

# STRATEGY SUMMIT 2016



THE INSTITUTE OF CHARTERED ACCOUNTANTS OF SRI LANKA

In the backdrop of ever increasing competition, and complex global market conditions, businesses are facing renewed obstacles from growing and succeeding. Thus, STRATEGY becomes an integral component for businesses to focus to help create an important niche to help succeed in their forward journey. With the RIGHT STRATEGY, corporates can not only enjoy long term success but can create new paradigms which will help them maintain their growth and long term success.

Having understood the important role STRATEGY plays to help sustain businesses, the CA Sri Lanka Business School presents the 'STRATEGY SUMMIT 2016' organised for the second consecutive year to give business leaders in Sri Lanka the perfect platform to discuss and redefine the STRATEGY of their companies.

**"Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win"- Sun Tzu**

**STRICTLY FOR CORPORATE LEADERS ONLY**  
CHAIRMEN, MDs, DIRECTORS, CEOs, COOs, CFOs, GMs

# ABOUT THE CA BUSINESS SCHOOL

The Business School operates under the flagship brand of the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), which is among the country's foremost and largest professional bodies with over 5100 members, apart from its standing as a leading tertiary education provider.

The CA Sri Lanka Business School which enjoys a history counting to over 14 years, has always been in the forefront in offering the country's discerning corporate community with cutting edge programmes of international standards, which has helped in the progression of the high profile professionals of modern day Sri Lanka. In keeping with this objective, CA Sri Lanka has once again organised a summit focusing on the important subject of 'STRATEGY' which will help corporate leaders prepare themselves for the corporate battlegrounds ahead.

## THE STRATEGY SUMMIT 2016

Every organisation is unique in culture, structure, and scope, but great companies have one thing in common and that is to know, how to choose battles they could win, while executing the strategies better than their competitors. "Sun Tzu", once compared the strategists to generals who win wars. Similarly organisations today require good generals to win their corporate battles. Thus, the CA STRATEGY SUMMIT 2016 will provide the necessary platform to prepare businesses for the corporate warfare ahead. The summit will focus on different core elements of business strategy which will create future businesses and how firms could execute those core strategies in competitive environments. The summit will cover the following areas;

- The Future of Strategy
- Winning Demand Side Revolution
- Asian Brand Strategy
- Harnessing Your Procurement into a Value Added Center of Profit

## WHEN & WHERE

26th & 27th of July 2016 at Mount Lavinia Hotel

## TARGET AUDIENCE

The summit will target senior professionals who are engaged in the strategy making process of organisations. The event will bring together decision makers of all sectors, as well as management and executive level professionals, who will utilize the summit as an important platform to gain insight and knowledge on strategy and how it can help enhance the success of the organisations in the country.

HOW IS THIS STRATEGY SUMMIT DIFFERENT

- Unite corporate Sri Lanka together to talk about Strategy
- A platform where four world renowned speakers and thought leaders on strategy come together to share their knowledge
- A platform where corporates are being prepared for the changing landscape of business



# Dr. Sunil Erevelles

## FUTURE OF STRATEGY

Dr. Sunil Erevelles is the Associate Professor of Marketing at the Belk College of Business at the University of North Carolina at Charlotte, USA. He received his Ph.D. in business from The Ohio State University.

He is much sought after by top management in the US, and has consulted and delivered seminars to CEOs and senior managers, as well as to top government officials, including a president and deputy prime minister, in almost every part of the world, including North America, Latin America, Europe, Australia, Asia and Africa.

In the United States, he has delivered seminars and annual company retreats to executives at leading organisations with varied business interests, such as Boeing, Allstate Insurance, the Compass Group, Hyundai Motor Company and Lowes.

The Ohio State University Alumni Association, the largest alumni association in the world, voted for him to receive the "The William Oxley Thompson Award" for exceptional early career achievement. He was also editor of a special issue of the Journal of Business Research. He was elected an Honorary Associate member of the Scientific Research Society and inducted into the "Alpha Mu Alpha" Marketing Honorary.



# MARTIN ROLL

## ASIAN BRAND STRATEGY

Martin Roll is a world-renowned thought-leader on value creation through brand equity driven by tremendous global experience and insights.

