

Call for company applications to participate in export readiness and FDI attractiveness training programme

Led and fully funded by the **United Nations Economic and Social Commission for Asia and the Pacific** (UNESCAP), in cooperation with the **Board of Investment Sri Lanka** (BOI) and the **Information and Communication Technology Agency of Sri Lanka** (ICTA).

The program will be based around the delivery of training for up to 15 digital (ICT) firms that are ready to develop into overseas markets. The program will take place over two days in Colombo and will support the development of the company's capacity to implement effective internationalization strategies. Companies will apply to participate in the program with applications to be judged by a working group of UNESCAP, BOI, ICTA and KW Group, with all companies committing to attend for the two days of the training.

Companies must be export/growth-ready and in a position to access overseas markets within the next 6 months with the necessary internal resources. Program attendees must be key stakeholders who will actively oversee the implementation. The training will be followed by 4 virtual sessions to refine and evaluate the implementation of the internationalization roadmaps to develop their strategic development into new export markets (2 days in person, plus 4 virtual sessions 2-3 hours each).

The training agenda is designed to provide a comprehensive learning experience for Sri Lankan mid-growth, export-ready ICT companies aiming for internationalization through foreign investment and export development. The combination of in-person and virtual sessions allows for both theoretical learning and practical application, through implementation and review with ample opportunities for interaction and feedback. The program will support companies through the development of investor targeting and market development strategies as outcomes and will be followed by 3 virtual sessions where the strategic plans will be refined and developed for implementation.

The workshop and follow-up sessions will refine organizational market development plans, establish value propositions, implement actionable investor development strategies, and commit to an ongoing assessment over the 3-month review of the impact.

Key dates:

- The deadline for application submission is 5 April.
- Interviews with longlisted companies will be held between 18 April and 22 April.
- Selected companies will be informed on 27 April and need to confirm their participation by 29 April. Pre-work tasks will have to be prepared and submitted between 30 April and 10 May.
- The workshop is to be held in Colombo on 13 and 14 May.

Applications and process

- Profile:** Applications from companies of all sectors are welcome. Companies within Health Technologies, Clean Technologies, Financial Inclusion, E-commerce and Ag-tech are particularly encouraged to apply.
- Application letter:** Companies are required to submit an application letter outlining the below, in no more than 200 words per section. Applications are reviewed and assessed by a committee led by UNESCAP, the BOI, ICTA and KW Group.

The deadline for submission is 5 April.

Application Criteria United Nations ESCAP – Sri Lanka ICT FDI & Export Readiness Workshop Program 2024		
Section 1	Company Overview: <ul style="list-style-type: none"> Provide a concise overview of the company, its current market position, and achievements. What is the relevance or experience in the company's background to achieve effective growth in international markets Clearly articulate the company's financial expectations of internationalization. 	Company Background (30 points):
Section 2	Understanding of FDI and Export Strategies: <ul style="list-style-type: none"> How can Foreign Investment, partnerships or collaboration through internationalization contribute to your company's growth. Explain your current internationalization / export strategy and your understanding of international market dynamics. What are your key international target markets and why What are the potential challenges and risks in the internationalization process for your company 	Understanding of FDI, Internationalization and Export Strategy Knowledge (30 points):
Section 3	Stakeholder Commitment: <ul style="list-style-type: none"> Who are the key stakeholders and their roles and will they be committed to participating throughout the workshop process through to implementation? What is their experience in the implementation of international market development or relatable experiences? How do the internationalization plans reflect the UN Sustainable Development Goals? 	Key Stakeholder Involvement (20 points):

Section 4	Suitability Assessment (Committee Feedback Score) <ul style="list-style-type: none"> • Overall impression created by the application and presentation. • Potential for the company to actively engage and contribute to the workshop. 	Soft Skills (20 points)
Total Score, and Committee Feedback		Total (100 points)

3. **Interviews:** Shortlisted applicants will be invited to attend a virtual interview presentation session where they will be evaluated on the applicant's communication skills, understanding of internationalization concepts, and commitment to implementation. Each company will have up to 10 minutes (maximum) to present on the evaluation criteria listed 1-3 above.

Interviews will be held between 18 April and 22 April.

4. **Preparation:** If selected, companies will have to prepare a range of pre-work tasks and information gathering ahead of the kick-off training held in Colombo, tentatively in late April.

Selected companies will be informed on 27 April and need to confirm their participation by 29 April. Pre-work tasks will have to be prepared and submitted between 30 April and 10 May.

5. **Workshop:** The workshop is to be held in Colombo on 13 and 14 May.