



KEEP IN TOUCH WITH THE ASSOCIATION OF CONSULTING ENGINEERS, SRI LANKA

Annual General Meeting

The Annual General Meeting of the ACESL for 2008 was held on 11th December 2008 at the Colombo golf course. Adoption of Accounts, a Resolution, Election of Council members, Presentation of LHI performance and capacity by CEO - LHI, were the main items of the meeting. The AGM was followed by cocktails and dinner.

At the first council meeting held on 15th January 2009, the following office bearers out of the council members were elected

Mr. K. Suntharalingam	-	President
Mr. T.P. Ranaweera	-	Vice President
Mr.J.Karunaratne	-	Hony. Secretary
Mr.R.M.A.Senarath	-	Hony. Treasurer
Mr.D.P.T Munasinghe	-	Council Member
Mr.H.P.R Gunawardana	-	Council Member
Mr.Malith Mendis	-	Council Member
Mr. T.G Perera	-	Council Member
Mr. A.C. Rasiah	-	Council Member
Mr. G.E.M Gomez	-	Council Member
Mr. Bhatiya Senaratne	-	Council Member

Council meetings and Activities

The second council meeting was held on the 18th February 2009. The main subjects that were discussed for follow up action were: TCDPAP and FIDIC /ASPAC Conference Kathmandu, Nepal, Establishment of National list of Adjudicators, a training program for adjudicators and the organization of one of the interactive lecture series. Annual General Meeting session of institute of Quantity Surveyors, Mr. K Suntharalingam attended to this meeting.

FIDIC News

The FIDIC 2009 conference will be held in London from 13th to 16th September 2009. The theme of the conference is Global challenges and Sustainable solutions.

conference will be attended by eminent international speakers representing clients, industry, government organizations, funding agencies, consultants, and engineers to discuss and debate how the consulting engineering industry can take the lead in planning and delivering sustainable solutions to the global challenges facing the world's infrastructure.

Those members who are interested in participating can contact the following

Registration and programme
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Editors Notes

The climate variation is no longer in the realm of probability or even possibility. It is already happening! Temperature is rising. Ice caps are melting. Sea levels are rising. Frequency of floods and droughts appear to be increasing.

One of the irrefutable evidence on this is the dramatic reduction of the surface area of the Arctic and the Antarctic ice caps which reflected the sun ray away from the earth, keeping it cool. Day by day evidence are emerging that the change will be worse than what had been predicted by the United Nations 2 years ago. The sea levels are rising almost twice as rapidly as had been forecast. The reason for this unpredicted rise is the rapid increase in the information available.

While the USA(So far the biggest polluter) is resorting to various mitigation measures such as the cap and trade scheme and additional incentives and funding for green technology thanks to the Obama's leadership China and India ,whose pollution rates may overtake USA in the near future, are also beginning to shows.

Different countries both developed and developing will face different consequences. Submergence due to sea level rise, scarcity of water due to prolonged droughts, floods damage and even poor health arising from disturbed environment .What is critical for countries like Sri Lanka will be the scarcity of water for irrigation and more importantly the scarcity of drinking water.

The climate variation impact has to be met on 2 fronts Mitigation and adoptability. While the large industrialized countries should start mitigation, small developing countries like Sri Lanka should begin to adapt.

In Sri Lanka all the water resources – lakes, rivers and underground aquifers are annually recharged during the monsoon rains that are normally adequate for the rest of the yearly cycle. If the monsoon fails for consequent periods which are a probable outcome of climate variation, the challenges faced by the country will be enormous.

It is urgent that policy maker and engineer start thinking about this impending disaster immediately. Some of their strategies are detailed as follows.

1. Find ways and means of storing water underground. Storage reservoirs should also feed smaller reservoirs downstream which are located to recharge the underground aquifer. Such reservoirs should also be designed to control floods downstream attenuation.
2. Small catchments should be directed to recharge underground aquifers which are unsaturated.
3. In the hilly terrain contour bunds should be built to store and slow down the flows down stream.

