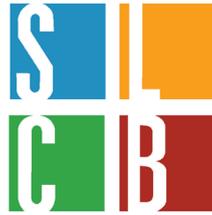




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இலங்கை இணக்கப்பாட்டுப் பணியகம்  
SRI LANKA CONVENTION BUREAU

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வருடாந்த அறிக்கை  
ANNUAL REPORT  
**2021**



**SRI LANKA**  
CONVENTION BUREAU

# **Annual Report 2021**

**Sri Lanka Convention Bureau**



**SRI LANKA**  
CONVENTION BUREAU

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**SRI LANKA**  
CONVENTION BUREAU

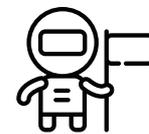


## Vision

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 "

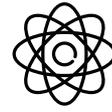


## Mission

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 then 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

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

### Board of Management

Name	Period	Organization
Ms. Kimarli Fernando	2021.01.01 - 2021.12.31	Chairperson - SLCB
Mr. Sunil Dissanayake	2021.01.01 - 2021.12.31	Director General - BMICH
Mr. Manesh Fernando	2021.01.01 - 2021.12.31	Tourist Hotel Association of Sri Lanka
Ms. Gayangi Wirasinha	2021.01.01 - 2021.12.31	Sri Lanka Association of Inbound Tour Operators
Ms. Shibani R. Thambiayah	2021.01.01 - 2021.12.31	Colombo City Tourist Hotels Association
Prof. Janitha A. Liyanage	2021.01.01 - 2021.12.31	Sri Lanka Association for the Advancement of Science
Eng. Shantha Senerath	2021.01.01 - 2021.12.31	Organization of Professional Association
Ms. Sherly Jayawardena	2021.01.01 - 2021.12.31	Federation of Chambers of Commerce and Industry of Sri Lanka
Ms. M.A. Nandani	2021.01.01 - 2021.12.31	Department of National Budget
Ms. Dhammika Wijayasinghe	2021.01.01 - 2021.12.31	DG -Sri Lanka Tourism Development Authority
Mr. Dimuthu Tennakoon	2021.01.01 - 2021.12.31	Sri Lankan Airlines
Mr. C.H. Gamage	2021.01.01 - 2021.05.09	Ministry of Tourism
Ms. M.D.S. Prasadini	2021.05.10 - 2021.12.31	Ministry of Tourism
Dr. D.M. Ajith Dissanayaka	2021.01.01 - 2021.12.31	Department of Economics, University of Kelaniya

### Members of Audit and Management Committee

Mrs. M. Anoma Nandani	Chairperson of AMC	Additional Director General – Department of National Budget
Mr. Sunil Dissanayake	Member	Director General - BMICH
Mr. C.H.Gamage	Member (01 Jan -05 May 2021)	Senior Assistant Secretary (Admin) - Ministry of Tourism
Mrs. M.D.S. Prasadini	Member (01 Nov- 31 Dec 2021)	Senior Assistant Secretary (Admin) - Ministry of Tourism
Mr. Manesh Fernando	Member (01 Nov- 31 Dec 2021)	General Manager - Hilton Colombo
Mrs. T. Imbuldeniya	Observer	Superintendent of Government Audit - National Audit Office
Mr. P. Lurentheran	Observer	Chief Internal Auditor- Ministry of Tourism



## Chairperson's Message

MICE Tourism (Meetings, Incentive Travel, Conferences and Exhibitions/ Events) is a specialized segment of tourism which has grown together with Sri Lanka Tourism. The main mandate of the Sri Lanka Convention Bureau (SLCB) is to promote Sri Lanka as venue for MICE tourism and profile the country as the destination for Meetings, Incentives, Conferences and Exhibitions. In line with the mandate, SLCB conducted several key activities during the year 2021, despite the unfavorable situation prevailed globally due to Covid pandemic.

