

Embarking on a journey of connectivity, the Kuwait Chapter of the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) ventured into uncharted territories by marking a significant milestone in the landscape of communication with the launch of "The Hub" magazine.

The magazine was officially launched at the Crowne Plaza Hotel in Kuwait, with the first two copies being presented to Mr. Kandeepan Balasubramaniam, Ambassador of Sri Lanka to Kuwait, and Mr. Heshana Kuruppu, President of CA Sri Lanka, by Mr. Dimuthu Ethugala, President of the CA Sri Lanka Kuwait Chapter and Mr. Samantha Weerasekara, Chairman of the Magazine Committee.

"The Hub," a premier business and lifestyle magazine, the first of its kind by an overseas chapter of CA Sri Lanka, aims to transcend traditional boundaries, and become a beacon of collaboration and progress by connecting the Middle East with Sri Lanka.

As the first overseas publication of CA Sri Lanka, the insightful magazine will serve as a gateway to attract foreign investments from the Middle East to Sri Lanka, apart from also offering advertising opportunities to cater to multiple stakeholders, across Kuwait, and other Middle East countries.

Mr. Kuruppu said that the launch of "The Hub" marks a significant moment for CA Sri Lanka as it continues to go beyond borders and into new territories. "This magazine represents our commitment to connectivity and excellence as we look to bridge economic frontiers and foster collaboration among businesses, investors as well as professionals in the Middle East with Sri Lanka."

Mr. Ethugala explained that, as part of the long-term strategies, Middle Eastern nations are investing heavily in non-oil sectors, building new income streams around the world and the key diversification areas include real estate, tourism, logistics, and technology sectors. "With Sri Lanka's burgeoning potential in these areas, we believe "The Hub" will serve as a critical platform to attract foreign investments from the Middle East to Sri Lanka," he said.

"The Hub" serves as a gateway to a world of boundless possibilities, seamlessly blending the realms of business and lifestyle, by offering an insightful read to captivate the attention of discerning individuals who value quality, innovation, and excellence.

## CAPTIONS □

- CAHUB104: Mr. Dimuthu Ethugala presenting a copy of the magazine to Mr. Heshana Kuruppu.
- CAHUB382: □The Hub□ Magazine launched by CA Sri Lanka□s Kuwait Chapter to help attract foreign investments from the Middle East to Sri Lanka.



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