SERENDIPITY KNOWLEDGE PROGRAM

FROM TRADE REFORM TO EXPORT GROWTH: ENABLING SRI LANKAN FIRMS TO COMPETE GLOBALLY

26 NOVEMBER 2026 | **10:00 AM – 12:00 PM** COLOMBO TIME | **12:30 PM – 2:30 PM** MANILA TIME | **REGISTER HERE** ZOOM REGISTRATION

The Serendipity Knowledge Program (SKOP) is ADB's flagship knowledge platform for Sri Lanka. Since its launch in 2021, SKOP has continuously identified knowledge solutions for Sri Lanka's development challenges through discussions between Sri Lankan stakeholders and global thought-leaders and experts. Serendib is one of Sri Lanka's ancient names and serendipity refers to a fortunate finding, which is a common occurrence throughout the history of product invention and scientific discovery.

ABOUT THE EVENT

Sri Lanka's export base remains concentrated in a relatively narrow range of products and markets, while longstanding trade policy and structural constraints have limited diversification and international competitiveness. Constraints in productivity, skills, access to finance, market information, and firm capabilities further limit businesses' ability to enter new markets and compete internationally.

The government is pursuing reforms to strengthen export competitiveness and deepen Sri Lanka's integration into international markets. However, realizing the benefits of reforms require effective institutional arrangements, coordinated implementation of reforms, and stronger support for firms to capitalize on emerging opportunities. ADB is supporting the government's broader trade and competitiveness agenda through its Trade, Investment, and Industry Development Program, which includes measures to strengthen the business environment and promote international competitiveness.

Against this background, the proposed SKOP event will bring together government representatives, the private sector, policy researchers, and international experts to examine how Sri Lanka can translate trade reforms and market opportunities into sustained export growth. The discussion will explore how Sri Lanka can respond to changing international trade conditions while managing its transition toward a more export-oriented economy, including the policy reforms and adjustment measures needed to strengthen firm competitiveness. The knowledge event is supported through Technical Assistance SRI: Knowledge and Innovation for Transformative Economic Solutions.



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Secretary
Ministry of Trade, Commerce, Food Security and Co-operative Development



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Principal Research Fellow
ODI Global



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Country Director for Sri Lanka
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SAVITHRI RODRIGO
MC

ZOOM REGISTRATION

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Program	MC: Ms. Savithri Rodrigo
10:00 - 10:05 AM	**Welcome Address** Ms. Shannon Cowlin Country Director for Sri Lanka ADB
10:05 - 10:30 AM	**Keynote Address** Ms. Jodie Keane Principal Research Fellow ODI Global
10:30 - 10:35 AM	**Question & Answer Session**
10:35 - 11:50 AM	**Panel Discussion -** Making Market Access Work: Trade Policy, Firm Competitiveness, and Lessons from Asia **Facilitator:** Mr. Dinuk de Silva Senior Economics Assistant, ADB **Panelists:** Mr. K A Vimalenthirarajah Secretary, Ministry of Trade, Commerce, Food Security and Co-operative Development Mr. Ravi Jayawardena Group CEO, Maliban Group of Companies Mr. Shiran Fernando Secretary General and Chief Executive Officer, The Ceylon Chamber of Commerce Ms. Subhashini Abeysinghe Senior Research Director, Verite Research Ms. Jodie Keane Principal Research Fellow, ODI Global **Question & Answer Session**
11:50 - 11:55 AM	**Closing Remarks on behalf of ADB** Ms. Cigdem Akin Director, Public Sector Management and Governance Sector Office Sectors Department 3, ADB
11:55 - 12:00 NOON	**Closing Remarks on behalf of Government** Mr. Samantha Bandara Director General, Department of External Resources, Ministry of Finance Planning and Economic Development