SRI LANKA
Ports, Trade & Logistics
CONFERENCE & EXHIBITION
10 – 11 July 2012
Hilton Hotel, Colombo

Commercial Opportunities & Development at South Asia’s New Maritime Hub and Logistics Centre

Why you should attend

• Be a part of South Asia’s fast emerging and potentially largest trans-shipment hub
• Hear about Sri Lanka’s key investment opportunities and talk to the decision makers
• Develop and position your investment and business strategy within South Asia
• An unrivalled opportunity to meet new contacts and strengthen existing relationships

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EXHIBITOR SHOWCASE

As a delegate you will be able to meet some of the suppliers and service providers in the exhibition area or if you wish to showcase your products and services to the key maritime stakeholders – there will be a limited number of shell scheme stands available at the event enabling you to chat and demonstrate to delegates between the conference sessions.

SPONSORSHIP OPPORTUNITIES

The two-day event is the perfect platform to promote your company’s brand or raise awareness among a highly targeted audience. Whether you would like to host a lunch, provide delegates with branded gifts or underwrite a particular conference session, there are many high-impact and cost-effective sponsorship opportunities available before, during and after the event, with packages to suit all budgets.

VENUE

Located in the city-centre and overlooking the Indian Ocean, the Hilton Colombo hotel is ideally positioned close to key Colombo tourist and business destinations. It is only 45 minutes away from Bandaranaike International Airport and is the only hotel to be linked by a walk-way to Colombo’s World Trade Center.

CONTACTS FOR THE EVENT

Exhibition & Sponsorship
Trevor Pereira  
Tel: +971 50 6255963  
trevor@seatrade-middleeast.ae
Irene Pinto  
Tel: +971 4 324 5344  
irene@seatrade-middleeast.ae

Conference Delegates
Afri Garcia  
Tel: +971 4 324 5344  
agarcia@seatrade-middleeast.ae
Ryan Kumar  
Tel: +65 7 69223735  
ryankumar@seatrade-asia.com

Conference Delegates Information
Abigail Shirley  
Tel: +44 1206 545121  
ashirley@seatrade-global.com

Marketing enquiries
John Foreman  
Tel: +44 1206 545121  
jforeman@seatrade-global.com

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Strategic investments from high-growth economies such as India and China are propelling Sri Lanka into an important emerging Indian-ocean economy. Sri Lanka’s economic fundamentals are now in good shape and fortunately not directly affected by the current financial crisis impacting many other countries. The island is also well placed geographically. Located next to the fast growing Indian economy, with its excellent trade and political relations, and China, who see Sri Lanka as an important strategic hub for their expansion in trade with Africa, the Middle East and beyond. Sri Lanka is now fast emerging as an important maritime hub in South Asia, along with its ambitions to be a key logistics centre, and it is presenting multiple commercial opportunities and new development potential.

“Delegates will have the opportunity to gather crucial business intelligence and engage in a high level exchange with their industry counterparts from both the regional and international port and maritime industries.”

“The $471 million investment in the Port City of Hambantota is set to be the biggest port constructed on-land to date in the 21st Century!”
**CONFERENCE PROGRAMME**

The conference will provide a high level platform for enhanced networking with governmental decision makers, trade policy makers, investment promotion agencies, relevant multi-lateral organisations, research and academic institutions and private sector partners. The comprehensive two-day programme will focus on examining Sri Lanka’s new maritime infrastructure and commanding position as a trans-shipment hub for bulk, break-bulk, warehousing, bunkering, ship repair and shipbuilding. Concentrating on the salient issues that will drive economic, investment and business activities in Sri Lanka, this timely conference is set to become the knowledge platform to propel Sri Lanka’s economy.

**9th July 2012**

**Evening Welcome reception**
- sponsored by ClassNK
- followed by buffet dinner, Hilton Hotel

Day 1 – 10th July 2012

**08.30 Registration & Morning Refreshments**

**Session 1**

10.00 Keynote Opening Session
- Featuring speeches and presentations from government ministers and related ministries, state investment agencies, maritime and private sector senior company executives and officials from international maritime, finance, and trade institutions

**Confirmed Speakers:**
- Dr. Priyath B. Wickrama, Chairman, Sri Lanka Ports Authority
- Dr. Willie Gamage, Chairman & CEO, The Strategic Enterprise Management Agency
- M.M.C. Ferdinando, Chairman, The Board of Investment
- Noboru Ueda, Chairman & President, ClassNK

12.30 Networking Lunch

**Session 2**

14.00 Financing and investing in major maritime projects in Sri Lanka

**Session Outline:**
- Navigating the perfect storm, changing trade patterns, economic influence and the new global hierarchy – an analysis
- The financial, economic and political climate in Sri Lanka – senior government officials and private sector viewpoints
- Views from state and domestic financial institutions
- Supporting reconstruction and development in Sri Lanka – viewpoints from international financial and lending institutions
- Views from international banks, investment companies and investment advisors
- Commercial studies and analysis from international companies currently investing or advising on major maritime and infrastructure related projects in Sri Lanka

