

# BOC partners with World Marketing Forum 2025 as the official banking partner

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Kavinda de Zoysa, Chairman, Bank of Ceylon.

The Bank of Ceylon served as the official Banking partner for the World Marketing Forum 2025, organized by the Sri Lanka Institute of Marketing (SLIM). The global event, hosted for the first time in Sri Lanka, brought together over 150 delegates

from 40 countries, including distinguished representatives from the Asian Marketing Federation (AMF), the Asia Small Business Federation (ASBF), and the World Marketing Forum (WMF).

The keynote address was delivered by Kavinda de Zoysa, Chairman of Bank of Ceylon, under the theme “Marketing Drives National Competence and Growth.” In his address, he emphasized the pivotal role of marketing in strengthening national economies, driving innovation, and enhancing competitiveness.

The forum created a valuable platform for sharing global best practices, fostering connectivity, and opening new opportunities for investors and professionals. It also provided critical insights and learning opportunities for the SME and MSME sectors.