



THE ASSOCIATION OF SECRETARIES AND  
ADMINISTRATIVE PROFESSIONALS IN ASIA PACIFIC

26<sup>th</sup>  
**ASA  
CONGRESS**

2025 25<sup>th</sup> - 29<sup>th</sup> April  
**SRI LANKA**

HOSTED BY:  
SRI LANKA ASSOCIATION OF  
ADMINISTRATIVE AND  
PROFESSIONAL SECRETARIES



**EMPOWERING DIVERSITY BEYOND BORDERS**



# **PRESIDENT'S MESSAGE**

## **WELCOME TO THE 26<sup>TH</sup> ASA CONGRESS WHERE UNFORGETTABLE EXPERIENCES AWAIT!**

We're beyond thrilled to bring the ASA Congress back to Sri Lanka after 25 years! It's time for professionals from the ASA fraternity to gather, connect and experience the best of what our beautiful island has to offer. From the 25th to the 29th of April 2025, Sri Lanka will serve as the vibrant host for this exciting reunion and we can't wait to welcome you all!

For over 45 years, SLAAPS has been committed to raising the bar for administrative and professional secretaries in Sri Lanka. Our journey wouldn't have been possible without the immense dedication of our Past Presidents, the support of our Board of Advisors and Trustees and our incredible members. Together, they've been the heart and soul of SLAAPS and we owe so much of our success to their passion and hard work.

This year's theme, "Empowering Diversity Beyond Borders" is all about celebrating what makes us unique while recognizing that these differences are what drive innovation and creativity. As the world evolves, so does our profession and at this Congress, we'll dive into how diversity can unlock opportunities for growth and collaboration in ways we've never seen before.

Get ready for an inspiring, fun-filled and unforgettable experience!

From meaningful conversations to exciting new friendships, we promise this Congress will leave you energized and ready to take on the world.

See you in Colombo – it's going to be amazing!

Warm regards,

**Azra Reyaldeen**  
**ASA/SLAAPS President**

# ABOUT **SLAAPS**

The Sri Lanka Association of Administrative and Professional Secretaries (SLAAPS), founded in 1978 by the late Mr. Eric B. M. De Silva, is the foremost registered association in Sri Lanka dedicated to Administrative and Professional Secretaries. Our association was established to elevate and advance the standards of the profession and we are committed to representing our members' interests with both timeliness and relevance.

As the only association in Sri Lanka affiliated to ASA for over twenty five years, SLAAPS has proudly represented Sri Lanka on the regional stage. We unite administrators and professional secretaries from various fields, fostering connections and bridging gaps between like-minded professionals.

We are honored to be the host of the 26th ASA Congress in 2025. This prestigious opportunity highlights our dedication to advancing the profession and underscores Sri Lanka's growing prominence in the global community.

# ABOUT **ASA**

Association of Secretaries and Administrative Professionals in Asia Pacific (ASA) was established as a visionary initiative of the Philippine Association of Secretaries (PAS) under the leadership of the late Mrs. Virginia P Elbinias. The concept emerged with the intention of bringing together secretaries from neighboring Asian countries and the broader Asia-Pacific region in Manila. The goal was to foster idea exchange, build friendships and unite for a common purpose.

ASA was officially founded on February 22, 1974 during its inaugural Congress in Manila. This pioneering event welcomed delegations from Australia, Hong Kong, Indonesia, Japan, Malaysia, Republic of China, Philippines, Singapore and Thailand. A Charter was created and signed by the Presidents of the Philippine Association of Secretaries (PAS) and the Women Secretaries' Association of Thailand (WSAT), marking the beginning of ASA's rich history.

Since then, ASA Congresses have been held biennially, with each member association hosting on a rotational basis according to their seniority within ASA. To date, 25 Congresses have been successfully conducted, drawing together administrative professionals from diverse backgrounds, cultures and work environments across Asia-Pacific and beyond.

