



SRI LANKA
CONVENTION BUREAU

Annual Report 2022

Sri Lanka Convention Bureau

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Vision of Sri Lanka Convention Bureau

“To position Sri Lanka as Asia’s most sought after venue for MICE tourism (Meetings, Incentive Travel, Conferences, Exhibitions and Events”

Mission of Sri Lanka Convention Bureau

“Sri Lanka Convention bureau will secure optimum revenue in foreign exchange from MICE tourism which will contribute to the national economy by uplifting of the living standards of those who are dependent upon the “Meetings Industry” in Sri Lanka.

Objectives

The objectives of the Bureau as mandated by the Tourism Act No 38 of 2005 (page no 32-33) are as follows.

- To promote Sri Lanka as a venue for international, regional and domestic conventions, meetings and exhibitions, and as an incentive travel destination.
- To provide a common policy designed to ensure the coordinated and co-operative development and marketing of Sri Lanka as a venue for international, regional and domestic conventions, meetings and exhibitions, and as an incentive travel destination.
- To coordinate and assist the promotion, development and servicing by the public and private sector of international, regional and domestic conventions, meetings and exhibitions, and as an incentive travel.
- To coordinate and co-operate with convention, exhibition and incentive travel organizers in Sri Lanka and overseas to ensure the successful staging of conventions, meetings and exhibitions and the implementation of incentive travel programs.
- To prescribe and enforce the maintenance of professional standards by persons or organizations involved in handling various aspects of conventions, meetings, exhibitions and incentive travel.
- To encourage and promote the development of professional skills among the different categories of persons or organizations involved in handling convention, meetings, exhibitions and incentive travel.
- To affiliate with, obtain membership of, or enter into any agreement with any association or organization engaged in developing or promoting conventions, meetings, exhibitions and incentive travel.
- To provide guidance to the bureau to develop, promote and market Sri Lanka as a tourist travel destination both in Sri Lanka and abroad.
- To develop and promote adequate, attractive and efficient tourist services, inclusive of the hospitality industry in a sustainable manner.
- To do in Sri Lanka or elsewhere all such acts and things incidental or conducive to the attainment of the objects of the Bureau.

Corporate Information

Sri Lanka Convention Bureau (SLCB) was set up in 1987 as a Company by Guarantee, functioning under the Ministry of Tourism to promote Sri Lanka as a venue for MICE tourism i.e. Meetings, Incentive travel, Conferences & Congresses and Exhibitions (later events too were added in some instances). The Bureau's functions were limited to a few specific activities due to limited funding.

This institution was made into a statutory body under the last Tourism Act 38 of 2005 abolishing the Company by Guarantee. SLCB now operates with an annual government budget with 4% income from the Tourism Development Levy and the Embarkation Tax

Name	: Sri Lanka Convention Bureau.
Legal Form	: Statutory Corporations incorporated under Tourism Act No. 38 of 2005.
Head Office Address	: 78, Galle Road, Colombo 03.
Auditors	: Auditor General of Sri Lanka.
Bankers	: Bank of Ceylon.

Board of Management

No.	Name	Period	Organization
1	Ms. Kimarli Fernando	25.02.2022 - 31.05.2022	Chairperson - SLCB
2	Mr. Thisum Jayasuriya	01.06.2022 - 31.12.2022	Chairman - SLCB
3	Mr. Sunil Dissanayake	25.02.2022 - 31.12.2022	Director General - BMICH
4	Ms. Dhammika Wijayasinghe	25.02.2022 - 31.10.2022	Director General - Sri Lanka Tourism Development Authority
5	Mr. M.L. Gammanpila	26.10.2022 - 31.12.2022	Director General - Sri Lanka Tourism Development Authority
6	Mr. Nishad Wijetunga	25.02.2022 - 31.05.2022	Sri Lanka Association of Inbound Tour Operators
7	Ms. Yolande Ann Hansen	31.05.2022 - 31.12.2022	Sri Lanka Association of Inbound Tour Operators
8	Prof. Janitha Liyanage	25.02.2022 - 31.05.2022	Sri Lanka Association for the Advancement of Science
9	Prof. Manuj Weerasinghe	21.04.2022 - 31.12.2022	Sri Lanka Association for the Advancement of Science
10	Ms. M.A. Nandani	25.02.2022 - 31.12.2022	Department of National Budget
11	Mr. Dimuthu Tennakoon	25.02.2022 - 31.05.2022	Sri Lankan Airlines
12	Mr. Saminda Perera	17.06.2022 - 31.12.2022	Sri Lankan Airlines

13	Ms. M.D.S. Prasadini	25.02.2022 - 31.12.2022	Ministry of Tourism
14	Mr. Ajith Dissanayake	25.02.2022 - 31.05.2022	Nomination of the Minister
15	Mr. Mohamed Imran	09.06.2022 - 31.12.2022	Nomination of the Minister
16	Mr. Dulitha Perera	25.02.2022 - 31.10.2022	Organization of Professional Associations of Sri Lanka
17	Ms. Ruchira Gunasekera	17.11.2022 - 31.12.2022	Organization of Professional Associations of Sri Lanka
18	Mr. Suresh Rajendra	25.02.2022 - 31.08.2022	Tourist Hotel Association of Sri Lanka
19	Mr. Dimitri Cooray	17.11.2022 - 31.12.2022	Tourist Hotel Association of Sri Lanka
20	Mr. Manesh Fernando	25.02.2022 - 31.05.2022	Colombo City Tourist Hotels Association
21	Mr. Herve Duboscq	17.11.2022 - 31.12.2022	Colombo City Tourist Hotels Association
22	Ms. Shirley Jayawardena	25.02.2022- 31.05.2022	Federation of Chambers of Commerce and Industry of Sri Lanka

Members of Audit and Management Committee

Mrs. Anoma Nandani	Chairperson - AMC (April - December 2022)	Additional Director General - Department of National Budget
Mr. Sunil Dissanayake	Member (April - December 2022)	Director General - BMICH
Mrs. M.D.S Prasadini	Member (April - December 2022)	Senior Assistant Secretary - Ministry of Tourism
Mr. Dulitha Perera	Member (April - October 2022)	President - Organization of Professional Associations of Sri Lanka
Mrs. T. Imbuldeniya	Observer	Superintendent of Government Audit - National Audit Office
Mr. P. Lurentheran	Observer	Chief Internal Auditor - Ministry of Tourism

Chairman's Message

Sri Lankan Convention Bureau (SLCB) was established with the aim of promoting Sri Lanka as a venue for MICE tourism. With the evolution of the business world, organizations are constantly on the look-out for dynamic destinations in order to host their meetings, incentives, conferences and exhibitions.

The size of the global meetings industry amounted to roughly 920 million U.S. dollars in 2019. This market is expected to rise steadily over the following years after a backslide in 2020, reaching approximately 1.8 billion U.S. dollars by 2030. (Statista 2022)

The MICE market has phenomenal potential and it is imperative that Sri Lanka capitalizes on this opportunity. We have an amazing country that has much to offer for this genre of tourism, irrespective of season. Sri Lanka is a capsule that encompasses everything sans the winter.

