

TCDPAP & FIDIC / ASPAC Conference 2009

Sri Lanka Country Paper

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General

- Sri Lanka has made great strides in developing its consultancy business sector, and also has made new inroads in opening opportunities for its consultants in the global arena. Therefore, Sri Lanka is honoured to be part of this conference which is themed "Making Globalization Work: Role of Consultants".
- Sri Lanka's investment in infrastructure has opened up opportunities for its consultancy sector within the country, and its excellent connectivity via internet and telecommunication has opened doors for Sri Lankan consultants to engage in work overseas.
- Sri Lanka is keen to develop its export of professional services, and Sri Lanka's Export Development Board (EDB) has made several initiatives to help in this endeavour.

ACESL

- The Association of Consulting Engineers, Sri Lanka, the apex body of consulting engineers in Sri Lanka was established in 1980 and was incorporated by an Act of Parliament in 2003. The Association is a Member of FIDIC and represents the Sri Lankan Engineering Consultancy profession at FIDIC.
- In Sri Lanka, FIDIC Contract documents are used in all projects funded by the Multi Lateral Development Banks such as the ADB and World Bank and the larger private sector projects.
- An important activity of the Association is the conduct of Courses, Workshops and Lecture programs to upgrade the knowledge of professionals in the construction industry. The Association has conducted Course programs with FIDIC on the Use of FIDIC Contract Documents, Dispute Resolution, Construction Adjudication and so on.

Consulting - Sri Lanka

- The opportunities for consulting assignments for Sri Lankans were until now mostly within the Territory of Sri Lanka.
- A large number of Sri Lankans of technical expertise work abroad mostly in the Middle East, but working as full time workers for Overseas organisations.
- With project proponents realising that talent and skills required can come from anywhere in the world, widespread internet usage and hence better connectivity, Sri Lankan technical consultants are increasingly working on projects overseas.
- Sri Lankan technical consultants are now working individually, or as a collective of individuals and or as organisations in overseas projects and enterprises. These consultants however are based in Sri Lanka and most work inputs are carried out in Sri Lanka

Tsunami Reconstruction

- In the aftermath of the Tsunami, Sri Lanka saw a large influx of funds for reconstruction, associated with Overseas consultants and contractors for these projects. Sri Lankans were engaged as local consultants and most consultants were fully engaged in these works
- Housing, Bridges, harbours, Schools were constructed / re-constructed over the last 4 years and almost all rehabilitation of these devastated areas are now complete. The exceptions are areas where the conflict was raging making those areas inaccessible for rehabilitation.

Arugam Bay Bridge



Hikkaduwa Fishery Harbour



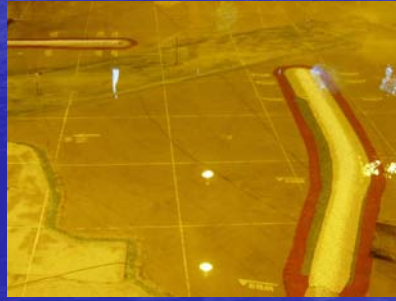
Infrastructure Projects

Sri Lanka has many large scale infrastructure Development projects ongoing at the moment

- Port projects – Colombo South, Galle, Hambantota, Oluvil
- Hydro dams – Upper Kotmale, Uma Oya
- Highways – Southern Highway, Road rehabilitation, Flyovers
- Water supply and drainage
- Islandwide Broadband connectivity



Colombo South Harbour



Hambantota harbour

Southern Highway



Proposed North East Construction & Rehabilitation

- Housing, Electrical and Water supply, Sanitation
- Roads, bridges
- Harbours
- Government services – hospitals, administration facilities

Rehabilitation of Valaichchenai Fishery harbour, Sri Lanka



Pottuvil Storm Water Project, Sri Lanka



Export of Services

The Export Development Board of Sri Lanka (EDB) has taken initiative in promoting the export of professional services from Sri Lanka. Export of Technical Consultancy Services is included within this programme

EDB assists in networking, promotion and implementation of export of services, and has formed an advisory committee to advise the Board and the Government on these matters.

EDB subsidises engaging in promotion including participating in exhibitions and marketing initiatives.

United Nations Organization of Project Services (UNOPS)

UNOPS initiated its operations in Sri Lanka in January 2005 to support the tsunami reconstruction process as a technical partner of UNICEF. The Ministry of Foreign Affairs formally accredited UNOPS Sri Lanka Operations Centre in October 2005.

UNOPS undertake the design and construction of: schools, clinics, hospitals, bridges, roads, water supply schemes, social care centres, housing and emergency IDP shelters, in both tsunami and conflict affected areas.