ASA's core objectives are to enhance professional recognition and to promote friendship, understanding and unity among its members. Over the years the exchange of ideas among like-minded professionals has been a hallmark of ASA's success and we look forward to continuing this tradition for many years to come.



# PRESENT MEMBERS OF **ASA**

- Philippines Association of Secretaries (PAS)
- Administrative Professional and Secretary Association of Thailand (APSAT) (formerly the Women Secretaries' Association of Thailand-WSAT)
- Singapore Association of Administrative Professionals (SAAP)
- Indian Association of Secretaries & Administrative Professionals (IASAP)
- Malaysian Association of Professional Secretaries & Administrators (MAPSA)
- The Chinese Association of Secretaries and Administrative Professionals (CASAP)
- Distinguished Secretaries' Society of Pakistan (DSSP)
- Sri Lanka Association of Administrative and Professional Secretaries (SLAAPS)
- Association of Secretaries and Administrative Professionals (Brunei) (ASAP)
- Administrative Professionals Welfare Association of Bangladesh (APWAB)
- Papua New Guinea Association of Administrative Professionals (PNGAAP)
- Korean Association of Administrative Professionals (KAAP)

# SESSION LEADERS



**Chevaan Daniel**



**Peter D Almeida**



**Asanga De Mel**



**Altaf Ahmed**



**Rosy Senanayake**



**Prof. Arjuna de Silva**



### **Chevaan Daniel** – Group Director, Capital Maharaja Group

Chevaan Daniel is Group Director at The Capital Maharaja Organization, and heads the Sirasa Media Network. He also leads the Gammadda Movement, one of Sri Lanka's largest grassroots development movements.

He is the Sri Lanka Business Leader for the Bali Process Government and Business Forum against Modern Day Slavery and currently sits on the Global Advisory Board at Brown University in the US.

Chevaan has a Degree in Economics and a Masters Degree in Political Philosophy. He is also a Fulbright Scholar, An Eisenhower Global Fellow, and an Asia 21 Fellow.

He is an IRIA certified Swift Water Life Saver and an ambassador for The Sri Lanka Life Saving Association.

### **Peter D Almeida** – Founder & CEO, N'able

Peter D'Almeida is a pioneering leader in Sri Lanka's IT industry, with over 30 years of experience. As the founder and former CEO of N-able, he introduced several groundbreaking technologies to the country and grew the company to a team of 250 with over \$25 million in revenue. He has held senior roles at Sun Microsystems and MillenniumIT ESP and served on global advisory councils for Cisco Systems and Palo Alto.

A passionate advocate for human rights, environmental causes and the arts, Peter is also an accomplished actor and director. His TED Talk,

"Redefining Success Through Diversity," gained widespread acclaim for its fresh perspective on how diversity fuels creativity.

At the 26<sup>th</sup> ASA Congress, Peter will present "The Future of Work: Embracing Diversity and Innovation in a Globalized Economy," sharing actionable strategies to leverage diversity in driving innovation. He is also an alumnus of INSEAD France.

### **Asanga De Mel** – Founder – Lovi Ceylon

Asanga De Mel, founder of Lovi Ceylon, is a global fashion entrepreneur who transformed the traditional Sri Lankan sarong into a modern, internationally acclaimed brand.

Before launching Lovi, Asanga had a successful tech career in Silicon Valley and New York, where his skills in innovation and strategic thinking shaped his approach to fashion. A Harvard

alumnus, his designs have gained global recognition, with his Olympic outfit for the 2024 Paris Games winning the "Best Outfit Award."

At the 26<sup>th</sup> ASA Congress, Asanga will present "From Concept to Reality: Driving Innovation in a Globalized Professional Landscape," sharing his journey from tech to fashion and how he turned a cultural garment into a global fashion statement.

### **Altaf Ahmed** – Founder of Naach Colombo

Altaf is the dynamic founder of Naach Colombo, a popular dance class in Sri Lanka. Known for his energetic choreography and passion for movement, Altaf has the remarkable ability to turn any space into a dance floor, filling it with excitement and vibrant energy. At the 26<sup>th</sup> ASA

Congress, he will lead the vibrant Morning Beats session on Sunday, setting an energizing tone for the day's events with his signature blend of rhythm and flair.



