

World Strategy Summit 'Global Strategy Leadership' award to Ravi Fernando for Ethical branding



Professor Renee Mauborgne, of 'Blue Ocean' strategy fame and Professor of Strategy at the INSEAD Business school was the Chief Guest handed over the award to Mr. Ravi Fernando seen here making his acceptance speech. Bhaskar Das - Executive President, Times of India looks on.

On the 26th of September 2007 the World strategy summit was held in Asia for the first time at the Taj Lands End, Mumbai. The World strategy Summit is the single largest platform of that aims to bring under one roof Strategists; thinkers; academicians and futurists. The aim is to think; debate and iterate about strategies which help guide modern day business to grow and thrive. The program design of the World strategy summit aims at improving knowledge skills and abilities besides strategic thinking. The last World strategy summit was held in Oman in 2005 has been held every two years and was previously held in Singapore, Dubai, London. The World Strategy summit is designed by professionals for the cause of learning and is not for profit. The Global Strategy Leadership award aims at recognizing professionals who have excelled and made a 'Difference'. The decision is made by an

Independent research cell which consistently aims at researching and identifying professionals who have high contribution value, therefore there is no applying, influencing and merit As perceived by the Research cell who in turn recommends a list of individuals to the World Strategy Summit jury who finally make the decision.

Ravi Fernando UN Global Compact Focal point for Sri Lanka and Director Corporate Branding and Strategic CSR was one of the winners of the "2007 Global Strategy Leadership awards" for his work on Ethical Branding of the Hayleys affiliate Mabroc Kelani Valley Brand of Tea and influencing the Sri Lanka Apparel Ethical positioning strategy. Amongst the other winners of Global strategy Leadership awards for 2007 were - Mohamood Khan Head of Global Innovation Unilever, Baroness Shreela Flather of Windsor and Maidenhead, UK, Abdulla J.M Kalban CEO, Dubai Aluminium Company Ltd. Prof. Remy Prud' Homme, Professor Emeritus University of Paris, Syed Abu Naser Bukhtear Ahmed MD & CEO of Agrani Bank, Dr. Maxi Nyiri Senior Partner, Institute of Strategy and Complexity Singapore, Gerard Kleisterlee CEO Phillips NV, Carl-Henric Svanberg Chief Executive officer Ericsson Telekom.

The two initiatives of Ethical Branding which were conceptualized and led by Ravi were:

Mabroc Kelani Valley (Hayleys group company) - The Ethical Tea brand of the World

The Strategy to take a Global position for the brand was developed based on three key factors,

- It became the first brand in the world to sign up with the United Nations Global Compact and communicate its 10 principles in all its packaging in Japanese, Arabic, English, German and Russian. The United Nations Global Compact invited the Company to launch the brand at the UN Headquarters in New York on the 19th of March 2007.
- A Strategic CSR program titled "A Home for every plantation worker" was launched to significantly upgrade the quality of life of the workforce.
- Its commitment to product purity as certified by SGS.

(Photograph [sent herewith - UN New York March 19th 2007](#)

[Press briefing at the Launch Left to right - Mr Georg Kell \(Executive Director UN Global Compact\) Mr N.G Wicremaratne \(Chairman Hayleys\) , Mr Bandula Jayasekera \(Chairman Mabroc\) and Ravi Fernando \(UN Global Compact Focal point\)](#)

Sri Lanka -The Ethical Apparel sourcing destination

In terms of the Sri Lankan Apparel sector a strategy recommendation was made at the National Chamber of Commerce sessions in 2004 to take the "Ethical position" and a presentation was made to the Joint Apparel forum (JAAF) on the 28th of July 2005 brand "Sri Lanka Apparel- Ethically made" due to the fact there is No child labour, No sweatshop conditions and it was subsequently published in October 2005 issue of Chartered Marketer. In order to prove it was possible to differentiate on the 'Ethical platform' he conceptualized and launched the **MAS Women Go Beyond program** in November 2003 based on 20 years of best labour practices. The Go beyond program has won Global acclaim as one of the pioneer 'Ethical differentiated' out sourced manufacturing ideas and is today a case study at the INSEAD Business school , London and Copenhagen Business schools and has been recognized for excellence in Labour management by the UN Global Compact in its 2007 July Annual review and cases for Inspiration. In August 2006 Sri Lanka apparel launched its Ethical branding campaign.

Mr Ravi Fernando holds a **MBA from the University of Colombo** and is a Fellow of the Chartered Institute of Marketing(UK),he holds a **Diploma in International Management (1999)** and completed the **Advanced Management Program(2001)** at the INSEAD Business school in (France) and has completed the **Climate Leadership program** at **Cambridge University** in 2007.

Ravi started at Unilever (Sri Lanka) and worked Internationally with Sterling Winthrop in East Africa, Gulf Region and Middle East ending up as Chief Resident Representative/ Operations Director of Smithkline Beecham International Vietnam during the period of 1988 to 2000, and is currently Director Corporate Branding & Strategic CSR at MAS Holdings Ltd .He is the **United Nations Global Compact Focal point for Sri Lanka** .He is on the Boards of LOLC, World Vision , Habitat for Humanity, Environment Foundation of Sri Lanka & Duncan White Sports Foundation. He is a **Guest lecturer at the Advanced Management Programs at INSEAD (France) since 2005** and leads the course **Advanced Brand Management for Sustainable Business** at the University of Colombo MBA program.
