamber.lk, ishani@chamber.lk

Title: Prof/Dr/Mr/Mrs/Ms: _____

First Name: _____

Last Name: _____

Job Title: _____

Company Name: _____

Company Address: _____

Direct Tel: _____ Central Tel: _____

Direct Fax: _____ Central Fax: _____

E-mail: _____

I wish to participate in the Sri Lanka Economic Summit and enclose herewith a cheque*/cash for

Rs.

* Cheque to be in favour of "The Ceylon Chamber of Commerce"

Cheque No:

Bank:

Signature: