

# INTERNATIONAL INVESTMENT PROMOTION FORUM



## Seizing Employment and Wealth Creation Opportunities of Eastern Sri Lanka

17th January 2014 | Grand Crystal Ball Room, Taj Samudra Hotel, Colombo, Sri Lanka

### Organised by:



Ministry of Agriculture, Animal Production and Development,  
Fisheries, Rural Industries Development and Tourism,  
Eastern Province, Sri Lanka

### In Collaboration with:



Ministry of Economic Development,  
Government of Sri Lanka



Ministry of Investment Promotion,  
Government of Sri Lanka

### Supported by:



Board of Investment  
of Sri Lanka



Sri Lanka Tourism  
Development Authority



Sri Lanka Convention  
Bureau



Batticaloa District Chamber of  
Commerce, Industry & Agriculture



Chamber of Tourism &  
Industry Sri Lanka

### Forum Secretariat:

Level 02, No. 53, Vauxhall Lane  
Colombo 02  
Sri Lanka

Tel: +94 11 230 0496/ 230 0488  
Email: [info@investineast.lk](mailto:info@investineast.lk)

Hotline: +94 75 044 5566  
Website: [www.investineast.lk](http://www.investineast.lk)

Fax: +94 11 2303318

## Background & Scope:

The theme for the Forum is "Securing Employment and Wealth Creation Opportunities of Eastern Sri Lanka" especially in the post-conflict development context. The Forum is expected to attract over 300 potential investors from Sri Lanka and abroad. Speakers at this prestigious gathering will include Ministers of Central and Provincial Governments, Government officials, captains of industry, tour operators, corporate bodies, business associations, financial institutions and many other stakeholders, interest groups and individuals.

The forum scope will include presentation of investment opportunities of the Eastern Region of Sri Lanka. The event is aimed at showcasing the current investment climate shored up by an investor-friendly regime and to catalyzing the in flow of domestic and foreign investments in the economy of the region, launching and promoting the brand "Invest in East" to the world, particularly to the Sri Lankan Expatriates.

## Forum Vision:

The vision of the "Invest in East" international Investment Promotion Forum is to catalyze Foreign Direct Investment (FDI) in the post-conflict economy of the Eastern Province of Sri Lanka poised for an economic take-off from the unlocking of immense untapped opportunities facilitated by a liberalized, efficient, investor-friendly regulatory regime actively supported by both the central and provincial governments.

## Conference Objectives:

Coherent with the new economic development strategy for the Eastern Region of Sri Lanka, spelled out in the "Mahinda Chinthana" policy framework of the Government of Sri Lanka, the Forum aims to identify enabling mechanisms for the implementation of intervention strategies at grass root level. More specifically, the Forum aims to:

- Offer an international conference for business leaders, policy makers, researchers and academics interested in the Eastern Province of Sri Lanka to share ideas, debate and build consensus around trade and investment issues in the Province
- Provide a critical assessment of current trade and investment climate in the Eastern Province
- Identify specific FDI needs and opportunities in the Province
- Encourage multi-lateral co-operation between international investors and role-players, academic institutions, business practitioners and policy makers
- Identify the need for trade-related technical assistance and capacity-building in the Province
- Establish a platform for initiating relevant research in critical trade and investment related matters in the Province
- Showcase the key development initiatives in the Eastern Province
- Facilitate the development of competitive investment attraction strategies for FDI

## Reasons to attend the Forum:

Attendees will be exposed to:

- Overview of current attractive investment opportunities in the Eastern Sri Lanka
- Stake holders and policy planners at various levels, involved in the development of Eastern Region
- Discussions which will give insight into the practical aspects of trade and investment challenges in the Eastern Province
- The identification of concrete interventions and solution which will promote trade and investments in the East and attract FDIs.
- Practices of translating policies into workable documents leading to timely project delivery
- Debates to identify the need for trade-related technical assistance and capacity-building in the Eastern Province
- Networking opportunities with investors, industry leaders, high level policy makers, government officials etc.

