

STRATEGY SUMMIT 2015

STRICTLY FOR
CORPORATE
LEADERS ONLY



Jeroen De Flander

He is one of the world's most influential thinkers on strategy execution and a highly regarded keynote speaker. He has shared the stage with prominent thinkers in the likes of Michael Porter, Costas Markides, Roger Martin, Robert Kaplan & David Norton, and helped more than 23,500 managers in over 35 countries master the necessary execution skills.

He has authored two books titled 'Strategy Execution Heroes' and 'The Execution Shortcut,' both which were bestsellers. Flander is co-founder of the performance factory – a leading research, training, and advisory firm focused solely on helping individuals and organizations increase performance through best-in-class strategy execution. He has worked with London Business School, IMD, Vlerick, Solvay, and Tias.

For several years, he was the responsible manager worldwide of the Balanced Scorecard product line for Arthur D. Little, a leading strategy consulting firm.

Flander has also advised over 75 companies including Atos Worldline, AXA, Bridgestone, Brussels Airport, CEMEX, Credit Suisse, GDFSUEZ, Honda, ING, Johnson & Johnson, Komatsu, Nike and Sony etc..



David Arvin

He is one of the most in-demand marketing and branding speakers in the world today, Arvin is known as The Visibility Coach, and has shared his high-energy and content-rich presentations to enthusiastic audiences across North America and around the world including recent presentations in Singapore, Bangkok, Melbourne, Brisbane, Bangalore, Antwerp, Monte Carlo, London, Buenos Aires and Dubai.

In his entertaining and highly-actionable marketing presentations, Arvin shows business owners and leaders, sales professionals, HR audiences and entrepreneurs how to do a deep-dive to ferret-out, recognize, craft and promote a truly unique and marketable competitive advantage.

A former CEO group leader and marketing firm owner, Arvin's business and marketing insights have been featured on hundreds of broadcast media outlets and thousands of online and print publications around the world. He is the author of three books including the acclaimed: It's Not Who You Know, It's Who Knows YOU!