SLCB conducted several international promotional activities during the year 2022 despite several local and global challenges. We conducted training programs for the travel and tourism fraternity in Jaffna and in Colombo, in order to educate them on the importance of MICE and share knowledge on how to prepare for larger groups. Additionally, we invited various international journalist and bloggers to experience the wonders of our country and carry their message forward to the world.

We work collaboratively with private sector stakeholders in order to analyze gaps in the market and formulate workable solutions in order to address their grievances. In the future, it is my vision that we will use more digital technology and bloc chain applications to enhance our product offering and improve on our access to data.

If all stakeholders continue to work together with one vision in mind, I have no doubt that we can position Sri Lanka as the best MICE destinations in Asia.

Thisum Jayasuriya
Chairman
Sri Lanka Convention Bureau

Executive Summary

The year 2022 was a challenging year to reach the peak of tourism promotion expectations with the covid 19 situation controlled to a certain extent with the political stability. Despite of these obstacles SLCB successfully carried out the planned training and marketing activities for the year 2022.

The SLCB MICE Training Program was arranged by the SLCB Research Division as a one-day workshop for the MICE sector at the BMICH in Colombo to educate the industry about the impact of MICE on the tourism sector, sustainable unique selling propositions, enhancing partnerships with hotels, and revenue management. Sri Lankan Airlines addressed the possible impact of the National Carrier's involvement on the growth of MICE tourism. With over subscribing to the first training program, SLCB decided to conduct repeated session. Successful full-day workshop for hoteliers in the northern region was held at the Thinnai Hotel in Jaffna.

SLCB, MICE Awareness Session was organized to educate the officials about the role of SLCB and assistance scheme for the international events with over 130 officials from 25 ministries & government entities. Bureau participated at the Sri Lanka Medical Association (SLMA) International Congress with participation of over 250 medical professionals.

In order to market Sri Lanka as a MICE destination, SLCB organized a MICE Promotion Programme in Dhaka, Bangladesh in collaboration with the Sri Lankan High Commission in Bangladesh and Sri Lankan Airlines. In association with SLTPB three roadshows were held in India. SLCB scheduled three familiarization tours during the year, with Indian MICE agents, GACS corporate executives, Bangladeshi MICE agents and media. SLCB Provided Financial Assistance and in-kind support for the Events. Continued the social media campaign to target the key MICE markets. Sri Lanka Convention Bureau along with Rotary District 3220 welcomed the first Rotary International lady President Jennifer Jones to Sri Lanka. SLCB was able to capture a video clip inviting all Rotarian and none Rotarians to visit Sri Lanka a strong positive message. In fact, watching her video clip, Mr. Basker Managing Partner of VNC steel Distributors for South India will host their by annual conference in Sri Lanka with 550 pax.

Achievements in 2022

1. Research, Development & Training

1.1 MICE Training

1.1.1 SLCB MICE Training Programme for the MICE Sector

As scheduled in the SLCB annual activity plan SLCB Research Division conducted the SLCB MICE Training programme for the MICE sector as a full day workshop at the BMICH, Colombo.

50 participants representing local professional conference organisers, professional exhibition organisers, professional event organisers, Hoteliers registered to attend this full day programme and update themselves about Impact of MICE in the tourism industry, Sustainable Unique Selling Propositions, Enhancing partnership with hotels, Revenue Management. Sri Lankan Airlines spoke about how the National Carrier's involvement could affect the Development of MICE Tourism.

The speaker panel consisted of Dr. Vipula Wanigasekera - former Diplomat, former GM SLCB/Acting Director General SLTDA and an academic, Dr. Shafaath Amidon - Entrepreneur. Educator. Consultant -Business Psychology. Humanitarian, Mrs. Felicia Adihetty Senior MICE Entrepreneur, MD of Bconnected Pvt Ltd, Mr. Ziyen Ameen - General Manager- Conventions & Exhibitions, Aitken Spence Travels and Mr. Asela Ambepitiya -Sales Manager Inbound of Sri Lankan Airlines

The participants had very positive remarks about the session as they were able to get information pertaining to handling MICE events effectively. All participants were given a certificate of participation at the end of the session.



All participants at the end of the session



Speaker presenting at the event

1.1.2 SLCB MICE Training Programme for the MICE Sector Repeat Session

It was proposed to organize a repeat programme of the MICE Training which was held on the 15 September 2022 as there was great interest from the MICE industry to take part in it and many missed out as there were no slots available.

50 participants representing local professional conference organisers, professional exhibition organisers, professional event organisers, Hoteliers registered to attend this full day programme and update themselves about Impact of MICE in the tourism industry, Sustainable Unique Selling Propositions, Enhancing partnership with hotels, Revenue Management. SriLankan Airlines spoke about how the National Carrier's involvement could affect the Development of MICE Tourism.

The speaker panel consisted of Dr. Vipula Wanigasekera, Dr. Shafaath Amidon, Mrs. Felicia Adihetty, Mr. Ziyen Ameen and Mr. Asela Ambepitiya.

As per the feedback received, most of the participants had very positive remarks about the programme. All participants were given a certificate of participation at the end of the session.



All industry participants

1.2 Regional MICE Training programme for the Hoteliers in the Northern region

SLCB Research Division conducted the SLCB MICE Training programme for the Hoteliers in the northern region as a full day workshop at the Thinnai Hotel, Jaffna

43 participants representing Northern Province hotels attended this full day programme and update themselves about Impact of MICE tourism which could bring in to the Northern Province.

The speaker panel consisted of three senior MICE specialists. The participants were given the opportunity to learn about Introduction to MICE, Conference Management, Revenue Management, Catering for Events, Marketing of Events and Sustainable Unique Selling Propositions & Entrepreneurship. A group work study session was also conducted to ascertain what the participants have learnt from this programme.

The programme also included a Panel discussion on "Explore Regional event opportunities" The panelist for this discussion were Prof (Dr.) Sivesan Sivanandamoorthy Professor in Marketing Coordinator Tourism & Hospitality, Department of Marketing, Faculty of Management Studies & Commerce University of Jaffna and Dr. S. Jeevasuthan Head/Senior Lecturer, Department of Sociology -University of Jaffna

All participants were given a certificate of participation at the end of the session.



All participants at the end of the session



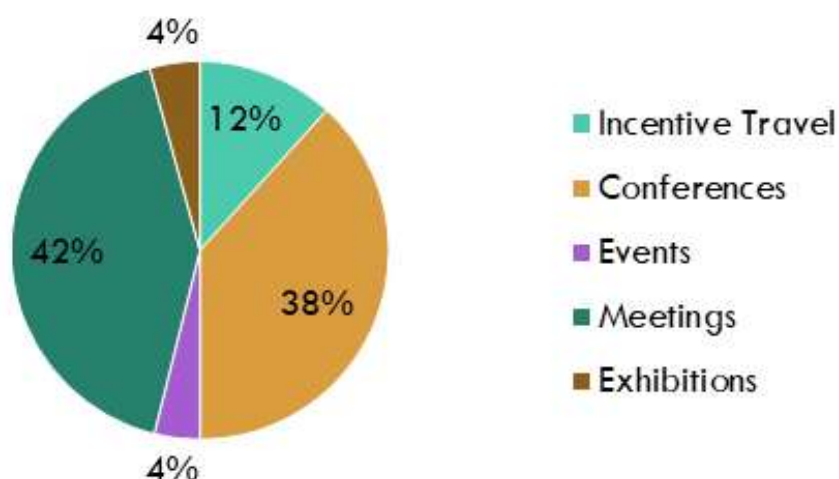
Panel discussion in progress

1.3 MICE statistics

SLCB obtained MICE data by contacting industry directly and following is a summary of the data obtained from them.