## INVESTMENT

AREAS OF

FISHERIES

AGRI BUSINESS

ANIMAL PRODUCTION

TOURISM

AQUACULTURE

INFRASTRUCTURE

INDUSTRY

## Who should attend the Forum?

The Forum aims to attract:

- High ranking policy makers and Government officials who influence trade and investment in the Eastern Province
- Local and international business/ Agro-business persons keen to explore opportunities in Eastern Province
- Academics, researchers and agriculturists
- Investment and Business Promotion Agencies from Sri Lanka and other countries
- Trade Associations and Chambers of Commerce

## Proposed Forum themes:

1. Current Trade and Investment Climate in the Eastern Sri Lanka
2. FDI needs in the East
  - Creating an enabling environment for attracting FDIs into East eg. Policy measures, Financial Assistance, Market Incentives, Role of investment Promotion Agencies etc.
  - Investment obstacles and mitigation strategies
3. Infrastructure roll-out plan of the East – What is there for Investors?
  - Physical infrastructural capacity building in the East – ICT & e-commerce, Technology, Transport networks (road, rail, sea and air)
  - Social, Educational, Healthcare and Recreational infrastructure
4. Investing in East – Opportunities on offer
  - Agri-business
  - Aqua culture
  - Livestock
  - Tourism
  - Industry
5. Project financing in the East – role of Financial Institutions
  - Budget allocations
  - Domestic Banks
  - International Banks
  - Multilateral institutions i.e. World Bank, ADB etc.
6. Trade and Investment related capacity building in the East
  - Human capital deficit needs – harness the potential of the Sri Lankan Expatriates to the benefit of East
  - Managing perceptions of East – leadership and role of media

## Forum Proceedings:

- Presentation materials will be provided to the participants in print at the beginning of the conference
- Guide to invest in the East, Investment Opportunities/ Pre-developed project proposals (CDs), Sectoral Brochures etc.
- Papers presented and inputs from keynote speakers, chief-guest, guest of honor and special VIP guests will be uploaded to the forum website, [www.investineast.lk](http://www.investineast.lk)



## Conference Venue

### Grand Crystal Ball Room

Taj Samudra Hotel, Colombo

<http://www.tajhotels.com/business/taj%20samudra,colombo/>

## Important Dates

- Registrations Open - 17 December 2013
- Registrations Close - 10 January 2014
- Conference Date - 17th January 2014

## Conference Package:

Package entitles all delegates to:

- Unlimited participation in the conference
- Conference docket/handouts
- Conference branded gifts/take-aways
- Refreshments & Lunch
- Exclusive VIP Networking Opportunities



### How to Register?

- Conference registration will be by invitation and on first-come-first-served basis. Participants will be exempted from any registration fee.
- All participants will have to send in the duly completed Registration Form prior to the closing date to the Conference Secretariat details of which are given below.

### Forum Secretariat

Level 02, No. 53, Vauxhall Lane

Colombo 02, Sri Lanka

Tel: +94 11 230 0496/ 230 0488

Hotline: +94 75 044 5566

Fax: +94 11 230 3318

Email: [info@investineast.lk](mailto:info@investineast.lk)

Website: [www.investineast.lk](http://www.investineast.lk)



# INVEST IN EAST

INTERNATIONAL INVESTMENT PROMOTION FORUM OF EASTERN SRI LANKA

Seizing Employment and Wealth Creation Opportunities of Eastern Sri Lanka



17th January 2014 | Grand Crystal Ball Room, Taj Samudra Hotel, Colombo

Organized by:

Ministry of Agriculture, Animal Production and Development, Fisheries, Rural Industries Development and Tourism, Eastern Province, Sri Lanka

Collaborating with:

Ministry of Economic Development - Government of Sri Lanka  
Ministry of Investment Promotion - Government of Sri Lanka

## Registration Form

### Personal Details

01. Title: Mr.  Mrs.  Dr.  Prof.

02. Full Name: \_\_\_\_\_

03. Designation: \_\_\_\_\_

04. Organization: \_\_\_\_\_

05. Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

06. Telephone: \_\_\_\_\_ 07. Fax: \_\_\_\_\_

08. Mobile: \_\_\_\_\_ 09. Email: \_\_\_\_\_

### Business Interests: (Please tick)

I am interested in business and investment opportunities in the following areas/ sectors:

- |  |   |
|--|---|
| <input type="checkbox"/> Agri-business               | <input type="checkbox"/> Infrastructure               |
| <input type="checkbox"/> Animal Production/Livestock | <input type="checkbox"/> Tourism                      |
| <input type="checkbox"/> Aquaculture                 | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Fisheries                   | _____   |
| <input type="checkbox"/> Industry                    | _____   |

Signature of Delegate: \_\_\_\_\_

Company Seal: \_\_\_\_\_

Date: \_\_\_\_\_

### Supported By:



Board of Investment  
of Sri Lanka



Sri Lanka Tourism  
Development Authority



Sri Lanka Convention  
Bureau



Batticaloa District Chamber of  
Commerce, Industry & Agriculture



Chamber of Tourism &  
Industry Sri Lanka