



**CAPA**  
Confederation of Asian and Pacific Accountants

**CA**  
THE INSTITUTE OF  
CHARTERED ACCOUNTANTS OF SRI LANKA



**20<sup>TH</sup> CAPA CONFERENCE**  
&  
**42<sup>ND</sup> NATIONAL CONFERENCE**  
**OF**  
**CHARTERED ACCOUNTANTS OF**  
**SRI LANKA**

**06<sup>TH</sup> – 08<sup>TH</sup> OCTOBER 2021**  
**COLOMBO, SRI LANKA**

**SPONSORSHIP PROPOSAL**

# Executive Summary

The Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) is the proud host of the 20<sup>th</sup> Conference of the Confederation of Asian Pacific Accountants (CAPA) which will be held in conjunction with our annual flagship event the 42<sup>nd</sup> National Conference of Chartered Accountants of Sri Lanka this year.

This world-class event, representing the combined strength of both conferences, offers a unique platform to further discuss and foster knowledge on contemporary and emerging issues that influence the accountancy profession across the world, both globally and nationally in Sri Lanka.

We cordially extend an invitation to your esteemed company to join us this year as a sponsor of the 20<sup>th</sup> CAPA Conference and the 42<sup>nd</sup> National Conference of Chartered Accountants of Sri Lanka. This event would be an excellent opportunity to showcase and strengthen your corporate brand image targeting a high-profile audience of approximately 2500 participants, attending either virtually or in-person. Delegates will comprise both Sri Lankan nationals as well as foreign delegates, and range from business leaders, c-suite executives, senior corporate and operational managers, to the leaders of the professional accountancy institutions in their jurisdictions.

We offer an exciting and flexible range of sponsorship options to align with your objectives including Gold, Silver and Bronze sponsorships.

# CA Sri Lanka

In a progressive history spanning six long decades, the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), has played an exceptional role in strengthening the financial landscape and the professional accounting standards in the country.

Apart from being the first Professional Accounting body to be incorporated under an Act of Parliament in 1959, CA Sri Lanka, which is recognized as the torch bearers of the accounting profession, is also the sole authority in promulgating Accounting and Auditing Standards in Sri Lanka.

In its standing as the National Accounting Body, CA Sri Lanka continuously focuses on enhancing the professional skills of its members, in ensuring that they continue to play a significant role in driving businesses, while contributing to the success of the profession, with the ultimate aim of strengthening the national economy of Sri Lanka.

CA Sri Lanka is also identified as the preferred and recognized destination for accountancy education in the country, and apart from offering a benchmark professional qualification in Chartered Accounting it also offers a BSc. in Applied Accounting Degree, thereby being the only professional body in Sri Lanka to offer both a professional qualification and academic qualification in accounting.

CA Sri Lanka is committed towards developing the accounting profession by harnessing financial knowledge and best practices.

# National Conference of Chartered Accountants of Sri Lanka

As an influential professional body, CA Sri Lanka was instrumental in introducing the concept of the 'National Conference' to Sri Lanka over four decades ago. This year, CA Sri Lanka will celebrate its 42<sup>nd</sup> National Conference of Chartered Accountants.

Over the years, the National Conference of Chartered Accountants has built a reputation as a business summit that provokes thoughts and spurs insights on broad economic and business issues; apart from its core emphasis on finance related topics. The conference, which is a flagship event of the Institute, is also one of the most sought-after annual corporate events which facilitates the exchange of profound expertise with local and foreign resource persons and attracts over to 2000 participants annually, making it the biggest and most attended business summit in the country.

The 41<sup>st</sup> National Conference held in January 2021 revolved around the theme "Abnormal" where an eminent panel of speakers helped participants discover how they should adopt with the new normal to help them reach the highest percentiles in their lives and professions during the pandemic.

This year, the National Conference will celebrate an important milestone as it will collaborate with the Confederation of Asian and Pacific Accountants (CAPA), to host the 20<sup>th</sup> CAPA Conference in Colombo, Sri Lanka along with the 42<sup>nd</sup> National Conference of Chartered Accountants of Chartered Accountants of Sri Lanka.

