



# Media release

**FOR IMMEDIATE RELEASE**

**22 AUGUST 2016**

## **BRIDGE TO NEW TRADE OPPORTUNITIES**

Sri Lanka could be the bridge that links Australia to new trade opportunities in South Asia, after three local companies have committed to investing more than \$150,000 dollars into the region.

As part an innovative business matchmaking event organised by The Sri Lanka and Australia Chamber of Commerce (SLACC), more than 25 Sri Lankan technology companies were given the opportunity to pitch for business and potential investment from Australian delegates from the finance, technology, media and insurance industries.

Australian delegate and Techniche Chairman Karl Jacoby said the visit had led to further investment in Sri Lanka's ICT (Information Communication Technology) sector for his business.

"Techniche has already successfully used a number of Sri Lankan companies in the areas of ICT support, digital marketing, and out sourced services which has led to new opportunities for our business," Mr Jacoby said.

"As a result of this visit, we will be considering whether we could use some additional outsourced development capability, and I will personally be considering a number of investment opportunities in Sri Lankan businesses."

SLACC President Kalum De Silva said the visit was an integral part of the Chamber's strategic focus on bi-lateral economic development between Australian and Sri Lanka businesses.

"We are thrilled with the attendance and result of the mission which aimed to foster greater cooperation and collaboration between Australia and Sri Lanka in all trade related matters," Mr De Silva said.

"By fostering a close relationship between the two countries, via public and private sector engagement SLACC aims to increase trade and profitability between Sri Lanka and Australia.



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“SLACC has already committed to another business mission for Sri Lankan delegates from 25 - 27 October which will be held on the Gold Coast and we’re looking for Australian business to be involved.”

SLACC is also calling for Australian businesses in the IT, tourism, manufacturing and specialty food industries interested in a similar mission to be involved in the World Export Development Forum (WEDF) in Sri Lanka from 11 -13 October.

WEDF brings together more than 600 business leaders, policymakers, heads of trade and investment support institutions and international trade development officials to address international competitiveness for developing countries.

For more information on the event and SLACC membership and upcoming events, visit [www.srilankaaustralia.com](http://www.srilankaaustralia.com)

## ENDS

SLACC is the only integrated bi-lateral, member-based Chamber umbrella constituted under the Australian Chamber of Commerce and Industry to foster commercial trade and dialogue between Sri Lankan and Australian businesses; and are dedicated to providing practical and on-the ground support for business people who are entering or exploring the two markets.

To set up a media interview or request photography / vision opportunities contact:

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