The below chart shows the percentage of MICE events held in each category out of the total 256 MICE events recorded for the year 2022.

Percentage of MICE Events held in 2022



1.4 SLCB MICE Buyer Database

SLCB MICE Buyer Database which contains contacts of foreign MICE buyers was hosted online throughout the year. The local MICE industry is expected to use these buyer contacts for their targeted marketing activities.

2. Marketing

Marketing Activities 2022

The primary responsibility of the SLCB Marketing Division is to promote MICE tourism and profile Sri Lanka as the destination for Meetings, Incentives, Conferences and Exhibitions/Events.

Year 2022 was a challenging year for the industry due to the country's situation. Most of the International events that were planned for the 2nd and 3rd Quarters were canceled due to forex issues. Despite the all-unfavorable conditions, SLCB completed 80% of the planned activities.

2.1 Production of MICE Videos

SLCB produced video clips on the visit of Ms. Jennifer Jones, President of Rotary International (RI) to promote the destination. Further, SLCB produced a post promotional video clip on Sri Lanka Tourism Roadshow which was held in September 2022. Apart from that, SLCB used in-house video clips already developed for all promotional activities. These videos were used to showcase the destination appeal of MICE & leisure tourism industry in Sri Lanka.

2.2 Production and Printing of Promotional Material

SLCB procured promotional material to provide as a giveaway during overseas promotional activities. Ex: Colorful wooden Elephants. The promotional wooden elephants were given during the Sri Lanka Tourism Roadshow in India and MICE Promotion Programme in Bangladesh. SLCB printed 1000 MICE promotional Flyers for International Events mainly focusing on the World Travel Mart held in the United Kingdom from 07th-09th November 2022. Further, SLCB provided in-house promotional material for events organized in Sri Lanka by the local MICE industry stakeholders, ex: for incentive groups & conferences.

2.3 Web-based promotions /Digital promotions/SEO work

SLCB website – The SLCB web www.meetinsrilanka.com is maintained in collaboration with Sri Lanka Telecom and is up to date.

Social Media Campaign –

During the Covid period, SLCB continued its campaign on digital media. The primary focus was to make the world aware of the MICE industry and update the latest development in Sri Lanka. The key social media platforms targeted during the campaign were Facebook, LinkedIn, Twitter, Instagram and YouTube. SLCB continued Social Media campaign under the tagline 'MeetInSriLanka'.

As the primary marketing arm of Sri Lanka Tourism, SLCB disseminated the unique value propositions (USPs) to the target markets digitally. The campaign promoted the destination's competitiveness and attractiveness internationally as a destination for MICE and Leisure. The campaign was able to successfully re-position the tagline "MeetInSriLanka" by communicating the destination compactness, authenticity and diversity of Sri Lanka. During the pandemic and post-pandemic periods, SLCB successfully continued the digital promotional campaign with the intention of keeping MICE and Sri Lanka live.

Key statistics of the SLCB Social Media campaign is given below.



2.4 Advertising – Local and International

International Advertising

The unfavorable country situation, travel advisories on Sri Lanka and due to the Forex issue, SLCB did not advertise in international magazines and platforms. Year 2022, Sri Lanka Tourism focused on India as a short- and medium-term strategy for the revival of tourism. SLCB published a few articles during the latter part of the year in coordination with the India Outbound (IO) on FOC basis.

Local Advertising

“The Director” is the flagship quarterly newsletter published by the Sri Lanka Institute of Directors (SLID) which has a global outreach. The magazine features the latest news and trends in the world of cooperate governance and reaches over 150,000 company directors, professional and top management personnel. SLCB advertised three articles in the “The Director” magazine with the intention of promoting MICE Tourism.

2.5 Participation in Overseas Exhibitions/ Promotions and Events

There were Four Exhibitions namely, IMEX – Frankfurt, BLTM- India, IBTM – Barcelona, ITB Asia – Singapore included in the SLCB Action plan. Due to the Forex issue faced by the nation, international exhibitions were postponed for the year 2022. At the time of cancelation of IMEX, ITB Asia and BLTM- India, 80% of the programme activities were completed.

During the month November 2022, SLCB organized a promotional stall at the Sri Lanka Pavilion at World Travel Mart (WTM) held at the ExCeL London, United Kingdom from 7th - 9th November 2022 organized by the Sri Lanka Tourism Promotion Bureau (SLTPB). SLCB participation was organized as per the directive of the Hon. Minister of Tourism & Lands in line with the ongoing marketing strategy of Sri Lanka Tourism to collaborate with SLTPB to promote the destination. The event was a success as it addressed the international media and the European Travel Trade and conveyed the message that Sri Lanka is open to welcoming leisure and MICE visitors. Participation at WTM provided an opportunity to SLCB to promote the destination capabilities and the facilities available to welcome MICE travelers especially from Europe.

SLCB organized MICE tourism promotion programme in Dhaka Bangladesh in collaboration with Sri Lanka High Commission in Bangladesh and the Sri Lankan Airlines on 1st September 2022. There were 20 local MICE industry stakeholders attended at the programme. There were 53 Bangladeshi travel agents and 14 media personals attended at the programme. As per the directive of the Board of Management, SLCB organized the promotional programme at the Sri Lanka High Commission premises.



Sri Lanka Tourism under the guidance of Hon. Minister of Tourism & Lands has successfully conducted three Roadshows in India held on 26th, 28th & 30th September 2022 in New Delhi, Mumbai & Hyderabad. These Roadshows were organized by Sri Lanka Tourism Promotion Bureau (SLTPB) and Sri Lanka Convention Bureau (SLCB) on cost sharing basis.

B2B meetings had with over 50 participants representing the local travel trade and over 600 Indian Travel trade in three cities. Over 50 Indian media outlets also attended the roadshow. The Indian travel trade included Travel Agents, MICE Agents, Corporates and Associations attended the Indian Road Shows. Meetings were also held with various different wings of tourism and media, like leading airlines Indigo, Air India, Alliance Air and Spice Jet, media outlets like CNN, NDTV, TV9 and Telugu film producers, meetings with Mastercard and audiences with the Travel Agents Association of India (TAAI), India Association of Tour Operators (IATO) Outbound Tour Operators Association of India (OTOAI), Indian Express News Paper, Buddhist Tour Operators, Travel Agents Federation of India and the Chief Editor of National Geography Traveler India.