The very first virtual MICE Expo was conducted in 2021 by SLCB which consisted of a virtual exhibition with over 70 stalls, 487 registered international buyers, four business forums for the Meetings/Conferences, Exhibitions, Wedding & Incentive organizers. The main objective of the event was to showcase the destination readiness and competitiveness for welcoming post covid MICE groups. SLCB diversified into social media under the tagline 'Meet In SriLanka' which focused on Facebook, LinkedIn, Twitter, Instagram and YouTube. In line with the opening of Sri Lanka for international tourists, bureau organized several webinars in key markets to provide the message that "Sri Lanka is ready to welcome MICE travelers and groups".

SLCB organized five MICE forums titled "SLCB Chairman's Forum on MICE" in order to create awareness among various sectors of stakeholders including diplomats, airline staff, business chambers, associations, destination management companies, state officials and higher educational institutions who could organize international events in Sri Lanka. A virtual training programme covering all regions was also held under the theme "MICE UP, Redefining Sri Lanka's MICE Tourism" for the benefit of regional hoteliers. As a way of creating industry, bureau organized the first ever "Explore 2021" – a Virtual Familiarization Tour of MICE Venues in Kalutara / Beruwala /Bentota / Negombo Areas.

We believe in working together rather than in isolation. We need to compete with other regions that are aggressively marketing their tourist attractions. It is for this reason we encourage private sector participation wherever the state discussions are scheduled. While the policy making is the onus of the Governments, the private sector has to carry out the business profitably.

Kimarli Fernando  
Chairperson  
Sri Lanka Convention Bureau



## Executive Summary

Despite the fact that the world expected some relief from the COVID -19 pandemic scenario in 2021, expectations were not reached due to the flux of COVID-19 new variations, which slowed the world's tourism comeback. This has an impact on several of SLCB's initiatives scheduled for 2021. However majority of training and marketing activities proceeded as scheduled.

To develop professional skills among the different categories of persons / organizations involved in handling convention, meetings, exhibitions and incentive travel, SLCB conducted 5 MICE awareness creating programmes targeting Diplomatic Missions and Airlines, Associations and Chambers in Sri Lanka, MICE sector , Academic bodies and State institutions, one virtual regional training programme for the hoteliers covering all regions in Sri Lanka and also a virtual familiarization tour for the MICE industry in Sri Lanka.

In order to market Sri Lanka as a MICE destination, SLCB reproduced the new site URL on the SLCB branded cloth bags that were manufactured as a giveaway during the SLCB MICE Promotions, and four one-minute MICE video clips were produced. SLCB diversified into Social Media under the tagline 'MeetInSriLanka,' developed a micro site for Business Events, organized a virtual Familiarization Tour for Indian MICE Agents, and organized Sri Lanka's first virtual MICE Expo 2021 in collaboration with Sri Lanka Association of Professional Conference, Exhibition, and Event Organizers (SLAPCEO), organized webinars in some key markets to provide the message that "Sri Lanka is ready to welcome MICE travelers and groups", participated at World Routes Congress. Also SLCB prepared a Cabinet Paper on MICE Tourism to address the issue of the non-availability of formal method to collect MICE statistics on MICE/Business Events

# Achievements in 2021

## 1. Research, Development & Training

### 1.1 MICE Training

#### 1.1.1 SLCB Chairperson's Forums

SLCB organized a series of forums titled "SLCB Chairman's Forum on MICE" in collaboration with the Sri Lanka Association of Professional Conference, Exhibition & Event Organisers (SLAPCEO), in order to create awareness among various sectors of stakeholders who could organize international events in Sri Lanka. SLCB educated the participants about how they should host international events in the country and the support available to them from SLCB.

##### a) 1<sup>st</sup> SLCB Chairman's Forum on MICE for Diplomats and Airlines

The above Forum was conducted at the BMICH on 9 March 2021 as a hybrid event. The main objectives were to educate the participants on how to promote Sri Lanka as a MICE destination, how to organize destination promotion activities overseas to create brand awareness for "Meet in Sri Lanka", how to attract new technology related



**Panel discussion in progress**

to MICE and how to attract foreign investment. A total of 44 physical and online participants including overseas ambassadors and their staff in Sri Lanka, Sri Lanka missions overseas, airlines and other industry stakeholders participated in this Forum.

