

# Activity Booklet 2023



## BOARD MEMBERS



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Duminda Hulangamuwa



**Vice Chairman**  
Krishan Balendra



**Deputy Vice Chairman**  
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### **Secretary General/CEO**

Buwanekabahu Perera

### **Deputy Secretary General/ Financial Controller/COO**

Alikie Perera

### **Board Members**

Amal Cabraal  
Kasturi Chellaraja Wilson  
Sarath Ganegoda  
Supun Weerasinghe  
Vinod Hirdaramani

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## Flagship Events

### Sri Lanka Economic Summit 2023

Sustain Reform. Accelerate Growth.



### Best Corporate Citizen Sustainability Awards 2022



### 184th AGM



- Australia**
  - Meeting with the Investment and Trade Commissioner of the INVEST & TRADE WESTERN AUSTRALIA - Oct
- Australia & New Zealand**
  - Providing Globally Recognized Education Opportunities – Breakfast Meeting SLANZBC - Feb
- Bahrain**
  - Interactive session with the High Commissioner-designate to Bahrain - Jan
- Bangladesh**
  - Inauguration of the Sri Lanka – Bangladesh Business Council - Oct
- Belarus**
  - Doing Business and Opportunities for Joint Collaboration with Belarus - Interactive Session with the Ambassador and Second Secy. of the Embassy of Belarus - Feb
- Belgium**
  - Meeting with the Ambassador-designate to Belgium and the EU - SLBBC - Dec
- Brazil**
  - Meeting with the Commercial Counsellor of the Sri Lankan Embassy in Brazil - Mar
- Canada**
  - Sri Lanka's Tourism Readiness and Promotion of Sri Lanka – Roundtable Discussion – SLCBC - Sep
  - Memorandum of Understanding signed with the Ontario Chamber of Commerce - SLCBC - Feb
  - Interactive evening with the High Commissioner of Canada to Sri Lanka and the Maldives - Mar
  - Canada Day Clean-Up Project – SLCBC - Jul
- China**
  - Delegation from Chinese SOE CZK Corporation to discuss opportunities for joint collaboration in several industry sectors - Apr
  - Networking session with a business delegation from Hebei Province - Jun
  - China Open for Business, What Next for Sri Lanka – Panel Discussion – SLCHBC- Jul
- Côte d'Ivoire**
  - Côte d'Ivoire - Doing Business and Opportunities for Joint Collaboration with Côte d'Ivoire- Interactive session with the Ambassador of Côte d'Ivoire - Feb
- Djibouti**
  - Meeting with the High Commissioner of Djibouti to Sri Lanka - Nov
- Dubai**
  - Registering a company in Dubai - May
- Germany**
  - Interactive session with the Ambassador Designate to Germany – SLGBC - Jan
  - Awareness session on the German Supply Chain Due Diligence Act – SLGBC - Mar
  - Meeting with the newly appointed Ambassador of Germany to SL –SLGBC - Oct