Vusi

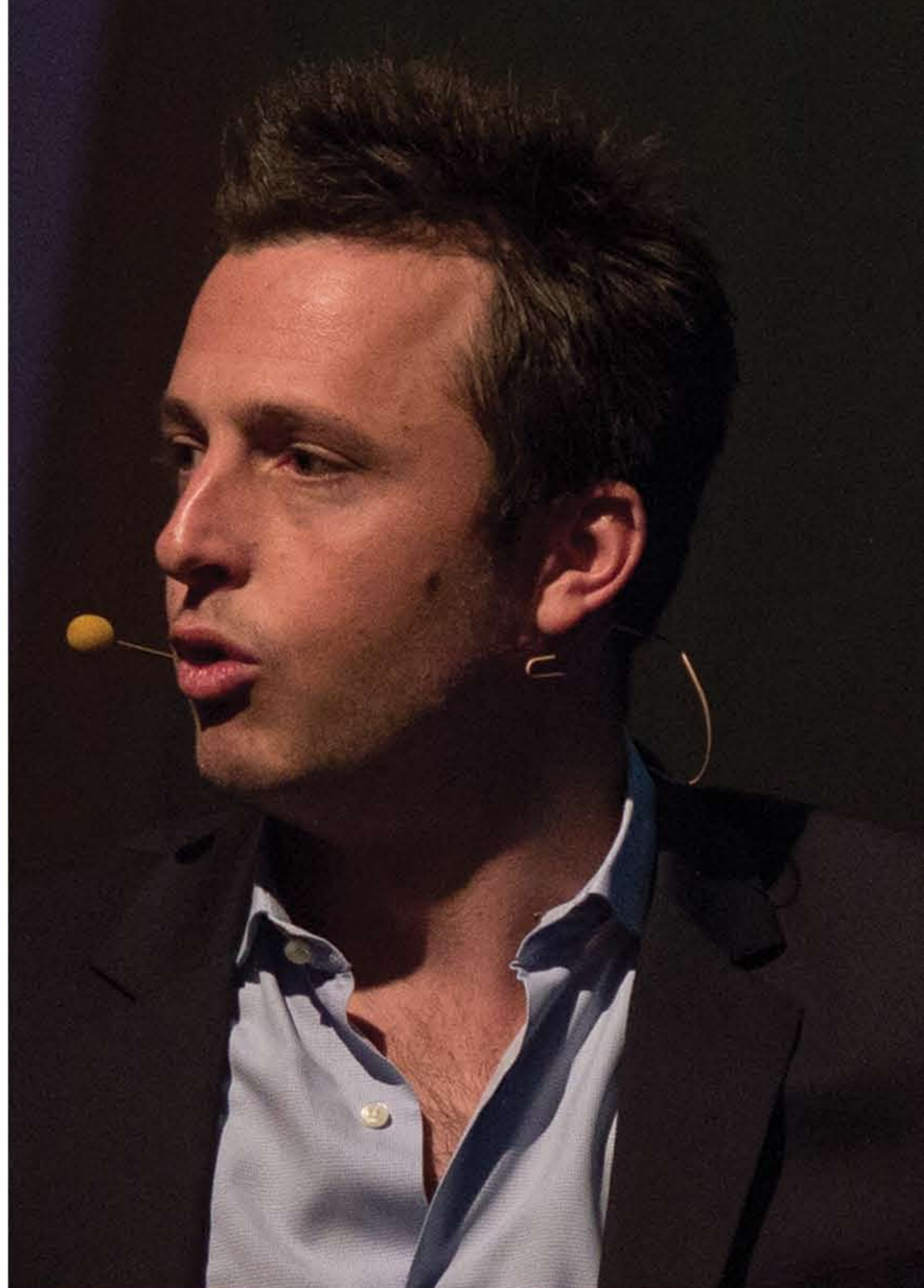
Thembekwayo

He is known as the 'Rock Star of Public Speaking.'

At the age of 17, Thembekwayo was already ranked 1st in Africa for motivational speaking. As one of the best motivational speakers and keynote speakers alive today he has spoken in 4 of the 7 continents to over 250, 000 people each year.

A seasoned motivational speaker, companies and governments find him a dream to work with. His humour is the glue that binds some of his most diverse audiences across the world. He is also the only speaker in Africa to speak by invitation at the World Bank. He is the youngest JSE director in South Africa, and influence over R 4.27 billion in capital through board appointments.

He is the only speaker globally to have been invited to Dragons Den as an investor, due to his impressive track record of building several businesses, including a R400mln division that was the most profitable business in a large multinational.



Greg

Bernada

Bernada works with individuals, teams and organizations on strategy, creativity and innovation. His call is to work collaboratively to design a future that employees, customers, and communities can all recognize as their own. He is the co-author of the book 'Value Proposition Design', the sequel to the bestselling book 'Business Model Generation'.

He co-founded and hosted the Hanwang Forum on sustainability in Beijing; is an external advisor to Utopies in Paris; and speaks frequently on topics related to innovation and business models. Before setting up his own practice, Bernada worked at the World Economic Forum from 2000 to 2008, engaging members into initiatives to address global and industry issues.

Bernada's clients range across sectors and industries, including among others: Colgate-Palmolive, the Nokia Group, Volkswagen, Solvay, ABB, SCA, Tetra Pak, Michelin, Capgemini Consulting, Harvard Business School, Sunstone Capital, World Economic Forum, the Richemont group, Pekin University, China's People's Daily, China Fashion Forum.



