

SRI LANKA RETAIL FORUM - 2023  
SPARKING SUCCESS

REIGNITING  
RETAIL GROWTH



9.00 a.m. - 5.00 p.m. Shangri-La Colombo

REGISTER NOW

SLRA Members – 9,500 LKR

Non-members – 11,000 LKR



SRI LANKA RETAIL  
FORUM



SRI LANKA RETAILERS' ASSOCIATION  
Driving Retail Excellence

For more details, contact: Nimali : 011 558 8892 | Niroshini: 011 558 8852

events@chamber.lk

## Sri Lanka Retail Forum 2023

### Sparking Success: Reigniting Retail Growth

Sri Lanka's retail industry comes together to identify new trends and map out new strategies at its premier knowledge event, the Sri Lanka Retail Forum.

Focusing on the emerging trends of retail, both locally and globally, the innovations in retail operations as well as in consumer reach, the Forum will find answers to current burning issues in the industry, share innovative best practices, and forge collaborations.

Featuring global and local experts, the objective of the Forum is to provide cutting-edge insights on global retail trends to Sri Lankan retailers, learn from best practices of industry leaders and get inspired to adapt and adopt locally, and identify key turning points that Sri Lankan retailers must latch on to and key pain points that need to be tackled. It would be an important opportunity for networking and collaboration in the retail industry.

## INAUGURAL SESSION

09.00 a.m. - 10.00 a.m.

Opening Remarks

**Mr. Charitha Subasinghe**

President

Sri Lanka Retailers' Association



Keynote Speaker

**Mr. Duminda Hulangamuwa**

Chairman

The Ceylon Chamber of Commerce



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## SESSION 01

10.30 a.m. – 11.30 a.m.

### Status of Retail in Sri Lanka and way forward

This session will focus on the intricate dynamics of Sri Lanka's current retail environment, focusing on recent adaptive strategies, prospects, and envisioned trajectories.

Discussion Points: Multi-faceted aspects of retail, rise of the discerning consumer, critical challenges in affordability, the tech-driven evolution of retail efficiency, looming concerns such as the grey market's growth and potential customer transitions.

**Speaker**

**Ms. Himalee Madurasinghe**

Director/Head  
Kantar Sri Lanka



**Speaker**

**Dr. Rohantha Athukorale**

President  
Clootrack - Sri Lanka, Maldives  
and Pakistan



**Speaker**

**Mr. Omar Khan**

Founder & Senior Partner  
Sensei International Consultancy



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## SESSION 02

11.30 a.m. – 01.00 p.m.

### Paving the path to success in organised Retail

The session will focus on exploring the pivotal role of retail as the primary bridge between products and consumers and its potential in improving brand recognition.

Discussion Points: Explore the evolving role of retail as a vital connector between products and consumers and its potential in improving brand recognition. Understand the core of retail fundamentals and dive into strategies that ensure sustained retail success while analysing the lessons learnt from past retail mistakes.

#### Speaker

#### Mr. Siddharth Shrotriya

Associate Partner  
McKinsey & Company India (Bangalore office)



#### Speaker

#### Ms. Hajar Alafifi

Chairperson and Managing Director  
Unilever Sri Lanka Limited



#### Panellist

#### Mr. Bernhard Stefan

Managing Director  
Nestlé Lanka PLC



#### Panellist

#### Mr. Bart van Dijk

Managing Director  
Daraz – Sri Lanka



#### Moderator

#### Ms. Crystal Nathan

Chief Insights Officer/Executive Director  
PepperCube



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## SESSION 03

02.00 p.m. – 03.30 p.m

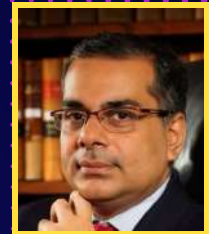
### Beyond the Retail walls; Outside-in

The session will expand the retail discourse by integrating perspectives of external stakeholders and shed a light on the influence of retail on Sri Lankan economy.

#### Speaker

#### Mr. Murtaza Jafferjee

Chairman – Advocata Institute  
CEO – JB Securities Ltd.



