



Delegation der Deutschen
Wirtschaft in Sri Lanka
Delegation of German Industry
and Commerce in Sri Lanka



Webinar: Business Opportunities in Sri Lanka: Market Overview and Sales from the Practice

When: Friday, 17th July 2026
13.30 PM – 14:30 PM (Sri Lankan Time, GMT + 5:30)
10.00 AM – 11.00 AM (German Time)
Where: MS Teams Webinar

Agenda

- 13:30 h** **Welcome Remarks**
Ms. Verena Zimmer, Country Manager Asia, International Department, IHK Stuttgart
- 13:35 h** **Market Overview Sri Lanka**
Ms. Sabrina Kolb, Project Manager, AHK Sri Lanka
- 13:45 h** **Best Practice Sharing and Market Insights: Robert Bosch Lanka Pvt Ltd**
Mr. Sandeep Kamat, Managing Director of Robert Bosch Lanka Pvt Ltd

The Bosch Group is a leading global supplier of technology and services, employing approximately 413,000 associates worldwide. Its operations are organized into four key business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its roots in Reutlingen, Germany, Bosch maintains a strong presence in the greater Stuttgart region.

This session on best practice sharing and market insights will provide an overview of Robert Bosch Lanka Pvt. Ltd., focusing on its operations and strategic positioning in Sri Lanka. The webinar will address the following topics:

- Introduction to Robert Bosch Lanka (company size, business structure, and development trajectory)
- Key factors influencing Bosch's decision to establish operations in Sri Lanka
- The corporate model and sales strategy applied by Bosch in the Sri Lankan market
- Distinguishing characteristics of Sri Lanka compared to other South and Southeast Asian markets in terms of sales, distribution, and customer demand
- Best practices and key lessons learned from Bosch Lanka's operations
- Future development plans and strategic outlook for Robert Bosch Lanka

- 14:00 h** **Moderated Discussion and Questions: Current Business Environment and Future Outlook**
Mr. Sandeep Kamat, Managing Director of Robert Bosch Lanka Pvt Ltd
Mr. Martin Klose, Chief Delegate, AHK Sri Lanka



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This discussion will explore the current business landscape and provide insights into emerging trends, challenges, and opportunities in the Sri Lankan market.

- How are German businesses, and Robert Bosch Lanka in particular, impacted by the ongoing Middle East crisis?
- How can the Sri Lankan market remain competitive compared to larger regional markets such as India, Vietnam, and Malaysia?
- What business structures are most effective for achieving success in the Sri Lankan market?
- How does the sales structure in Sri Lanka differ from those in other markets?
- What key adaptations are required for the Sri Lankan market in terms of product portfolio and marketing strategies?
- What recommendations would you offer to German companies considering entering or expanding in Sri Lanka?
- Where do you see Sri Lanka's future growth potential?
- How does AHK Sri Lanka support German businesses in entering and succeeding in the Sri Lankan market?

Moderated by *Ms. Verena Zimmer, Country Manager Asia, International Department, IHK Stuttgart*

14:25 h **Q&A**
All Participants

14:30 h **Closure**
Mr. Martin Klose, Chief Delegate, AHK Sri Lanka

We are looking forward to welcoming you on 17th July!

Status: 24.06.2026, Subject to changes