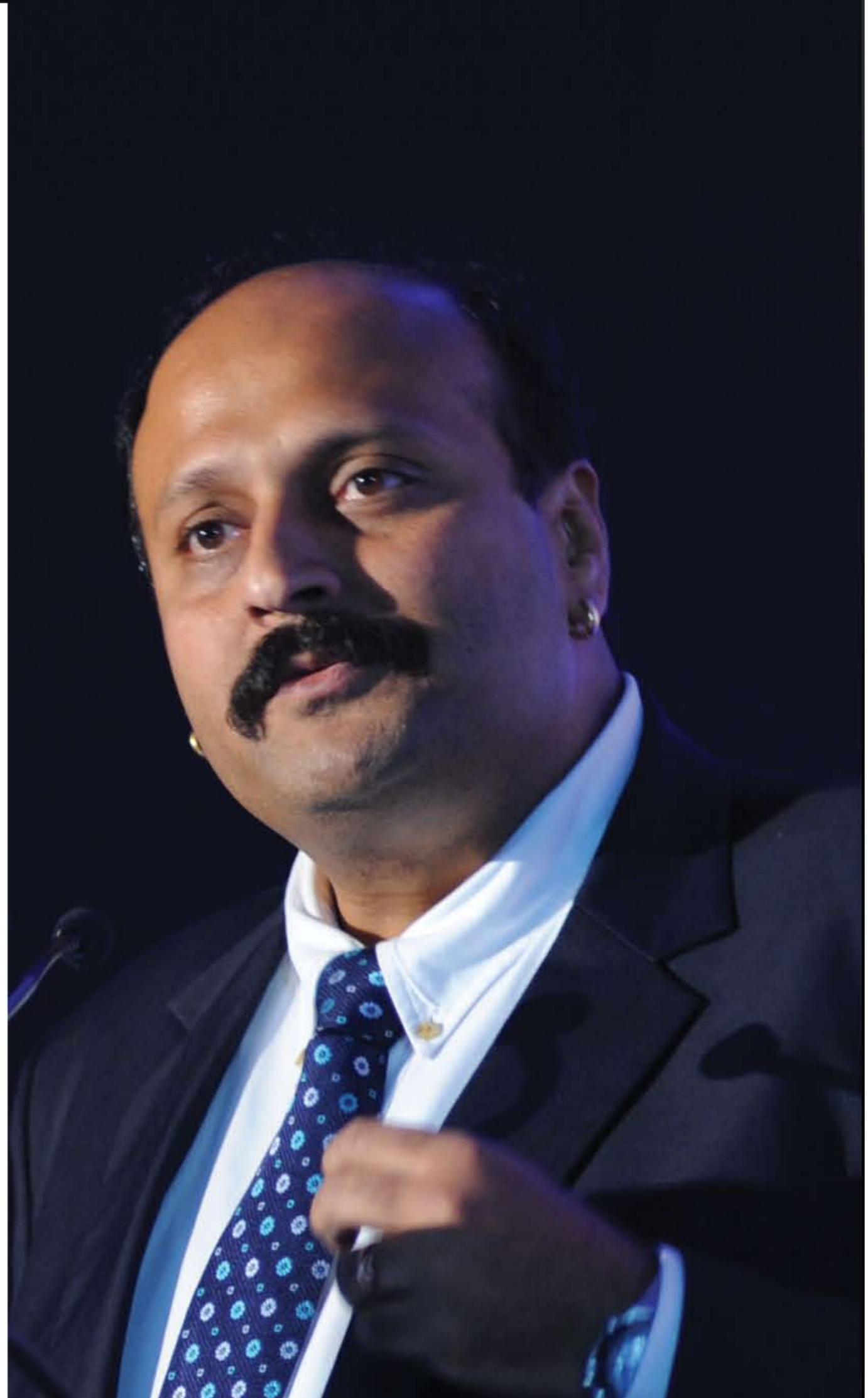
Andrew Grant

Grant is the CEO of Tirian International, which specializes in organization innovation through strategic leadership and team development. Through more than 20 years of directing the company, Grant has designed and delivered creative leadership and team development programs for top executive clients in multinational companies throughout the world.

He has served in various high profile positions including being CEO for a wide range of Fortune 500 companies such as Mercedes Benz, Four Seasons Hotels, Nestle, Citibank, Coca Cola, Disney, AMP, UBS, J & J, Janssen, Allianz and Schneider Electric, among a large number of other organisations.

As an internationally recognized and awarded leadership guru listed among the top 30 in the world, Grant has been invited to speak to up to 2000 participants at alongside top international speakers such as Stephen Covey, Jonas Ridderstrale and Bob Nelson.

Grant brings a unique contemporary perspective to the field of innovative thinking and problem solving.



Dr. Amit Kapoor

He is President & CEO of India Council on Competitiveness; Honorary Chairman at Institute for Competitiveness, India & Prosperity Institute of India.

He is the chair for the Social Progress Imperative and Shared Value Project in India and sits on the board of Competitiveness initiatives in Mexico, Netherlands, Italy & France; Member of the Board of Strategic Management Forum in addition to being advisor to Thinkers50 and participant with the Global Solutions Network. He is an affiliate faculty for the Harvard Business School and an instructor with Harvard Business Publishing in the area of Strategy, Competitiveness and Business Models. He has been inducted into the Competitiveness Hall of Fame at Harvard Business School.