# Throwback to the 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka



*Throwback to the 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka Continued .....*



# Confederation of Asian and Pacific Accountants

The Confederation of Asian and Pacific Accountants (CAPA), is a regional organization representing 32 professional accountancy organizations (PAOs) from 23 jurisdictions, operating in, or with an interest in the Asia-Pacific region. Collectively identified as CAPA's members, these PAOs have a membership of over 2 million qualified accountants.

CAPA is one of four Regional Organizations recognized by the International Federation of Accountants (IFAC). From this unique position, CAPA aspires to be recognized as an inspirational leader for the accountancy profession in Asia Pacific. CAPA aims to fulfill this through its mission to enhance the value of the accountancy profession in Asia Pacific by:

- Contributing to the development of professional accountancy organizations
- Promoting ethical values and benefits of high-quality accounting, reporting, and assurance
- Speaking out as a voice of the accountancy profession

# CAPA Conference

The First Far East Conference of Accountants was staged in Manila, Philippines in 1957 and witnessed many professional accountants from across the Asia Pacific region coming together to share knowledge and insights. This conference has since been officially recognised as the 1<sup>st</sup> CAPA Conference. Over the years, the CAPA Conference has been held nineteen times, in twelve countries, and is a key flagship event in the CAPA calendar.

Designed to further foster a cohesive and collaborative accountancy profession within the region and to be the gathering and melting pot of top minds in the community, the 20<sup>th</sup> CAPA Conference is a significant milestone in the regional profession's history. Last held in South Asia more than a decade ago, it returns in 2021 to be proudly hosted by the Institute of Chartered Accountants of Sri Lanka, in conjunction with the Institute's 42<sup>nd</sup> National Conference of Chartered Accountants.

The event is earmarked to continue the tradition of providing a forum to debate contemporary and emerging issues impacting the accountancy profession. The anticipated congregation of more than 2500 delegates from 30 countries with more than 50 speakers and moderators, held against a backdrop of a rapidly changing social, economic and technological landscape, is expected to foster imaginations, garner insights and drive the future of our profession in Asia Pacific and beyond.



# Throwback to the 2015 CAPA Conference in Seoul



*Throwback to the 2015 CAPA Conference Continued .....*



# Conference Details

## Date & Venue

### Main Event (Expected number of participants 2500)

- **06<sup>th</sup> Oct 2021:** Inauguration at Shangri-La, Colombo
- **07<sup>th</sup> Oct 2021:** Technical sessions (Full day)

#### Morning Sessions:

- Stakeholder Capitalism
- Eco-investment and sustainable finance

#### Evening Sessions:

- Trust, IESBA Code and Technical Developments
- Economy

- **08<sup>th</sup> Oct 2021:** Technical sessions (Full day)