Mr. Sanath Jayasuriya, The Ambassador for Sri Lanka Tourism graced the Mumbai Roadshow. Sri Lanka Tourism roadshows were an eye opener to mega India Travel market about Sri Lanka's readiness to welcome Indian travelers. The Roadshows were supposed to shape the perception of prospective travelers visiting Sri Lanka in the future and ultimately generate foreign income to Sri Lanka.



2.6 MICE Familiarization Tours

MICE Familiarization tours have been identified as an important tool to showcase MICE tourism and to provide first-hand information and exposure to promote the destination for their clients.

The main objective of the programme was to convey the message to the participants that Sri Lanka is a safe and secure venue for MICE Tourism as well as an attractive destination for tourism experiences. The programme covered both MICE & Leisure.

During the year, SLCB organized three familiarization tours. The first programme was organized in March 2022 and invited 8 Indian MICE agents for the familiarization tour. The second familiarization tour was organized for 06 corporate heads of the Global Association of Corporate Services (GACS) consisted of working professionals from across various sections of Corporate Services. Approximately, 6000 members are registered with GACS covering India and overseas.

The third familiarization tour was organized for a group of 07 Bangladesh MICE Agents & Media during the month of November 2022.

A B2B sessions between the local MICE industry and the foreign delegates were organized by SLCB. The session provided an avenue for Sri Lankan MICE industry members to interact with international MICE agents and corporates to further promote Sri Lanka as a MICE destination.



2.7 SLCB MICE Traveler Assistance Scheme & Event Support

SLCB MICE Traveler Assistance Scheme is available to assist the industry to attract local as well as international MICE events to Sri Lanka. E flyer on the scheme was uploaded to the SLCB website. During the year, SLCB Provided Financial Assistance and in-kind support for following Events.

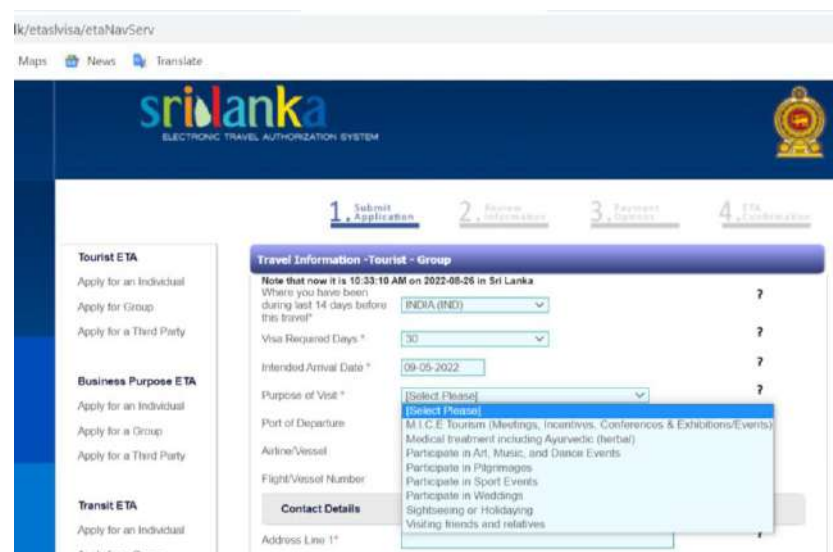
- Buy Sri Lanka - Made in Lanka Show held from 28-30 January 2022
- Lankapak Exhibition held 18-20 April 2022
- Study in India Expo held 26th & 27th March 2022
- 25th Annual Conference of Organization of Professional Associations (OPA) – 16th & 17th August 2022
- 9th International Conference on Hospitality and Tourism Management - 27th & 28th October 2022
- Davis Cup Tennis Tournament – 8th to 13th August 2022
- Hyderabad Incentive Group organized by Beyond Borders – 15th to 19th September 2022
- Abu Dhabi Familiarization Tour Group
- 29th Annual General Meeting of Sri Lanka Association of Air Line Representative (SLAAR) – 29th September 2022
- Rotary Sri Lanka & India Friendship Exchange Programme – 1st November 2022

- Commonwealth Chess Championships 2022 – 13th to 23rd November 2022
- 14th International Congress of INPALMS (INPALMS 2022) – 12th to 16th December
- Diwali Ball 2022 organized by Colombo Indians – 19th November 2022
- Alfa Laval India MICE Group from India – 16th to 18th December 2022
- Incentive Group from Infotech Private Limited from India – 24th to 27th November 2022
- 2022 Rotary International Charity Banquet, Colombo and the visit of President, Rotary International – 14th December 2022

2.8 Other Marketing Activities

■ Inclusion of MICE Tourism in the Tourist ETA system

SLCB in collaboration with the Department of Immigration and Emigration suggested the necessity to make changes to the existing ETA application form to include MICE Tourism. These modifications clearly depict the statistics regarding MICE Tourist Arrivals to Sri Lanka. As a result, necessary steps were taken to include the subcategories under Purpose of Visit. These activities have led to the improvement of MICE Tourism related statistics and records in Sri Lanka.



■ FIFA FAN ZONE – Negombo

Sri Lanka Tourism organized the FIFA Fan Zone at Negombo Beach Park to coincide with the Football World Cup in Qatar from 1st December to 18th December 2022. The FIFA Fan Zone in Negombo successfully attracted large crowds for live match screenings, entertainment events, and food and beverage stalls. SLCB provided in kind support to SLTPB for organizing the programme.

■ **Commencement of the organized activities of Sri Lanka MICE EXPO 2023.**

Sri Lanka MICE EXPO 2023 is scheduled to be held from 13th-15th March 2023. MICE EXPO 2023 is organized in collaboration with the Sri Lanka Association of professional Conference, Exhibition and Event Organizers (SLAPCEO). The activities of the programme were started during the latter part of the year 2022 considering the time required for organization. SLCB intends to bring 100-200 hosted buyers from key international MICE markets for SLMICE Expo 2023.

3. Affiliation with Associations

MICE Awareness Session

Since many of the government entities are not aware of the SLCB, MICE Awareness Session is organized to educate the officials about the role of SLCB and assistance scheme for the international events.

The government institution has the highest capacity of bidding for conferences and bringing them to Sri Lanka since government officers attend many conferences held in overseas. SLCB has organized the MICE Awareness session seeking their cooperation and support to promote Sri Lanka as venue for similar Business Events. Further bureau requested the officials to initiate a conversation with the organizers and invite them to visit Sri Lanka on familiarization tours to show case the country & MICE capabilities. The session was held on 17th November 2022 and was well attended with over 130 officials from 25 ministries & government entities.



Mr. Chulananda, Secretary of the Ministry of Tourism and Lands, doing the welcome address



The people who participated from the government's institutions

Initiatives with Local Association



Central Bank Governor delivering the keynote speech of the session

Sri Lanka Medical Association (SLMA) -

Bureau participated at the Sri Lanka Medical Association (SLMA) International Congress from 29th September to 01st October 2022 at the BMICH. Congress was held under the theme "Planetary Health & Global Health Security" and successfully concluded with participation of over 250 medical professionals.

SLCB team was present all 03 days manning the information desk and met with the representatives from number of medical colleges and associations. During the 03 day congress, SLCB communicated with the Colleges about bidding and events support that could be provided to bring the medical conferences to Sri Lanka.