### **Rosy Senanayake** – First Mrs. World, UN Goodwill Ambassador Former Mayor of Colombo and Esteemed Public Figure

Rosy Senanayake made history as the first-ever Mrs. World, setting a global standard for women's empowerment. With a career spanning significant leadership roles, she became Sri Lanka's first female Mayor of Colombo, where she championed progressive policies and community development. She also served as the High Commissioner to Malaysia, State Minister for Women and Child Affairs, and a UN Goodwill Ambassador.

An advocate for social justice and gender equality, Ms. Senanayake has represented Sri Lanka on international platforms like the UN

Women's Conferences and the Asia-Pacific Women's Forum, where she consistently emphasizes empowering women and fostering inclusive growth.

At the 26th ASA Congress, Mrs. Senanayake will present "The Crown and Beyond: Leading with a Purpose in a Globalized World," exploring how leaders can inspire change, drive innovation, and navigate complex challenges with purpose.



### **Professor Arjuna de Silva** MBBS, MD, MSc (Oxon), FRCP (Lond), FCCP, AGAF, FNASSL Consultant Physician and Senior Professor of Medicine

Professor Arjuna de Silva is a distinguished Consultant Physician and Senior Professor of Medicine at the University of Kelaniya. A faculty member since 2009 and appointed Senior Professor in 2019. He is a leading figure in clinical practice, research and medical leadership in Sri Lanka. With a strong academic background that includes an MSc from the University of Oxford and an MD from the University of Colombo, he has made significant contributions to gastroenterology and sports medicine in Sri Lanka. Professor de Silva has published over 150

papers in international journals and has received numerous awards and accolades including Presidential Research Awards and the Vice Chancellor's Award for Best Researcher.

At the 26<sup>th</sup> ASA Congress, Professor de Silva will present on "The Impact of Our Lifestyle: Building Healthier Communities." His session will explore how modern lifestyle choices affect community health and discuss strategies for fostering healthier environments through lifestyle changes and effective healthcare initiatives.



### **Fahad Farook** – Official Host of the 26<sup>th</sup> ASA Congress

Fahad is a renowned host and media personality, celebrated for his charismatic stage presence and effortless ability to engage audiences. As the official compere for the 26th ASA Congress, Fahad will bring his signature charm and professionalism to the event, ensuring an unforgettable experience for all attendees. Fahad is a CIMA passed finalist and holds an International Coaching certificate, which has greatly complemented his career in public speaking and media. With over a decade of experience in hosting high-profile corporate events, international conferences and entertainment shows, he has become a household name in Sri Lanka. His flair for

connecting with diverse audiences and keeping the energy alive on stage has made him the go-to host for major events in the country.

A versatile speaker, Fahad is also recognized for his work as a motivational speaker, International Corporate Trainer, Certified Transformative Coach, Podcast Host, voice artist and media consultant, consistently leaving a lasting impact on every platform he graces. His impeccable professionalism, dynamic personality and extensive knowledge has made him one of the most sought-after emcees in Sri Lanka.



# PROGRAM

## THURSDAY, 24<sup>TH</sup> APRIL 2025

TIME	ACTIVITY	ATTIRE
18.30 – 22.00	ASA Council of Presidents and Coordinators' Welcome Dinner (Pre-Congress)	Smart Casual/Elegant

## FRIDAY, 25<sup>TH</sup> APRIL 2025

06.30 – 08.45	Hotel Breakfast for Resident Delegates	Smart Casual
09.00 – 13.00	ASA Council of Presidents' Meeting followed by lunch	Business
10.00 – 17.00	Registration of Delegates	
18.30 – 22.00	Opening Night Gala Dinner: Welcome Messages Address by the Chief Guest  Step into a night of elegance as we officially Inaugurate the 26th ASA Congress	Formal/Traditional

