



OFFICIAL PARTICIPANT – SRI LANKA



SRI LANKA TOURISM TRAVEL & TOURISM INDUSTRY CIRCULAR

World Expo is one of the oldest and largest international events that take place every 05 years spanning 06 months. The United Arab Emirates (UAE) has been selected as the host country for the forthcoming Expo to be held from 01st October 2021 to 31st March 2022 in Dubai under the theme of “Connecting Minds, Creating the Future”.

Sri Lanka’s participation at the Expo will be led by Sri Lanka Tourism together with other line agencies including Sri Lanka Embassy in UAE and Consulate in Dubai, EDB, BOI, Port City, Tea Board, Laksala, Gem and Jewellery Authority and Sri Lankan Airlines. The pavilion was designed based on the theme ‘Water’ showcasing the hydraulic civilization in a touristic perspective while adopting a story telling approach taking visitors on a journey through history, culture, nature and people. Sri Lanka Pavilion is located in the “Opportunity” district of the Expo Village and will showcase Sri Lanka’s positioning elements of authenticity, diversity and compactness.

Herewith Sri Lanka Tourism invites Travel and Tourism industry fraternity to take part in this global event through two opportunity avenues created to ensure wider industry participation.

Please note:

- Only Travel and Tourism organisations registered with Sri Lanka Tourism Development Authority (SLTDA) can apply
- Opportunity granted on first come first served basis and the deadline to apply is 25th September 2021.
- Apply by scanning the QR code below and the link to apply will be open on 20th September 2021 at 9 am SL time. While applying you will be asked to provide company details, select participation options with delegate details and to select time slots for participation. Once your selected time slot is confirmed by Sri Lanka Tourism, your participation will be compulsory as there is an opportunity cost to the industry.
- There is no participation fee thus the opportunity is offered on FOC basis. However kindly note that delegate logistical costs such as airfare, accommodation, transportation and any other expenses associated with the participation will have to be borne by the participants.
- Sri Lanka Tourism will make arrangements for visas upon a written request. Visa fees associated to be borne by the participants.
- Participants should be fully vaccinated and vaccination certificates should be available if required.
- Industry is encouraged to consider gender equality when nominating delegates for this world event.

Expo 2020 Dubai Delegate Opportunities for Travel & Tourism Industry

Opportunity 1 Pavilion Presence During the Event Period

- The Industry can participate at the Sri Lanka Pavilion during the period of 5 months from 1st November 2021 onwards on a rotation basis. The space allocated will be within the information counter.
- 1 member is permitted from each company/organisation for a maximum duration of 7 days thereby ensuring a wider industry participation and opportunity creation.
- At any given time, 2 companies (delegates representing the companies) are allowed at the pavilion information counter.
- Total trade participation expected to be facilitated include 40 delegates.
- Delegates applying for opportunity 2 are not considered under this.

Date : From 01st November 2021 to 30th March 2022

Venue : Sri Lanka Pavilion, Expo 2020 Dubai, Expo Road, Dubai South, Jebel Ali, Dubai, United Arab Emirates

Opportunity 2 Travel and Tourism B2B Forum Participation

- Limited to 30 delegates selected on first come first served basis.
- Only one representative nominated per company can participate at the B2B forum.
- The Travel B2B Forum is expected to connect Sri Lankan delegates with 50 international travel trade participants to create business opportunities.
- Delegates participating under opportunity 1 are excluded to ensure wider industry participation and opportunity.

Date : 2nd January 2022 at 2.30 PM - 5.30 PM Dubai time

Venue : Business Connect Center, Abu Dhabi Hall, Expo Village, Expo Road, Dubai South, Jebel Ali, Dubai, United Arab Emirates

For further information

Call: +94 71 122 1552

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Please scan QR code to register or visit www.srilanka.travel/expo-participation.

The link opens for registration from 20th September 2021, 9.00 AM (SL Time) onwards