Salinity barriers should be erected closer to river mouth, to prevent sea water intrusion due to both low flows and sea level rise.

INTERACTIVE LECTURE SERIES

ACESL commenced an Interactive lecture series. The inauguration lecture was held on 24th March, 2009 at the Wimalasurendra Auditorium of the IESL on “Cost Effective Building Construction- Structural Engineer's View” by Eng. K LS Sahabandu, Additional General Manager, CECB. The lecture was well attended & commended by the attendees, which represented by engineers of highest caliber. Our thanks to Eng. Sahabandu for the excellent presentation & make available amidst his busy schedules.

TCDPAP & FIDIC / ASPAC Conference 2009

Sri Lanka Country Paper - Kathmandu, Nepal Malith Mendis

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General

Sri Lanka has made many strides in developing its consultancy business sector, and also strives to make new inroads in opening opportunities for its consultants in the global arena. Therefore, Sri Lanka is honoured to be part of this conference which is themed “Making Globalization Work: Role of Consultants”.

Sri Lanka's investment in infrastructure has opened up opportunities for its consultancy sector within the country, and its relatively good connectivity via internet and telecommunication has opened doors for Sri Lankan consultants to engage in work overseas. Sri Lanka is keen to develop its export of professional services, and Sri Lanka's Export Development Board (EDB) has made several initiatives to help in this Endeavour. EDB has formed an advisory committee to help in export of professional services.

ACESL

The Association of Consulting Engineers, Sri Lanka, the apex body of consulting engineers in Sri Lanka was established in 1980 and was incorporated by an Act of Parliament in 2003. The Association is a Member of FIDIC and represents the Sri Lankan Engineering Consultancy profession at FIDIC.

In Sri Lanka, FIDIC Contract documents are used in all projects funded by the Multi Lateral Development Banks such as the ADB and World Bank and the larger private sector projects.

An important activity of the Association is the conduct of Courses, Workshops and Lecture programs to upgrade the knowledge of professionals in the construction industry. The Association has conducted Course programs with FIDIC on the Use of FIDIC Contract Documents, Dispute Resolution, and Construction Adjudication and so on.

Consulting in Sri Lanka

The opportunities for consulting assignments for Sri Lankans were until now mostly within the Territory of Sri Lanka. A large number of Sri Lankans of technical expertise work abroad mostly in the Middle East, but working as full time workers for Overseas organizations. With project proponents realizing that talent and skills required can come from anywhere in the world, widespread internet usage and hence better

connectivity, Sri Lankan technical consultants are increasingly working on projects overseas. Sri Lankan technical consultants are now working individually, or as a collective of individuals and or as organizations in overseas projects and enterprises. These consultants however are based in Sri Lanka and most work inputs are carried out in Sri Lanka

Tsunami Reconstruction

In the aftermath of the Tsunami, Sri Lanka saw a large influx of funds for reconstruction, associated with overseas consultants and contractors for these projects. Sri Lankans were engaged as local consultants and most consultants were fully engaged in these works. Housing, Bridges, Harbours, Schools were constructed / re-constructed over the last 4 years and almost all rehabilitation of these devastated areas are now complete. The exceptions are areas where the conflict was raging making those areas inaccessible for rehabilitation.



Colombo South Harbour Development



Hambantota Harbour Development



New Arugam Bay Bridge



Southern Highway Development



Hikkaduwa Fishery Harbour Reconstruction

Proposed North East Construction & Rehabilitation

- Housing, Electrical and Water supply, Sanitation
- Roads, bridges
- Harbours
- Government services – hospitals, administration facilities

Infrastructure Projects

Sri Lanka has many large scale infrastructure Development projects ongoing at the moment:
 Port projects – Colombo South, Galle, Hambantota, Oluvil
 Hydro dams – Upper Kotmale, Uma Oya
 Highways – Southern Highway, Road rehabilitation, Flyovers
 Water supply and drainage
 Island wide Broadband connectivity



Valaichchenai Fishery Harbour Rehabilitation

Export of Services

The Export Development Board of Sri Lanka (EDB) has taken initiative in promoting the export of professional services from Sri Lanka. Export of Technical Consultancy Services is included within this programme. EDB assists in networking, promotion and implementation of export of services, and has formed an advisory committee to advise the Board and the Government on these matters. EDB subsidizes engaging in promotion including participating in exhibitions and marketing initiatives.