- India**
  - Meeting with the Commercial Counsellor of the Sri Lankan Embassy in India - Mar
  - Coordinated Sri Lanka's participation at the World Trade Expo 2023 in Mumbai, in association with the Consulate General of Sri Lanka in Mumbai - Oct
  - Member networking event with a business delegation from the Confederation of Indian Industry - Aug
  - Networking session and Memorandum of Understanding signed with the Federation of Jharkhand Chamber of Commerce and Industries - Aug
- Indonesia**
  - Launch of the Sri Lanka – Indonesia Business Council - Oct
- Israel**
  - Trade Opportunities in Israel – Webinar with Israeli importers - Jun
- Italy**
  - Meeting with the Commercial Counsellor of the Sri Lankan Embassy in Italy - Mar
  - Does SL Have a Future in Shipping and Logistics - Breakfast Meeting - SLITBC - May
- Japan**
  - Meeting with the Japan Chamber of Commerce and Industry in Sri Lanka – SLJBC - Jan
  - B2B meetings with a Japanese Investor for EV vehicles in Sri Lanka – SLJBC - Jan
  - Business Delegation from the Keio Business School of the Keio University of Japan SLJBC - Jul
  - B2B meetings with the President of Farmdo Group a Japanese company operating in the agriculture sector – SLJBC - Sep
  - Inaugural Japan – Sri Lanka Enterprise Cup Golf Tournament SLJBC in collaboration with the Japan Chamber of Commerce and Industry - Sep
- Korea**
  - Meeting with the Commercial Counsellor of the Embassy of SL in South Korea - Mar
  - Current Economy, Business Environment, and Opportunities for Joint Collaboration – SLKBC - Jun
  - Meeting with a delegation from Busan – SLKBC - Jun
  - Meeting with the leadership of the Korean Chamber of Commerce- Nov
- Malaysia**
  - CEO Business Forum, with the Minister of Foreign Affairs of Malaysia in attendance as the Chief Guest – SLMBC - Oct
- Maldives**
  - Meeting with the Governor of the Maldives Monetary Authority and the High Commissioner of Maldives to Sri Lanka – SLMLBC - Sep

- Pakistan**
- Business delegation to Karachi to participate in the My Karachi Trade Fair, organized in collaboration with the Consulate General of Sri Lanka in Karachi – SLPBC - Mar
  - Memorandum of Understanding signed with the Pakistan – Sri Lanka Business Forum – SLPBC - Mar
  - Sri Lanka – Pakistan Business Forum - Jul
- Russia**
- Doing Business with Russia – SLRBC - Feb
- Saudi Arabia**
- Meeting with the Commercial Counsellor of the SL Embassy in Saudi Arabia - Mar
- Serbia**
- Memorandum of Understanding signed with the Chamber of Commerce and Industry Serbia - Oct
- Singapore**
- How to Set Up a Business in Singapore – Virtual session with FastCorp Singapore SLSBC - Jan
  - Digitize Your Business Today – Organised in collaboration with Dialog to facilitate the digitalization of 20 SMEs – SLSBC - Feb
  - Networking Event for SLSBC Members to interact with the Singaporean expatriate community in Sri Lanka and senior officials of key government institutions related to trade –SLSBC - Feb
  - Business Delegation to Singapore – SLSBC - Jul
  - Memorandum of Understanding signed with the Singapore – Sri Lanka Business Association – SLSBC - Jul
  - Latest Developments in Sustainability Standards and Green Financing Options Webinar – SLSBC – Oct
- South Africa**
- Meeting with the Commercial Counsellor of the SL Embassy in South Africa – Mar
  - Meeting with the Ambassador of South Africa to Sri Lanka - Nov
- Switzerland**
- Meeting with the Commercial Counsellor of the SL Embassy in Switzerland – Mar
- Thailand**
- Interactive meeting with the Ambassador of Thailand – SLGMBC – Jun
  - Interactive meeting with a Government delegation from Thailand attending the FTA Negotiations – Jun
- Türkiye**
- Türkiye - Meeting with the Commercial Counsellor of the Sri Lankan Embassy in Türkiye - Mar
- UAE**
- Meeting with the Commercial Counsellor of the Sri Lankan Embassy in UAE – Mar



# Business Promotion & Trade Facilitation

## UK

- Sri Lanka's Economic Outlook – Breakfast Meeting with HSBC Economist for Sri Lanka, Indonesia, and India, Aayushi Chaudhary – CBB – Jan
- SL's Economic Outlook for Investment and Trade – Breakfast Meeting – CBB – Apr
- Corporate English Solutions – Webinar – CBB – Aug

## USA

- US Visitor Visas – Webinar – SLUSABC – Jun

## Vietnam

- Meeting with the Commercial Counsellor of the Embassy of Vietnam – SLGMBC - May





## USAID PARTNER

The Ceylon Chamber is the exclusive subcontractor for Deloitte in the implementation of the USAID Partnership for Accelerating Results in Trade, National Expenditure and Revenue (PARTNER) Activity