SLCB will be working with the following Associations and two conferences to be held in next year.

- i. Sri Lanka College of Endocrinologists SLENDO 2023 - Endocrine & Diabetes Conference
- ii. Sri Lanka College of Dermatologist; South Asian Regional Conference in Dermatology 2023



DG, Sri Lanka Tourism participating at the business forum

Bid Awarded to Sri Lanka

❖ **19th Asia Pacific Congress of Pediatrics (APCP 2026) -**

SLCB together with College of Pediatricians submitted the bid to host the Asia Pacific Congress of Pediatrics in the year 2024. Sri Lanka was successfully secured the bid however due to the county situation at that time Sri Lanka is given the opportunity to host the Congress in 2026.

❖ **17th Bi-annual Conference of Aesthetic Dentistry in November 2023**

Bureau is working with Sri Lanka Association of Aesthetic Dentistry (SLAAD) to host the conference in November 2023



4. Human Resource and Administration

SLCB Staff

1	Ms. Kimarli Fernando	Chairperson (Up to May 2022)
2	Mr. Thisum Jayasuriya	Chairman (From June 2022)
3	Mr. Krishantha Fernando	General Manager
4	Mrs. Achini Dandunnage	Senior Manager
5	Mrs. Malkanthi Welikala	Manager - Marketing
6	Mrs. Kumudu Henedige	Manager - Research, Development & Training
7	Mrs. Ranjika Perera	Assistant Manager - Accounts & Admin
8	Ms. Peumi Peiris	Assistant Manager - Research, Development, Trade Standards and Association Meetings (Resigned on 30.09.2022)
9	Mrs. Hemali Mahamudali	Assistant Manager - Internal Audit (Resigned on 08.09.2022)
10	Mr. K.G. Janith Bhathiya	Assistant Manager - Corporate, Incentive & Events (Resigned on 30.11.2022)
11	Mrs. Lakshika Bandara	Junior Manager - HR and Board Affairs
12	Mrs. Dinushka Fonseka	Management Assistant - Secretary to the General Manager
13	Ms. Dilshani Dabare	Management Assistant - Accounts and Admin
14	Mrs. Samurdhi Waas	Management Assistant - Procurement
15	Mr. Prabodha Wijesooriya	Office Assistant
16	Mr. Supun Kaushalya	Driver

5. Internal Audit


Internal Audit Department takes necessary steps to ensure that the Institution's Financial Reporting comply with the Sri Lanka Accounting Standards and Operational activities adhere to the Government rules and regulations in order to achieve organizational goals and objectives. SLCB internal audit division issued four internal audit reports and conducted four Audit and Management Committee meetings for the year 2022.

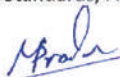
6. Financial Statements 2022

**SRI LANKA CONVENTION BUREAU
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31.2022**

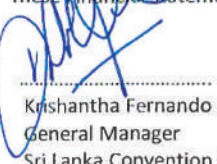
	Notes	2022 (Rs)	2021 (Rs)
ASSETS			
Current Assets			
Cash and cash equivalents	16	78,802,590	45,693,043
Receivables	17	101,593,677	38,994,799
Pre payments	18	55,375	204,286
Stocks	19	2,482,802	3,706,055
Deposits	20	82,000	82,000
Short Term fixed Deposits	21	169,460,271	157,146,563
Total Current Assets		352,476,715	245,826,746
Non- Current Assets			
Property, Plant & Equipment	22	3,143,642	3,547,417
Intangibel Assets	22	63,000	72,000
Long Term Investments	23	132,000,000	132,000,000
Total Non current Asset		135,206,642	135,619,417
Total Assets		487,683,357	381,446,163
LIABILITIES			
Current Liabilities			
Creditors & Accrued Expenses	24	3,794,046	2,282,074
Unfavourable Bank Balance		11,466,688	1,861,137
Total Current Liabilities		15,260,734	4,143,211
Long-Term liabilities			
Provision for Retirement Gratuity		4,106,015	4,368,780
Total Long-term Liabilities			
Total Liabilities		19,366,749	8,511,991
Net Assets		468,316,608	372,934,172
NET ASSETS/EQUITY			
Capital Contribution		10,457,784	10,457,784
Accumulated Surplus / (deficit)	25	457,858,824	362,476,388
Total Net Assets/Equity		468,316,608	372,934,172

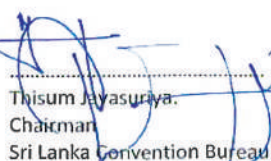
The Assistant Manager Finance certifies that the financial statements have been prepared in compliance with the requirements of the Sri Lanka Public Sector Accounting Standards, Finance Act of no 38 of 1971 and Tourism Act No 38 of 2005.


Ranjika Perera
Assistant Manager -Accounts
Prepared By


Samitha Prasadini.
Board Member
Sri Lanka Convention Bureau

The Board of directors is responsible for the preparation of these Financial Statements.
These financial statements were authorized by the Board of directors on 28.03.2023.


Krishantha Fernando
General Manager
Sri Lanka Convention Bureau


Thisum Jayasuriya.
Chairman
Sri Lanka Convention Bureau



**SRI LANKA CONVENTION BUREAU
STATEMENT OF FINANCIAL PERFORMANCE
FOR THE YEAR 2022**

	Note	2022 Actual Rs.	2022 Revised Budget Rs.	2021 Actual Rs.	2021 Budget Rs.
Revenue					
Embarkation Levy		103,914,422	48,935,621	19,359,129	11,763,185
Tourism Development Levy		37,766,623	64,868,148	32,638,821	22,187,488
Other Revenue	7	28,082,293	23,554,000	11,183,884	16,500,000
Total Revenue		169,763,339	137,357,769	63,181,833	50,450,673
Expenses					
Wages, Salaries & Employee Benefits	8	24,720,714	25,312,000	20,550,236	23,620,000
Supplies and Consumables Used	9	6,000,874	7,930,000	5,999,884	7,580,000
Marketing Related Expenditure	10	35,784,677	57,680,000	16,263,717	23,700,000
Research & Development	11	2,968,722	4,078,000	2,674,035	3,375,000
Affiliation with local & International Association	12	3,169,691	5,200,000	3,062,906	5,000,000
Depreciation and Ammortization Expenses	13	660,525		624,345	
Other Expenses	14	1,066,020	1,160,000	864,750	1,200,000
Finance Costs	15	9,680	20,000	8,050	20,000
Total Expenses		74,380,903	101,380,000	50,047,923	64,495,000
Surplus/ (Deficit) for the Period		95,382,436		13,133,911	

