

EXCHANGE RATES 7.11.2025

Currency	Buying Rate	Selling Rate
Australian Dollar	192.7655	201.9010
Canadian Dollar	211.8098	219.6859
Chinese Yuan (Renminbi)	41.3616	43.9682
Euro	346.0604	357.5253
Japanese Yen	1.9577	2.0262
Singapore Dollar	228.9282	238.2603
Sterling Pound	393.7443	406.2347
Swiss Franc	370.4024	385.3232
US Dollar	301.1033	308.6506

Country	Currency	Indicative Rate
Bahrain	Bahrain Dinar	808.8968
Kuwait	Kuwait Dinar	993.4167
Oman	Oman Rial	792.0577
Qatar	Qatar Riyal	83.6706
Saudi Arabia	Saudi Arabian Riyal	81.3135
UAE	UAE Dirham	83.0349

Source: CBSL

FINANCE TODAY

Two banks in final race for Standard Chartered retail unit

BY ISHARA GAMAGE

The sale of Standard Chartered Bank's retail banking operations in Sri Lanka — which includes personal banking, credit card, and wealth management portfolios — is set to be finalised before the end of this year, banking sources revealed to Finance Today.

According to sources, two leading local commercial banks have been shortlisted for the final round of the acquisition.

Sources said Seylan Bank, DFCC Bank, Sampath Bank, and a foreign bank were among the early contenders exploring the acquisition.

However, only two have now reached the final negotiation stage.

The deal marks the second major exit of a foreign bank's retail business from Sri Lanka within months, following HSBC's divestment of its retail operations to Nations Trust Bank.

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Sunshine Holdings reports strong growth in first half FY26

Diversified Sri Lankan conglomerate Sunshine Holdings PLC (CSE: SUN) continued to build on its strong start to the year, delivering an impressive performance across all sectors during the first half of FY26 (1HFY26). The Group recorded consolidated revenue of LKR 32.3 billion, up 7.4% year-on-year (YoY), primarily driven by sustained expansion in the Healthcare sector, supported by solid performances in Consumer and Agribusiness segments.

The Group's Healthcare sector emerged as the largest contributor to Sunshine's top line, accounting for 53.7% of total revenue, with Consumer contributing 30.2%, and Agribusiness 16.1%. Gross profit rose 12.9% YoY to LKR 10.3 billion, with the gross profit margin expanding by 153 basis points to 31.9%, primarily due to margin growth in the Agribusiness segment.



Group CEO Shyam Sathisavarn

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Surpassing IMF Benchmarks via Budget 2026

SRI LANKA EYES 16% REVENUE, 5.1% DEFICIT

Sri Lanka's 2026 Budget, presented by President and Minister of Finance, Planning and Economic Development Anura Kumara Dissanayake on Friday, underscores a decisive shift toward fiscal discipline and growth-driven investment, aiming to reduce the budget deficit to 5.1 per cent of GDP while exceeding International Monetary Fund (IMF) revenue expectations and steadily lowering the debt ratio.



Fiscal prudence and deficit management

Reinforcing its commitment to sound public finance, the Government has set the overall budget deficit for 2026 at Rs. 1,757 billion, or 5.1 per cent of GDP — a marked improvement from 6.8 per cent in 2024, though still above this year's estimate of 4.5 per cent.

The Government has decided to revise its borrowing limit downward by Rs. 60 billion in line with updated revenue projections included in the upcoming Budget proposal. According to the Budget statement presented to Parliament, the borrowing

ceiling set out in the Appropriation Bill tabled on 26 September 2025 will be reduced from Rs. 3,900 billion to Rs. 3,740 billion.

A primary surplus of Rs. 860 billion (2.5 per cent of GDP) is targeted to ensure long-term debt sustainability, while the revenue deficit (total revenue minus recurrent expenditure) is expected to narrow sharply to Rs. 418 billion, or 1.2 per cent of GDP. Crucially, Sri Lanka's debt-to-GDP ratio — which peaked at over 104 per cent in 2024 — is projected to decline to 96.8 per cent in 2026, with a further reduction to 87 per cent by 2030.