### Field Level SME Coaching Program of Officers attached to the Sri Lanka Export Development Board

USAID PARTNER, in collaboration with the Ceylon Chamber and EDB, jointly conducted a five-day capacity-building program for 317 officers affiliated with the EDB. Fifty officers from this cohort were selected for a field-level SME coaching program to provide practical experience to apply the training received. Three coaching sessions in Kalutara, Kurunegala and Jaffna catered to participants from the Northern, Eastern, Central, Western, North Western, and Southern provinces



### Business Tips for Trading Across Borders (BTTAB)

The BTTAB initiative, launched by the Ceylon Chamber and USAID PARTNER, aims to share insights into contemporary trade issues, focusing on the SME export sector. A series of trilingual products including videos, webinars, and blogs, addressing topics such as e-commerce, global trade slowdown, green logistics, and AI in supply chain management, were disseminated throughout the year.

\*3 Webinars    \*17 Blogs    \*10 Videos

### 9 workshops for the private sector on the Interpretation and Application of HS 2022 Codes



### Clean Cities Blue Oceans (CCBO)

CCBO is USAID's 5-year, flagship global initiative to target ocean plastics at their source. Under this initiative, the Chamber spearheaded national-level efforts toward plastic waste management and private sector engagement in developing sustainable, policy-backed solutions to combat ocean plastics.

### Trade Watch Web Page

A dedicated web portal to update the business community on changing regulatory conditions domestically and internationally

#### TRADE WATCH

UPDATES ON TRADE, INVESTMENT, SERVICES AND TOURISM

LATEST UPDATES



- \*Extended Producer Responsibility (EPR)  
The Chamber and Biodiversity Sri Lanka, with financial support from USAID's CCBO program, developed an EPR Roadmap to provide a strategic plan for plastic waste management
- \*Training and capacity building workshops for private and public sector stakeholders in the recycling ecosystem
- \*End of Project Conference presenting insights from the pilot testing phase of the 'Collect-Back' Plastic Waste Management Model



# Projects

## South Asia Leadership in Entrepreneurship (SALE)

The Ceylon Chamber is the principal implementing partner of the SALE project, conducted under the aegis of the International Labour Organization. SALE aims to facilitate a change in the entrepreneurial ecosystem and foster an entrepreneurial culture amongst youth aged 15-24, through a series of key interventions, with 2023 marking the second-year of the 2-year programme.

**7500+ students engaged**

**Anuradhapura, Badulla, Chilaw, Colombo, Galle, Gampaha, Jaffna, Kandy, Puttalam, Ratnapura, Trincomalee, Vavuniya**

### Training & Capacity Development

- **KAB & SYB Training - 50+ workshops - 3300 students**

Know About Business (KAB) and Start Your Own Business (SYB) programmes are education programmes developed by the ILO to teach entrepreneurship in technical, vocational education, and training institutions as well as in secondary and higher education institutions.

- **Training of Trainers - Workshops to equip trainers with the knowledge and skills to deliver ILO's customised entrepreneurship training programmes.**

- **Entrepreneurship Training Workshops**

- **Three 'Youth Entrepreneurship Skills Development' programmes conducted in schools in the Anuradhapura, Polonnaruwa, and Puttalam Districts, in collaboration with SquareHub and one programme for the Rajarata University**

- **Entrepreneurship Clubs**

The SALE project supported the establishment of Entrepreneurship Clubs in 65 schools, in line with the circular issued by the Ministry of Education.



### Competitions

- **SPARK Youth Entrepreneurship Competition 2023**

Organised in collaboration with the ILO, the competition was one of the key highlights of the 2-year engagement with the SALE Project. The Top 10 winners of the competition received the opportunity to visit T-Hub, the world's largest innovation campus located in Hyderabad, India.