SRI LANKA CONVENTION BUREAU
STATEMENT OF CASH FLOW
FOR THE YEAR ENDED 31ST DECEMBER 2022

Cash flows from Operating Activities	2022 (Rs)	2022 (Rs)	2021 (Rs)	2021 (Rs)
Net Surplus (Deficit)		95,382,436		13,133,911
Adjustments				
Depreciation / Amortization	660,525		624,345	
Gain on Disposal	-		(5,024)	
Interest income	(26,807,293)		(9,370,844)	
Charge for Gratuity	328,610	(25,818,158)	687,250	(8,064,273)
Operating cash flow before working capital changes		69,564,278		5,069,638
Changes working capital				
(Increase)/ Decrease in Inventory	1,223,253		41,041	
(Increase)/ Decrease in Receivables	(62,598,878)		(12,032,811)	
(Increase)/ Decrease in Pre Payment	148,910		1,783,683	
(Increase)/ Decrease in Advance	-		(350,000)	
Increase/ (Decrease) in Credit Accrued	1,511,972	(59,714,743)	(3,315,348)	(13,873,435)
Cash Generated from Operations		9,849,535		(8,803,797)
Payment of Gratuity	(591,375)	(591,375)		
Investment Activities		9,258,160		(8,803,797)
Purchase Property Plant & Equipment	(247,750)		(624,500)	
Interest income	26,807,293		13,977,776	
Deposit	(12,313,708)	14,245,835	(103,638,814)	(90,285,539)
Financial Activities				
Cash flow from Financial Activities				
Net change in Cash & Cash Equivalent		23,503,995		(99,089,336)
Cash & Cash Equivalent 01.01.2022		43,831,907		142,921,242
Cash & Cash Equivalent 31.12.2022		67,335,902		43,831,907



SRI LANKA CONVENTION BUREAU
STATEMENT OF CHANGES IN NET ASSETS / EQUITY
FOR THE YEAR ENDED DECEMBER 31, 2022

Attributable to owners of the Controlling entity	Notes	Contributed Capital	Accumulated Surpluses / (Deficits)	Total net Asset / Equity
		Rs	Rs	Rs
Balance at January 1, 2021 carried forward	25	10,457,784	349,342,478	
Profit for year 2021			13,133,910	
Profit for year 2022			95,382,436	
Balance at December 31, 2022 C/F		10,457,784	457,858,824	468,316,608

**SRI LANKA CONVENTION BUREAU
NOTES TO THE ACCOUNTS
YEAR ENDED 31ST DECEMBER 2022**

1 General Information

SRI LANKA CONVENTION BUREAU (SLCB)

The Sri Lanka Convention Bureau incorporated under the Tourism Act No 38 of 2005 and domiciled in Sri Lanka. The registered office and the principal place of business of the Bureau is located at 4th Floor, Hotel School Building #78, Galle Road, Colombo 3.

The SLCB is engaged in promoting conferences, corporate meetings, incentive travel and exhibitions.

2 Basis of Preparation and Accounting Policies

The Financial statements of the Sri Lanka Convention Bureau have been prepared in conformity with the Sri Lanka Public Sector Accounting Standards and the applied consistently on historical cost basis. Income and cost have been accrued and recorded in the financial statements of the period to which they relate. Where appropriate, significant accounting policies are explained in the succeeding notes. No adjustments have been made for inflation factors affecting the accounts.

3 Property, plant and equipment

All property, plant and equipment are stated at historical cost which is at purchase cost or construction cost.

Depreciation is provided on cost with relevance to the period of ownership. The depreciation rates are as follows. On straight line method

Assets	Rate
Office equipment	10%
Motor vehicles	25%
Furniture and fittings	10%

Software comes under Intangible Asset & amortized 10% per year.

4 Liabilities and provision

All material liabilities as at balance sheet date have been included in the accounts.

5 Retirement benefits

Provision has been made for the retirement benefit payable under the Payment of Gratuity Act No. 12 of 1983. Terminal benefits are provided for on the basis of half month current salary for every year of continued service. However the liability becomes due on completion of 5 years.

6 Stocks value based on purchase value or market value whichever ever is lowest.



SRI LANKA CONVENTION BUREAU
NOTES FOR THE STATEMENT OF FINANCIAL PERFORMANCE
YEAR ENDED AT 31 ST DECEMBER 2022

7 Other Revenue

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Staff Loan interest income	50,247	54,000	63,424	70,000
Participation fees	975,000	1,500,000	-	500,000
Call deposit interest	26,757,046	19,000,000	9,370,844	12,000,000
Other income	300,000	3,000,000	1,749,615	3,930,000
Total	28,082,293	23,554,000	11,183,884	16,500,000

8 Wages, Salaries & Employee Benefits

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Staff Salaries	12,991,910	12,927,000	12,155,905.17	12,300,000
Overtime, Casual Wages & Other Allowances	165,783	200,000	55,752.25	100,000
Chairmans Allowances	602,000	700,000	-	1,200,000
Chairman fuel & Vehicle Rent	771,950	900,000	-	900,000
Employees Provident Fund	1,689,520	1,700,000	1,717,185.78	1,700,000
Employees Trust Fund	337,162	400,000	343,437.22	400,000
Staff Medicine Insurance	1,831,257	2,000,000	1,456,776.06	2,000,000
Staff Welfare	355,221	600,000	265,044.00	400,000
Contribution to S.L Tourism	25,000	100,000	30,705.00	100,000
Uniforms to Staff	45,448	45,000	30,523.20	45,000
Travelling local	80,841	100,000	64,602.13	75,000
Gratuity	328,610	-	687,250.00	-
Attendance Incentives	660,961	1,000,000	428,323.00	600,000
Staff Training	70,000	100,000	173,000.00	200,000
Staff Transport & Fuel Allowance	4,765,052	4,540,000	3,136,000.00	3,600,000
Prior year adjustment	-	-	5,732.19	-
Total	24,720,714	25,312,000	20,550,236.00	23,620,000

9 Supplies and Consumables Used

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Printing & Stationery	503,604	1,200,000	794,611.37	1,000,000
Telephone	596,445	1,200,000	1,004,702.35	900,000
Postage & Courier	3,780	30,000	10,420.00	30,000
General Office Expenses	947,146	1,000,000	916,385.10	600,000
Insurance-SLCB Vehicle	63,166	100,000	60,998.00	100,000
Maintenance - Office	394,777	700,000	163,563.52	500,000
Vehicle fuel	136,600	150,000	36,621.00	150,000
Maint. & Repair vehicles	1,197,671	1,000,000	30,880.00	600,000
Sundry	160,532	200,000	86,270.56	200,000
Office Rent	1,668,629	2,000,000	1,411,512.00	2,000,000
Vehicle Rent	328,523	350,000	1,483,920.00	1,500,000
Total	6,000,874	7,930,000	5,999,884	7,580,000

10 Marketing Related Expenditure

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Overseas Promotions /Fairs	16,197,182	21,000,000	-	-
Printing /Production	636,500	1,250,000	4,660,792	5,300,000
Advertising	79,109	2,650,000	412,950	2,250,000
Web based promotions	1,915,786	4,280,000	3,163,372	4,100,000
Event Supports	5,713,430	6,000,000	778,738	2,500,000
Farm Tours	8,647,706	19,000,000	785,007	2,500,000
Special projects & Activites	1,371,711	3,500,000	6,462,858	7,050,000
Cost of promotions	1,223,253	-	-	-
Total	35,784,677	57,680,000	16,263,717	23,700,000