**Confirmed Speakers:**
- Anirban Ghosh Dastidar, CEO, Standard Chartered Bank
- Rita O’Sullivan, Country Director, Asian Development Bank
- Dr. Jonathan Beard, Global Head, Ports, Airports, Logistics & Transport Services & Executive Director, GHK Economic and Management Consultants
- Rohan Masakorala, Secretary General, Asian Shippers Council & CEO, Shippers Academy
- Manav Futnani, Director – Project & Export Finance, HSBC Securities & Capital Markets India Pvt Ltd
- Bill Burns, Maritime Director - EMEASA, Port Authority of New York & New Jersey

18.30 - 22.30 Networking reception
- followed by Gala Awards Dinner, Cinnamon Lakeside, Colombo
Day 2 – 11th July 2012

09.00 Morning Refreshments

Session 3
10.00 Major Project & Market Analysis

11.15 – 11.45 Networking Refreshment Break

Session Outline:

• Investing in Sri Lanka, why now? - The commercial advantages of Sri Lanka’s maritime and logistics sector – domestic and international viewpoints
• Supply chain management and logistics from a ship management perspective – can Sri Lanka meet the challenges and expectations?
• Roads and railway development in Sri Lanka – current status, required investment and implications for efficient operations and required infrastructure investment
• Trans-shipment projects and plans and how Sri Lanka will position itself as a major maritime hub in South Asia
• Maritime market overview – regional and international perspectives with particular reference to South Asia, East Asia, Africa, the Middle East and Europe
• Identifying development sites, viewpoints from international experts
• Maritime infrastructure projects and plans:
  - Terminal investment: container, dry-bulk, project cargo and cruise
  - Storage and warehousing including reference to free-zone development
• Containing costs through implementing effective multi-modal practice
• Trends in technology and automation
• Sustainability issues
• Attracting investment and choosing the right project partners

Confirmed Speakers:
Session Chairman: Mangala PB. Yapa, Managing Director & CEO, Colombo Dockyard Plc
Ruwann Waidyaratne, Managing Director, Hayley’s Advantis
Capt. Rohan K. Codipilly, Director/General Manager, Mercantile Marine Management Ltd
Ibrahim Behairy, Sales Director, Ship Power for Middle East & Africa, Wärtsilä
Amal Rodrigo, Country Manager, Maersk Lanka Pvt Ltd
Capt. Feisal A. Saad, Port Manager, Ras Laffan Port
Shailesh Garg, Director, Drewry Consulting
Ruanthi De Silva, Group Director – Supply Chain Management, Bernhard Schulte Ship-Management Group
Kane Satterthwaite, Deputy Chief Engineer, URS Scott Wilson

13.00 Networking Lunch

Session 4
14.30 Maritime security and piracy: Sri Lanka’s emerging role

Session Outline

• Maritime security and piracy overview – why Sri Lanka?
• Securing safe passage and understanding the risks at sea
• Maritime security: examining the issues arising from the use of armed guards and the new BIMCO Guardcon document
• Conclusions drawn from the Galle Dialogue Maritime Conference
• Views and case studies from private sector companies working in this sector including utilisation of the latest technology, risk assessment, regional case studies and best practices

Confirmed Speakers:
Simon Cartwright, Senior Lawyer & Partner, Holman, Fenwick Willan Middle East LLP
Tim Stear, Global Head of Maritime Security, Control Risks
Andrei Kharchanka, Manager of Risks Claims and Litigation, BBC Chartering
Jenny Maclean, Maritime Compliance Manager, Control Risks

16.30 – Chairman’s Summation and Close of Conference

18.00 - 20.00 Farewell reception (By invitation)
At the UK High Commission with some key commercial executives and government officials, hosted by the British High Commissioner
GROUP DISCOUNT
Three delegates for the price of two

Please complete this form and fax back to + 44 1206 545 190 or book online: www.seatradesrilanka.com

Conference booking form

Conference Fee
The registration fee covers the full Conference attendance, refreshments, lunch on Summit session days, full social programme participation, all conference documentation and a one year subscription to Seatrade magazine. Please select:

- [ ] Early bird rate: USD $ 1,365 (before 30 May 2012)
- [ ] Full rate: USD $ 1,920
- [ ] Group Booking Discount
  Please tick for groups of 3 or more

Local Delegates
Available only to delegates living and working in Sri Lanka & India.

- [ ] Early bird rate: USD $ 760 (before 30 May 2012)
- [ ] Full rate: USD $ 960
- [ ] Group Booking Discount
  Please tick for groups of 3 or more

Contact details
Please complete a separate form for each delegate.

Title (Mr, Mrs...)
First name

Family name/Surname

Company name

Position in company

Nature of company business (please be specific)

Address

Post/Zip code

Country

Telephone

Fax

E-mail

Signature
Date

If you do not wish to receive Seatrade magazine at the promotional rate of US$46 included in the conference fee please tick here. Your conference fee will be reduced by US$46.

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