- Schoolpreneur 2023: School Entrepreneurship Day was conducted across Sri Lanka on November 16th, with over 2000 school students from the nine provinces participating at the event organised by the Ceylon Chamber, in collaboration with the ILO, endorsed by the Ministry of Education.



- Entrepreneurship Day – Galle District - 10 schools, 400 students



## Policy

- Policy Dialogue - Role of Financial and Economic Literacy in Improving Youth Entrepreneurship
- National Policy Symposium – Publication of a Policy Compendium and discussions of the findings of four Policy Forums conducted under the SALE Project

### **Strategic Insights Research Report (Volume 14)**

The Role of Alternative Financing Mechanisms to Address Sri Lanka's Debt Overhang

### **Monthly Economic Updates**

Published 12 monthly economic updates in an enhanced format, offering key insights into both domestic and global economic trends.

### **Customised Data Reports**

Compiled multiple customised data reports in response to requests received by both Member and Non-Member companies.

### **Commissioned Macroeconomic Presentations**

The EIU conducted several macroeconomic presentations based on requests by Member companies and Trade Associations of the Chamber, which assist firms in the planning process and navigate the challenges posed by current economic conditions.

### **Policy Briefs**

Prepared two policy briefs for Tea and Dairy-related Trade Associations, upon request, on the impact of the VAT rate increase and removal of VAT exemptions, on these two sectors



**Outlook 2023 (8th Edition) - 'Turmoil to Progress: Staying the Course'**

Covering the outlook for key variables such as growth, inflation, interest rates and exchange rates, and a review of the performance of the global economy, regional analysis of economic growth, and perspectives on the outlook for key industry sectors

**National Budget 2024-Post Budget Discussion**

Post-budget discussion with the participation of the Economic Policy Committee, EIU, and Dr. Indrajit Coomaraswamy, Dr Roshan Perera, and Ms. Subhashini Abeysinghe. Based on these discussions, the Chamber published views and recommendations on the National Budget 2024



**USAID - Sri Lanka Energy Programme (SLEP) - Methodology for Electricity Affordability Study** - In the USAID-SLEP context, outlining the methodology to conduct an Electricity Affordability Study

**Preparing a structure for the Digital ID Implementation Plan** - Following several meetings with the President of the National Digital Economy Strategy Committee, the Digital Economy Steering Committee contributed significantly towards preparing a structure for the National Digital ID implementation plan

**Innovative sustainable finance solutions for Sri Lanka** - Together with the Sri Lanka Banks' Association developed a concept note to explore sustainable finance solutions for SL, which has been since approved by the Sustainable Development Council

**Launched the Export Barometer Survey** - An annual survey to garner information regarding the issues and opportunities for exporters

**Roundtable discussion** - The Role of the Food & Beverage Industry in Sri Lanka's Growth Story - Leading industrialists participated in the discussion, which was attended by the State Minister of Finance

## EIU Submissions

**International Trade Office** - Detailing the offensive and defensive priorities in negotiating FTAs with China, India, and Thailand, identifying sectors for market access and protection

**International Trade Office and Ministry of Finance** - Thailand FTA Rules of Origin and Request List, aimed at optimizing the benefits of a FTA with Thailand.

**Indo - Sri Lanka FTA Non-Tariff Barriers** - Proposed measures to streamline trade processes and eliminate obstacles

**Indonesia PTA** - Detailing the offensive and defensive priorities in negotiating a Preferential Trade Agreement with Indonesia

**Bangladesh PTA** - Outlining a comprehensive framework for a PTA, addressing both goods and services, including provisions for market access, tariff reduction, and collaboration in service sectors

**Indo-Sri Lanka FTA** - Upon request from the Chief Negotiator the FTA, submitted a report on the non-tariff barriers faced by Sri Lankan exporters when exporting to India under the ISFTA

**Ministry of Finance** -Ceylon Chamber submissions on the National Budget 2024. Two submissions detailing recommendations for relaxing import controls, covering aspects such as licensing, and temporary suspensions.