Kapoor is a Ph.D. in Industrial Economics and Business Strategy and has received the Ruth Greene Memorial Award winner for writing the best case of the year, by North American Case Research Association (NACRA). He has been invited by Kennedy School of Government & Harvard Law School, Harvard University; Pennsylvania State University, Stanford University,



Ravi

Fernando

He is Operations Director at the Malaysian Blue Ocean Strategy Institute since December 2011. He holds a MBA from the University of Colombo and is a Fellow of the Chartered Institute of Marketing(UK), he holds a Diploma in International Management and completed the Advanced Management Programme at the INSEAD Business school in France.

He is an Alumni of the University of Cambridge Programme for Sustainable Leadership having Completed the Climate Leadership Programme in 2007 and the Post. Grad. Certificate in Sustainable Business at Cambridge University in 2008 with Distinction and is in the pioneer cohort to complete a Masters in Sustainable Leadership at Cambridge University in 2013. He has also worked with multinationals such as Unilever, Sterling Health International, Smithkline Beecham International and Reckitt Benckiser, as CEO and other Management level positions.

Fernando is a visiting faculty member at the Deusto Business school, Universtat of Pompeu Fabra in Spain and University of Colombo MBA. In September 2007, Fernando won a "Global Strategy Leadership award" at the World Strategy Summit for his work on ethical branding for the Sri Lankan Apparel and Tea sectors.

SPEAKERS

For the first time ever in the region, 7 internationally renowned speakers on strategy will come together on a single stage to wow corporate leaders on how to envision and implement a successful business strategy.

WHAT IS BUSINESS STRATEGY?

Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other.

So, how should you aim to be big if not bigger, and at a faster pace? Should you create a blue ocean strategy, be adaptive, play to win — or forget about a sustainable competitive advantage altogether?

In a business environment that is fast changing and becoming more uncertain and complex almost by the day, it has never been more important than right now to choose the right approach to strategy.

It is time to re-think and re-model your Business Strategy and shape the game to your advantage.

CA SRI LANKA BUSINESS STRATEGY SUMMIT 2015

As Sri Lanka progresses, business strategy of organizations will play a critical part in enhancing this progress and also ensuring the sustainability of the progress. Strategy is diverse, and could vary from Cost Leader to Lean Manufacturing among many others, and keeping these important aspects in mind, CA Sri Lanka brings a first of its kind STRATEGY SUMMIT 2015 for the benefit of the discerning corporate leaders in the country, where seven internationally renowned speakers will come together to speak on STRATEGY, and how to execute it which will bring positive results.

The summit will focus on innovation of business strategy and how firms could execute those innovative strategies in competitive environments in emerging markets.

The Summit will focus on “Strategy: Innovation to Execution”

WHO SHOULD BE THERE?

Chairmen, Managing Directors, Directors, Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, and Senior Business Professionals, from Sri Lanka as well as the Asian region.

WHY SHOULD YOU BE THERE?

With Asia progressing fast as the engine of growth, businesses in this part of the world can utilise this progression to their advantage, and enjoy enhanced and sustainable success. The RIGHT strategy can bring overwhelming change and help organisations achieve success and maintain their position at being on top of the success ladder.

The Business Strategy Summit will open Sri Lanka to a world of untapped potential which will help corporate leaders gain invaluable insight and in turn utilize what they have learned to the greater good of their organisation.

The Business Strategy Summit will help corporate leaders and high profile professionals close on the gap from visionary goals to executed results.

WHAT WILL THEY SPEAK ON

- Leaders Role In Business Strategy
- Business Model Innovation
- It's Not Who You Know, It's Who Knows You! - How To Build Your Business By Building Your Brand
- Strategy Execution – in and Out Of World Class Business Strategy Execution
- Disruptive Innovation in Emerging Markets – Who Killed Creativity? The Innovation Race - How Organizations Can Be Disruptive and Innovative and Why it matters
- Competitiveness in Emerging Asia – Where ,When and How To Compete In 2020
- “Blue Ocean Strategy – Creating New Market Spaces”

WHEN AND WHERE?

29th and 30th July 2015 at the
Mount Lavinia Hotel, Sri Lanka

Registrations before 30th June 2015 – LKR 30,000
Registrations after 30th June 2015 – LKR 37,500

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