

**LIRNEasia @ five:**  
**research --> policy --> knowledge-based economies**

**Speaker bio: *Gehan de Silva Wijeyeratne***

**Wijeyeratne, Gehan de Silva** has published over fifteen books and had over two hundred articles published locally and overseas. He has become a leading publicist for Sri Lanka. He is presently CEO of Jetwing Eco Holidays ([www.jetwingeco.com](http://www.jetwingeco.com)). A graduate in civil engineering from Imperial College, London, he qualified as a Chartered Accountant with Deloitte Touche Tohmatsu, one of the Big Four firms of international accountants. He worked in the City of London in banking and financial services, for over ten years. During his later years in the city, he was engaged in managing risk from derivatives, such as what has led to the recent financial meltdown. He had been in Sri Lanka for ten years, initially with Nations Trust Bank and for nine years with Jetwing. He has a unique blend of science, finance, marketing and PR skills which have helped make Jetwing synonymous with environment and eco-tourism innovation.