

## CDB renews support for CA Sri Lanka's 35th National Conference of Chartered Accountants

Written by Piyoshila

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Citizens Development Business Finance PLC (CDB) has once again renewed its support for the 35th National Conference of Chartered Accountants with a gold sponsorship.



Organized by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), the annual flagship event will this year revolve around the theme 'Rethink to Revive' and will feature an expert panel of local and foreign resource personnel who will take an in-depth look at the all-important role that financial professionals play in converting challenges into opportunities and how failure to re-think the existing business models and conventional wisdom could be detrimental to the corporate bottom line

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The official handing over of the sponsorship cheque was held recently at CA Sri Lanka.

Speaking of the sponsorship CDB Managing Director / CEO, Mr. Mahesh Nanayakkara said "We are indeed privileged to be associated with the 35th National Conference of Chartered Accountants as the gold sponsor. We look forward to continue this partnership in the future as well. CDB takes this opportunity to wish CA Sri Lanka overwhelming success in all their initiatives."

President of CA Sri Lanka, Mr. Arjuna Herath welcoming CDB onboard once again, emphasized that CDB's continuing support was a clear indication of the confidence reposed in the Institute activities by one of Sri Lanka's leading financial institutes.

"As the national body of accountants in the country, we take it upon our responsibility to provide leadership and insight to the accounting and finance professions in the country, and the national conference is the perfect platform to communicate the need for progression and also spell the need to change from traditional business ideologies when and where required, hence our theme this year focusing on the topics of rethink and revive'," Mr. Herath said.

This year's conference will be held from the 23rd to 25th October 2014 at the Waters Edge, Battaramulla. The conference last year saw a participation of over 1200 chartered accountants and business leaders.