##### b) 2<sup>nd</sup> SLCB Chairman's Forum on MICE for Chambers and Associations

Theme "Role of Business Chambers & Associations to Develop MICE Business in Sri Lanka"

The above Forum was held on 18 August 2021 as a fully virtual event. The main objectives were to educate the participants on how to promote Sri Lanka as a MICE destination, how to build relationships to bid for regional and international MICE events, how to obtain support to reach regional and international networks of business chambers and associations to attract events to Sri Lanka. A total of 80 virtual participants representing business chambers and associations participated in this Forum.

c) 3rd SLCB Chairman’s Forum on MICE for Destination Management Companies

Theme “Positioning Sri Lankan MICE in the Post Covid-19 Era”

The above was organized as a hybrid Forum at the BMICH on 23 November. The main objectives were to educate the participants on current MICE trends, to provide insight on how to promote Sri Lanka as a destination for MICE, to enhance creativity and inspire them to become MICEy, to identify training and development supports and initiatives available to enhance knowledge related to MICE and to identify marketing support available to bid for regional and international MICE events. A total of 170 online participants representing professional conference/exhibition organisers, destination/event management companies, meeting planners, incentive tour organisers, convention hotels, MICE venues and visitor experience service providers registered to attend this Forum.

d) 4<sup>th</sup> SLCB Chairman’s Forum on MICE for State Institutions

Theme “State Mechanism for MICE Development in Sri Lanka”

4<sup>th</sup> SLCB Chairman’s Forum on MICE was organized as a luncheon Forum at the Taj Samudra Colombo on 29 November. The main objective was to educate the audience on how MICE benefits Sri Lanka at large and inspire them to play a key



Participants at the Forum

role in their respective fields to make Sri Lanka as a preferred choice for MICE events by using the opportunities available to their institutions by becoming a host to international events. A total of 36 participants representing state officials from Ministries, Departments, state boards, state corporations, semi-government organisations, provincial councils, municipal councils and other local government bodies registered to participate in this event.

e) 5<sup>th</sup> SLCB Chairman’s Forum on MICE for Higher Educational Institutions

Theme “MICE Economic Development through Higher Educational Institutions”

The above Forum was organized as a physical Forum at the Taj Samudra Colombo on 29 November. The main objective was to educate the audience on how MICE benefits Sri Lanka at large and inspire them to play a key role in



Q & A Session in progress

their respective fields to make Sri Lanka as a preferred choice for MICE events by using the opportunities available to their institutions by becoming a host to international events and to develop MICE workforce. A total of 44 participants representing local and foreign universities/schools registered to participate in this event.

### **1.1.2 Regional MICE Training Programme for hoteliers, venue providers and visitor experience providers**

A virtual training programme was held on the 18 October 2021 under the theme “MICE UP, Redefining Sri Lanka’s MICE Tourism” with the collaboration of Sri Lanka Association of Professional Conference Exhibition & Event Organizers for the benefit of regional hoteliers in Sri Lanka.

The programme highlighted important aspects pertaining to handling events post-COVID- 19 pandemic. The training focused on issues that have been faced by the travel and the event organizing sectors, and on how to effectively organize a successful event keeping in line with health guidelines.

The online session was attended by more than 100 participants from around the country who showed great enthusiasm to restart MICE operations with a positive attitude.

### **1.1.3 “Explore 2021” – Virtual Familiarization Tour of MICE Venues in Kalutara/ Beruwala/Bentota/ Negombo Areas**

SLCB organised its first ever virtual familiarization tour of the newest and unique MICE venues located in the areas from Colombo up to Beruwala and Colombo upto Waikkal under the theme “Explore 2021”. Over 100 participants representing local professional conference organisers, exhibition organisers, event organisers, meeting planners, wedding planners and destination management companies registered to attend the tour and update themselves about the newest and unique locations available for MICE activities. The audience was able to obtain detailed information in order to market these properties to foreign meeting planners who are on the lookout for different meeting experiences at exciting locations.

