



Invitation

*Navigating Growth:
Elevating Export Competitiveness*

J'PURA EXPO 2023

Silver Partners



Co-sponsors



Media Partners



Knowledge Partners



Embassy of Sri Lanka in Japan
Tokyo



Ministry of Industries



University of Sri Jayewardenepura

14th December 2023
University of Sri Jayewardenepura

17th December 2023
BMICH



Department of Business Economics
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

ExpoGenius Quest: Inter-university Innovation Competition for Undergraduates

10.00 am: Arrival of Contestants
12.00 pm: Registration
12.30 pm: Arrival of Judges
01.00 pm: Welcome Address and Introduction to Competition
01.05 pm: Overview of Rules and Guidelines
01.10 pm: Presentations by Competitors
03.40 pm: Judges' Discussion
03.45 pm: Closure

14th December 2023

Prof. K.A. Munasinghe Hall
& SBFF 01 Hall,
University of Sri
Jayewardenepura

Awareness Session on Safe Labour Migration

08.00 am: Gathering of Guests (3G 17 Hall) &
Registration of Participants (Mihilaka Medura)
08.30 am: Commencement
08.35 am: Welcome Address
08.40 am: Introductory Video
08.45 am: Address by Dr. Janaka Fernando, Head, Department of Business Economics
08.55 am: Speech by Mr. Nishantha Wamasooriya, National Project Coordinator,
ILO Sri Lanka
09.20 am: Guest Speech by Ms. Sesath Thambugala, Deputy Chief of Mission,
Embassy of Sri Lanka in Japan
09.45 am: Break
10.00 am: Guest Speech by Mr. Imthath Basar, Senior Project Coordinator, IOM Sri Lanka
10.25 am: Guest Speech by Mr. Nikaril Kanth, Senior Assistant Secretary,
Development Division, Ministry of Labour and Foreign Employment
10.50 am: Q&A Session and Feedback from Audience
11.10 am: Vote of Thanks
11.15 am: Closure

17th December 2023

Mihilaka Medura,
BMICH

Export Product Fair and Exporters' Hub

08.00 am: Gathering of Guests (3G 17 Hall) &
Registration of SMEs (Mihilaka Medura Outer Canopy)
09.00 am: Arrival of Guests to Mihilaka Medura Outer Canopy
09.05 am: Commencement of Export Product Fair
09.10 am: Speech by People's Bank
09.20 am: Visiting Stalls by Guests
09.35 am: Arrival of Guests to Exporters' Hub (3G 17 Hall)
*The Export Product Fair will continue at Mihilaka Medura Outer Canopy until 5:30 pm,
and SMEs will be directed to the Exporters' Hub (Mentoring Sessions) in a sequential manner.*
09.40 am: Commencement of Session I & Welcome Address
09.45 am: Mentoring Sessions
12.00 pm: Tokens of Appreciation
12.10 pm: Vote of Thanks
12.15 pm: Closure of Session I
12.20 pm: Lunch Break
01.00 pm: Commencement of Session II & Welcome Address
01.05 pm: Mentoring Sessions
03.05 pm: Refreshment Break
03.20 pm: Mentoring Sessions
05.20 pm: Tokens of Appreciation
05.30 pm: Vote of Thanks
05.35 pm: Closure of Session II

17th December 2023

Export Product Fair:
Mihilaka Medura Outer
Canopy, BMICH

Exporters' Hub: 3G 17
Hall, BMICH

Workshop on Empowering SMEs to E-platforms

01.00 pm: Commencement
01.05 pm: Welcome Address
01.10 pm: Session I: Mr. Aminda Lakmal, Senior Lecturer,
Department of Marketing Management, FMSC, USJ
02.05 pm: Session II: Mr. Chandika Witharana, Chief Executive Officer,
Asia Pacific Institute of Business Analytics (Pvt) Ltd
03.30 pm: Session III: A Session on LEAP (Digital Ecosystem) of
Commercial Bank & their Digital Products
04.00 pm: Vote of Thanks
04.05 pm: Refreshments for Guests

17th December 2023

Mihilaka Medura,
BMICH

Invitation

The Organising Committee of
J'PURA EXPO 2023
cordially invites you
to the Inauguration Ceremony
and Concurrent Events of
J'PURA EXPO 2023
themed
**“Navigating Growth:
Elevating Export Competitiveness”**
on 14th & 17th December 2023
at the University of Sri Jayewardenepura
and BMICH.
Thank you.

R.S.V.P. (Regrets Only)
Ms. Dileesha (0779990568)
E-mail: japuraexpo@sjp.ac.lk

Agenda

Inauguration Ceremony of J'PURA EXPO 2023

04.00 pm: Registration
04.30 pm: Commencement
04.40 pm: University Anthem
04.45 pm: Welcome Address
04.50 pm: Presentation on Competitiveness of Sri Lankan Exports
04.55 pm: Address by Dr. Janaka Fernando, Head,
Department of Business Economics, FMSC, USJ
05.05 pm: Launch of J'pura Expo Magazine
05.10 pm: Launch of Guide on Financing Export-oriented SMEs
05.15 pm: Presentation by People's Bank
05.25 pm: Announcement of ExpoGenius Quest Winners
05.35 pm: Address by Dr. Dushan Jayawickrama, Dean, FMSC, USJ
05.45 pm: Address by Senior Prof. Pathmalal Manage, Vice Chancellor, USJ
05.55 pm: Address by Senior Prof. (Chair) Sampath Amaratunge, Chairman, UGC
06.05 pm: Closure of Inauguration Ceremony

Industry Forum

06.10 pm: Commencement
06.15 pm: Introduction to Panelists and Moderator
06.20 pm: Round I (Introductory Session)
07.20 pm: Round II (Q&A Session)
07.40 pm: Round III (Wrap-up Session)
07.55 pm: Tokens of Appreciation
08.00 pm: Vote of Thanks
08.05 pm: National Anthem
08.10 pm: Conclusion
08.15 pm: Refreshments for Guests

14th December 2023

Sri Sumangala Auditorium,
University of Sri Jayewardenepura