

# **New Deputy Director General at BOI**

A core element of the restructuring program of the Board Of Investment is the appointment of Manilal de Mel as the new Deputy Director General (Promotions) with effect from 1st July, 1996. Manilal counts nearly 20 years of wide marketing experience in a number of diverse industries both in Sri Lanka and abroad, mainly in multi-national business environments.



He returned back to Sri Lanka recently after completing a series of consultancy/training assignments overseas. Manilal obtained his MBA post-graduate degree from the prestigious Rutgers State University of New Jersey, a former Ivy-league University in the United States. He specialized in International Business and Marketing Management. While in the USA, he worked with the Gallup Organization Inc. in marketing research and planning of opinion polls and conducting consumer research surveys in the New York.

In Sri Lanka, he began his marketing career with Ceylon Tobacco Company at subsidiary of the British American Tobacco Company (BAT Group, U.K). He later joined the National Carrier Air Lanka as the Head of Marketing Communications which included Promotions, Advertising and Public relations handling all multi-market promotions system- wide in 25 countries, where Air Lanka operated.

BOI plans to sharply focus its promotional activities in identified target markets, sectors and key companies with a tailored approach, to be followed-up with an aggressive international marketing campaign, to attract the foreign as well as the domestic investor.