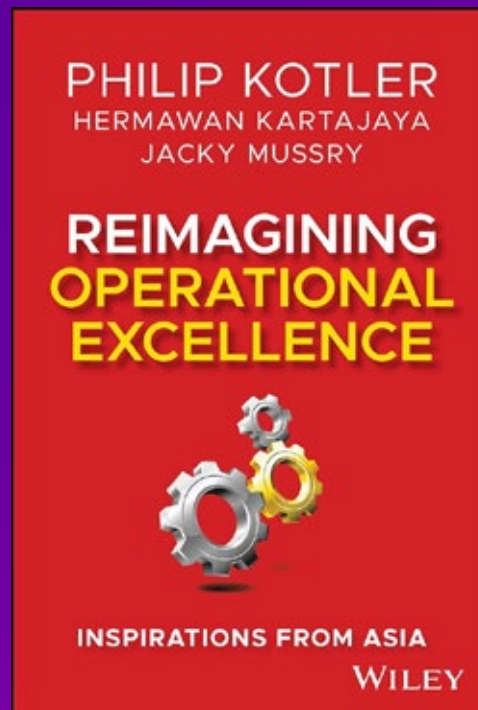


REIMAGINING MARKETING: INTO IMPACT! ASIA TO THE WORLD!

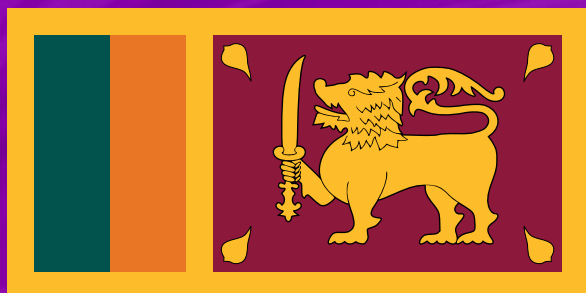


THEME OF 2025

**REIMAGINING
MARKETING:**
INTO IMPACT!
ASIA TO THE WORLD!



LOCATION 2025



THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA

Capital: Colombo

Currency: Sri Lankan Rupee

Population: 22.04 Million

A JOURNEY THROUGH HISTORY, CULTURE, AND NATURE

Nestled in the heart of the Indian Ocean, Sri Lanka is an island nation renowned for its stunning landscapes, rich history, and vibrant culture. Often referred to as the “Pearl of the Indian Ocean”, this small yet diverse country offers a unique blend of ancient traditions and modern dynamism.

HISTORICAL HERITAGE

Sri Lanka’s history spans over 2,500 years, marked by the rise and fall of ancient kingdoms, colonial influences, and a journey towards independence. The island was first settled by the Sinhalese people around the 5th century BCE. Anuradhapura and Polonnaruwa are among the most significant ancient capitals, known for their impressive ruins and stupas that reflect the Buddhist influence.

CULTURAL RICHNESS

Sri Lanka’s culture is a vibrant tapestry woven from various influences, including Buddhism, Hinduism, Islam, and Christianity. The country is famous for its festivals, which reflect its religious diversity. The Sinhala and Tamil New Year, Vesak, and Diwali are among the most celebrated events.

About AMF

AMF is a regional body which was set up in 1991 with the aim of promoting co-operation and the exchange of information on marketing among member countries, as well as contributing to the economic development in the Asian region. AMF is currently made up of members comprising 18 national marketing bodies from the region, including Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Mongolia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

About SLIM

The Sri Lanka Institute of Marketing (SLIM) is the apex body for Sri Lankan marketers. It was founded in 1970 and subsequently incorporated by an Act of Parliament in 1980, recognising it as the national body for marketing and a 'not-for-profit' organisation. SLIM is gazetted under the Ministry of Industry and Entrepreneurship Development as its line ministry. SLIM is a Board of Management member of Asia Marketing Federation, which is affiliated to the World Marketing Federation.

SLIM is mandated to uplift the marketing profession in Sri Lanka by providing marketing education and conducting numerous national-level events and projects. SLIM is a member of the National Chamber of Commerce of Sri Lanka (NCCSL), the Organisation of Professional Associations of Sri Lanka (OPA), and the Federation of Chambers of Commerce and Industry of Sri Lanka (FCCISL).

WORLD MARKETING FORUM 2025

The World Marketing Forum is a collaborative platform that brings together a range of projects and initiatives. It is the most prestigious marketing event in the Asian region and is organised by the Asia Marketing Federation (AMF). Accordingly, the World Marketing Forum aims to promote ongoing discussions on the latest developments in marketing and the sharing of global best practices. The first WMF was held in Kamakura, Japan, in 2021, followed by the second WMF in Indonesia, the third in Bangkok, Thailand, and the fourth in Manila, Philippines, in 2024. This year, the Forum will be held from 11th to 16th November 2025 in Sri Lanka, with SLIM as the proud host. SLIM is also an active and longstanding member of the AMF.