Robust revenue mobilisation targets

For the fiscal year 2026, the Government projects a significant rise in state income. Total Revenue and Grants are estimated at Rs. 5,300 billion, with Total Revenue alone at Rs. 5,270 billion — translating to a revenue-to-GDP ratio of 15.3 per cent.

The bulk of this will come from Tax Revenue, estimated at Rs. 4,910 billion, including Rs. 1,210 billion from income tax and Rs. 3,056 billion from taxes on goods and services. Non-tax revenue is projected at Rs. 360 billion.

President Dissanayake emphasised that the Government's fiscal reforms aim not merely to meet IMF targets but to surpass them sustainably through stronger tax compliance, better collection efficiency, and digitalised administration.

AI and tech drive for future growth

In a bold move to position Sri Lanka as a regional technology hub, the Government has announced a package of incentives to attract artificial intelligence (AI) and data centre investments.

"Sri Lanka has strong potential to attract investors to build data centres," President Dissanayake said. "We will provide financial concessions, green energy incentives,

subsidised electricity at the start, and land at concessionary prices." Addressing critics, he added: "Don't come questioning us on why we are giving land this cheap. We have to make these sacrifices."

The initiative, he stressed, reflects the government's determination to diversify the economy and anchor future growth in digital technology and innovation.

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ADB approves USD100M to strengthen financial stability in Sri Lanka

The Asian Development Bank (ADB) has approved a USD 100 million loan to address complex and challenging structural reforms in Sri Lanka's financial sector through better governance, continued policy reforms, and enhanced financial inclusion.

This loan builds on the structural reforms addressed in the previous two ADB lending programs totaling USD 400 million since the country's economic crisis in 2022. This loan will support the culmination of previous reform efforts, focusing on the completion and long-term sustainability of measures aimed at enhancing the financial sector's resilience and continuing service delivery.

"ADB is proud to support Sri Lanka's continued efforts in strengthening the financial sector," said ADB Country Director for Sri Lanka Takafumi Kadono. "This initiative builds on earlier banking sector reforms and aims to broaden access to finance for micro, small, and medium-sized enterprises, with a strong focus on empowering women-led enterprises. We remain committed to working alongside the government to promote long-term financial stability and drive sustainable development."

The programme will strengthen stability, capital adequacy, risk management, and governance of the banking sector, thereby strengthening financial regulators to be better equipped and prepared to manage a financial crisis. This will help boost public confidence in the financial system and safeguard public interest. The program will also promote financial inclusion, while promoting sustainability to help enhance financial intermediation and the flow of credit to end-borrowers.

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Bybit Pay to launch crypto payments in Sri Lanka

As the Central Bank of Sri Lanka (CBSL) continues to gather information on domestic cryptocurrency holdings and exchange activity to advise the Government on formalising the nation's unregulated virtual currency sector, Bybit — the world's second-largest cryptocurrency exchange by trading volume — has launched its global crypto payment platform, Bybit Pay, in Sri Lanka, international media reported last week, citing a company statement.

According to reports, this marks a significant step in expanding digital payment options in the country.

The Bybit Pay initiative introduces 50 physical point-of-sale (POS) terminals and 50 digital merchant activations, establishing one of the most extensive crypto payment networks in Sri Lanka. "The rollout aims to connect traditional financial systems with digital asset platforms, allowing Sri Lankan merchants to accept payments in cryptocurrencies securely and efficiently," the statement said. Bybit Pay positions itself as a borderless, crypto-native payment solution, offering both local accessibility and global interoperability. With mobile penetration exceeding 130 per cent and increasing digital literacy, Sri Lanka presents a promising landscape for financial technology and blockchain-based innovations.

