

ADVERTORIAL

CIM together with MAS Institute of Management and Technology expands into Kurunegala

Being in line with their focus for 2009 - "Marketing to the Masses and Marketers to the Boardroom" The Chartered Institute of Marketing Sri

Lanka Region took pride in keeping their foot step in Kurunegala in partnership with the MAS Institute of Management and Technology (Pvt) Ltd (MIMT).

Addressing the audience at the MIMT opening day held recently, Mr. Ajith Medis, Head of Education stated that Marketing as a profession; and its

potential as a career option has not yet reached its full potential, particularly among the rural masses. Mr. Medis also stated that it was a pleasure to have tied up with MIMT, which is a subsidiary of MAS Holdings - an organisation with a reputation for their manufacturing excellence, corporate ethics and dedication to corporate social responsibility. He said that with state of the art facilities and a panel of high calibre lecturers, students will be provided with an excellent learning environ-

ment.

Mr. Chandan de Silva - CEO of MAS Institute of Management & Technology Pvt. Ltd. (MIMT) speaking at the occasion mentioned that students need not be hesitant to follow a course in English medium as MIMT can also assist them in improving their language proficiency through their English courses; thereby help students pursue a globally recognised professional qualification like CIM.

Mr. Ravi Fernando, Director Corporate



Left to right Ms. Priya Kodithuwakku, Mr. Marjan Manzil, Mr. Chandan de Silva, Mr. Ravi Fernando, Mr. Ajith Medis, Mrs. Ranmal Ekanayaka, Mrs. Ayin Shah Jahan

Branding and Strategic Sustainability, MAS Holdings was also present at the occasion. Enlightening the audience on the role of marketing in an organisation, he highlighted how marketing expertise could be exploited in achieving financial bottom lines. Embarking on the role of marketers in elevating the image of Sri Lanka from a "commodity producing economy" to a country that produces internationally acclaimed brands, he elaborated how students can contribute towards this vision by choosing Marketing as their career path. Being a Fellow Member of The Chartered Institute of Marketing, Mr. Ravi Fernando also endorsed the CIM qualification which has helped shaping his career as he encouraged students to get themselves employed while following the qualification thereby make themselves more employable.

Nearly 100 Students and school teachers representing Maliyadeva Boys College, Kurunegala; St. Joseph's Balika Maha Vidyalaya, Kegalle; St. Mary's College, Kegalle; Babul Hussain Central College, Warakapola were among the many students and faculty members who participated at this event. Mrs. Ranmal Ekanayake, Education Services Manager of CIM Sri Lanka Region, Mrs. Priya Kodithuwakku, Student Affairs Executive of CIM Sri Lanka Region, Mr. Marjan Manzil and Mrs. Ayin Shah Jahan were also present at the occasion.

MIMT is currently offering coaching for the CIM Introductory Certificate in Marketing and is planning to launch the CIM Professional Certificate in Marketing, shortly. They are also in the process of setting up a CIM Marketing Club thereby providing a forum for knowledge sharing and networking among their students.

The Chartered Institute of Marketing is the world's largest and most prestigious professional body for marketing and The Chartered Institute of Marketing Sri Lanka Region is the fastest growing CIM body, with nearly 1150 Members and nearly 3000 student members.



DFCC selected for Oman Development Bank consultancy

DFCC Bank has won a mandate from The Oman Development Bank (ODB) to undertake a consultancy assignment to recommend a comprehensive road map for launching deposit products for the first time in ODB's 31 year history. The only government owned and funded development finance institution in the Sultanate of Oman, ODB invited proposals from international consultants to select a suitable consultant to handle the assignment. DFCC Bank competed with several international bidders and was selected on its strength and track record as a development finance institution that has travelled the same road successfully.

The Oman Development Bank, which has hitherto been offering term loans for development, has been receiving operating funds exclusively from the Government of Oman. Recently the Bank has been permitted by a Royal Decree to offer working capital loans to businesses, provided the required funds for the additional activities are garnered from other sources.

In recent times, DFCC has leveraged its considerable expertise gained as a DFI to provide consultancy services both in Sri Lanka and overseas. Recent overseas consultancy assignments include mini hydropower development related work for the Department of Energy of the Philippines and the Energy for Rural Transformation Project in Uganda.

Referring to the current assignment with ODB, DFCC CEO Nihal Fonseka said "DFCC is not a normal consultant who makes recommendations based on third party experience. We are an institution that having started life as a pure DFI providing capital asset funding over 50 years ago, has successfully made the transition in the last 10 years to a financial services group that provides follow on working finance, trade finance, forex, investment banking and payment services while retaining our core strength and position in development financing; a transition that is important for the sustainable growth of DFIs. We have walked the talk and are very happy at being given the opportunity to share our experience with ODB".



