

# Leading the Way in Exploring Export Markets

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*Sayuri Rathnayake, Moderator, along with presenters at the webinar: Suresh D de Mel, Chairman/Chief Executive, Export Development Board; Shashi Kandambi Jassim, Senior Director General Manager – International Banking, Sampath Bank; and Priyanka Rathnamalala, Director General, Industrial Development Board.*

Sampath Bank organized a webinar titled 'LEAD THE WAY: EXPLORE EXPORT MARKETS' in partnership with the Sri Lanka Export Development Board (EDB) and the Industrial Development Board (IDB).

The webinar was held for entry-level exporters with the dual intentions of fostering and encouraging local entry-level exporters to advance their businesses and strengthening ties between private and public stakeholder institutions to synergize the service being offered to local exporters.

Conducted in Sinhala by a 90 percent preferred choice, the webinar featured Priyanka Ratnamalala, Director General, IDB, and Suresh D. de Mel, Chairman and Chief Executive, EDB.

Joining them, and representing Sampath Bank, were: Shashi Kandambi Jassim, Senior DGM - Corporate Banking and Dushyantha Dassanayake, AGM - Information Technology. The speakers covered a wide range of relevant topics: Priyanka Ratnamalala, in his presentation of 'Are you comprehensively export ready?' covered strategic business and strategy formulation; Suresh D. de Mel conducted a session on introduction to export markets and understanding the export markets, while Shashi Kandambi Jassim spoke on the topic of Sampath Bank's role in providing export service facilities; and finally, Dushyantha Dassanayake elaborated on exports and online marketing.

Nanda Fernando, Managing Director, Sampath Bank, reiterated the priority given by Sampath Bank to its customers. "Since Sampath Bank was founded in 1987, the most important part of the bank's journey was its customers," he said, adding: "We have always believed it's a bank's responsibility to provide customers with the necessities to do successful business. Therefore, we have introduced this timely initiative in partnership with relevant organizations, which we hope will help our customers."

Sampath Bank aims to conduct more webinars targeting regions and specific industries in the future, catering to the needs of its customer base while helping entry-level exporters gain a stronger foothold in the market.