

# Sampath Bank Signs MoU with AIMGSL

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*Tharaka Ranwala, Senior Deputy General Manager/Group Marketing, Deposit Mobilization and Digitalization, Sampath Bank with Sujith Silva, Chairman, AIMG following the signing of the MoU, also in the picture (L-R): Lasitha Suraweera, Manager Marketing, Sampath Bank; Pujitha Rajapaksa, Chief Manager Marketing, Sampath Bank; Roshan Kaluarachchi, Treasurer, AIMG; and Sanjay Hettiarachchi, Head of Operations, AIMG.*

Sampath Bank signed a memorandum of understanding agreeing to act as a corporate sponsor for the Association of International Marketing Graduates in Sri Lanka (AIMGSL). The organization for professional marketers with globally-

recognized marketing credentials, AIMGSL offers mentoring, counseling, hands-on training, workshops, and networking opportunities to its members. Under the terms of this corporate sponsorship agreement, valid for a year and renewable, Sampath Bank will be entitled to a host of benefits at future functions, including events and programs scheduled for the next 12 months in the AIMGSL's event calendar. The Bank will collaborate and propose ideas for some of the industry-specific initiatives and events organized by AIMG. Ensuring that a level of expertise, insight, and resources are emphasized for the benefit of industries and marketing professionals. The organization has a tentatively scheduled 12-month event calendar that includes a host of events, including CEO forums, retail events, networking events, panel discussions, viewpoints, seminars, and their annual conference.

"This agreement will benefit our entire membership," said Sujith Silva, Chairman of the Association of International Marketing Graduates in Sri Lanka, who signed the agreement on behalf of the AIMGSL. "A keen awareness of financial matters is of paramount importance to marketing professionals, so associating with bankers and having senior bank officers on hand to provide clarifications and answers to questions at forums, will be enormously helpful moving forward, especially given the slippery slope the economy is currently on. We are determined to acknowledge and support the Banking and Financial industry in Sri Lanka with the guidance of these professional marketers. In line with this, our goal is to inaugurate specific programs and initiatives, which would be informative. Continuing this long-lasting relationship between the Bank and the Sri Lankan Marketing fraternity has been memorable. Our members stand to learn a great deal from their banking counterparts, primarily from well-established Banks such as Sampath Bank. In return, I hope to provide insights and knowledge that would benefit them."

"This is a landmark agreement for both parties," agreed Tharaka Ranwala, Senior DGM/Group Marketing, Deposit Mobilization, and Digitalization, who signed the agreement on behalf of Sampath Bank. "AIMGSL's marketing professionals are qualified and poised to launch consumer and business-to-business campaigns to jump-start the economy and get the country moving again. We're excited to participate in the association's annual events we know how to help. Strong banking partnerships, keeping an eye on bottom line issues at all times, and sound financial planning are the bedrock of successful marketing campaigns."