



Sri Lanka Tourism

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Dear Members of the India Association of Tour Operators

Sri Lanka MICE Expo 2023 – 13th – 15th March 2023

We are pleased to inform you that the Sri Lanka Convention Bureau (SLCB) together with SriLankan Airlines will be organizing the Sri Lanka MICE Expo 2023 from 13th – 15th March 2023, at the Shangri-La Hotel in Colombo. The organizers would like to officially invite you to apply for the hosted buyer program. The event is expected to attract foreign buyers including a large representation from the Asian Region.

In order to qualify to be a hosted buyer, the applicant must demonstrate that they organise events on an international scale and complete the detailed online registration form <https://srilankamiceexpo.com/>.

All selections are made to ensure that the hosted buyers will make an impact on the Sri Lankan MICE & Events industry with their future businesses. Buyers are hosted either fully or partially and include costs related to air tickets, accommodation, local transportation, meals, etc. Hosted buyers are expected to arrive on 13th March before noon and depart after 5 pm on 15th March.

The proposed event will include the following -

- Welcome reception at South Asia's tallest tower
- Inauguration ceremony & MICE Forum
- B2B meetings with over 100 local vendors
- Exhibition pavilion
- Business forums
- Post event tours

It is mandatory for all hosted buyers to attend the B2B program on 14th March, for its entirety. All hosted buyers will be provided with a table space where networking with local vendors will be facilitated.

We hope to meet and warmly welcome you in Sri Lanka!



Thisum Jayasuriya
Chairman Sri Lanka Convention Bureau