

LG Electronics opens Office in Sri Lanka to Build Stronger Connections with Local Consumers



Dr. Chathura Jayawardana, CMO, Abans; Joohong Son, Director General, KOTRA; Tanaz Pestonjee, Director, Business Development, Abans; Ruwan Gunasekera, GM, Abans; Hyewon Lee, Director General, EPS Centre; Miyon Lee, Ambassador of the Republic of Korea; Keith Chung, MD, LG Electronics Sri Lanka Office; Jaesung Kim, Regional CEO, LG Electronics Asia Pacific; Koonho Lee, Managing Director, LG Electronics Singapore; Dr. Saroshi Dubash, Director, Abans; Buddhika

Dharmawardana, Director Operations, Abans; and Matthew Roche, Director – Marketing, Abans.



LG products range offered for 2025.

LG Electronics (LG) has announced the opening of an office in Sri Lanka, operating under the entity of LG Electronics Singapore. This strategic move marks a significant milestone in LG's continued commitment to the Sri Lankan market and our collaboration with Abans, which has been our longstanding partnership for over 40 years.

LG aims to enhance customer engagement and deliver innovative products and smart solutions tailored to the evolving needs of Sri Lankan consumers.

"Our ongoing partnership with Abans has been instrumental in expanding LG's footprint in Sri Lanka. With the opening of our LG office, we are positioning ourselves to take this partnership to the next level, ensuring closer collaboration

and continued innovation for Sri Lankan consumers. We are also committed to developing products and solutions specifically tailored to the unique needs of Sri Lankan households,” said Keith Chung, MD, LG Electronics, Sri Lankan office.

LG’s office will enhance its long-standing partnership with Abans, improving alignment with their retail network and increasing the availability of LG’s best practices and products nationwide.



The timeline highlights the significant journey of LG and Abans.



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Miyon Lee, Ambassador, of the Republic of Korea and Jaesung Kim, Regional CEO, LG Electronics Asia Pacific.



Koonho Lee, MD, LG Electronics Singapore; Jaesung Kim, Regional CEO, LG Electronics Asia Pacific; and Keith Chung, MD, LG Electronics Sri Lanka Office.



A symbolic Korean traditional wedding commemorating the 40-year partnership and

new beginning of LG and Abans.