

IT-BPM Sector

“KNOWLEDGE-BASED, HIGHLY COMPETITIVE”

Prof. Rohan Samarajiva
Chairman
ICT Agency of Sri Lanka

@Samarajiva
@icta_srilanka



“Our vision is to make Sri Lanka a rich country by 2025. We will do so by transforming Sri Lanka into the hub of the Indian Ocean, with a knowledge-based, highly competitive, social-market economy.”





Kanishka Weeramunda
Founder / CEO, PayMedia

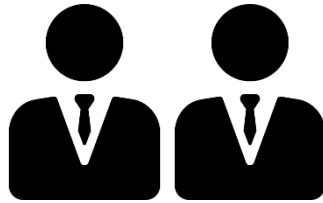
PayMedia



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சம்பத் வங்கி
SampathBank



2015



Founded

2016

spiralation

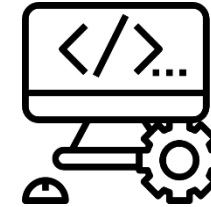


seed
funding



capacity
building

2016 - 2017

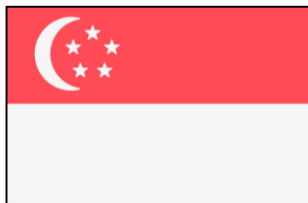


Technical Training Workshops

2015 - 2018



2016



2015 - 2016



International Market
Access

2015 - 2016



Local Market Access



mobile POS software



2,800 retail outlets

Integrated partners



150+ telcos



30 others

current revenue

€ 25,000.00

per year

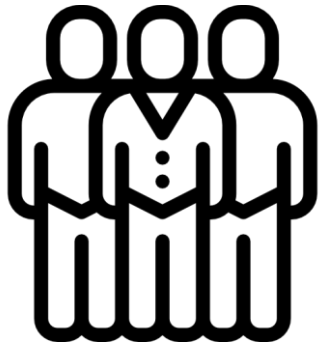
potential revenue

€ 100,000.00

per year

PayMedia

2015 - 2018



2 - 28
employees



0 - 35 Mn
turnover



0 - 8.7 Mn
profit

ICTA Industry Development Program

2017



250

companies supported



94

supported for market
access

2006 - 2016

27

companies hired a business
development consultant

75

companies got access to
Australian market

25

startups got market access
to Spain and Singapore

ATKearney

global benchmarking report
of Sri Lanka

Gartner

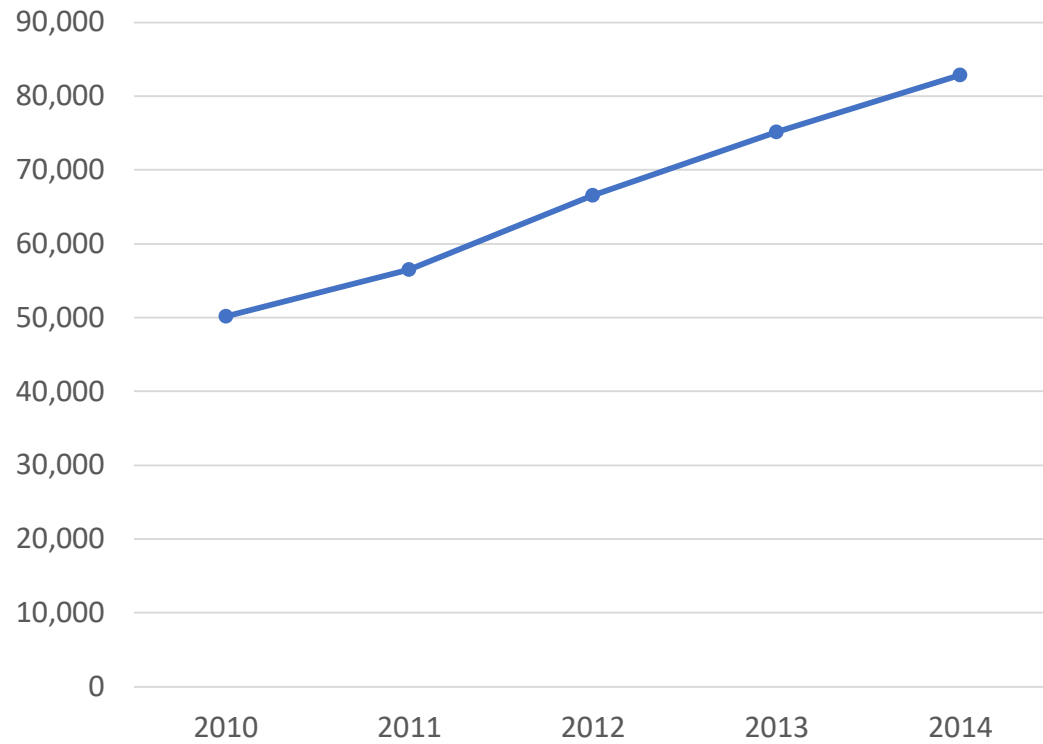
Among Gartner Primary
Countries in Asia Pacific in
2017