#### Morning Sessions:

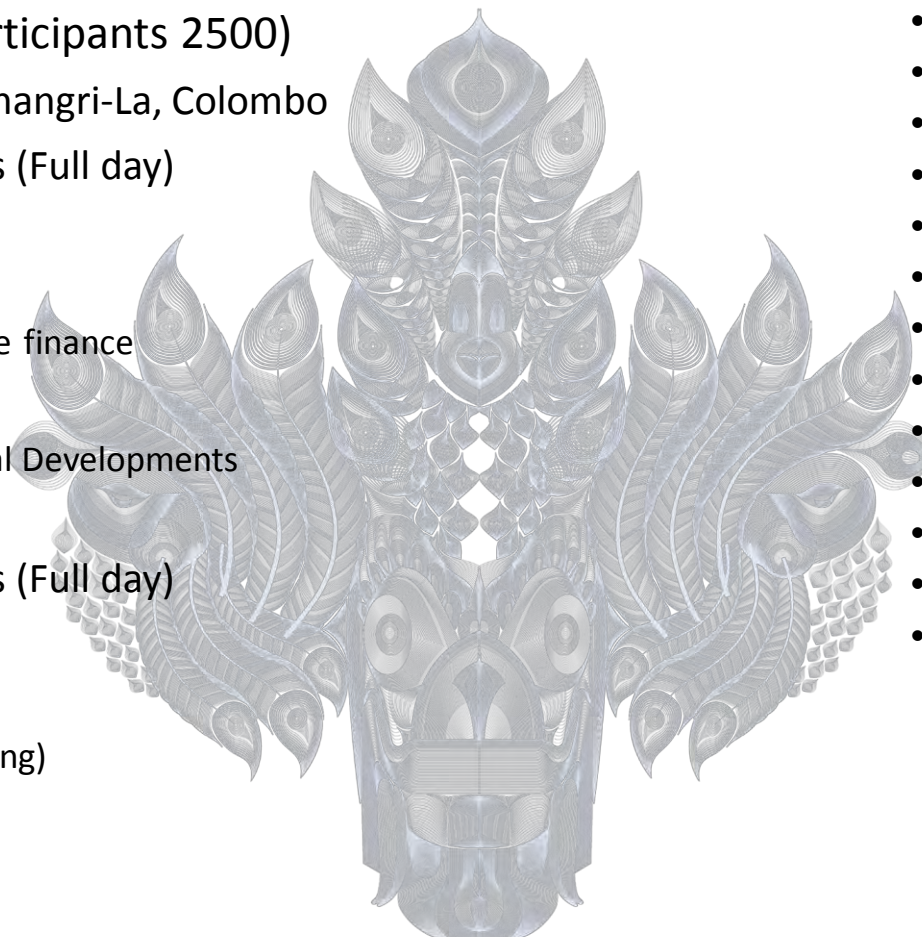
- The right artificial intelligence
- The Hidden Pandemic (Wellbeing)

#### Evening Sessions:

- Fraud
- Celebrating success

## Participants Profile

- Foreign Delegates
- PAO
- Professional Accountancy body leadership
- VVIPs
- Business Leaders
- Senior Government Officers
- CEOs
- Academics
- Consultants
- CFOs
- Trainers
- Functional Directors
- General Managers



# Sponsorship Opportunities

**GOLD  
SPONSOR**

**SILVER  
SPONSOR**

**BRONZE  
SPONSOR**



# Gold Sponsorship

## Value – USD 2,500

### PRE-CONFERENCE PROMOTIONS

Your organization will be recognized as a 'Gold Sponsor' of the conference. Rights to associate with the event:

- Your logo will appear in the conference letterhead.
- PR coverage of your sponsorship.
- Logo placement in conference brochure, invitation, technical booklet & other branding materials.
- Logo placement and identification as 'Gold Sponsor' on the event website.
- Logo placement and identification as 'Gold Sponsor' on social media post ads and digital ads.
- Logo placement in the press advertisement published by the official print media partner, acknowledging your logo as a 'Gold Sponsor'.

### PROMOTION DURING THE CONFERENCE

- Logo placement on the main digital LED conference screen during the 3-day conference.
- Logo placement and identification as 'Gold Sponsor' in the newspaper supplement published on the day of the inauguration.
- **20** seconds AV trailer during the event.
- **04** free loggings for your officials to join the conference.
- Verbal acknowledgement during the inauguration and technical sessions (maximum 20 times).
- Permission to gain database of all registered participants to release an e-flyer to promote products & services.

# Benefits Offered to Gold Sponsors

AT THE 41<sup>ST</sup> NATIONAL CONFERENCE OF CHARTERED ACCOUNTANTS OF SRI LANKA - 2020

# AඔNORMඑIL

*Navigating through shattered norms*

41<sup>st</sup> National Conference of Chartered Accountants

# Press Conference

Pre-event publicity of the 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka kicked off with a press conference which was held at CA Sri Lanka in September 2020, where the theme of the conference 'Abnormal' was unveiled in the presence of a large number of journalists. The backdrop at the event featured the logos of the sponsors including Gold Sponsors.



# Conference Invitation

Invitations for the Inauguration of the Conference were sent out to all Resident Members of the Institute, Company Chairmen, CEOs, CFOs, and Heads of Diplomatic Missions, among others. In total, 600+ invitations were dispatched to special invitees. All sponsor logos were carried at the back of the invitation which featured Gold Sponsor logos.