11 Research & Development

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Regional MICE Training for hotels	1,279,543	2,150,000	350,000	350,000
MICE Training /Creating Awareness Programme	1,385,583	1,220,000	1,350,000	1,550,000
Familiarization programme for MICE	-	-	386,640	500,000
MICE buyers data base	3,500	8,000	5,792	75,000
Bidding ,Bid Support	-	100,000	-	250,000
Annual Report Printing	300,097	600,000	581,603	650,000
Total	2,968,722	4,078,000	2,674,035	3,375,000

12 Affiliation with Local & International Associations

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
ICCA Membership & related activities	1,241,435	2,500,000	763,090	2,000,000
Association Events	1,670,750	1,700,000	480,600	2,000,000
Other Association related activities	257,507	1,000,000	1,819,217	1,000,000
Total	3,169,691	5,200,000	3,062,906	5,000,000

14 Other Expenses

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Board Member Allowance	688,500	760,000	714,750.00	500,000
Professional Fees /Audit Fees	377,520	400,000	150,000.00	700,000
Total	1,066,020	1,160,000	864,750.00	1,200,000

15 Finance Costs

Item	Actual (2022) (Rs)	Budget 2022 (Rs)	Actual (2021) (Rs)	Budget 2021 (Rs)
Bank charges	9,680	20,000	8,050.00	20,000
Total	9,680	20,000	8,050.00	20,000



Sri Lanka Convention Bureau
Notes to the Financial Statements
For the period ended 31ST December 2022

16 Cash in Hand and at Bank

Item	2022 (Rs)	2021 (Rs)
Cash at Bank - Peoples Bank	10,106,371	46,371
BOC Fund mgt A/C	68,696,219	45,646,671
Cash in hand & bank balance	78,802,590	45,693,043
Unfavourable Bank Balance		
Cash at Bank - Bank of Ceylon	(11,466,688)	(1,867,137)

17 Receivables

Item	2022 (Rs)	2021 (Rs)
Staff Loan	1,257,489	1,397,516
TDL & EMB Receivables - SLTDA	94,286,188	31,997,283
Call deposit interest Receivable	5,500,000	5,250,000
Festival advance	550,000	350,000
Total	101,593,677	38,994,799

18 Prepayments

Item	2022 (Rs)	2021 (Rs)
Payment for Promotions	-	101,018
Insurance	11,092.31	11,399
Prepayment - MICE buyer data base	20,000.00	60,208
Office Equipment Maintenance	24,282.50	21,661
Web maintenance prepayment	-	10,000
Total	55,374.81	204,286.15

19 SLCB Stocks As At 31/12/2022

Item No	SLCB Stocks as at 31/12/2022	Rs
1	Incentive brochure	51,840
2	Meeting Planner	1,560
3	MICE Activity brochure	163,172
4	Hambantota Brochure	152,670
5	MICE brochure	64,467
6	Porcelain Mugs	770
7	Ramayanaya Brochures	62,574
8	Paper Bags	41,770
9	Stickers	14,368
10	Pen drives	466,799
11	Wrapping papers	122,836
12	Coasters	701,097
13	Promotional bags	622,380
14	SLCB Marketing Flyers	16,500
	Total	2,482,802

20 Deposits

Item	2022 (Rs)	2021 (Rs)
Sri Lanka Telecom	5,000	5,000
C F De Mel and Sons	75,000	75,000
American Premium	2,000	2,000
Total	82,000	82,000

21 Short Term Fixed Deposits

Item	2022 (Rs)	2021 (Rs)
BOC FD No 76093078	10,300,000.00	10,300,000
BOC FD No 86882969	57,822,118.04	52,467,016
BOC FD No 87781561	72,080,000.00	68,000,000
BOC FD No 76075215	29,258,153.14	26,379,546
Total	169,460,271.18	157,146,562

23 Long Term Investment

Item	2022 (Rs)	2021 (Rs)
Peoples Bank Fixed Deposit	132,000,000	132,000,000
Total	132,000,000	132,000,000

24 Creditors & Accrued Expenses

Item	2022 (Rs)	2021 (Rs)
Payable to staff	679,741	485,851
Other Payable -Asian Adventures 2018	-	90,000
Top Shine Cleaning	33,741	27,676
Dialog Broadband	9,371	2,876
Mobitel Pvt Ltd	18,755	15,366
SLTDA	-	61,830
Sri Lanka Telecom	23,229	22,248
American Premium	2,580	6,884
SLTDA -Resorts	49,361	5,411
E P F Payable	191,935	240,621
Sri Lanka Telecom 2440002	5,276	11,260
E T F Payable	23,032	28,875
Sri Lanka Association of Professional,Conference	-	600,000
Audit fees payable	307,320	546,000
SLTHM -Refreshments	6,075	2,250
SLTDA -ICT	79,726	129,807
Sunco Engineering	5,250	5,120
Lakdiya Engineering	1,179,686	-
Content Writer - (Therese Charmaine)	5,160	-
College of Forensic Pathologists	500,000	-
Colind Special events	250,000	-
Royal Holidays Inbound	175,030	-
C.F De Mel	8,475	-
Union Payment	450	-
SLTPB Air ticket	139,600	-
SLTHM - Rent	68,306	-
SLTHM -Uniforms	31,948	-
Total	3,794,046	2,282,074



Note 13 & 22
Property, Plant & Equipment

Note	Code	Description	Balance as at 01.01.2022	Additions 2022	Transfer 2022	Balance as at 31.12.2022	Acc. Depreciation as at 01.01.2022	Depreciation 31.12.2022	Acc. Depreciation as at 31.12.2022	Net Book Value as at 31.12.2022
3.1	101	Office Equipments	4,533,436	247,750	-	4,781,186	1,942,745	453,768	2,396,513	2,384,673
3.3	103	Furniture & Fittings	1,988,315	-	-	1,988,315	1,031,589	197,756	1,229,345	758,970
3.4	110	Motor Vehicles	6,837,000	-	-	6,837,000	6,837,000	-	6,837,000	-
		Sub Total	13,358,751	247,750	-	13,606,501	9,811,334	651,524	10,462,859	3,143,642

Note 13 & 22
Intangible Assets

Note	Code	Description	Balance as at 01.01.2022	Additions 2022	Transfer 2022	Balance as at 31.12.2022	Acc. Ammortisation as at 01.01.2021	Ammortization 31.12.2022	Acc. Ammortization as at 31.12.2022	Net Book Value as at 31.12.2022
3.5	111	Soft ware	90,000	-	-	90,000	18,000	9,000	27,000	63,000
		Sub Total	90,000	-	-	90,000	18,000	9,000	27,000	63,000

Note 25
Accumulated Surplus / Deficit

	Contributed Capital (Rs)	Accumulated Surplus/ Deficit (Rs)	Total Net Asset Equity (Rs)
Balance at January 1, 2021 Carried Forward	10,457,784	349,342,478	
Profit for year 2021		13,133,910	
Profit for year 2022		95,382,436	
Balance at December 31, 2022 C/F	10,457,784	457,858,824	468,316,608

Auditor General's Report



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தேசிய கணக்காய்வு அலுவலகம்

NATIONAL AUDIT OFFICE



මගේ අංකය
எனது இல.
My No.