**Ministry of Trade, Commerce and Food Security** - Observations on the National Trade Policy

**Export Development Board** - Barriers to Export, Trade and Investment - Upon request, the Ceylon Chamber submitted a detailed report on the issues and barriers encountered by Sri Lankan businesses

**Presidential Secretariat** - USA-Sri Lanka Trade and Investment Framework Agreement

## Steering Committees

### Climate Action

#### Ministry of Environment and Climate Change Secretariat

- Submission on National Climate Change Policy outlining SMART national mitigation and adaptation strategies with clear timelines
- Submission on the 2050 Net Zero Carbon Emission Roadmap
- Global Plastic Treaty – Upon request from the Ministry of Environment and the Centre for Environmental Justice, submitted observations on the Zero Draft text

### Digital Economy

#### Submissions

- CERT – Cyber Security Bill
- Ministry of Justice – Online Security Bill
- National Budget 2024 - Key points related to the digital economy
- Secretary to the Prime Minister – Concept note on the Digital ID Project

### Economic Policy

- Minister of Labour and Foreign Employment – Proposed Labour Law Reforms
- Led the formulation of the Ceylon Chamber's submissions on the National Budget 2024. Twenty four of the Ceylon Chamber's proposals being included in the National Budget 2024.

### Legislation and Governance

#### Submissions

- Ministry of Women's Affairs - Proposed laws on the Establishment of a National Commission on Women, Gender Equality, and Empowerment of Women
- Minister of Technology - Online Safety Bill
- Ministry of Justice - Proposed Amendments to the Arbitration Act No. 11 of 1995
- Minister of Labour and Foreign Employment - Proposed Labour Law Reforms
- CSE - Revised Corporate Governance Rules 2023

#### Submissions and recommendations

- Ministry of Justice - Anti-Terrorism Bill 2023
- Sri Lanka Computer Emergency Readiness Team - Cyber Security Bill 2023



## People Development

- Building Future Leaders - A five-day employment soft skill-building programme for O/L and A/L students, in collaboration with Visakha Vidyalaya

## Public Sector Reforms

- Public Service Commission - Recommendations to ensure formal checks and balances within the public sector
- SOE Restructuring Unit
- Submission providing a strategic plan for the divestment of a second set of SOEs
- Document outlining a communication strategy for effectively conveying the rationale and benefits of State-Owned Enterprise (SOE) reform
- National Procurement Commission – Recommendations to improve the Procurement Guidelines of 2023

## Taxation

- Submissions to the President and the IMF on the abolition of SVAT. The SVAT repeal, initially scheduled for January 1, 2024, was deferred to April 1, 2025
- Discussions with the Acting Commissioner General of Inland Revenue on the importance of driving digitalisation, continued stakeholder discussions, and suggestions on widening the tax base

## Healthcare

- Following negotiations with the MOH concerning a new pricing formula for pharmaceutical items, the NMRA appointed a Pricing Committee under the NMRA Act
- Discussion with the Minister of Health relating to issues faced by the pharmaceutical industry

## Logistics and Transport

- Submission on Strategies to Address Congestion and Pollution in the City of Colombo

## Sector Committees

### Consumer Goods

- CAA - Joint Submission with the Food and Beverage Committee relating to CAA Direction 86
- NMRA – Submission on industry challenges
- Appointed a Sub-Committee to study challenges faced by Gray Imports

### Energy

- 03 submissions to PUCSL on electricity tariff revisions
  - o Advocating for a transparent and well-justified tariff adjustment
  - o Strategies to incentivise renewable energy adoption and promote energy efficiency
  - o Justification for reducing tariffs
- Parliament Sectoral Oversight Committee on Energy – Recommendations to reduce electricity tariffs in January 2024, and long term

### Finance and Capital Markets

- Organised a session on Understanding International Standards for ESG Financing
- Sustainable Development Council - Concept note on innovative finance options to consider for Sri Lanka