What is particularly noteworthy is the composition of the Asia Marketing Federation, which comprises 23 member countries. SLIM maintains a highly engaged presence not only in the AMF but also in the Asia Small Business Federation (ASBF), which includes 9 member countries. The World Marketing Forum 2025 will feature the following lineup:



Message from the President, Sri Lanka Institute of Marketing



It is my honour to invite you to Colombo for the World Marketing Forum (WMF) 2025, which will be held from 11–16 November 2025 under the theme “Reimagining Marketing: Into Impact! — Asia to the World.” Organised by the Sri Lanka Institute of Marketing (SLIM) in partnership with the Asia Marketing Federation (AMF), WMF 2025 will bring together marketers, policymakers, industry pioneers, academics, and innovators to turn ideas into tangible impacts for economies and communities around the globe.

During an immersive week, you and your delegations will participate in high-level keynotes and dialogues, celebrate excellence at the Asia Marketing Excellence Awards and the SLIM Brand Excellence Awards, and take part in concurrent events, including the Asia Marketing Federation AGM and the Asia Small Business Federation AGM. We will also host the Asia Industry Expo in partnership with the Ministry of Industry and Entrepreneurship Development, highlighting market-ready innovations, women-led entrepreneurship, and global association collaborations.

What makes this Forum truly distinctive is Sri Lanka itself. Known as the “Pearl of the Indian Ocean,” Sri Lanka is a land where ancient heritage meets modern aspiration. From the sacred city of Kandy and the colonial charm of Galle Fort to the bustling vibrancy of Colombo, delegates will experience the richness of our cultural diversity, warm hospitality, and timeless traditions. Sri Lanka has been a crossroads of global trade and culture for centuries, and today it offers an inspiring backdrop for conversations on marketing, innovation, and sustainability.

This year’s Forum will highlight frontier themes—operational excellence, AI-enhanced marketing, sustainability and circular economy transitions, SME growth and inclusion, brand trust and governance, and new metrics for societal impact—guided by global icons and regional changemakers. We warmly invite your speakers, case studies, youth ambassadors, and partnership contributions to enrich the WMF platform and to promote a shared agenda for marketing that fosters prosperity with purpose.

On behalf of SLIM’s Council of Management and Executive Committee, I warmly invite you to join our Black-Tie Welcome Dinner, plenary sessions, award ceremonies, cultural showcases, and partner roundtables aimed at fostering cross-border collaboration. Let us gather in Colombo to reimagine marketing—into meaningful impact—for Asia and the world, while experiencing the beauty, culture, and spirit of Sri Lanka.

With warm regards,



Prof. (Dr.) Dewasiri N. Jayantha

President, Sri Lanka Institute of Marketing (SLIM)

Host, World Marketing Forum 2025 – Colombo, Sri Lanka

PARTNER ASSOCIATIONS OF WMF

ASIA MARKETING FEDERATION (AMF)



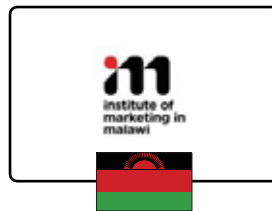
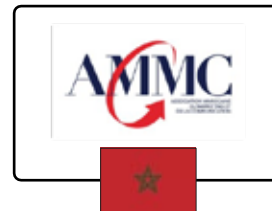
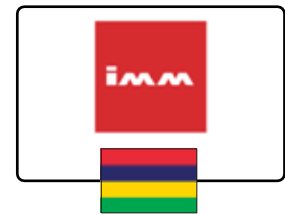
EUROPEAN MARKETING CONFEDERATION



AMERICAN MARKETING ASSOCIATION



AFRICAN MARKETING CONFEDERATION



AUSTRALIAN MARKETING INSTITUTE



CHARTERED MANAGEMENT INSTITUTE



NEW ZEALAND MARKETING ASSOCIATION



EMERALD PUBLISHING



ASOCIACIÓN ARGENTINA DE MARKETING



MALDIVES MARKETING ASSOCIATION





11th November 2025

- Arrival
- Welcome Dinner hosted by the Sri Lanka Institute of Marketing.

12th November 2025 – Conference Day 01

- Welcome speech by the President of SLIM
- Keynote Speech by Prof. Hermawan Kartajaya
- Establishment of World Marketing Council (WMC) by Asia Marketing Federation (AMF), European Marketing Confederation (EMC) and African Marketing Confederation (AMC)
- Address by Prof. Ferhat Anwar, President of World Marketing Council
- Speeches by Government Officials
- Keynote Speech by Prof. Philip Kotler
- Special Speech by Mr. Jack Xin Yao, President of AMF
- Speech by Mr. Chris Daly
Chief Executive - Chartered Institute of Marketing
Vice President - European Marketing Confederation

Lunch break

- Operational Excellence - Mr. Jacky Mussyry
- Speech by Prof. Boojong Kim
Past President of AMF
- Production Improvement - Japan
- Speech by Ms. Helen McIntee Carlisle
Co-founder and President, African Marketing Confederation
- End of Conference Day 01