## SATURDAY, 26<sup>TH</sup> APRIL 2025

06.30 – 08.45	Hotel Breakfast for Resident Delegates	Smart Casual
09.00 – 09.10	Inaugural Address by the ASA/SLAAPS President	Association Uniform/Business
09.10 – 10.30	Keynote Speech: "Empowering Diversity Beyond Borders"	
10.30 – 11.00	Tea break	
11.00 – 12.30	Group Photo of ASA Delegates- (Country wise)	
12.30 – 13.30	Lunch	
14.00 – 15.00	Business Session: "The Future of Work: Embracing Diversity and Innovation in a Globalized Economy"	
15.00 – 15.45	Business Session: "Empowering Identity Through Fashion - Sri Lankan Roots on a Global Runway"	
15.45 – 16.15	Tea break	
16.30 – 18.00	ASA Bazaar: Experience a vibrant cultural market place where ASA members showcase the best of their countries through crafts and products	
18.30 – 21.00	Fellowship Dinner: Enjoy a relaxed evening filled with camaraderie, delicious cuisine and great company	



## SUNDAY, 27<sup>TH</sup> APRIL 2025

TIME	ACTIVITY	ATTIRE
06.30 – 08.45	Hotel Breakfast for Resident Delegates	Smart Casual
09.00 – 10.00	<b>The ASA Sunday Escape:</b> It's the perfect way to let loose and dive into a day of unexpected thrills and excitement! Get ready for a Sunday escape that will leave you buzzing with energy and laughter. One you definitely won't want to miss!	Congress T-Shirt
10.00 – 10.30	Tea break	
10.45 – 12.00	<b>"Morning Beats: Dance into the Day"</b> Get energized with a fun-filled morning dance session that will have everyone moving and grooving throughout your Sunday with energy and excitement	
12.00 – 13.00	Lunch	
13.15 – 16.15	<b>"City Explorer: Discover the Heart of Colombo"</b>	
16.30	Back to the hotel	
17.30	<b>Leave to Port City Colombo – "Beach Party &amp; Dinner"</b> As the sun sets, get ready for a spectacular beachside celebration at the iconic Port City Grand Marquee	Beach Casual
22.00	Back to the hotel	

## MONDAY, 28<sup>TH</sup> APRIL 2025

06.30 – 08.45	Hotel Breakfast for Resident Delegates	Smart Casual
09.00 – 10.00	<b>Business Session:</b> "The Crown and Beyond – Leading with Purpose in a Globalized World"	Business
10.00 – 10.30	Tea break	
10.30 – 11.15	<b>Business Session:</b> "The Impact of our Lifestyle – Building Healthier Communities"	
11.15 – 12.30	<b>Virginia P. Elbinias Award</b> – Presentations & Award	
12.30 – 13.30	Lunch	
13:45 – 15:45	<b>Closing Ceremony</b> <ul style="list-style-type: none"> <li>• Summary of Council Presidents' Meeting</li> <li>• ASA Attendance Awards</li> <li>• Presentation to the ASA Congress Organizing Committee</li> <li>• Exchange of Gifts</li> <li>• Handing over of the ASA Flag and Gavel to the host country of the 27<sup>th</sup> ASA Congress.</li> </ul>	

**MONDAY, 28<sup>TH</sup> APRIL 2025**

<b>TIME</b>	<b>ACTIVITY</b>	<b>ATTIRE</b>
15.45 – 16.15	Tea break	Formal/Traditional
16.15 – 18.00	Rehearsals for Closing Night Performances	
18.30–22.30	<b>Closing Ceremony</b> <ul style="list-style-type: none"><li>• Performances by ASA Member Associations</li><li>• Dinner</li><li>• Vote of Thanks</li></ul>	

**TUESDAY, 29<sup>TH</sup> APRIL 2025**

06.30 – 11.00	Hotel Breakfast for resident delegates and Check out for departing delegates	Smart Casual
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**FOR MORE INFORMATION PLEASE CONTACT**

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