



Tigo; pinnacle sponsor for Infotel Jaffna 2010.

It is with immense pleasure and pride that Tigo (Pvt) Ltd partners The Federation of Information Technology Sri Lanka (FITIS), as the pinnacle sponsor for the largest exhibition to be held in the Jaffna peninsula after 30 years. The Mini INFOTEL Jaffna Exhibition and Career Guidance Seminar will take Jaffna by storm from the 26th to the 28th of February 2010, providing an opportunity for advertising and promoting products and services in the northern market. This flagship Information, Communications and Technology (ICT) exhibition intends to instigate a new chapter in development, resulting in the reawakening of the North and East, following a long period of oppression.

Tigo CEO Dumindra Ratnayake said, “We are glad to utilize this opportunity to bring forth the Tigo brand experience to resident’s of Jaffna, as we need to focus on the rebuilding and rejuvenating of the NorthEast. It is also important that the people of the area are given equal access and opportunity to live, learn and succeed.” Tigo are also the exclusive Sponsor the 50 km bicycle race, held on the 26th of February 2010. They will also provide employability guidance at the career fair and participate actively in the Infotel Jaffna program. In addition, Tigo in alliance with the Bureau Commissioner General Rehabilitation will conduct a CSR initiative to raise funds to set up an IT training centre at Thellipalai Jaffna rehabilitation centre. In support of Infotel Jaffna 2010, 12 Tigo towers will be activated all over Jaffna during February, including Jaffna town, Chavakachcheri, Chunnakkam, Nelliadi, Palali, Point Pedro, Kankasanthurai and Tirunaweli.

FITIS-Infotel organizes a series of bi-annual exhibitions pertinent and positive for Sri Lankan Society. The events provide a platform to gauge the Country’s ICT sector, available business opportunities and potential for growth. FITIS CEO Damith Hettihewa said, “Sri Lanka is gearing up for a new chapter of prosperity and we are well placed to thrive as a knowledge based economy...Now that the long war in the north and the east is over, priority should be given to economic development and employment generation in these areas.” Notably, FITIS aims to develop ICT and entrepreneurial skills among northern youth including ex-LTTE combatants, and promote ICT ventures in Jaffna, so that it can play a catalyst role in the reawakening of the Northern economy. It is in this context that the exhibition is aptly named “Reawakening with ICT.”