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Indu - Lanka PPP forum in Colombo

Tata Power CEO highlights India's PPP energy success

India's transformation of its electricity sector through Public-Private Partnerships (PPP) provides a strong model for Sri Lanka as it seeks to modernise its own power industry, Sanjay Banga, CEO and Managing Director of Tata Power Renewable Energy Limited, said in Colombo last week.

Delivering a keynote address at the high-level forum titled 'PPP Partnership and Prosperity for People', organised by the High Commission of India in collaboration with the Ceylon Chamber of Commerce (CCC), Banga outlined how India's PPP experience had reshaped the energy sector by reducing losses, improving reliability, and enhancing customer service — while maintaining government oversight and protecting employees' welfare.

"The PPP model in India has helped reduce losses, strengthen efficiency,



Sanjay Banga

and ensure better service to consumers," Banga said. "It is a model that ensures all stakeholders — government, private players, and customers — benefit together."

From state monopoly to public-private partnership

Explaining the evolution of India's power sector, Banga noted that before independence, electricity generation and distribution were largely managed by private entities. The Electricity Act of 1948 later transferred responsibility to state governments, while the federal government handled policy formulation. Over time, inefficiencies emerged as state utilities struggled with generation, transmission, and distribution challenges.

By the early 2000s, system losses were crippling. "In Delhi, for example, technical and commercial losses stood at 53%. For every 100 units produced, nearly half were lost," Banga recalled.

"The government was funding those losses year after year, which was unsustainable."

That led to a landmark reform: Delhi's power distribution sector was opened to private participation under a PPP model. The new framework established Special Purpose Vehicles (SPVs) jointly owned by government (49%) and private operators (51%), creating a structure that combined public accountability with private efficiency.

"Within a decade of reform, losses fell below 15%, supply reliability improved dramatically, and customer satisfaction rose. Employees retained their service benefits, and the regulatory commission ensured tariffs were transparent and fair," he said.

Key features of India's PPP framework

Banga described how India's PPP system in the power sector balances investor confidence with consumer protection.

A dedicated regulator oversees operations, tariffs, and quality standards.

The SPV model gives private partners management control, but within a transparent framework.

Sri Lanka fast-tracks PPP and investment protection legislation - Sulakshana Jayawardena

Sri Lanka plans to present the draft Public-Private Partnership (PPP) Bill to Parliament immediately after the Budget debate in December, and the Investment Protection Bill as early as next year, Sulakshana Jayawardena, Head of the National Agency for Public-Private Partnerships (NAPPP), said last week. He was speaking at the event "PPP Partnership & Prosperity for People," co-hosted by the Ceylon Chamber of Commerce and the High Commission of India in Colombo. He said the proposed PPP Bill, endorsed by the Cabinet earlier this year, is now undergoing public consultation to gather stakeholder feedback before being presented to Parliament.



Sulakshana Jayawardena

framework under the Public Finance Act to enable structured private sector participation in infrastructure and public service delivery.

"We initiated this process to establish a proper legal framework for PPPs under the guidance of the Public Finance Act. The Cabinet has already supported the draft Bill, and we are now in the final stages of stakeholder consultations," Jayawardena explained. He said the proposed Act will empower authorities to introduce regulations, guidelines, and manuals governing project selection, evaluation, and execution, complementing the National Procurement Commission's common procurement guidelines introduced in 2024, which include provisions for PPP projects.

Jayawardena acknowledged the support of multilateral partners such as the Asian Development Bank (ADB) for providing technical assistance and expert input in drafting operational frameworks and procurement standards.

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SRI LANKA EYES...

President Dissanayake has expressed confidence in Sri Lanka's ability to meet its future foreign-debt obligations, dismissing claims of an impending default as false propaganda.

"The foreign-debt service payment in 2024 is only USD 3,259 million—an increase of just USD 828 million compared to 2025.

We have the capacity to pay this. Therefore, we believe that the people of this country will not be misled by such false propaganda," President Dissanayake stated.

"These numbers reflect fiscal credibility restored."

