

Superbrands: the face of the nations' elite businesses

Superbrands Lanka and the Ministry of Foreign Affairs which recently announced a collaboration to promote Sri Lanka as a business location to international investors is now beginning to realize those efforts through several international initiatives.

Feedback has been received from several missions abroad on how they are using the recently published Superbrands book to promote Sri Lankan business.

"What this high quality publication does is to provide potential investors with a face to Sri Lankan business. The brand stories provide some good insights on the sophistication of the business environment in our country. Therefore, what we have here is the face of Sri Lankan business" said Sharmila Cassim, Director Marketing of Superbrands Lanka.

"This really is a national initiative, as our missions now have a valuable tool of showcasing our business capabilities to the world".

The Sri Lanka Superbrand publication showcases 50 brands which represent a large spectrum of industries 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 per cent of the featured brands are local, with the balance being multi national.

The missions in Jordan, Germany, Australia and Myanmar amongst others have already been using this publication.

The mission in Frankfurt for example, intends to use as many as 50 books to be given to VIP visitors, investors and trade

organizations, whilst the mission in Amman has sent it on to the Jordanian Chamber of Industries amongst other key locations.

"Our newest programme which focuses on Business Superbrands (as opposed to Consumer brands) provides an insight of our business to business capabilities by showcasing the industrial face of the country. We have now finalized our Business Superbrand participants and we are working hard with these brands to produce their stories for our next publication. Once this is launched next year, this too can be used by our missions, adding to the tools that they would have to promote the country," continued Ms. Cassim.

"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 the elite businesses, which can be effectively used to promote Sri Lanka as an investment destination." concluded Ms. Cassim. 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.

A Superbrands rating today is the worldwide benchmark which recognizes brands with significant strategic focus and commitment for achieving extraordinary results, and is probably one of the most prestigious branding publications that are available.