<b>Platinum Sponsors</b>  	<b>Gold Sponsors</b>        		
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**PROGRAM**

**National Anthem and Lighting of the Oil Lamp**

**Welcome Address by Mr. Tishan Subasinghe**  
Chairman, National Conference Committee

**Address by Mr. Manil Jayasinghe**  
President, The Institute of Chartered Accountants of Sri Lanka

**Address by Keynote Speaker - Ms. Selyna Peiris**  
Director Business Development, Selyn

**Address by Ms. Anoji De Silva**  
Chairperson, National Conference Technical Committee

**Address by Senior Professor Sampath Amaratunga**  
Chairman, University Grants Commission

**Address by Chief Guest - Hon. Ajith Nivard Cabraal**  
State Minister of Finance and Capital Markets and Public Enterprise Reforms

**Vote of Thanks by Mr. Sanjaya Bandara**  
Vice President, The Institute of Chartered Accountants of Sri Lanka



INVITATION

The President and the Council of  
The Institute of Chartered Accountants of Sri Lanka  
cordially invite

for the ceremonial inauguration of the

**41<sup>st</sup> National Conference of Chartered Accountants**

on Monday, 18<sup>th</sup> January 2021  
from 6.00 p.m. onwards  
at the Shangri-La, Colombo

Dress Code: National/Lounge  
RSVP: Dale +94 11 2 352 081

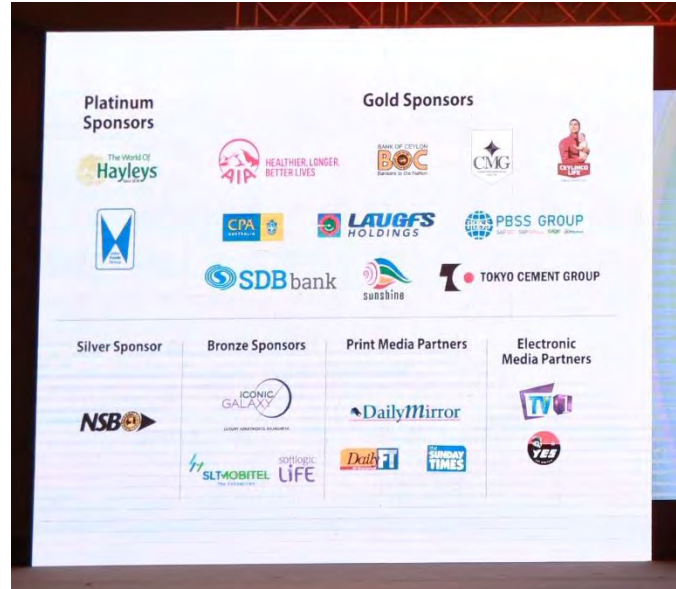
Please bring this invitation with you and be seated by 5.45 p.m.  
This invitation is not transferable





# Digital Backdrop

Gold Sponsor logos were carried on the backdrop of the 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka which was exposed to over 2000+ participants on all three days of the conference including business leaders, government officials, and senior professionals, among others.



# Conference Docket

The 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka docket which was given to each participant carried the logos of Gold Sponsors.



# Press Advertisements

Gold Sponsors were recognized 11 press advertisements which were published in relation to the 41<sup>st</sup> National Conference of Chartered Accountants of Sri Lanka.

**CA** THE INSTITUTE OF CHARTERED ACCOUNTANTS OF SRI LANKA

**AñNORMƏL**  
Navigating through shattered norms

41<sup>st</sup> National Conference of Chartered Accountants

# AñNORMƏL

**Navigating through shattered norms**

According to the Chaos theory, the butterfly effect signifies how small shifts in our thinking and small changes in our energy can dramatically influence the end result.

The corona pandemic, which was initially thought to be confined to Wuhan in China, snowballed into a global pandemic creating chaos in the corporate world. Businesses in some industries were severely affected. Risk management and continuity of business gained priority for almost all of us. The void created in fulfilling the necessities of consumers and businesses, especially in times of lockdown, were predominantly filled by SMEs. Many businesses were compelled to adopt innovative business practices. The pandemic has opened up new opportunities and fresh ways of doing business, which were never thought possible before. They could be called 'new normal' or 'abnormal'. Will abnormal be the right normal?