## Food & Beverage

### Submissions

- CEA and Ministry of Environment
- Proposed EPR Regulations of the CEA
- Gazette Nos. 2211/50 and 2211/51 requiring plastic packaging to have an identification code printed, and planned list of plastic items to be banned.
- Gazette No. 2341/30 of 19/07/2023 under the National Environmental Act, No. 47 of 1980 on the prohibition of single use plastic items
- Ministry of Health
- Food (Labelling and Advertising) Regulations of 2022
- Food (Colour Coding for Sugar Levels - Liquid) Regulations of 2022
- Food (Trans-Fat) Regulations of 2022
- Food (Iodisation of Salt) Regulations 2023

### Meetings

- Stakeholder Meeting - Multi-Sectoral Action Plan by the Non Communicable Disease Unit, MOH
- MOH, Ministry of Trade and Commerce, Ministry of Industries and the CAA on the upcoming Regulations and Directives
- Industrial Development Board and MOH on industry issues relating to the implementation of the Food (Labelling and Advertising) Regulations 2023. Based on representations made during these meetings, the Director General of Health Services issued a Directive offering a one year grace period for the implementation of the Regulations.

## Centre for SMEs

Conducted a series of consultations, training sessions, workshops, and business matchmaking ventures throughout the year

- Capacity-building workshops for industry stakeholders to identify and support SMEs with export potential
- Transforming enterprises into business-ready ventures
- Business Consultancy Services
- How to find buyers for your export product
- SME transformation and market access
- Enhancing LinkedIn brand presence of SMEs



## Council for Startups

- 03 MOUs with the SLSBC, SLUSABC, and ILCCI, to facilitate overseas go-to-markets for startups as well as access to relevant events
- 08 Members assisted through one-on-one mentoring sessions, network connectivity, and support
- SL – Singapore Business & Networking Forum
- Business delegation to Singapore
- Launched the Ekva Accelerator programme in partnership with Ekva
- Two seminars on Navigating Market Access to Australia and USA
- Workshop on Campaign Strategy and Execution
- Marketing Bootcamp –Meta Optimization



**Seminars and Webinars**

2100+ participants

- Economic Outlook 2023
- "Global Trade Slowdown: Implications for Sri Lanka's Trade Outlook"
- A Smart Consumer
- Import & Export Procedures
- Life beyond ChatGPT



- Webinar on Catalysts for Sustainability
- Leveraging Trade Trends and Free Trade Agreements
- Understanding the New VAT Amendment Bill
- Understanding Sustainability Standards for ESG Financing
- Secure & Sustainable Workspace
- Role of E-commerce in Driving International Trade

**India - Sri Lanka Business Summit**

The Ceylon Chamber led the private sector engagement, calling for a new economic model focused on export-led investment and tourism, and facilitating the private sector as the engine of growth to build a sustainable business environment, at the India-Sri Lanka Business Summit in Colombo.

The Commercial Document and Registration Division of the Ceylon Chamber Of Commerce relaunched the Electronic Certificate of Origin System with new and enhanced features

**Workshops**

- Amendments to the Harmonized Commodity Description and Coding Systems: HS 2022 Version - 7 workshops
- How to use Infographics for Professional Business & Marketing Presentations

**Executive Breakfast Meetings – Roundtable Discussions**

- Towards a Digitally Inclusive Sri Lanka
- The Role of the Food and Beverage Industry in Sri Lanka's Growth Story

**Other Activities**

- Launch of Study Report - Assessing the Digital Maturity of SME exporters in Sri Lanka
- Building a Global Sri Lanka – Networking, the Way Forward – Business Forum organised in partnership with BNI Sri Lanka
- Canada Education Expo – 1300+ participants. Organised by the SLCBC together with the HC of Canada in Sri Lanka
- Power of Interaction – An Interactive Evening with the Tourism Industry - Networking event series, to facilitate interaction between Chamber Members and industry and sector personnel
- The Sri Lanka Retail Forum 2023 – Sparking Success: Reigniting Retail Growth, organised by the Sri Lanka Retailers' Association was managed by the Chamber Events Department



### Appointments

- Co-Chair of the Asian Preparedness Partnership, representing the private sector, for 2023 - 24
- Chair of the Business Forum of the Indian Ocean Rim Association
- DSG and COO of the Ceylon Chamber Alikie Perera was appointed to the General Council of the World Chambers Federation of the International Chamber of Commerce

### Adopt an Ambulance

Facilitated the adoption of 105 Suwa Seriya ambulances to a value of Rs. 525 million via the Ceylon Chamber Membership.