TIP/A/SLCB/05/22/FA

ඔබේ අංකය
உமது இல.
Your No.

දිනය
திகதி
Date

11 April 2023

Chairman

Sri Lanka Convention Bureau

Report of the Auditor General on the Financial Statements and Other Legal and Regulatory Requirements of the Sri Lanka Convention Bureau for the year ended 31 December 2022 in terms of Section 12 of the National Audit Act, No. 19 of 2018.

1. Financial Statements

1.1 Audit Opinion

The audit of the financial statements of the Sri Lanka Convention Bureau ("Bureau") for the year ended 31 December 2022 comprising the statement of financial position as at 31 December 2022 and the statement of financial performance, statement of changes in equity and cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, was carried out under my direction in pursuance of provisions in Article 154(1) of the Constitution of the Democratic Socialist Republic of Sri Lanka read in conjunction with provisions of the National Audit Act No. 19 of 2018 and Finance Act No. 38 of 1971. My report to Parliament in pursuance of provisions in Article 154 (6) of the Constitution will be tabled in due course.

In my opinion, the accompanying financial statements give a true and fair view of the financial position of the Bureau as at 31 December 2022, and of its financial performance and its cash flows for the year then ended in accordance with Sri Lanka Public Sector Accounting Standards.



1.2 Basis for Opinion

I conducted my audit in accordance with Sri Lanka Auditing Standards (SLAuSs). My responsibilities, under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

1.3 Other information included in the Bureau's 2022 Annual Report.

The other information comprises the information included in the Bureau's 2022 Annual Report but does not include the financial statements and my auditor's report thereon, which I have obtained prior to the date of this auditor's report. Management is responsible for the other information.

My opinion on the financial statements does not cover the other information and I do not express any form of assurance conclusion thereon.

In connection with my audit of the financial statements, my responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated.

If based on the work I have performed on the other information that I have obtained prior to the date of this auditor's report, I conclude that there is a material misstatement of this other information, I am required to report that fact. I have nothing to report in this regard.

1.4 Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with Sri Lanka Public sector accounting standards, and for such internal control as management determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Bureau's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Bureau or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Bureau's financial reporting process.

As per Section 16(1) of the National Audit Act No. 19 of 2018, the Bureau is required to maintain proper books and records of all its income, expenditure, assets and liabilities, to enable annual and periodic financial statements to be prepared of the Bureau.

1.5 Auditor's Responsibilities for the Audit of the Financial Statements

My objective is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Sri Lanka Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Sri Lanka Auditing Standards, I exercise professional judgment and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Bureau's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Bureau to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

2. Report on Other Legal and Regulatory Requirements

2.1 National Audit Act, No. 19 of 2018 includes specific provisions for following requirements.

2.1.1 I have obtained all the information and explanation that required for the audit and as far as appears from my examination, proper accounting records have been kept by the Bureaus per the requirement of section 12 (a) of the National Audit Act, No. 19 of 2018.

2.1.2 The financial statements presented is consistent with the preceding year as per the requirement of section 6 (1) (d) (iii) of the National Audit Act, No. 19 of 2018.

2.1.3 The financial statements presented includes all the recommendations made by me in the previous year as per the requirement of section 6 (1) (d) (iv) of the National Audit Act, No. 19 of 2018.

2.2 Based on the procedures performed and evidence obtained were limited to matters that are material, nothing has come to my attention;

2.2.1 to state that any member of the governing body of the Bureau has any direct or indirect interest in any contract entered into by the Bureau which are out of the normal cause of business as per the requirement of section 12 (d) of the National Audit Act, No. 19 of 2018.

2.2.2 to state that the Bureau has not complied with any applicable written law, general and special directions issued by the governing body of the Bureau as per the requirement of section 12 (f) of the National Audit Act, No. 19 of 2018 except for ;

Reference to law/ direction

Description

a) Sub- section (b), (e) and (h) of the Paragraph 42 of Chapter VIII of the Tourism Act No.38 of 2005

Objectives of the Bureau to provide a common policy designed to ensure marketing of Sri Lanka as a venue in the tourism industry, to prescribe professional standards for persons or organizations involved in handling conventions, meetings, exhibitions and etc. and to provide guidance to the Promotion Bureau to promote Sri Lanka as a tourist destination, had not been fulfilled until the year under review.

- b) Paragraph 11 of Part II of Finance Act No.38 of 1971 A short term investment of Rs.118,000,000 and a long term investment of Rs.32,000,000 had been made during the years of 2020 and 2021 without treasury approvals.
- c) Public Administration Circular No. 07/2015 dated 26 March 2015 According to the circular, the amount of Advance that can be paid was Rs.10,000. With the approval of the Secretary to the Ministry and the Board of Directors, it had been increased up to Rs.25,000. Accordingly, a total amount of Rs.700,000 had been paid as festival advance to 14 employees at Rs.25,000 per employee per year for the years 2021 and 2022. An amount of Rs.150,000 had been recovered from three employees who left. However, the balance amount of Rs.550,000 had not been recovered until 31 December 2022.
- d) Operational Manual for State Owned Enterprises (SOE) dated 16 November 2021 In addition to the allowance of Rs.4000 paid as transportation allowance of the institution, an additional allowance of Rs.6000 was arranged to be paid to 07 employees from 01 October 2022 without approval of the Treasury with the recommendation of the Line Ministry. Accordingly, the amount paid as additional allowance as at 31 December 2022 was Rs.126,000.
- i) paragraph 3.2 (i)

ii) paragraph 3.4

It is required that each SOE has a succession plan. However, the Bureau had not prepared a succession plan to date.

e) Guidelines on Corporate Governance for State Owned Enterprises

i) Paragraph 2.3

The strategic plan should be prepared for a five years period and submitted to the Treasury. Further, The plan shall be updated each year in line with the changes in the business environment and shall be submitted to the General Treasury, not later than 15 days before the commencement of the ensuing year. However, a strategic plan for the Bureau had been prepared for the four years period from 2020-2023 and had not been updated to date.

ii) Paragraph 4.4

Every SOE should have an Internal Auditor who report only to the Board through the Audit Committee. However, Assistant Manager – Internal Audit position of the Bureau had been vacant from 09 September 2022 to date.

2.2.3 to state that the Bureau has not performed according to its powers, functions and duties as per the requirement of section 12 (g) of the National Audit Act, No. 19 of 2018

2.2.4 to state that the resources of the Bureau had not been procured and utilized economically, efficiently and effectively within the time frames and in compliance with the applicable laws as per the requirement of section 12 (h) of the National Audit Act, No. 19 of 2018

2.5 Other Matters

- a) A vehicle, which was sent to an institution for maintenance work on 24 November 2021, had returned after 1 year and 03 months after the relevant maintenance work. However, due to some further defects, the vehicle should have been sent back for maintenance, but the Bureau had arranged to pay 75 per cent of the bill value of Rs.1,179,686 in the year 2023.



W.P.C. Wickramaratne
Auditor General