President Dissanayake told Parliament. "In previous years, projections were exceeded by wide margins, undermining confidence. Now, our projections are credible, and stability is restored."

Expenditure and debt servicing commitments

Total government expenditure for 2026 is budgeted at Rs. 7,057 billion, maintaining an expenditure-to-GDP ratio of 20.5 per cent. Recurrent expenditure stands at Rs. 5,688 billion, including Rs. 1,323 billion for salaries and wages.

Debt servicing remains a major burden, with total payments estimated at Rs. 4,495 billion—including Rs. 2,617 billion in interest and Rs. 1,878 billion in principal repayments—reflecting the continuing strain of legacy debt obligations.

At the same time, the Government plans to boost capital investment, projected at Rs. 1,380 billion (4.0 per cent of GDP), to drive infrastructure growth, employment creation, and regional development.

The total financing requirement of Rs. 1,757 billion will be covered through Rs. 235 billion in foreign financing and Rs. 1,522 billion in domestic borrowing. The gross borrowing requirement, including debt rollovers, is Rs. 3,740 billion.

Key Budget proposals for 2026

The budget blends fiscal prudence with inclusive development goals. Among the major allocations:

Community Power Programme (Praja Shakti): Allocation increased by Rs. 20,750 million, raising the total fund to Rs. 25 billion for regional and district projects.

Central Expressway (Rambukkana-Galagedera section):

Rs. 16,000 million allocated for construction.

SOE Stabilisation Fund: Rs. 5,000 million to clear two years of overdue statutory payments for 10 state-owned enterprises.

Estate Workers' Wage Increase: Rs. 5,000 million earmarked to raise plantation workers' wages.

Public Sector Modernisation: Rs. 12,500 million for vehicles and machinery for state and local authorities.

AI and Data Centre Incentives: Rs. 500 million allocated to attract global data centre investors via subsidised energy, land, and tax concessions.

Cashless Economy Promotion: Rs. 1,000 million set aside to assist government agencies in transitioning to digital payment systems, with QR payments up to Rs. 5,000 exempted from service charges.

Scholarships and Training Allowances: Rs. 2,750 million to increase Mahapala, teacher training, and vocational stipends by Rs. 2,500 each.

Structural reforms and growth strategy

The 2026 budget also advances institutional reforms to strengthen fiscal governance and enhance the investment climate. Early next year, the Strategic Development Projects Act and Port City Commission Act will be amended to streamline foreign investment procedures and approvals.

Additionally, a new State Enterprise Management Act will be introduced in 2026 to professionalise and modernise the governance of State-owned enterprises.

President Dissanayake reaffirmed his government's macroeconomic goals to maintain inflation below 5 per cent, raise official reserves to USD 7 billion by end-2026, and sustain medium-term economic growth of approximately 7 per cent.

Bybit Pay to...

The platform's introduction enables retailers, service providers, and e-commerce businesses to accept cryptocurrency payments with minimal setup requirements. Partnering with Ceylon Cash, under the CeyPay brand, Bybit will facilitate merchant onboarding and manage the installation of Android POS devices across major cities.

Bybit stated that the system provides a plug-and-play experience for businesses of any size, even those without prior exposure to digital assets. Merchants will be able to process payments instantly, with real-time proof of payment and near-instant settlement, avoiding the multi-day clearing delays common with conventional banking systems.

The company emphasised that Bybit Pay offers a cost-effective channel for Sri Lankan enterprises to reach international customers. The system supports both local and cross-border transactions at competitive fees, with

merchants free to choose whether to settle in cryptocurrency or Sri Lankan rupees, depending on their business needs.

Highlighting the potential for adoption, Nazar Tymoshchuk, Regional Manager at Bybit, said Sri Lanka's unique combination of digitally savvy consumers, a strong tourism industry, and a diverse business base makes it ideal for crypto payment integration.

