

# Etisalat Lanka listed in UNCTAD Information Economy Report

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Discussing the UNCTAD Report 2012 (L-R) Dinesh Saparamadu, CEO - hSenid Group, Rohan Dewapura, CEO - ICTA, Dumindra Ratnayaka, Director/CEO - Etisalat Lanka, Subinay Nandy, UN Resident Coordinator, Dr Harsha Liyanage, Lead Consultant - eNovation4D and Isuru Silva, Manager - Sarvodaya Fusion

Sri Lanka was selected for inclusion in the United Nations Conference on Trade and Development (UNCTAD) Information Economy Report 2012, for its recent proliferation in the ICT industry and immense potential in intellectual capacity and people skills.

Of the case studies featured in the report, the emerging android ecosystem in Sri Lanka emphasises on the Etisalat App developer business model. Special mentions were given in the UNCTAD Report for initiatives spearheaded by Etisalat Lanka: AppZone is Sri Lanka's first independent third party mobile application platform, developed in partnership with and it allows any Sri Lankan mobile application developer to create and sell their own applications. Book Hub is Sri Lanka's first online eBook store and e-Book reader, launched in partnership with Microimage and M D Gunasena. The eBook store hosts locally published works in English, Sinhala and Tamil, in an electronic format.

"As we embark on another milestone, we are humbled that Etisalat was featured in the 2012 edition of the UNCTAD Information Economy Report for the time along with Sri Lanka," said Dumindra Ratnayaka, Director / CEO of Etisalat Lanka. "Through inclusion, we help sustain communities, and extend our reach as we go beyond serving our customers, to serving our

nation,” he added.