



ISLAND OF  
INGENUITY  
KNOWLEDGE SOLUTIONS

SRI LANKA

# INTRODUCING THE ISLAND OF INGENUITY

Relaunch of IOI in London

An event on Sri Lanka's story of technological innovation & what Sri Lanka offers to British businesses as an IT/BPM destination

November

29

on

6-8pm

Scan for registration



Sri Lankan High commission in London, 13 Hyde Park Gardens,  
Tyburnia, London W2 2LU, United Kingdom

## Agenda

- Welcome address by HE Rohitha Bogollagama
- “Introducing Sri Lanka the Island of Ingenuity” Jehan Perinpanayagam, Chairman SLASSCOM
- Port City and investment opportunities Tulcie Aluvihare, Head of Strategy and Business Development CHEC Port City Colombo
- Economic update on Sri Lanka- Director and chief economist Board of Investment
- Panel discussion on Sri Lanka experience from senior executives of London Stock Exchange, HSBC, Acuity Knowledge Partners, IFS, WNS, Virtusa
- Vote of Thanks – Shehan Silva, President Sri Lanka UK Chamber of commerce
- Cocktails and networking

## Why you should attend

- Learn of Sri Lanka’s incredible track record in IT / BPM and the many international case studies from leading British and global businesses
- Updates on Sri Lanka’s economic recovery and exciting new investment opportunities including in the newly launched port city
- Gather facts on Sri Lanka’s high literacy, abundance of UK qualified accounting talent, large talent pool in IT / BPM and exceptional education based on British education and legal framework
- Explore opportunities for IT / BPM services and partnerships

## Who should attend

- C-suite and leaders of corporates evaluating destinations for IT / BPM services and new emerging geographies
- IT / BPM analysts
- Members of the business media
- Those evaluating investment opportunities in emerging markets

An Island of Ingenuity: From electric sports cars to fastest stock trading platform





# WHY SRI LANKA IT & BPM INDUSTRY?

Sri Lankan IT & BPM industry consists of a workforce of over 130,000, serving across the world

## Why chose Sri Lanka as an IT & BPM services and products destination

- Sri Lanka has a robust, competent, and niche talent pool
- Sri Lanka has one of the regions highest literacy rates
- Some of the best and most advanced technology infrastructures in the region
- Our technology has been fueling global industries for over 30+ years
- Corporate Income Tax exemption for IT & BPM exports

## Global brands who trust the Sri Lankan IT & BPM sector



## The IT & BPM industry of Sri Lanka has continuously performed well in reputed global analyst rankings



Winner 2013,2014 and 2019 Offshoring destination of the year - GSA



1st globally in financial attractiveness – Global services location index 2019 – AT Kearney



2nd in South Asia – Global innovations Index 2019 – WIPO



2nd In South Asia Global Competitiveness Index 2019- World Economic Forum



Top 10 in Asia – Network Readiness Index – World Economic forum

# The Sri Lankan advantage

Sri Lanka has started to emerge out of one of the worst economic disasters in its history. With IMF EFF approved in March 2023, many countries and multilateral institutions have pledged their support to rebuild the economy.

Even during the economic crisis, Sri Lanka IT & BPM industry has shown resilience in serving their commitments and grew during the period. The IT & BPM exports became the 3rd largest export sector in Sri Lanka based on 2022 data.

The Sri Lankan advantage consists of

## The workforce advantage

- Workforce growth of 14% CAGR year to year
- Low attrition rate ranging from 12% - 15%
- 92% literacy rate as a country (among top 10 in Asia)
- Graduate and Postgraduate education is provided by the 15 state universities and numerous private universities.

## Business climate & investment incentives

- Tax incentives and visa facilitation for foreign investments
- Colombo Port City offers additional flexibility in tax, foreign exchange and labour law coupled with single-window approval.
- Sri Lanka has double taxation avoidance treaty, Bilateral Investment Promotion and Protection Treaties including Japan
- Sri Lanka is a signatory to international treaties on Intellectual property rights such as the Berne Convention and WTO/TRIPS and adopted a comprehensive IP regime [Data Protection Act No. 36 of 2003]



## The infrastructure advantage

- Sri Lanka is the first country in South Asia to trial 5G technology and high-speed 4G/LTE coverage is available island-wide.
- Average download speed of 21.07 Mbps as per speedtest.net (Feb 2023)
- Approximately over 100,000 kms of road and rail infrastructure – one of the best in the south Asia

## Sri Lanka as a destination

- One of the best travel destinations in the world
- Friendly people & multi-cultural environment
- Exquisite beaches, wildlife, cultural heritage dating back to 500 B.C., beautiful hill country views, surfing, water sports, etc. are within just 2-3 hours of driving from the business district.



## Who is our Target market?

Our target market consists of:

- Those sourcing IT & BPM services leveraging skills availability, low attrition, and competitive costs.
- Those looking for software products and solutions.
- Those looking to invest in Sri Lankan IT & BPM companies
- Those interested in establishing captive software development and BPM delivery centers

## What opportunities are Sri Lankan IT & BPM companies seeking?

**Trade:** Seeking partnerships with ISVs and SIs in overseas markets. Sri Lankan software product companies are also exploring the potential to sell their products in foreign markets.

**Investment:** Seeking potential investors interested in investing in Sri Lankan IT & BPM companies.

## What areas of trade are of interest to Sri Lankan IT & BPM companies?

### Software companies

Offering outsourcing services, including custom web application development, website development, artificial intelligence, blockchain, intelligent RPA, full stack development, cyber security, etc. Software products and platforms in Fintech, Telco, Edutech, Agritech, IoT, Healthcare, etc.

### BPM companies

Offering business process outsourcing services, such as finance and accounting, legal processes, HR processes, healthcare revenue cycles management, data annotation, computer vision, and high end KPO services such as analytics, automation, research, etc.



## What is Sri Lanka's main selling point for IT & BPM services?

Sri Lanka's main selling point is delivering competitive and quality services.

## How have Sri Lankan IT & BPM companies weathered the current economic situation in Sri Lanka?

Sri Lankan IT & BPM companies have proven to be resilient during the current economic situation in Sri Lanka. Despite the challenges posed by the pandemic and the country's economic crisis, the industry has continued to grow. Many companies have shifted to remote work models and implemented cost-saving measures to adapt to the changing business environment. Additionally, the government has provided support through tax incentives and through high quality education, infrastructure, and policy support to sustain the growth of the IT & BPM industry.

## How can SLASSCOM help interested parties?

Interested parties can contact [lakshmi@slasscom.lk](mailto:lakshmi@slasscom.lk) & [ed@slasscom.lk](mailto:ed@slasscom.lk) for assistance and guidance.