POST OF OPERATIONS MANAGER

Keele University Postgraduate Centre Informatics Institute of Technology

Keele University, one of the most popular choices in the UK for Sri Lankan students, has been in partnership with the Informatics Institute of Technology (IIT) since 2000, delivering postgraduate Keele degrees in IT and Management in Colombo and assisting students to enter Keele University degree programmes in the UK. As part of an exciting expansion programme, we are seeking a dynamic individual to lead the new Keele University Office being established within IIT. The Manager will play a major role in promoting Keele University programmes, expanding existing links and developing new market opportunities within Sri Lanka and the South Asia region, working closely with Keele University and IIT staff.

The ideal candidate should possess:

- Excellent organizational and communications skills in English Language
- Extensive knowledge of the UK higher education system and experience of liaising with UK universities
- Professional knowledge and appropriate training in student counseling and placement
- A proven track record of leading teams to achieve goals

Those who are eligible and interested are requested to send their application together with a detailed CV (with contact details of two non-related referees) to reach the address below within two weeks of this advertisement.

Group Director, Human Resources and Administration
Informatics (Pvt) Limited
104 Kitulwatte Road, Colombo 8
Email: vacancies@informatics.lk

..to change lifestyles

We are a leading clothes retail chain in the country. We enjoy a growing patronage of customers who are current in fashion, know value for money and crave a friendly shopping experience. We only strive to be better and at Fashion Bug, family is a crucial part of our recipe for success. That is why we need you!

Manager Human Resources

Key duties and responsibilities of the selected candidate will include the development and implementation of HR policies in accordance with company procedures; and the training and motivation of staff.

Requirements:

1. Degree/Diploma in Human Resource Management from a recognised institute.
2. Sound knowledge of employment and labour laws and regulations.
3. Excellent communication skills and leadership.
4. Ability to recruit suitable candidates, identify training needs and train and motivate the employees.
5. 2 to 3 years experience in HR field.

Marketing Executive

The candidate we have in mind is a young, outgoing personality with a positive attitude towards work and life. He should be a good team player who will encourage and, when required, lead teammates towards achieving targets set forth by the management.

Requirements:

1. A diploma in marketing.
2. Should be able to develop long-term marketing plans and strategies in consultation with the senior management for implementation.
3. Be ready to carry out marketing campaigns and evaluate best ways to improve the target market segment.
4. Good communication skills in Sinhala and English.
5. Ability to organise and motivate the junior staff to achieve the set targets.
6. Minimum of 2 years marketing experience, preferably from the garment industry.

If you believe that you can fit in with the Fashion Bug family and have the drive to achieve goals, then send in your CV within ten days of this advertisement to:

Manager Administration
Fashion Bug Private Limited.
405, Colombo Road,
Pepiliyana,
Boralesgamuwa.
E-mail: admin@fashionbugasia.com



RICHARD PIERIS & COMPANY PLC

Richard Pieris & Company is a highly market driven technology oriented diversified entity engaged in a wide spectrum of business. We believe in attracting and retaining the best talent to ensure continuous growth of our business ventures.

Chief Executive Officer – Plastic Sector

The plastics sector comprise several manufacturing companies backed by a marketing and an islandwide distribution unit and deals with a wide portfolio of well established products under the Arpico brand.

We wish to invite an experienced dynamic team player with business acumen and a proven track record to lead the sector.

The candidate is expected to have initiative, flair and the confidence to manage the sector in the current challenging environment. The ideal candidate will be aged below 50 years and will be a graduate/professional with a relevant postgraduate qualification and exposure to manufacturing. Ability to develop strategic corporate plans under the guidance of the Board and execute them, exposure to marketing and effective people management skills are some of the other attributes the candidate would be expected to possess.

An excellent incentive based remuneration package and a career path awaits the right candidate.

Should you be confident of meeting the above requirement, apply in confidence within 7 days to:



The Chairman
Richard Pieris & Company Ltd.,
310, High Level Road,
Nawinna, Maharagama.

HEAD OF TRADE

Head of Trade is an important role in our organization responsible for exploring, exploiting and adding new major brands / products and business tie-ups for the organization includes supporting 4 large product Management Divisions for its rapid product development growth.

The key areas would be

OVERALL RESPONSIBLE FOR LOCAL & GLOBAL TRADE AFFAIRS
Driving the business to achieve its projected growth in volume & profitability and administer as per the set standards

- Explore global market for in-house manufactured products and for well established own brands
- Identify and establish locally & internationally business tie-ups aligned to our trade with major business houses
- Outsource leading brands / products complementary to our products locally and internationally
- Productivity enhancement through close liaison with product management teams
- Organizing and representing at local & international exhibitions and fairs
- Manage and maintain the relationship with entire supply source at the highest level of integrity and credibility

This important position will report to the Managing Director

An attractive remuneration package, a company vehicle, a pleasant working environment and an excellent opportunity for career development are on offer for the right candidate.

Please apply with your detailed CV with two non-related referees within 14 days to **Managing Director**

THE TRADESMANN SL (PVT) LTD.
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Ratmalana.
srncareer@tradesmann.com



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