#### Speaker

#### Mr. Vajira Ellepola

Director General/Chief Executive Officer  
The Employers' Federation of Ceylon



#### Panellist

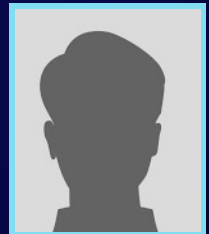
#### Mr. Dinesh Weerakkody

Chairman  
Colombo Port City Economic Commission and  
Board of Investment



#### Panellist

TBC



#### Moderator

#### Mr. Dhananath Fernando

Chief Executive Officer  
Advocata Institute



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## SESSION 04

03.30 p.m. – 04.15 p.m

### Panel discussion: Exploring the tourism-retail nexus

The session will dive into the interplay between tourism and retail, highlighting Sri Lanka's potential to be positioned as a retail tourism hotspot by developing modern retail.

#### Speaker

#### Mr. Dileep Mudandeniya

Senior Vice President of Global Alliances and Partnerships – John Keells Leisure  
Head of Corporate Affairs  
John Keells Group



#### Panellist

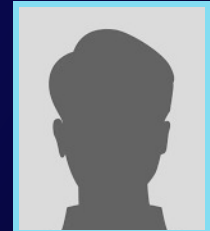
#### Mr. Sid Solanki

Centre Director  
Shangri-La Hotels



#### Panellist

TBC



#### Moderator

#### Mr. Shamindra Kulamanage

Co-founder & Chief Editor  
Echelon Media



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## FAPRA Session

04.15 p.m. – 04.45 p.m

### Introduction to FAPRA

### APRCE 2024 - Sri Lanka Retailing in Asia pacific

Closing remarks and Vote of Thanks - 4.45 p.m. – 5.00 p.m.

Evening High Tea and networking

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# SPONSORS

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The logo for Keells, featuring the word "Keells" in a bold, green, sans-serif font. A stylized green leaf is integrated into the letter 'K'.

Strategic Partners

The logo for Abans SINGER, with "Abans" in a purple, bold, sans-serif font and "SINGER" in a red, bold, sans-serif font. A registered trademark symbol (®) is located at the end of "SINGER".

Bronze Sponsors

The logo for DANKOTUWA, featuring the word "DANKOTUWA" in a blue, sans-serif font above the tagline "World-class tableware" in a smaller, grey, sans-serif font.The logo for DSI, featuring the letters "DSI" in a large, bold, red, sans-serif font above the tagline "SRI LANKA'S NO. 1 FOOTWEAR" in a smaller, black, sans-serif font.The logo for VISION CARE, featuring the words "VISION" and "CARE" in a blue, sans-serif font, with "OPTICAL SERVICES" in a smaller, black, sans-serif font below. The logo includes stylized eyes above the word "VISION".

Event Partners

The logo for SPAR Supermarket, featuring the word "SPAR" in a red, sans-serif font above the word "Supermarket" in a green, sans-serif font, with a small green tree icon to the right.



# REGISTRATION FORM

Title: Prof/Dr/Mr/Mrs/Ms: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone (work) \_\_\_\_\_

Phone (mobile) \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

I wish to participate in the Sri Lanka Retail Forum and enclose herewith a cheque\*/cash for

Rs. \_\_\_\_\_

\* Cheque to be in favour of

"The Ceylon Chamber of Commerce"

Cheque No: \_\_\_\_\_

Bank: \_\_\_\_\_

Signature: \_\_\_\_\_

## Account details

Account Name : The Ceylon Chamber of Commerce

Bank : Hatton National Bank PLC

Branch : City Office

Account No : 002-010276741

Swift Code : HBLILKLX

Address : 16, Janadhipathi Mawatha, Colombo 01

Bank/branch code : 7083/002

## IN-PERSON ATTENDANCE

@ LKR 9,500/- (Member company)

@ LKR 11,000/- (Non-Member company)

(per person & including local taxes)

Please send this form duly completed, along with details of your online transfer or scanned copy of your bank deposit, to:

The Ceylon Chamber of Commerce  
50, Navam Mawatha,  
Colombo 2, Sri Lanka  
Fax: +94 11 2449352 / 2437477

Attention of:  
Niroshini Sivaganathan  
011 5588852

Nimali Udawatte  
011 5588892

events@chamber.lk

Closing date for registration: 18th October 2023

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