"Sri Lanka's combination of tech-forward consumers, substantial international tourism, and a diverse merchant landscape creates ideal conditions for crypto payment adoption," Tymoshchuk said. "Our goal is to make payments painless, efficient, and borderless for everyone—whether they are travelling, shopping, or building their business."

Meanwhile, local tax experts are urging authorities to bring digital assets and virtual currency transactions within the national tax framework, arguing that it could improve compliance and boost State revenue as crypto-related commerce grows.

ADB approves...

The programmes' overarching development objective is fully aligned with the country's strategy of maintaining finance sector stability amid the economic crisis, while ensuring the sustainability of the banking sector's resilience. Further, the program aims to enable improved access to finance for businesses across diverse sectors of the economy.

ADB is a leading multilateral development bank supporting inclusive, resilient, and sustainable growth across Asia and the Pacific. Working with its members and partners to solve complex challenges together, ADB harnesses innovative financial tools and strategic partnerships to transform lives, build quality infrastructure, and safeguard our planet. Founded in 1966, ADB is owned by 69 members—50 from the region.

Sri Lanka fast-tracks PPP...

"The National Agency for Public-Private Partnerships will act as a facilitator and technical advisor to line ministries and agencies throughout the development, construction, and operational stages of projects," he noted.

He added that each PPP project typically involves four stages—development, construction, operation and maintenance, and eventual asset transfer to the Government after the concession period.

Highlighting the growing momentum, Jayawardena said around 67 PPP projects are currently being evaluated across key sectors such as energy, water, and urban development, including several renewable energy initiatives already completed through private sector participation.

He further noted that the Agency is working with several Government bodies, including the Urban Development Authority and the Ceylon Electricity Board, to build institutional capacity and strengthen technical knowledge for future PPP implementation.

Jayawardena stressed that PPPs are a strategic response to fiscal limitations on public investment and a vital mechanism for improving infrastructure delivery. "Given the Government's limited fiscal space, public-private partnerships are an essential strategy to deliver infrastructure and public services efficiently," he said.

He called for continued collaboration among Government institutions, development partners, and private investors to make Sri Lanka's PPP framework a sustainable success.

Sunshine Holdings...

Group EBIT (earnings before interest and tax) increased 18.6% YoY to LKR 5.5 billion, reflecting improved operating performance, particularly within Agribusiness and Consumer, despite a 16.7% decline in Healthcare EBIT. The overall EBIT margin improved to 17.0%, from 15.4% in the previous year.

Commenting on the results, Group CEO Shyam Sathasivam stated, "Our diversified business model continues to be a key strength, allowing us to navigate evolving market conditions with confidence. The growth achieved in 1HFY26 reinforces our

ability to execute with discipline and foresight. As we enter the next phase, our focus will remain on deepening local manufacturing in healthcare, expanding consumer reach, and driving productivity across agribusiness to deliver sustainable returns for all stakeholders."

Healthcare

The Healthcare sector posted revenue of LKR 17.3 billion, an increase of 7.4% YoY, supported by improved performance in agency, distribution, and retail pharmacy verticals. Growth in the agency business was driven by pharmaceuticals and medical devices, reflecting ongoing expansion in key partnerships and core product portfolios.

Tata Power CEO...

Employees are transferred from State entities with guaranteed benefits equal to or better than before. Performance-based contracts and annual regulatory reviews ensure accountability.

"The objective is to achieve financial viability without compromising social responsibility," Banga emphasised. "In Delhi, the success of this model has made power distribution one of the most reliable in India."

Learning from early failures

However, Banga acknowledged that not all PPP efforts succeeded immediately. The first phase of Odisha's PPP experiment in 1999, for instance, failed due to weak regulatory support, limited transitional funding, and unrealistic performance expectations.

"When early losses continued, the banks stopped funding the company, and operations collapsed," he explained. "The government had assumed the private sector alone could fix systemic inefficiencies without support—but that assumption proved wrong."