## **1.2 Sharing Knowledge among industry members**

As a way of sharing knowledge, SLCB shared the following trend reports with the local MICE industry members in order for them to be competitive in marketing and promoting Sri Lanka among overseas buyers in the new normal scenario.

- a) IBTM Trends watch report 2021: this report covered some of the more dramatic geopolitical occurrences that have taken place over the 12 months in 2020, and those that look to dictate the forthcoming period.
- b) ICCA Kaohsiung Protocol – This is a Strategic Recovery Framework compiled by ICCA (International Congress and Convention Association) for the Global MICE/Events Industry. As per ICCA ,the purpose of this strategy is to identify: key macro and micro trends affecting MICE industry and its members; important strategies to consider implementing by MICE sector; and new event success metrics in the future
- c) Top 10 Global Consumer Trends 2021: This report contained the “Euromonitor International” identified emerging and fast-moving trends that are expected to gain traction in the year ahead. These trends provided insight into changing consumer values, exploring how consumer behavior is shifting and causing disruption for businesses globally.

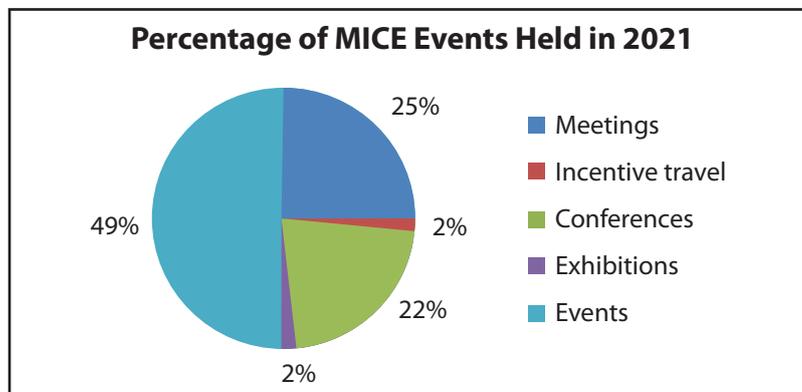
d) The 2020 GBTA BTI™ Outlook – Annual Global Report and Forecast 2020-2024

### 1.3 MICE statistics

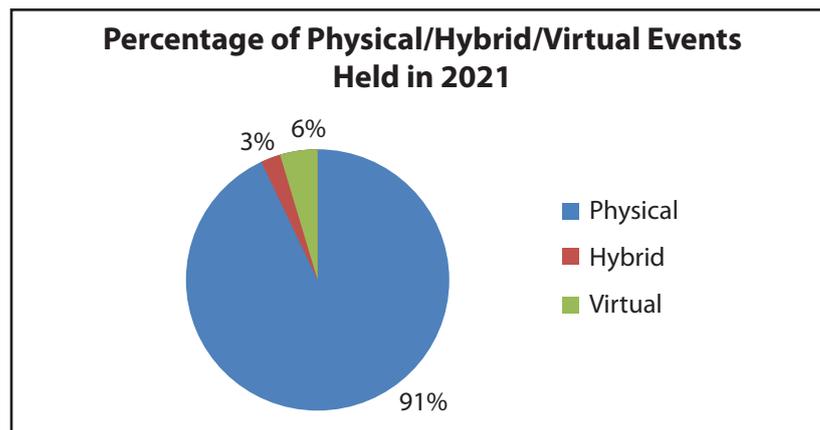
In 2020, SLCB made a request to SLTDA to include an annexure to the TDL paying forms in order to collect MICE data from the industry at the time of paying TDL, as per a directive given by the Board of Management.

However, SLCB discovered at the end of the third quarter of 2021 that the MICE industry members have not supplied MICE data. As a result, SLCB had to revert to the previous technique of obtaining MICE data by contacting industry directly. Following is a summary of the data obtained from the industry

The following chart shows the percentage of MICE events held in each category out of the total 404 MICE events recorded.