The 41<sup>st</sup> National Conference of Chartered Accountants will deliberate on the changes, opportunities and abnormalities stemming from the crisis. We have lined up an eminent panel of speakers and panellists to stimulate your intellectual curiosity and question the way we do business in an attempt to explore adoption of new business practices which may be what we really need in these abnormal times.

**02<sup>nd</sup> - 04<sup>th</sup> December 2020 at the BMICH**

Reservations: Dale Peterson  
Tel: (+94 11) 2352081  
Email: [caconference@casrilanka.org](mailto:caconference@casrilanka.org)  
For more info: <http://caconference.casrilanka.com>  
\*Conference format - Physical and Virtual

**Platinum Sponsors:** Hayleys, M, PBS GROUP, SIB

**Gold Sponsors:** HEALTHIER LINKER, BETTER LIVES, BOC, SIB

**Silver Sponsor:** NSB

**Bronze Sponsors:** LAYERS, LIFE

**Print Media Partners:** Daily Mirror, Daily 7, Sunday Times

**Electronic Media Partners:** TV, 722

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# KEYNOTE

**Walk the Talk**

The SME sector accounts for more than 75% of the total number of enterprises, provides 45% of the employment and contributes to 52% of the Gross Domestic Production (GDP) of the Country.

During the lockdown we realized that our SME sector was perhaps more agile than some of the larger organisations. They were able to walk the talk much more effectively and efficiently than their larger corporate counterparts in servicing their customers.

We have invited a young SME entrepreneur Ms. Selyna Peiris from Selyn Handlooms, who is very passionate about ensuring fair trade practices within and outside the organisation, to be our keynote speaker. She is probably the youngest keynote speaker we have had and we are very excited to hear from her on how she manages the culture, operation and most importantly the people within her organisation, especially during these challenging times and how it has helped the business remain steady and relevant.

**Kenote speaker**  
**Ms Selyna Peiris**  
Director Business Development,  
SELYN Exporters (Pvt) Ltd

**18<sup>th</sup> - 20<sup>th</sup> January 2021**  
**\*Conference format - Virtual**

For more information on the webcast registration, please call Dale Peterson on (+94) 071 0235 257 or email [ncwebcast@casrilanka.org](mailto:ncwebcast@casrilanka.org)

**Platinum Sponsors:** Hayleys, M, PBS GROUP, SIB

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**Silver Sponsors:** CPA, NSB

**Bronze Sponsors:** LIFE

**Print Media Partners:** Daily Mirror, Daily 7, Sunday Times

**Electronic Media Partners:** TV, 722

# E-Flyers

Gold Sponsor logos were carried in the e-flyers which were sent to resident and non-resident members of CA Sri Lanka.



## DEFYING THE NORMAL

21<sup>st</sup> Century Leadership

CLICK HERE TO REGISTER ONLINE!

The triple bottom line has been the buzzword cliché in recent years, although the blunt reality is that no one quite understands how to make it work. The pandemic has exposed these cracks and has left businesses with little choice but to regroup, refresh and revitalise.

Join the session that crafts out the different elements of the triple bottom line and sets out a practical framework that 21<sup>st</sup> century leaders can follow, which is meeting the expectations of all stakeholders and rising to the unforeseen challenges.

PRESENTED BY  **Dr Ravi Fernando**  
Chairman/Chief Executive Officer, Global Strategic Corporate Sustainability Pvt. Ltd



41<sup>st</sup> National Conference of Chartered Accountants

PANELLISTS



Dr Anil Jasinghe,  
Secretary,  
Ministry of Environment



Mr Suranga Herath,  
Chief Executive Officer,  
English Tea Shop



Mr Mahesh Nanayakkara,  
Managing Director/  
Chief Executive Officer,  
Citizens Development  
Business Finance PLC

MODERATOR



Mr Moiz Rehmanjee,  
Group Finance Director,  
Hela Clothing

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## NEW ECONOMIC ORDER

The Black Swan Event

CLICK HERE TO REGISTER ONLINE!