Sri Lanka
IT-BPM DESTINATION 

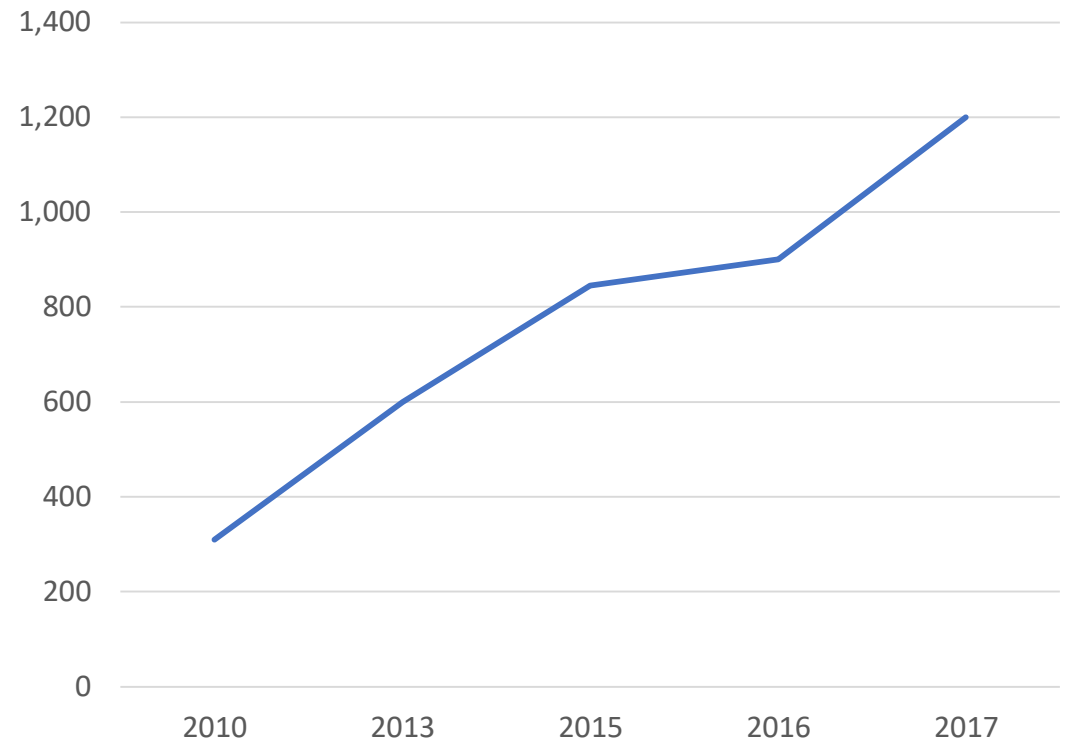
IT-BPM Industry of Sri Lanka

CONTRIBUTION TO THE ECONOMY

ICT Workforce Growth



ICT Export Revenue Growth ('000,000)