Export of Professional Services

In the export of professional services, including technical services Sri Lanka has found that a professional approach to promotion and execution pays dividends

- Having a Quality Management systems with ISO certification gives a great advantage in convincing clients the guarantee of a good and quality services
- Developing Brand identity with a clear strategy and staying on message is important to achieve "top of mind recall" in your area of service

Export of Professional Services

- It is important to have a constant thrust on promotion with use of promotional materials, newsletters, IT facilities etc to ensure that you are not seen as a fly-by-night. An international projects profile has to be built up over time with good opinions of the work done by your clients
- It is important that talented and skilled personnel are attracted to your area of business as the quality of personnel are of utmost importance in supply of a services

Sri Lanka's prominent Technical Consultants

- Structures – CECB, Stems, ECL
- Hydraulics – Lanka Hydraulic Institute
- Water Supply & Drainage – EEC, Ceywater
- General – RDC,

Lanka Hydraulic Institute Ltd

- The Lanka Hydraulic Institute (LHI) is a good example of venturing global in pursuit of technical consultancy business. LHI is a wholly Sri Lankan owned consultancy firm specializing in Coastal Engineering, Water Resources and Urban water.
- It has capabilities in Field investigations, Mathematical Modelling and Physical modeling and owns a model basin at its facility in Moratuwa, Sri Lanka.
- LHI was engaged in projects mostly only in Sri Lanka till 2003, when the company decided to take their services global. Now, its work load is more than half on projects abroad.

LHI

- LHI improved its internal business processes and professional input was sought in its marketing ventures abroad which has borne fruit. It now engages in projects from Algeria in the West to South Korea in the east. It is currently engaged in the study of the sedimentation problem at Kolkata harbour.

The Marketing Mix: The P's of Marketing

- In marketing products:
 - Product , Place, Price, Promotion
- In marketing Services:
 - Product, Price, Place, Promotion, Process, People, Physical Evidence

As can be seen marketing of services entails more factors

Marketing Mix in Professional consulting

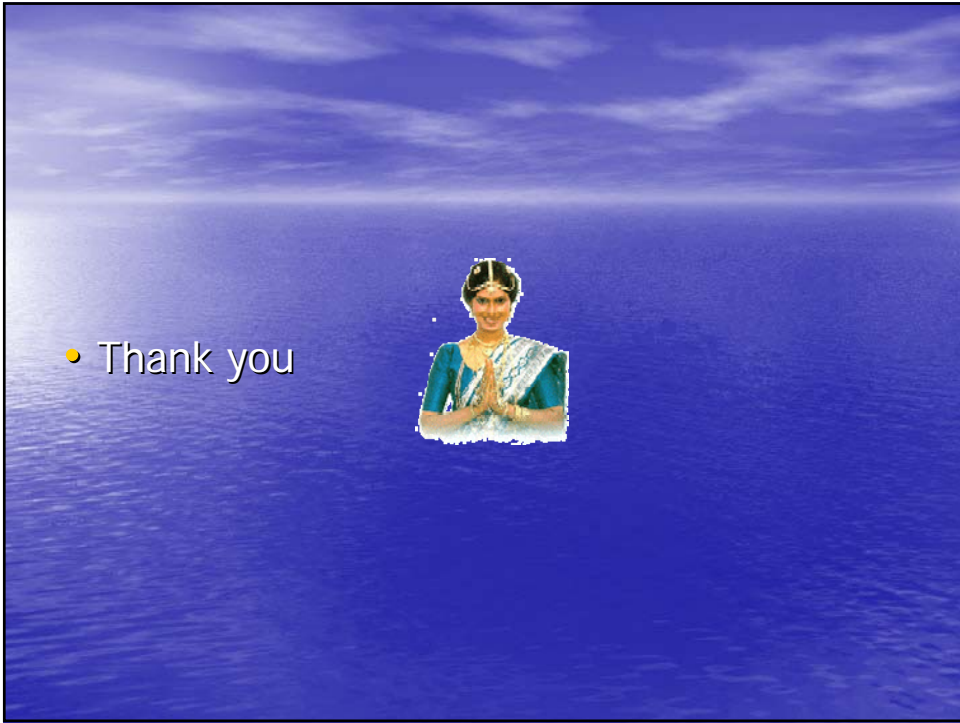
- Product – Efficient, Professional Consulting
- Price – Competitive, Strategic, Value added
- Place – Virtual, Can deliver anywhere
- Promotion – Worldwide / Regional Top-of- Mind
- Process – Quotation, Contract, Results Delivery, Quick Response
- People – Efficient, Professional, Experts, Responsive
- Physical Evidence – Quality Reports, Follow up

Strategic Elements in Marketing Planning & Implementation

- Segmenting Market
- Targeting Market
- Differentiating Offerings
- Positioning Offerings

Plans for the Immediate Future

- Sri Lanka Technical Consultancy Sector supported by the Government hopes Promote export of services including Technical Consultancy services more intensively. South Asia and some countries in the Far East have been suppliers of skilled personnel to work for foreign organisations overseas for a long time. Sri Lanka is keen to promote organisations to go overseas whilst promoting professional services as a priority area
- It is intended that support in developing Quality Management systems and obtaining ISO certification will be made a priority
- Researching markets and developing marketing strategies are also another area in which Sri Lanka hopes to concentrate in the near future



- Thank you