

Taking yet another giant technological leap, the 33<sup>rd</sup> National Conference of Chartered Accountants organized by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), for the first time in its conference history, transmitted the conference sessions utilizing the National Mobile Service Provider, Sri Lanka Telecom Mobitel's mobile event webcasting platform, 'mEvent' to reach a larger audience following an overwhelming demand both in Sri Lanka and overseas.

Recognized as one of the largest corporate level conferences held in the country annually, the conference which has built a reputation as a business summit over the years, saw a massive participation of over 1,150 chartered accountants and business leaders taking part in the technical sessions held on October 19 and 20, which navigated on the inspiring theme 'Winning: Country, Corporate, Citizen.'

CA Sri Lanka President, Sujeewa Rajapakse said, "Every year our conference sees a massive participation, and there is no venue in Colombo which is capable of accommodating the large numbers who are interested in taking part in this, hence our decision to use the live webcast facility and transmit it across the world for the benefit of our CA Sri Lanka members and other professionals who are interested in following the sessions."

Chairman of the National Conference Committee, Mr. Lasantha Wickramasinghe said, "For the first time in the history of CA Sri Lanka, we webcast the conference sessions live. This is indeed a landmark moment in the history of our conference."

Mobitel's Chief Executive Officer, Mr. Lalith De Silva stated, "We have a strong partnership with CA Sri Lanka – and this year, we went over and above our Gold sponsorship of the conference by facilitating a live webcast of the national conference. This is just one facility that our Business Enterprise solutions offer. We intend to use this facility to make academic content more accessible locally as well as internationally, paving the way towards making Sri Lanka a knowledge hub within the South Asian region. We are proud to have had a hand in creating history at the CA Sri Lanka national conference."



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