

IGNITE GROWTH

CONFERENCE 2025

Pathways to Sustainable Economic Growth



EVENT AGENDA

DAY 1 : UNDERSTANDING THE CONSTRAINTS

- **LOCATION: LOTUS HALL, BMICH**
- **DATE : 22.01.2025**
- **TIME : 08.00 AM - 18.00 PM**

08.00 - 08.30 **REGISTRATION**

09.00 - 09.30 **KICKOFF AND ADVOCATA VIDEO PRESENTATION**

- MR. MURTAZA JAFFERJEE - CHAIR, ADVOCATA INSTITUTE

09.30 - 10.20 **SRI LANKA'S GROWTH ODYSSEY: NAVIGATING CHALLENGES, LEARNING FROM MIRACLES, UNLOCKING POTENTIAL**

- DR. CHANDRANATH AMARASEKARA - ASSISTANT GOVERNOR · CENTRAL BANK OF SRI LANKA

10.20 - 10.50 **NETWORKING TEA BREAK**

10.50 - 11.40 **SHAPING THE FUTURE: THE CHALLENGES AND OPPORTUNITIES OF POPULATION DYNAMICS**

- PROF. LAKSHMAN DISSANAYAKE - EMERITUS PROFESSOR, FORMER SENIOR PROFESSOR OF DEMOGRAPHY AT THE UNIVERSITY OF COLOMBO

11.40 - 12.30 **UNDERSTANDING THE LABOUR FORCE AND INSIGHTS FROM THE ECONOMIC CENSUS**

- MR. MANJU PERERA, STATISTICIAN, DCS

12.30 - 13.20 **LUNCH BREAK**

13.20 - 14.20 **FIRESIDE CHAT: GAMBLING ON DEVELOPMENT**

- PROFESSOR STEPHAN DERCON (ONLINE) - PROFESSOR OF ECONOMIC POLICY AT THE BLAVATNIK SCHOOL OF GOVERNMENT AND THE ECONOMICS DEPARTMENT AT THE UNIVERSITY OF OXFORD
- DR. INDRAJIT COOMARASWAMY

14.20 - 15.10 **VISION 2048: NATIONAL PHYSICAL DEVELOPMENT PLAN**

- MR. RUCHIRA VITHANA - DIRECTOR GENERAL AT THE NATIONAL PHYSICAL PLANNING DEPARTMENT

15.10 - 15.30 **AFTERNOON TEA BREAK**

15.30 - 16.20 **POWERING GROWTH THROUGH STRONG CREDIT INFRASTRUCTURE**

- MR. PUSHPIKE JAYASUNDARA - GENERAL MANAGER, CREDIT INFORMATION BUREAU

16.20 - 17.10 **HOW TRADE FUELS SUSTAINABLE AND INCLUSIVE DEVELOPMENT**

- MS. ANNA TWUM - ECONOMIST, MACROECONOMICS, TRADE AND INVESTMENT FOR SOUTH ASIA, WORLD BANK

17.10 - 18.00 **EMPOWER TO PROSPER: WOMEN WORKING FOR GROWTH**

- MR. MAURIZIO BUSSOLO (ONLINE) - LEAD ECONOMIST, CHIEF ECONOMIST OFFICE FOR SOUTH ASIA, WORLD BANK

18.00 - 18.05 **CLOSING REMARKS**



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DAY 2 : PRODUCTIVITY IN ACTION

- **DATE : 23.01.2025**
- **TIME : 08.00 AM - 18.00 PM**

08.00 - 08.30 **REGISTRATION**

08.30 - 09.00 **PLATFORM COMPANIES: REVOLUTIONISING BUSINESS MODELS**

- MR. SUDARAKA ARIYARATNA - ECONOMIST

09.00 - 09.50 **CASE STUDY 1: META PLATFORMS**

- MR. SENURA ABAYWARDENA - HEAD OF PUBLIC POLICY, CENTRAL ASIA, MONGOLIA, SRI LANKA & MALDIVES AT META (ONLINE)

09.50 - 10.40 **CASE STUDY 2: BOOKING.COM - CHANGING THE TRAVEL LANDSCAPE**

- MR. ARUN ASHOK - AREA MANAGER - INDIAN SUBCONTINENT- BOOKING.COM

10.40 - 11.00 **MORNING TEA BREAK**

11.00 - 11.50 **CASE STUDY 3: ON-DEMAND NATION: HOW RIDE-HAILING AND FOOD DELIVERY FUEL PRODUCTIVITY**

- MR. JIFFRY ZULFER - FOUNDER & CEO- PICKME (DIGITAL MOBILITY SOLUTIONS LANKA PLC)

11.50 - 12.40 **FIRESIDE CHAT WITH HANS WIJESURIYA**

- DR. HANS WIJAYASURIYA - FORMER CEO AND GROUP EXECUTIVE DIRECTOR OF AXIATA GROUP
- PROF.ROHAN SAMARAJEEVA (INTERLOCUTOR) - CHAIR OF LIRNESIA AND ADVISOR FOR ADVOCATA.

12.40 - 13.30 **LUNCH BREAK**

13.30 - 14.30 **INVESTING IN PRODUCTIVITY FOR THE FAST LANE TO GROWTH**

- DR. JAN MISCHKE (ONLINE) - PARTNER AT THE MCKINSEY GLOBAL INSTITUTE (MGI), MCKINSEY'S BUSINESS AND ECONOMICS RESEARCH ARM, BASED IN ZURICH
- MS. REHANA THOWFEEK (MODERATOR)

14.30 - 15.20 **CASE STUDY 4: FROM GOOD TO GREAT: ELEVATING RETAIL WITH PROCESS EXCELLENCE**

- MR. CHARITHA SUBASINGHE - PRESIDENT, RETAIL AT JOHN KEELLS HOLDINGS PLC

15.20 - 15.40 **AFTERNOON TEA BREAK**

15.40 - 16.30 **CASE STUDY 5: LEAN LUXURY: RETHINKING HOSPITALITY OPERATIONS**

- MR. HISHAN SINGHAWANSA - DEPUTY CEO & CHIEF OPERATING OFFICER AT CINNAMON HOTELS & RESORTS

16.30 - 17.20 **CASE STUDY 6: HARVESTING EFFICIENCY: BRIDGING TECH AND TRADITION IN AGRICULTURE**

- MR. MILLER ALEXANDER RAJENDRAN - CO-FOUNDER, CEO OF SENZAGRO SOLUTIONS

17.20 - 18.10 **CASE STUDY 7: BUILDING CHEAPER EXPRESSWAYS: VALUE ENGINEERING THROUGH LOCAL ADAPTATIONS**

- ENG. DHAMMIKA DESHAPRIYA SILVA - GENERAL MANAGER AND HEAD OF STRUCTURAL DESIGNS AT ACCESS ENGINEERING PLC

18.10 - 18.15 **CLOSING REMARKS**

