### BRIEFING WEBINAR UNITED NATIONS ESCAP – SRI LANKA ICT Sector Foreign Direct Investment & Export Readiness Workshop Program COLOMBO, 13 & 14 MAY 2024









### CALL FOR COMPANY APPLICATIONS TO PARTICIPATE IN EXPORT READINESS AND FDI ATTRACTIVENESS TRAINING PROGRAMME

### PANEL DISCUSSION INVESTOR LANDSCAPE



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tor/CEO at at Capital dings PLC Shiluka Karunarathne

Principal at KPMG



Renuka Weerakoon Director General of BOI



Abeykoon Managing Partner NVentures Andrey Keable (Moderator Managing Partn Group Asia, Se Regional Adviso Pacific, Wor Annoiation Inves Pror Annoiation The program is 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.

# 01

Companies must be export/growth-ready and in a position to access overseas markets within the next 6 months with the necessary internal resources.

## 02

Program attendees must be key stakeholders who will actively oversee the implementation.

Attendees must be committed to the two day training as well as the follow up sessions for monitoring and evaluation

## 03

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 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 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 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:

o The deadline for application submission is 5 April. o Interviews with longlisted companies will be held between 18 April and 22 April.

o 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.
o The workshop is to be held in Colombo on 13 and 14 May.

1.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.

2.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.



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.

Interviews will be held between 18 April and 22 April.

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.

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





# **Trainer Profiles**



### **Tom Becker**

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## Registration Link Or Use QR Code

https://forms.office.com/e/cHascp8iSJ

