



THE ECONOMICS OF THE CUP

DEEP DIVE ON THE MARKET COMPETITIVENESS OF CEYLON TEA

Time : 5.30 pm - 8.30 p.m

Date : 29th February

Venue : Orchid Hall, BMICH

5.30 p.m - 5.55 p.m - Refreshments

5.55 p.m - 6.00 p.m - Opening Remarks

6.00 p.m - 6.15 p.m - Presentation by Sudaraka Ariyaratne

6.15 p.m - 7.15 p.m - **First Panel**

Land and Labour Reforms: Efficiency Through Liberalisation and Q&A session.

Panelists : Hon. Jeevan Thondaman

Dr. Roshan Rajadurai

Dr. Romesh Dias Bandaranaike

Murtaza Jafferjee (Moderator)

7.15 p.m -7.30 p.m - Second presentation by Sudaraka Ariyaratne

7.30p.m - 8.30p.m - **Second Panel**

Quality Control and Premiumisation: Unlocking the True Potential of Ceylon Tea and Q&A session.

Panelists : Dilhan Fernando

Niraj de Mel

Dasarath Dassanayake

Rehana Thowfeek (Moderator)

8.30 p.m - Closing Remarks

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