



## SESSION 3: CONQUERING NEW MARKETS

### Synopsis

Due to globalization and economic liberalization, organizations face fierce competition from their global counterparts. Therefore, innovation is no longer an option but an integral part of their business strategy. In a complex and highly competitive global market, companies have to innovate and develop commercially viable products and services faster than ever. To meet these new challenges, companies adopt new approaches to their innovation strategies and processes. Confronted with increasing global competition and rising research and development (R&D) costs, companies can no longer survive on their own R&D efforts but look for new, more open, modes of innovation. This session will look at the increasing importance of open innovation in companies' involved in international marketing, and the role of policymakers in creating a conducive environment that promotes innovation.

### Speaker



Samantha Kumarasinghe  
Chairman/Managing Director  
Natures Beauty Creations Ltd

Samantha Kumarasinghe is a Royalist and a chemistry graduate from the University of Peradeniya, and also an alumnus of the Harvard Business School Boston, USA. He started his entrepreneurial career in 1993 with only 12 employees and today he is the Chairman of Multichemi Group of companies, which has over 500 employees working in manufacturing facilities in Sri Lanka and Bangladesh. The group also has trade facilitation offices in Germany and Ukraine. Samantha has many pioneering projects to his credit and his greatest achievement to date is the creation of "Nature's Secrets"; the No. 1 herbal cosmetics brand in Sri Lanka. Nature's Secrets brand is now registered in more than 50 countries worldwide and Samantha's vision is to make this a truly global brand. In December 2008,

he was adjudged the 'Entrepreneur of the Year' for 2007. In addition to devoting time to his own businesses, Samantha Kumarasinghe also dedicates much of his time to promoting national interests. He served as a commissioner of the Presidential Taxation Commission in the year 2009/2010. He currently serves as a board member of Insurance Board of Sri Lanka (IBSL) and as the President of the Cosmetics Manufacturers Association of Sri Lanka.

## Panelists



Sheamalee  
Wickramasingha,  
Group Managing  
Director  
Ceylon Biscuits Limited

Sheamalee joined CBL in 1991 as a Food Technologist and since has held several positions within the company. She was invited to join the Board of Directors in 1996. Presently she is the Group Managing Director of Ceylon Biscuits Limited and the Managing Director of Modern Pack Lanka (Pvt) Ltd. She is also a Director of several other Companies of the Group

She has a Master's degree in Food Chemistry from Purdue University, USA, Bsc from Kansas State University, USA in Food Science and Industry. She is an Old girl of Benenden School in the UK and Ladies College in Colombo.



Dinesh Saparamadu  
Chief Executive Officer  
hSenid Software  
International (Pvt) Ltd.

Dinesh is the Founder and Chief Executive Officer of hSenid Group of companies. Dinesh has over 25 years of experience in the IT, and technology industries. He is an entrepreneur having founded more than six companies over the last 2 decades. Dinesh sets the vision and strategy for new business ventures for hSenid. Dinesh is a Founding member and past Chairman of Sri Lanka Association of Software and Service Companies (SLASSCOM). Dinesh is also a founding member of Software Exporters Association (SEA) and Mobile Monday Colombo (MoMo). He served as a board member of American Chamber of Commerce for 2 years.