Evening Session

- Colombo City Tour
- Dinner

13th November 2025 - Conference Day 02

- Sri Lanka Brand 01 Journey
- Sri Lanka Brand 02 Journey
- Speech by Dr. Shariful Islam
President of the Marketing Society of Bangladesh (MSB)
- Speech by Mr. Roger Wang
President of the Marketing Institute of Singapore (MIS)
- Speech by Dr. Den Huan Hooi
Co-Founder, Asia Marketing Federation Foundation
- Speech by Mr. Ralf Strauss
President - European Marketing Confederation

Lunch break

- Speech by Mr. Nigel Tattersall
Co-founder and Vice President
African Marketing Confederation
- From cost-cutting to social contributions
- From on estimate to on conscience
- From standardisation to transformation
- Panel Discussion
- Closing speech by Mr. Sadayoshi Fujishige
President, Japan Marketing Association
- End of Conference Day 02

Evening Session

- Asia Marketing Excellence Awards /
- Asia Youth Entrepreneurship Challenge Awards
- SLIM Brand Excellence Awards



14th November 2025 – Conference Day 03

- Asia Industry Expo 2025 at BMICH
- AMF / ASBF AGM

Lunch break

- Ringing the Bell Ceremony at CSE
- Dinner

15th November 2025

(Participants can select only one trip)

Country Tour - Kandy

Kandy is a historic hill city located in central Sri Lanka, about 115 kilometers northeast of Colombo. Here's essential information for international visitors:

Cultural Significance

Kandy served as the last capital of the ancient kings' era of Sri Lanka and is home to the Temple of the Sacred Tooth Relic (Sri Dalada Maligawa), one of Buddhism's most sacred sites. The city is a UNESCO World Heritage Site due to its religious and cultural importance.

What to Know

- Dress modestly when visiting temples (cover shoulders and legs)
- Remove shoes before entering temple premises
- The city sits at 500 meters elevation, offering pleasant mountain weather
- Known for tea plantations, spices, and traditional handicrafts
- Generally safe for tourists with standard precautions

Kandy offers a perfect blend of spiritual heritage, natural beauty, and cultural experiences, making it a must-visit destination in Sri Lanka

Country Tour - Down South

Galle is a captivating coastal city in southern Sri Lanka, renowned for its remarkably preserved colonial architecture and maritime heritage. Here's what tourists should know:

Historical Significance

Galle is one of the best-preserved colonial cities in Asia, reflecting over 400 years of European influence. The Portuguese first fortified the city in the 16th century, followed by the Dutch who extensively developed it in the 17th century, and finally the British. This layered colonial history makes it unique in Sri Lanka and earned it UNESCO World Heritage status in 1988.

Cultural Highlights

Mix of Sinhalese, Tamil, Muslim, and Burgher (Dutch-descended) communities
Traditional lace-making and wood carving crafts
Excellent seafood and fusion cuisine
Art galleries showcasing local and international artists

Why It Matters

Galle represents Sri Lanka's position as a crucial Indian Ocean trading hub throughout history. It's where East meets West architecturally and culturally, offering visitors a unique glimpse into how colonial powers shaped the island while local culture persisted and adapted. The city perfectly combines historical exploration with beach relaxation, making it ideal for tourists seeking both cultural depth and coastal beauty.

16th November 2025

- Departure of all invitees

Number of countries - 50+
Expected delegation - 150+ Foreign Delegates

Your valuable contribution as a Partner will provide you with exposure across the following key platforms:

World Marketing Forum
(150+ Foreign Delegates + Sri Lankan Delegates & 50+ Countries)

Asia Marketing Excellence Awards
(150+ Foreign Delegates + Sri Lankan Delegates & 50+ Countries)

Asia Industry Expo
(150+ Foreign Delegates + Sri Lankan Delegates + General Public & 50+ Countries)

Liyaka Mahima
(150+ Foreign Delegates + Sri Lankan Delegates + General Public & 50+ Countries)

Asia Youth Entrepreneurship Challenge Awards
(150+ Foreign Delegates & 50+ Countries)

KEY PERSONNEL GRACING THE EVENT

CHIEF GUEST



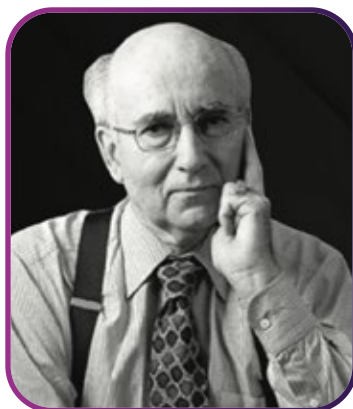
HIS EXCELLENCY THE PRESIDENT OF THE
DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA

GUEST OF HONOUR



PRIME MINISTER OF THE DEMOCRATIC
SOCIALIST REPUBLIC OF SRI LANKA

KEYNOTE SPEAKERS



PROF. PHILIP KOTLER
THE FATHER OF MODERN MARKETING



PROF. HERMAWAN KARTAJAYA
FOUNDER / CHAIRMAN - ASBF
ASIA MARKETING FEDERATION

FOR MORE DETAILS:

PROJECT CHAIRMAN

Mr. Asanka Perera

DEPUTY CHAIRMAN

Dr. Dilhan Sampath Jayatilleke

WORLD MARKETING FORUM 2025

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