Some event organisers adapted their planned MICE events to the prevailing health guidelines at the time based on the fluctuating threat of Covid-19 and converted their events to hybrid and virtual events. The following chart gives the percentage of physical events, hybrid events and virtual events.



### 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

Primary responsibility of SLCB Marketing Division is to Market and Promote MICE tourism and profile Sri Lanka as the destination for Meetings, Incentives, Conferences and Exhibitions.

The below marketing programmes were carried out in spite of the Covid 19 outbreak.

### 2.1 Production of MICE Videos

Four MICE Video clips of one minute each were produced. The videos covered four themes of MICE aspects. The first video produced under the theme of “The day of a MICE Traveler in Colombo” and the second video produced to showcase the MICE facilities in Southern Province of Sri Lanka. The third and fourth videos covered Northern Region MICE venues, attractions and events.

In addition, 10 numbers of 30 seconds videos were produced to promote educational programmes during the year.

### 2.2 Production and Printing of promotional Material

During the revamping process of SLCB website, SLCB web URL was changed from [www.visitsrilanka.net](http://www.visitsrilanka.net) to [www.meetinsrilanka.com](http://www.meetinsrilanka.com). SLCB reprinted the new web URL on the SLCB branded cloth bags which were produced as a giveaway during the SLCB MICE Promotions.

### 2.3 Web based promotions /Digital promotions/SEO work

- a) **SLCB website** - The SLCB web [www.meetinsrilanka.com](http://www.meetinsrilanka.com) was maintained in collaboration with Sri Lanka Telecom, and new features were added to the website. Ex: Covid 19 Updates, Blog Page, Subscriber Form etc.
- b) **Social Media Campaign** - SLCB diversified into Social Media under the tagline ‘MeetInSriLanka’. The campaign kicked off in March 2021. The first-ever social media campaign by SLCB, and focused on Facebook, LinkedIn, Twitter, Instagram and YouTube.

Due to travel restrictions and quarantine process in placed worldwide, SLCB focused on social media to reach the target audience at a comparative low cost, impactful and effective way. Positioning through Social Media, SLCB was able to disseminate the unique value propositions (USPs) to the target markets.

In the past SLCB focused on trade fairs, country promotions and familiarizations tours. With the pandemic, SLCB shifted to digital promotional campaign. SLCB intent was to keep MICE and Sri Lanka live. The campaign promoted the destination competitiveness and attractiveness internationally as a destination for MICE and Leisure.

Through this campaign, SLCB expected to re-position the tagline “MeetInSriLanka” by communicating the destination compactness, authenticity and diversity.

Performance during the 09 months period from March 15th to Dec 14th is as follows.



c) **Micro Site for MICE & Business Events** - During the year, SLCB initiated work to develop a micro site for Business Events. The site was developed to incorporate the “Business Events” to the www.srilanka.travel similar to the www.srilanka.travel/helloagain. The layout and the initial contents were developed in line with the Initiative.

d) **SLCB MICE Stakeholder “Email Marketing” Campaign**

SLCB purchased a bulk emailing facility from www.sendpulse.com for a period of one year to use during the marketing and promotions. Since, SLCB could not directly purchase the facility by making online US dollar payment, the facility obtained through the SLCB appointed Digital Marketing Company. SLCB used the above facility to promote virtual MICE Expo 2021.

**2.4 Advertising – Local and International**

SLCB advertised on Travel News Digest (TND) in India during the year. There were five advertisements published on TND. In line with the MICE Expo 2021, SLCB published a full-page paper supplement on Daily FT in December 2021. During the year, SLCB submitted MICE updates for Sri Lanka country report on TTG MENA Region. The advertising on other international magazines were not undertaken during the year due to covid 19 situation and will consider for year 2022.

