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Ceylinco to make MSC as hub for its business

SRI Lankan conglomerate Ceylinco Consolidated has big plans for its MSC-status Ceylinco Consolidated (Malaysia) Sdn Bhd whose brand name is eCeylinco.com.

They include dedicating a website for Malaysian products, with the focus on building materials and value-added building products, in the SAARC (South Asian Association for Regional Corporation) region, which comprises Sri Lanka, India, Pakistan, Bangladesh, Nepal, Bhutan and the Maldives.

Ceylinco Consolidated chairman Deshamanya Lalith Kotelawela said: "We can provide an opportunity for small and medium business houses in the region to promote their products/services worldwide through the hub.

"We will be drawing these exporters to our portal via roadshows and other advertising campaigns like direct mailing and by working through direct marketing companies."

Ceylinco Consolidated, one of the largest conglomerates in Sri Lanka with over 100 companies and 20,000 staff, has 300 branch offices island-wide. Having been established for over 50 years, it has become a household name there.

Its major business lines are banking, financing, insurance, property development and real estate, diamonds, travel, manufacturing, loss prevention and IT.

Its international business network spans from New York, Sydney, London, India, Singapore, Malaysia, Nepal and the Maldives to Europe and involve international trade and joint venture activities.

Ceylinco Consolidated is currently planning to expand its global network from 15 to 25 offices in order to effectively network eCeylinco.com. The additional offices will be in Italy, Indonesia, France, Germany, Canada, Cyprus and the Netherlands.

These offices will be linked to Cyberjaya and their first task will be to recruit small- and medium-business houses as eCeylinco.com members.

Deshamanya, a well respected business leader in Sri Lanka, is impressed with Malaysia's Multimedia Super Corridor (MSC). "The cybercity is equipped with infrastructure and other management tools of state-of-the art level for IT companies to run smoothly.

"Moreover, the MSC status will help us be recognised in our worldwide promotion campaigns to enlist customers for our hub in the MSC. We are also attracted to the tax-free status, free flow of capital and profits, and world class facilities for foreign companies to manage businesses in the MSC."

And getting the MSC status is a prelude to bigger things to come for Ceylinco Consolidated.

"Yes, after our launch mid-year we will certainly be looking for participation in the MSC flagship applications," he said.

He will also explore possible collaborations and joint ventures with strategic Malaysian investors. "In fact, we are at present having negotiations with a company."

Asked what drew Ceylinco Consolidated to Malaysia, he replied: "We have great respect and admiration for Prime Minister Datuk Seri Dr Mahathir Mohamad and for his courage and vision. We feel secure doing business in Malaysia and find the MSC an exciting location in the IT field.

"It is an opportunity to help us connect the world for business houses both big and small. We believe our customers and Ceylinco Consolidated can

grow in volume and profitability working in the MSC. We have the world at a `click' to do business."

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