Covid 19 Pandemic is pushing the world towards deep recession. The impact of this recession would be devastating across the world with the economic impacts to some countries and businesses being more severe than others. IMF predicts major setbacks to living standards and warns that extreme poverty is likely to rise for the first time in more than 20 years.

Governments across the globe have responded with huge stimulus packages defying all known economic theories. What will be the effect of these bail-out strategies and how will the new economic order play out in the aftermath of Covid 19?

PRESENTED BY  **Dr Nishan De Mel**  
Executive Director, Head of Research, Verité Research Pvt. Ltd



41<sup>st</sup> National Conference of Chartered Accountants

PANELLISTS



Mr Prabash Subasinghe  
Managing Director,  
Global Rubber  
Industries (Pvt) Ltd,  
Chairman &  
Chief Executive officer,  
Sri Lanka Export  
Development Board



Mr Thulci Aluwihare  
Head of Strategy & Business  
Development, CHEC  
Port City Colombo (Pvt) Ltd

MODERATOR



Mr Tishan Subasinghe  
Managing Director,  
Moore Stephens  
Consulting (Pvt) Ltd,  
Chairman,  
SANASA Insurance Co. Ltd,  
Director, Amāna Bank PLC

**02<sup>nd</sup> - 04<sup>th</sup> December 2020  
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# Video Commercials

A 20 seconds video commercial of Gold Sponsors were played during the conference.



# Recognition of Sponsors

Gold Sponsors were recognized during the 2<sup>nd</sup> day of the Technical Session.



# Silver Sponsorship

## Value – USD 1,800

### PRE-CONFERENCE PROMOTIONS

Your organization will be recognized as a 'Silver Sponsor' of the conference. Rights to associate with the event:

- PR coverage of your sponsorship.
- Logo placement in conference brochure, invitation, technical booklet & other branding materials.
- Logo placement and identification as 'Silver Sponsor' on the event website.
- Logo placement and identification as 'Silver Sponsor' on social media post ads and digital ads.
- Logo placement in the press advertisement published by the official print media partner, acknowledging your logo as a Silver Sponsor.

### PROMOTION DURING THE CONFERENCE

- Logo placement on the main digital LED conference screen during the 3 day conference.
- Logo placement and identification as 'Silver Sponsor' in the newspaper supplement published on the day of the inauguration.
- Logo placement and identification as 'Silver Sponsor' on the event website.
- **20** seconds AV trailer during the event.
- **02** free loggings for your officials to join the conference.
- Verbal acknowledgement during the inauguration and technical sessions (maximum 15 times).



# Bronze Sponsorship

## Value – USD 1,500

### PRE–CONFERENCE PROMOTIONS

Your organization will be recognized as a 'Bronze Sponsor' of the conference. Rights to associate with the event:

- Logo placement in conference brochure, invitation, technical booklet & other branding materials.
- Logo placement and identification as 'Bronze Sponsor' on the event website.
- Logo placement and identification as 'Bronze Sponsor' on social media post ads and digital ads.
- Logo placement in the press advertisement published by the official print media partner, acknowledging your logo as a Bronze Sponsor.

### PROMOTION DURING THE CONFERENCE

- Logo placement on the backdrop during the 3 day conference.
- Logo placement and identification as 'Bronze Sponsor' in the newspaper supplement published on the day of the inauguration.
- Logo placement and identification as 'Bronze Sponsor' on the event website.
- **20** seconds AV trailer during the event.
- **01** free loggings for an official at your organization to join the conference.
- Verbal acknowledgement during the inauguration and technical sessions (maximum 10 times).



# Thank You!

For more information, please contact:

**Mr. Nishantha Pushpakumara**, *Deputy Manager–Events*

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Mobile: +94 (0) 710235278

**Ms. Dinusha Dodamgoda**, *Executive Coordinator – Events*

E-mail: [dinusha.dodamgoda@casrilanka.org](mailto:dinusha.dodamgoda@casrilanka.org)

Tel: +94 (0) 11 2352000 Ext. 1501

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