Service Sector in Sri Lanka

The Contribution of Services sector to the Economy has increased from 51% in 1998 to 60% of GDP in 2007. The services that mainly contribute are telecommunications, transport, banking and construction. Services sector employ 50% of total employment in Sri Lanka

Export of Services

The share of services export to GDP was 4% in 1998 and as a percentage of total exports was 19% in the same year. The share of services export was 5% in 2007 and 18% of total exports.

Thus there was little or no growth in services exports..

Export of Professional Services

In the export of professional services, including technical services Sri Lanka has found that a professional approach to promotion and execution pays dividends. Having Quality Management systems with ISO certification gives a great advantage in convincing clients the guarantee of a good and quality service. Developing Brand identity with a clear strategy and staying on message is important to achieve "top of mind recall" in your area of service

It is important to have a constant thrust on promotion with use of promotional materials, newsletters, IT facilities etc to ensure that you are not seen as a fly-by-night. An international projects profile has to be built up over time with good opinions of the work done by your clients

It is important that talented and skilled personnel are attracted to your area of business as the qualities of personnel are of utmost importance in supply of a service

Sri Lanka's prominent Technical Consultants

- Structures – CECB, Stems, ECL
- Hydraulics – Lanka Hydraulic Institute
- Water Supply & Drainage – EEC, Ceywater
- General – RDC

Lanka Hydraulic Institute Ltd

The Lanka Hydraulic Institute (LHI) is a good example of venturing global in pursuit of technical consultancy business. LHI is a wholly Sri Lankan owned consultancy firm specializing in Coastal Engineering, Water Resources and Urban water. It has capabilities in Field

investigations, Mathematical Modeling and Physical modeling and owns a model basin at its facility in Moratuwa, Sri Lanka. LHI was engaged in projects mostly only in Sri Lanka till 2003, when the company decided to take their services global. Now, its work load is more than half on projects abroad.

LHI improved its internal business processes and professional input was sought in its marketing ventures abroad which have borne fruit. It now engages in projects from Algeria in the West to South Korea in the east. It is currently engaged in the study of the sedimentation problem at Kolkata harbour.

The Marketing Mix: The P's of Marketing (Kotler)

- In marketing products:
 - Product, Place, Price, Promotion
- In marketing Services:
 - Product, Price, Place, Promotion, Process, People, Physical Evidence

As can be seen marketing of services entails more factors

Marketing Mix in Professional consulting

- Product – Efficient, Professional Consulting
- Price – Competitive, Strategic, Value added
- Place – Virtual, Can deliver anywhere
- Promotion – Worldwide / Regional Top-of-Mind
- Process – Quotation, Contract, Results Delivery, Quick Response
- People – Efficient, Professional, Experts, Responsive
- Physical Evidence – Quality Designs and Reports, Follow up

Strategic Elements in Marketing Planning & Implementation

- Segmenting Market
- Targeting Market
- Differentiating Offerings
- Positioning Offerings

SL - Plans for the Immediate Future

Sri Lanka Technical Consultancy Sector supported by the Government hopes Promote export of services including Technical Consultancy services more intensively. South Asia and some countries in the Far East have been suppliers of skilled personnel to work for foreign organizations overseas for a long time. Sri Lanka is keen to promote organizations to go overseas whilst promoting professional services as a priority area. It is intended that support in developing Quality Management systems and obtaining ISO certification will be made a priority.

Researching markets and developing marketing strategies are also another area in which Sri Lanka hopes to concentrate in the near future.

