



PRESS RELEASE

Etisalat Lanka, giving Sri Lanka's SME's a leading edge.

Recognizing the contribution and role of Small and Medium Enterprises in the current post-war emerging economy, Etisalat Lanka provided a boost for the sector with the 'Etisalat business edge' forum. Designed and dedicated exclusively for the SME and entrepreneurs, the forum was the first of its kind styled, strategized and organized by a Telecom operator.

The 'Etisalat Business Edge' was the inaugural occurrence of a series of workshops to be conducted by experienced, reputed and respected industry experts aimed at adding value to the participants in terms of sharing knowledge, emerging topics, opportunities and threats in the present business arena. Delving into topics regarding Sri Lanka's small and medium size enterprises, the forum covered a diverse set of discourses including a snapshot of Sri Lanka's economy, post-war and post-recession business opportunities and competitive threats in a growing economy. Participants belonged to wide spectrum of enterprises. They were overjoyed with the fact that this is the first time a Telecom provider extended a program of this nature, focusing on the country's currently booming SME sector.

Etisalat Lanka director Dumindra Ratnayaka acknowledged the vital role that the SME sector plays in Sri Lanka's economic development, "this is a crucial time for our country's economy and it brings us great satisfaction to be a part of imparting expertise, hosting discussions and creating a learning experience for the future entrepreneurs of Sri Lanka, giving them a distinctive edge above others". He added, "We consider this sort of forum most beneficial and we hope to make the 'Etisalat Business Edge' an on-going program, discussing specific pertinent topic while focusing on specific business segments."

The first Etisalat Business Edge forum was presented by well-known marketer Prasanna Perera. Prasanna is a Senior Lecturer in Marketing at the Sri Lanka Institute of Marketing and is on the visiting faculty of several Universities and Professional Institutes, both for Postgraduate and Undergraduate degree programmes. He is also the Chief Examiner for Marketing at the Institute of Bankers Sri Lanka and Certified Management Accountants (CMA), Sri Lanka.

Commenting on Etisalat's unique initiative, one of the participants lauded the company's gesture in promoting small and medium business interests. He described this gesture as an eye-opener to other corporate citizens operating in Sri Lanka and a boost the SME industry.