*AT&T*Kearney

11th

Global Services
Location Index 2016

Gartner®

Top 6

Asia Pacific Countries for
Outsourcing, Shared Services
and Captives in 2017



SRI LANKA

ISLAND OF
INGENUITY
KNOWLEDGE SOLUTIONS

National Export Strategy

IT- Knowledge Services

Sri Lanka: A global IT-BPM centre of excellence of high-end product engineering, IP creation and knowledge process outsourcing

2018 - 2022

LKR 3,000,000,000,000

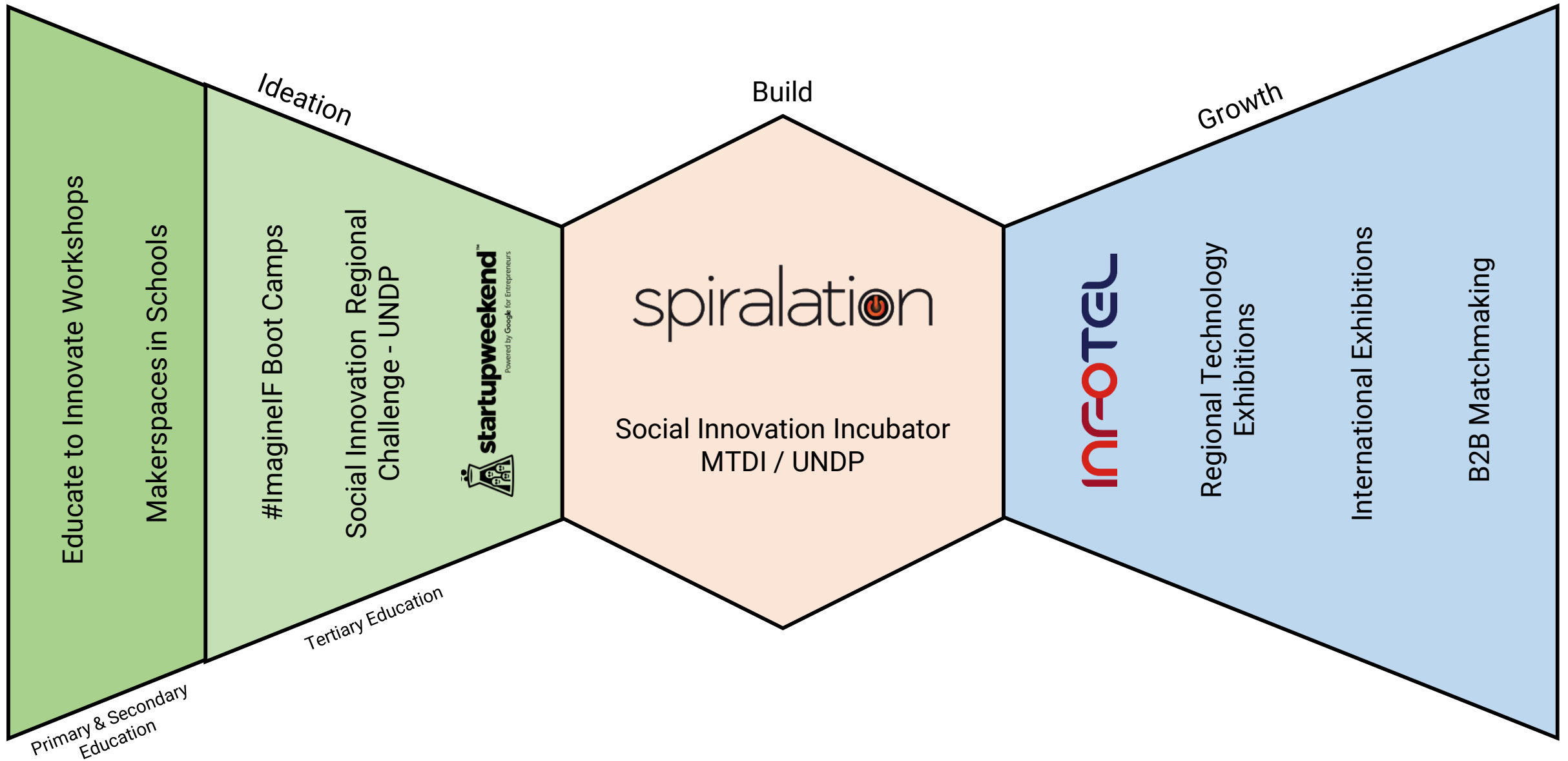
Create a business-enabling environment, address policy and regulatory bottlenecks swiftly and provide necessary institutional support to improve marketing and promotion of the IT-BPM sector

