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:

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Background & Scope:

The fibrate for the Forum is "Serving Employment and Worth Creation Opportunities of Lastern Sri Lanka" especially in the post conflict development confest. The Forum is expected to attract over 300 potential investors from Sri Lanka and abroad Speakers at this prestigious gathering will include Alimsters 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 premoting 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:

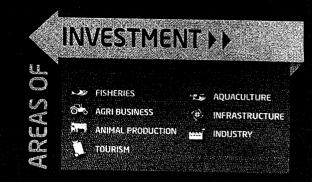
Coherent with the new economic development strategy for the Eastern Region of Sri Lanka, spelled out in the "Mahinda Chinthana" policy framework of the Government of Sri Lanka, the Forum aims to identify enabling mechanisms for the implementation of intervention strategies at grass root level. More specifically,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



Who should attend the Forum?

The Forum aims to attract

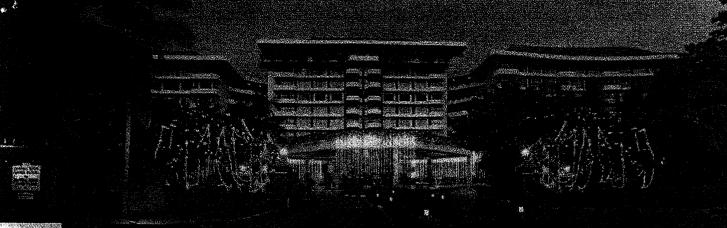
- High ranking policy makers and Government officials who influence trade and investment in the Eastern Province.
- Local and international business/ Agro-business persons keen to explore opportunities in Eastern Province
- Academics, researchers and agriculturists
- Invostment and Business Promotion 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 Scill anka
- 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. Intrastructure 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, <u>www.investineast.lk</u>





Conference Venue

Grand Crystal Ball Room

Taj Samudra Hotel, Colombo http://www.tajhotels.com/business/taj%20samudra,colombo/



Conference Date

Important Dates



- 17 December 2013
- 10 lanuary 2014
- 17th January 2014



Conference Package:

Package entitles all delegates to:

- Unlimited participation in the conference
- Conference dockets/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.

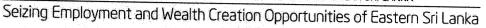
Forum Secretariat

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INVEST IN EAST

INTERNATIONAL INVESTMENT PROMOTION FORUM OF EASTERN SRI LANKA





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Organized by:

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

Registration Form

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Sri Lanka Convention Bureau



Batticaloa District Chamber of Commerce, Industry & Agriculture



Chamber of Tourism & Industry Sri Lanka

Board of Investment of Sri Lanka

Sri Lanka Tourism **Development Authority**