SRI LANKA BRANDS 2019

Brand Finance®

BRANDS AND TECHNOLOGY
(INVITATION ONLY EVENT)

The 2019 iteration of Sri Lanka's most valuable and strongest brands report across key sectors of the economy will be launched on Tuesday, 30th April.

Under the theme "Brands and Technology" the event will feature 4 different simultaneous presentations from which you will be required to pick one to attend. The presentations will be hosted at 4 locations at Park Street Mews. Following the presentation, you are invited for the Awards Ceremony at **The Stables at Park Street Mews.**

The Speakers will be :

Dr. Rainer Deutschmann, Group Chief Operating Officer, Dialog Axiata
Bridging the digital divide - The role of the Dialog brand and how it is being leveraged to achieve the business goals.

Lulu Raghavan, Managing Director, Landor Mumbai
Tech. Gender. Brand - The discussion will explore and build an understanding of the two biggest forces of our time that will redefine our future - technology and gender - and discuss the role of brand.

Ajit Gunewardene , Chairman & **Zulfer Jiffry**, Founder/CEO
Building the PickMe brand - The short journey from start up to a billion rupee company and what was done in the early pioneering phases around nurturing a brand. And, Having achieved rapid maturity, the role of the brand and how customer expectations are being managed.

Simon Bell, Independent International Consultant
Living the tech brand - Changing the brand paradigm, from creating a perception through communication to internally focusing it around product, service capabilities and "living" it.

Venue: Park Street Mews
Mini forums at Café Francais, Monsoon, Curve Bar, La Trattoria
Award Presentation at The Stables

Agenda: 5:00 - 5:45 PM: Presentation Sessions

6.00 PM: Awards Presentation

6.30 PM Onwards: Cocktails Followed by After Party

Dress Code : Casual / Office Attire

To attend, please select the presentation you wish to attend and contact Ms. Joy Segar
Call: 011 770 9991
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