### PGS Council

The Lanka PGS (Participatory Guarantee System) Council was established through a collaborative effort by the Ceylon Chamber and the German Development Corporation. The Council's mission is to promote organic agriculture in Sri Lanka.

### ERP Solution

The Ceylon Chamber commenced implementation of the SAP B1 Enterprise Resource Planning solution. The ERP solution will enable the Chamber to optimise and streamline operations, enabling faster and more efficient delivery of its wide range of business facilitation services

### Learning and Development

- Effective Minute Keeping and Introduction to AI tools for Capturing Minutes
- Conceptualising and Designing Effective and Attractive Corporate Flyers
- Ethics in Business and Managing Difficult Customers Through Negotiation

### Staff Engagement

- Vesak Lantern Competition
- Walk for Cancer
- Quiz Day
- Women's Day
- Paan Parties
- Avurudhu
- Staff Trip

### Certified as a Great Workplace!



### Staff Awards

**Employee of the Year** Dharshi Costa  
**Teampayer of the Year** Upeksha Fernando



**Employee of the Year - Merit Awards**  
Shehara de Silva Imesha Dissanayake



### Other Services

- \*Arbitration Services
- \*Business Advisory Services
- \*Business Information Publications
- \*Certificates of Origin
- \*Commercial Document Registration
- \*GS1 Barcodes
- \*Visa Facilitation

(IAASL) IATA Agents Association of Sri Lanka  
 (PATA) Pacific Asia Travel Association  
 (SLAITO) Sri Lanka Association of Inbound Tour Operators  
 (THASL) The Hotels Association of Sri Lanka  
 (TAASL) Travel Agents Association of Sri Lanka

**And You Thought You Knew Sri Lanka – SLAITO & THASL** - A campaign launched in collaboration with Dentsu Group Sri Lanka and Dentsu India, to highlight lesser-known attractions within Sri Lanka, to promote the destination to young Indian travellers

**IATA BSP Training for Travel Agents In Sri Lanka – IAASL & TAASL** - Skills upgrade and knowledge transfer training for IATA accredited travel agents, in collaboration with IATA Singapore Regional Office

**Pakistan Travel Agents FAM Tour – SLAITO** - Organised together with the Sri Lanka Tourism Promotion Bureau and Sri Lankan Airlines, with the objective of promoting travel from Pakistan to Sri Lanka

**PATA Arrack Night 2023**

**QATAR Airways - IAASL - TAASL Indoor Cricket Fiesta**

**Sancharaka Udawa 2023 – SLAITO** - Organised in partnership with the Sri Lanka Tourism Promotion Bureau (SLTPB), over 200 exhibitors representing various segments of the tourism industry participated in the 10th edition of the exhibition. The event also featured an industry-diplomatic community interactive dialogue on ‘Resilient, Innovative and Sustainable Tourism for Sri Lanka’. The event was preceded by a Press Launch.

**Seminar on The Impact of Generative AI and Travel, Tourism, and Hospitality – PATA (Sri Lanka)**

**TAAASL - IAASL Bowling Championship 2023**

**67th Convention of the Travel Agents Association of India – SLAITO** - Over 500 Indian delegates participated in the three-day convention comprising several B2B sessions, organized by SLAITO in association with Sri Lanka Tourism

**Meeting with the Civil Aviation Authority TAASL & IAASL** - A meeting to discuss challenges faced by the Outbound Travel Industry

