

Superbrands book to be used in country promotion

Superbrands Lanka is teaming up with the Ministry of Foreign Affairs, and combining their resources in order to promote Sri Lanka as a business location to potential international investors.

"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.

Mr. Ruchi Gunewardene, Chief Executive Officer of Superbrands Lanka which launched the first programme in 2005 said, "Superbrands is a total integrated, promotional programme which can be

leveraged by brands to enhance their reputation. The book that we produce as part of this entire package is a prestigious high quality publication which 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 to change perceptions of what

potential investors think about our country. It provides a superb snap shot of our capabilities and business credentials."

The Sri Lanka Superbrand publication (launched in March this year) showcases 50 highly successful brands which are operating in the country. These brands are selected by an eminent panel and are judged on their outstanding quality, reliability and distinction.

They represents 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 brands which are featured are local, with the balance being international brands.

"Brands are a reflection of the sophistication of business in a territory. The challenge that we have as a country is to demonstrate our capabilities and showcase sophistication in our business practices. If Superbrands can play a small role in that process, that would be great" said Mr. Gunewardene.

Superbrands Lanka will be providing sufficient books to the 55 missions aboard which would be used at relevant events and forums.

"We intend to initially provide enough books for each mission to see how effectively they can use this and to gauge their initial response. Based on the feedback, we will supply further requirements to the individual missions to meet their specific plans. We are extremely happy to be collaborating with a Government agency to help promote Sri Lanka as a business destination." said Mr. Gunewardene.

Concluded Mr. Kohona, "Superbrands is an excellent publication and the concept behind this is noteworthy and complimentary to our broader efforts."

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. The process of inviting the brands to participate in the programme is currently underway. The Business Superbrand publication itself is now being compiled and 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.

POWER ENCOUNTER 2007

MUSIC THAT WILL ROCK YOUR SOUL!

Wow, that's a powerful statement, but we're being promised something more powerful on the night of the 8th of November at Waters Edge.

You may have seen the large billboards on the streets of Colombo or one of the posters advertising the event at your local hangout or perhaps you have been invited by a friend or on Facebook! The city is definitely alive with the buzz of a power encounter! But what exactly is this Power Encounter? There are certainly many emotions driving the crowd of approximately 1500 people to the event from excitement to soul searching to just plain old curiosity.

The night promises to be packed with rocking music, inspiring testimony, high powered lighting and amazing visual effects. The organizers promise it will be a life changing night you will never forget!

You could describe the music as gospel rockish - but trust me, you don't have to be a christian to enjoy it songs like "Power Encounter", "Set me Free" & "Better than Drugs" hmmm... not your typical cup of hallelujah is it?

If the design media were anything to go by one may have thought it was an Iron Maiden concert as opposed to a spiritual encounter...but that just goes to show how stuck in the box we are!

Let's put the "ROCK" back into rocking.

Open up your mind & your soul

...and get ready for a Power Encounter!

Entrance is by invitation. Invitations are available upon request.
Call: 0722 467 222/3/4 or email invitations@powerencounter.info
Or simply pick up an invitation from any of the following locations:
Commons, Bayleaf, Waters Edge or Chinese Dragon Café
Power Encounter 2007 - 8th November 2007 @ 7:30pm Waters Edge, Capital City



Sunday Island 04/11/07