

The National Mobile Service Provider Sri Lanka Telecom Mobitel, for the 3rd consecutive year, will be a Gold Sponsor at the 34th National Conference of Chartered Accountants organized by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka). This year's conference, which will be held from 24th to 26th October 2013 at the Water's Edge, Battaramulla will see the participation of professionals including chartered accountants and other high profile business leaders, who give leadership to the country's varied corporate sector companies.

This year's theme is "Innovate to Grow" and the conference is scheduled to run through a series of technical sessions conducted by a distinguished panel of highly skilled local and foreign professionals.

Held since 1979, the National Conference of Chartered Accountants is one of CA Sri Lanka's flagship annual events and is one of the most looked forward to conferences in the corporate calendar.

Mobitel as the pioneer in the telecommunication industry in Sri Lanka, takes pride in being part of the occasion for the 3rd consecutive year, commented Mr. Nalin Perera, Senior General Manager – Marketing, Mobitel.

He further stated, "The economy, the industry we function in at present is ever-dynamic and fiercely competitive. Every entity fights hard to gain that competitive edge. One can only gain this from a keen sense of innovation, and the knowledge to fuse that intelligently with technology. The current marketplace demands for this, to not just create new and exciting products and services, but also to boost productivity, to revolutionize the industry and economy and even the way we live. Likewise, CA Sri Lanka's Annual Conference's theme is extremely timely and well chosen. I wish the organizing team all the very best for this year's conference."

Welcoming Mobitel onboard, CA Sri Lanka President Mr. Sujeewa Rajapakse said that the partnership between the national mobile service provider and the national body of accountants will enhance the standards of the national conference which is one of the most sought after corporate events in the country.

"Mobitel is supporting us for the third consecutive year with a gold sponsorship to steer CA Sri Lanka's annual flagship event. Every year, the conference attracts an overwhelming number of participants of over 1000 chartered accountants including business leaders. This year too we are expecting a larger participation as we are also offering participants who cannot be accommodated at the venue to register for the live webcast of the conference which will be powered by Mobitel," he added.

Chairman of the National Conference Committee Mr. Lasantha Wickremasinghe emphasized that over the last three decades, the conference has built a reputation, as a business summit that provokes thoughts and spurs insights into broad economic and business issues; apart from its core emphasis on finance related topics.

"This year the conference will focus on innovation and how it can support growth at a professional level as well as at a national level. The conference will feature a highly distinguished panel of speakers from both Sri Lanka and abroad who will speak on various issues concerning innovation and how chartered accountants can take the leadership in applying innovation to achieve success across all areas," he added.