



France-Sri Lanka Business Council of MEDEF International presentation



■ COUNCIL CHAIRPERSON

Under designation

CONTACTS

Mrs Lana RAVEL
Project Officer South Asia
@ : lravel@medef.fr

t : +33 1 53 59 16 20

Website
www.medefinternational.fr

Mr. Bogdan GADENNE-FEERTCHAK
Director
@ : bgadenne@medef.fr

t : +33 1 53 59 16 44

■ PARTNERS IN SRI LANKA

■ COUNCIL ACTIONS FOR COMPANIES

The **France- Sri Lanka Business Council** of MEDEF International was created in 2006 and relations with the country have particularly intensified in the last three years.

Relying on a market of more than 20 million inhabitants, Sri Lanka has experienced dynamic growth since the end of the civil conflict in 2009, thanks to the growing diversification of its economy, the performance of certain major sectors of activity (tourism, agriculture, textiles) and a well-educated population (the highest human development index in South Asia).

The growing foreign companies' interest in Sri Lanka echoes the ambitions of the government's economic programme "Vision 2025" aimed at making the country a highly competitive exporting power. Through projects such as Colombo Port City and a proactive policy, Sri Lanka is building its capacity to become a major Indian Ocean hub and further attract foreign investment from the region, the Middle East and Europe. Driven by the aviation sector, spacecraft and pharmaceutical preparations, French exports have doubled since 2016 and are diversifying into tourism, sanitation, housing and education. The country is also increasingly recognized as a test market for companies attracted by South Asia but not wishing to invest immediately in the Indian market.

Open to large groups as well as to ETIs & Internationalized SMEs, the meetings of the Council, which are held on a regular basis in France, and business delegations aim at:

1. helping French companies gain direct access to:

- the Head of Government, key Sri Lankan ministers and local government decision-makers,
- public administrative officials and economic decision-makers with cross-cutting and sectoral competences,
- Sri Lankan business communities and private sector,
- and bilateral and multilateral donors active in the country;

2. providing companies with keys to understand and in decision making for their activities, mainly related to:

- business opportunities in each sector depending on the evolution of the market and the country's priorities
- the business environment, operating and investment conditions, access to public markets,
- the structuring of industries and business sectors,
- and, more generally, elements for understanding the risks and opportunities related to internal developments and the country's regional environment;

3. increasing the experience sharing between French companies of all sizes, active in Pakistan or in the region, and promoting interactions with new potential partners on this market.

→ Reports of business meetings and delegations are available to MEDEF International's members on request.



Our offices
20 avenue Rapp, 75007 Paris
www.medefinternational.fr

Information & membership
+33 1 53 59 16 12

