

Superbrand teams up with FM to promote biz hub in Lanka

Superbrands Lanka and the Ministry of Foreign Affairs are combining their resources to promote Sri Lanka as a business location to international investors.

Revealing the plan, Mr. Ruchi Gunewardene, Chief Executive Officer of Superbrands Lanka said, "the inaugural Superbrands which was launched through the prestigious high quality publication in March this year showcases some of Sri Lanka's finest brands. In essence, it is the face of Sri Lankan business and is therefore a powerful tool which can be used in international markets to provide a snapshot of our capabilities and business credentials."



Superbrand ...

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"The Ministry of Foreign Affairs with 55 missions throughout the world are involved in promoting Sri Lanka as one of the best locations for investment in this part of the world" said Mr. Palitha Kohona, Secretary of Foreign Affairs. Commenting further he said, "This is an excellent publication and the concept behind this is noteworthy and complimentary to our broader efforts."

The Sri Lanka Superbrand publication showcases 50 brands which represent a large spectrum of industry such as tea, retail, indigenous products, fast moving consumer goods, industrial products, financial services, tableware, motor vehicles and media just to name a

few. 70% of the featured brands are local, with the balance being multi national.

"Brands are a reflection of the sophistication of business in a territory. And we are extremely happy about this collaboration with the Ministry of Foreign Affairs, as we can demonstrate a powerful portfolio of businesses, which can be effectively used to promote Sri Lanka as an investment destination" said Mr. Gunewardene.

Superbrands Lanka will be providing sufficient books to the 55 missions abroad which would be used by those missions at relevant events and forums they would be organizing in international markets.

"We intend to initially provide sufficient quantities for each mission to see how effec-

tively they can use this and to gauge the initial response. Based on the feedback that the Ministry gets, we will supply further requirements to the individual missions to meet their specific plans" concluded Mr. Gunewardene.

Superbrands Lanka is already implementing its second programme which is Business Superbrands, which will exclusively showcase business to business brands and those which are primarily involved in the industrial sector. This will be launched in the second half of next year. Superbrands is an international organization operating in over 70 countries, which pays tribute to exceptional brands in individual markets. These businesses have excelled in their individual industrial category.