A revised PPP framework—Odisha Phase II—launched in 2022, corrected these flaws by providing transitional support, setting realistic targets, and strengthening regulatory oversight. "Today, three of Odisha's distribution companies that were once at the bottom of performance rankings are now among the top ten utilities in India," he said.

New forms of PPP engagement

Highlighting recent trends, Banga said India is expanding PPPs beyond ownership models. "We now use operations-and-maintenance (O&M) contracts, performance-linked management partnerships, and even service outsourcing models," he said.

He cited India's passport services as an example where private IT firms manage front-end operations efficiently under government supervision—demonstrating how PPPs can deliver public services more effectively across multiple sectors.

"PPP does not necessarily mean privatisation," Banga clarified. "It's about collaboration—combining private efficiency and innovation with public accountability and oversight."

Implications for Sri Lanka

The Colombo forum brought together senior Sri Lankan policymakers, business leaders, and energy experts to explore how India's experience could inform Sri Lanka's plans to improve its electricity sector.

Banga said India's example proves that well-structured PPPs can reduce losses, attract investment, and deliver reliable power while maintaining public trust.

"The key is to design models that consider every stakeholder—consumers, employees, investors, and regulators," he said. "When these interests align, PPP becomes a true instrument of partnership and prosperity."

Two banks in...

Unlike the HSBC retail operation, which was acquired by Nations Trust Bank without any employee layoffs, industry insiders caution that the Standard Chartered deal could result in staff redundancies if the acquiring bank chooses not to absorb the entire retail workforce.

Standard Chartered announced its decision to divest its Sri Lankan retail and priority banking businesses early this year as part of a broader regional strategy to focus on corporate and institutional banking. Since then, several local lenders have expressed interest in acquiring the business.

Banking analysts note that it has become increasingly difficult for Sri Lanka banks to expand organically due to the country's modest market size and tight capital conditions. Consequently, acquisitions have become a key strategy for local banks to accelerate growth and strengthen market share.

ASIA INDUSTRY EXPO 2025: EMPOWERING SMES TO CONNECT, COLLABORATE, AND GROW

Sri Lanka is set to host one of Asia's most anticipated business gatherings—the Asia Industry Expo 2025, a premier platform for small and medium enterprises (SMEs) to connect, collaborate, and grow. Organized jointly by the Asia Small Business Federation (ASBF)—Sri Lanka, the Sri Lanka Institute of Marketing (SLIM), and the Ministry of Industries and Entrepreneurship Development, the Expo will take place on 14th and 15th November 2025 at Arcade Independence Square, Colombo.

The Asia Industry Expo 2025 aims to bring together local and international entrepreneurs, innovators, investors, and policymakers, creating new pathways for regional trade, collaboration, and innovation. The event will showcase a wide range of industries including food and beverages, technology, crafts, agri-products, wellness, fashion, eco-friendly solutions, and women-led enterprises.

A PLATFORM FOR GROWTH AND INNOVATION

The Expo will serve as a catalyst for SME empowerment, offering business owners opportunities to showcase their products, access mentorship programs, and engage in one-to-one consultations with industry experts. A vibrant cultural showcase, fashion shows, and a stall competition with awards will add color and recognition to the event.



Prof. (Dr.) Dewasiri N. Jayantha, President, Sri Lanka Institute of Marketing (SLIM)

Mr. Gayan Perera, President, Asia Small Business Federation (ASBF) - Sri Lanka Chapter

Dr. Dilhan Sampath Jayatilake, Senior Vice President - Research & Education (SLIM)

Mr. Asanka Udayakumara, Project Chairperson, Asia Industry Expo 2025 Executive Committee Member - SLIM

Mr. Chamil Wickramasinghe, CEO, Sri Lanka Institute of Marketing (SLIM)

Voices of Leadership and Vision

Prof. (Dr.) Dewasiri N. Jayantha, President, Sri Lanka Institute of Marketing (SLIM)

