

Written by Nirmali Salgado

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For the first time ever, seven internationally renowned speakers will come together on a single stage in Colombo next month at the Strategy Summit organized by the Business School of the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka).



The high-profile summit which will be held on 29th and 30th July 2015, is the first of its kind in the region, and is open for corporate leaders in Sri Lanka and overseas.

The international speakers; David Arvin, Greg Bernarda, Jeroen De Flander, Ravi Fernando, Andrew Grant, Dr. Amith Kapoor, and Vusi Thembekwayo, will share the stage and wow corporate leaders on how to envision and implement a successful business strategy, while gearing them to strategically take on the future.

David Arvin is one of the most in-demand marketing and branding speakers in the world today,

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and is known as The Visibility Coach, and has shared his high-energy and content-rich presentations to enthusiastic audiences across North America and around the world including recent presentations in Singapore, Bangkok, Melbourne, Brisbane, Bangalore, Antwerp, Monte Carlo, London, Buenos Aires and Dubai. He is the author of three books including the acclaimed: It's Not Who You Know, It's Who Knows YOU!

Greg Bernarda works with individuals, teams and organizations on strategy, creativity and innovation. Bernarda's clients range across sectors and industries, including among others: Colgate-Palmolive, the Nokia Group, Volkswagen, Solvay, ABB, SCA, Tetra Pak, Michelin, Capgemini Consulting, Harvard Business School, Sunstone Capital, World Economic Forum, the Richemont group, Pekin University, China's People's Daily and China Fashion Forum.

Jeroen De Flander is one of the world's most influential thinkers on strategy execution and a highly regarded keynote speaker, and helped more than 23,500 managers in over 35 countries master the necessary execution skills. Flander has advised over 75 companies including Atos Worldline, AXA, Bridgestone, Brussels Airport, CEMEX, Credit Suisse, GDFSUEZ, Honda, ING, Johnson & Johnson, Komatsu, Nike and Sony on various strategy and strategy execution topics.

Ravi Fernando is Operations Director at the Malaysian Blue Ocean Strategy Institute since December 2011. He has also worked with multinationals such as Unilever, Sterling Health International, Smithkline Beecham International and Reckitt Benckiser, as CEO and other Management level positions. In September 2007, Fernando won a "Global Strategy Leadership award" at the World Strategy Summit for his work on ethical branding for the Sri Lankan Apparel and Tea sectors.

Andrew Grant is CEO of Tirian International, which specializes in organization innovation through strategic leadership and team development. He has served in various high profile positions including being CEO for a wide range of Fortune 500 companies such as Mercedes Benz, Four Seasons Hotels, Nestle, Citibank, Coca Cola, Disney, AMP, UBS, J & J, Janssen, Allianz and Schneider Electric, among other organisations.

Dr. Amith Kapoor is the President & CEO of India Council on Competitiveness; and is the chair for the Social Progress Imperative and Shared Value Project in India and sits on the board of Competitiveness initiatives in Mexico, Netherlands, Italy & France. He is an affiliate faculty for the Microeconomics of Competitiveness & Value Based Health Care Delivery courses of

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Institute of Strategy and Competitiveness, Harvard Business School and an instructor with Harvard Business Publishing in the area of Strategy, Competitiveness and Business Models.

Vusi Thembekwayo is known as the 'Rock Star of Public Speaking.' Identified as one of the best motivational speakers and keynote speakers alive today he annually speaks to over 250, 000 people. He is also the only speaker in Africa to speak by invitation at the World Bank. He is the youngest JSE director in South Africa, and influence over R 4.27 billion in capital through board appointments. He has worked in 17 countries across 4 continents assisting business leaders to radically shift their people performance.

The two day summit will give participants renewed insight on business strategy over a period of seven sessions on;

- Leaders Role In Business Strategy
- Business Model Innovation
- It's Not Who You Know, It's Who Knows You! - How To Build Your Business By Building Your Brand
- Strategy Execution – in and Out Of World Class Business Strategy Execution
- Disruptive Innovation in Emerging Markets – Who Killed Creativity? The Innovation Race - How Organizations Can Be Disruptive and Innovative and Why it matters
- Competitiveness in Emerging Asia – Where ,When and How To Compete In 2020
- “Blue Ocean Strategy – Creating New Market Spaces”