2018

LKR 300,000,000

Launch a 'champion builder' programme targeting firms with exponential growth potential that collectively can help boost sector export revenue by US\$2 billion

Make the industry become higher value and IP-driven



Women in Tech Initiative

IT-BPM Workforce Survey'18

Disrupt Asia 2018 – Sri Lanka's Premier Startup Conference and Innovation Festival

Business Matchmaking Mission to Australia 2018

Accelerating Market Access Support to the ICT-BPM Industry

- Business Matchmaking Consultant sourced by ICTA's after 2+ years of research and interviews with 8+ potential service providers.
- Market research on prequalifying sales leads
 - Sydney
 - Brisbane
 - Melbourne
- Minimum 05 prequalified leads per company.
- Support offered covering the entire sales generation life cycle
- Maximum ICTA incentive 60% per company (tiered approach adopted)

REACHING TO GREATER HEIGHTS



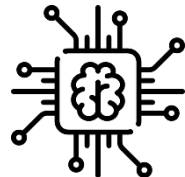
EXPLORING NEW MARKETS



DIVERSIFYING IN TO INDUSTRY VERTICAL SPECIFIC OFFERINGS



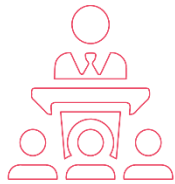
BUILDING PRODUCTS WITH OWN IP



EXPLORING GREEN FIELD/ BLUE OCEAN OPPORTUNITIES



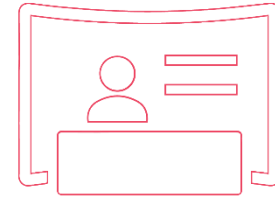
Sri Lanka's Premier Startup Conference and Innovation Festival



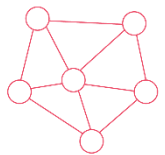
Conference



**Innovation
Festival**



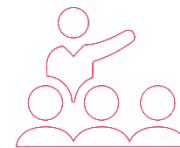
**Startup
Showcase**



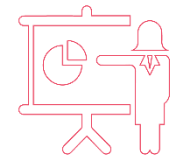
**Networking
Session**



**Startup
Battle**



**Entrepreneur
Workshop**



**Investor
Pitching**

11th August 2018 | Trace Expert City | 3.30pm onwards

IN A RAPIDLY CHANGING ENVIRONMENT



COMPANIES HAVE TO **RUN FAST** EVEN TO STAY IN PLACE



WE HAVE TO KEEP MOVING UP THE **VALUE CHAIN**



ALL OVER THE WORLD GOVERNMENTS AND COMPANIES ARE THINKING IN TERMS OF **VERTICALS**, AND NOT AS IT-BPM



GOVERNMENT'S **DIGITAL ECONOMIC STRATEGY** WILL ANNOUNCE MAJOR INITIATIVES THAT WILL FOCUS ON MAJOR EXPORT SECTORS



Prof. Rohan Samarajiva
Chairman
ICT Agency of Sri Lanka

@samarajiva

<https://www.icta.lk>
fb.com/ictasrilanka
[@icta_srilanka](https://twitter.com/icta_srilanka)