He facilitates business leaders and organisations to think bold for future strategies. By focusing on building and managing successful businesses through iconic brands, Martin Roll helps boardrooms to enhance shareholder value and create sustainable competitive advantage.

Martin Roll delivers the combined value of an experienced international business strategist and senior advisor to corporate boards and marketing executives of the world's largest companies including many corporations in Asia and family-owned firms. He brings more than 25 years of management experience.

He is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures. Martin Roll is a Senior Advisor to McKinsey & Company.



# SAM DIAS

## WINNING DEMAND SIDE **REVOLUTION**

Sam is Managing Consultant of Ninah UK, a boutique consultancy that advises clients on how to use marketing to create and sustainable commercial value. His specialist practice area is the hot new topic of "Marketing Finance". Sam has 20 years of experience consulting for blue chip clients such as Vodafone, Toyota, Unilever, Virgin Group and Royal Bank of Scotland.



# OMID GHAMAMI

## HARNESSING YOUR PROCUREMENT INTO A VALUE ADDED CENTER OF **PROFIT**

Omid is known as the most trusted, sought after purchasing trainer in the world. He is famous for creating paradigm shifts in the way purchasing is done without resorting to the old, status quo that doesn't work today and never really did.

Omid Ghamami is President & Chief Consultant at Purchasing Advantage, a purchasing seminar and training solutions provider. Since 1995, he has taught thousands of hours of courses, workshops, and seminars in 10 different countries on topics related to the entire spectrum of purchasing, supply chain management, purchasing contract law, negotiations, and supplier management.

**Dr. Sunil Erelvels**  
has mesmerised corporate leaders including CEOs across the world with his ground breaking thought leadership ideologies.



**Omid Ghamami**  
is the world's most sought after purchasing and supply chain management speaker and trainer.



**Sam Dias**  
is a 'Marketing Finance' specialist, who is sought after by companies for his advice on how to use marketing to create and sustain commercial value.



**Martin Roll**  
is a world-renowned thought-leader on value creation through brand equity driven by tremendous global experience and insights.



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4 GLOBAL STRATEGY GURUS ON 1 STAGE

THE BIGGEST BUSINESS STRATEGY SUMMIT SRI LANKA EVER WITNESSED IS BACK!



26th & 27th JULY 2016 AT MOUNT LAVINIA HOTEL, SRI LANKA  
Early Bird Special Price: Rs. 32,000/- per participant valid till 30th June 2016

Call Kalpani on 011 2352045 for more information  
[strategy.summit@casrilanka.org](mailto:strategy.summit@casrilanka.org)

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# Strategy Summit Agenda 2016

Itinerary	Time	Duration	
Registration & Welcome drink	08.00 am - 08.30 am	30 minutes	<b>DAY 1</b> 26th July 2016
Inauguration	08.30 am - 08.45 am	15 minutes	
Dr. Sunil Erevelles	08.45 am - 10. 30 am	2 hours	
Morning Break	10.30 am - 10.45 am	15 minutes	
Dr. Sunil Erevelles	10.45 am - 12. 45 pm	2 hours	
Lunch Break	12.45 pm - 01.30 pm	45 minutes	
Mr. Omid Ghamami	01. 30 pm - 03.30 pm	2 hours	
Tea Break	03.30 pm - 03.45 pm	15 minutes	
Mr. Omid Ghamami	03.45 pm - 05. 45 pm	2 hours	
Mr. Sam Dias	08.30 am - 10.30 pm	3 hours	<b>DAY 2</b> 27th July 2016
Morning Break	10. 30 am - 11.00 am	30 minutes	
Mr. Martin Roll	11.00 am - 12.30 pm	1 ½ Hours	
Lunch Break	12. 30 pm - 01. 30 pm	1 hours	
Mr. Martin Roll	01. 30 pm - 03.00 pm	1 ½ Hour	
Tea Break	3.00 pm	15 minutes	
Dr. Sunil Erevelles	03.15 pm - 06. 00 pm	3 hours	

## Investment

Rs. 32,000 Early bird registration until 30th June 2016.  
Rs. 35, 000 After June 30th 2016

### For more information

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