"At SLIM, we believe marketing is the driving force that powers every successful business. It transforms innovation into opportunity and helps enterprises grow into meaningful, competitive brands. Through the Asia Industry Expo 2025, our goal is to bring this marketing insight and energy closer to the SME sector—the true backbone of Sri Lanka's economy. As the national body for marketing, SLIM carries a vital responsibility in developing the SME sector by enhancing marketing capability, strategic thinking, and brand excellence. This Expo is more than a trade fair; it is a hub of knowledge, collaboration, and inspiration. By connecting entrepreneurs, marketers, and industry leaders, it creates space to share ideas, explore trends, and uncover new growth

pathways. Together with the Asia Small Business Federation—Sri Lanka and the Ministry of Industries and Entrepreneurship Development, we aim to empower SMEs to compete confidently in the Asian region and beyond."

Dr. Dilhan Sampath Jayatilake, Senior Vice President - Education & Research (SLIM)

"Education and sustainable growth are at the heart of SLIM's mission to uplift Sri Lanka's SME sector. Through the Asia Industry Expo 2025, we are taking another meaningful step toward empowering entrepreneurs with the knowledge, skills, and strategic direction required to build resilient and future-ready businesses.

At SLIM, we believe that education is not just about learning concepts—it is about transforming mindsets. By integrating sustainability and marketing excellence into SME development, we help businesses grow responsibly while contributing

to the nation's economic progress. This Expo provides the perfect platform to bring together industry experts, marketers, and innovators to exchange ideas, share best practices, and inspire growth through learning. Our goal is to ensure that every SME gains access to the insights and networks needed to thrive in an evolving, competitive, and sustainable business landscape."

Mr. Gayan Perera, President, Asia Small Business Federation (ASBF) - Sri Lanka Chapter

"The Asia Industry Expo 2025 marks a historic milestone for Sri Lanka and the region. Our goal is to empower small and medium enterprises to move beyond boundaries—to innovate, collaborate, and thrive on a global scale. This Expo is more than an event; it is a movement to connect entrepreneurs, investors, and policymakers across Asia, driving shared growth and sustainable development."

Mr. Asanka Udayakumara, Project Chairperson, Asia Industry Expo 2025 Executive Committee Member - SLIM

"The Asia Industry Expo 2025 stands as a celebration of innovation, creativity, and the industry spirit of our local SMEs. This exhibition provides a vital platform for Sri Lankan entrepreneurs to connect, collaborate, and showcase the strength and diversity of Sri Lankan enterprise to a regional audience. Through this initiative, we aim to empower SMEs to explore new partnerships, expand their market presence, and contribute to the growth of a vibrant, sustainable economy. This initiative adds a new dimension to our nation's position as a hub for business excellence and marketing innovation, especially in the SME sector. I warmly invite industry professionals, consumers, and the general public to visit the exhibition and witness the remarkable potential of our local industries.

Mr. Chamil Wickramasinghe, CEO, Sri Lanka Institute of Marketing (SLIM)

"We are pleased to invite you to the Asia Industry Expo 2025,

scheduled for 14–15 November at Arcade Independence Square, Colombo. This premier SME platform, organized by ASBF in partnership with SLIM, will bring together local and international entrepreneurs, innovators, and industry leaders to explore opportunities, share insights, and support SME growth in Sri Lanka. We look forward to your valued presence at this landmark event."

Part of a Global Movement

The Expo will be held alongside the World Marketing Forum (WMF)—hosted in Sri Lanka for the first time—bringing global marketing professionals, business leaders, and policymakers to explore future-driven economic and marketing strategies.

Driving SME Excellence

Backed by the Ministry of Industries and Entrepreneurship Development, the Asia Industry Expo 2025 stands as a strong commitment to strengthening the SME sector, accelerating innovation, and fostering regional collaboration. The two-day showcase promises business exposure, trade opportunities, investment linkages, and inspiration for the next generation of entrepreneurs.

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Stay tuned for more updates from the Asia Small Business Federation—Sri Lanka.