**2.5 Participation at Overseas Exhibitions/ Promotions and Events**

Due to the pandemic, SLCB did not organize any International MICE Exhibitions or country specific MICE Promotions. International Exhibitions were postponed or canceled due to pandemic. There were few events went on Virtual platforms. SLCB participated at the virtual conference at ITB India held from 07th to 09th April 2021. Chairperson, Sri Lanka Tourism participated at the conference on “Industry recovery and Plans for 2021” held parallel to the event.

**2.6 MICE Familiarization Tours**

SLCB organized virtual Familiarization Tour for the Indian MICE Agents during the month of October 2021. The event was the first ever Virtual Familiarization Tour organized by SLCB. The programme showcased Colombo MICE facilities and attractions.





In line with the MICE Tourism Influencer Facilitation Programme, SLCB organized a visit of Media Delegate from India Outbound (IO) to promote MICE opportunities available in Sri Lanka. India Outbound is India's only B2B travel media platform, which includes a print magazine, a website, an online TV channel and dynamic social media platforms, entirely dedicated to the promotion of foreign destinations in India. The visit was organized parallel to the Sri Lanka Virtual MICE Expo 2021.

During the year, SLCB partnered with SriLankan Airlines for the Familiarization Tour organized by them for an Indian Tour operators and Media. SLCB covered the part cost of familiarization tour.

Physical Familiarization Tours were not organized due to travel restrictions.

## 2.7 Sri Lanka Virtual MICE Expo 2021

Sri Lanka's inaugural virtual MICE Expo 2021 was organized by SLCB in collaboration with Sri Lanka Association of Professional Conference, Exhibition and Event Organizers (SLAPCEO) held from 1st to 3rd December 2021. The Expo consisted of a virtual exhibition with over 70 stalls, 487 registered international buyers, four business forums for the Meetings/Conferences, Exhibitions, Wedding & Incentive organizers. The Meet in Sri Lanka video collection, launch of green events initiatives, virtual tea experience, Sri Lanka culinary experience, Virtual Wellness experience and along with the Master MICE challenge quiz competition were organized parallel to the expo 2021. BMICH was the Principal Sponsor of the event and Waters Edge joined as the Co-Sponsor. The main objective of organizing the event was to showcase the destination readiness and competitiveness for welcoming post covid MICE groups.





## 2.8 Webinars

In line with the opening of Sri Lanka for international tourists, SLCB organized webinars in some key markets to provide the message that “Sri Lanka is ready to welcome MICE travelers and groups”.

SCLB in collaboration with the Sri Lanka Consulate General in Mumbai organized a webinar on ‘Preparing to make 2022 MICE ready’ in line with the objective of setting forth MICE tourism in India and Sri Lanka. The webinar organized on 06th October 2021.

SLCB in collaboration with the Sri Lanka High Commission in New Delhi and the Indo-Sri Lanka Chamber of Commerce and Industry (ISCCI) organized a webinar titled ‘Scintillating Sri Lanka as a Holiday and Business Destination’. It focused on the Sri Lanka tourism and opportunities of business available in Sri Lanka and held on 27th October 2021.

SLCB in collaboration with the Sri Lanka High Commission in Bangladesh organized an interactive webinar on MICE Tourism in November 2021.

## 2.9 SLCB MICE Traveler Assistance Scheme & Event Support

SLCB MICE Traveler Assistance Scheme is available for industry assistance to cover all physical, hybrid and virtual events. E flyer on the scheme was uploaded to the SLCB website. It was envisaged that most of the events are planned for 2021 were cancelled due to the covid 19 pandemic. During the year, SLCB assisted for nine events organized in virtual and hybrid.

## 2.10 World Routs Congress 2021

SLCB organized Sri Lanka’s participation at World Routes Congress held from 18th – 20th October 2021. The event jointly organized with the Sri Lanka Tourism Promotion Bureau (SLTPB) and Chairperson, Sri Lanka Tourism, Chairman Sri Lankan Airline were addressed at the virtual event. The main objective of organizing the above event was to develop Air Routes, Promote Tourism and MICE opportunities.

World Routes was a B2B platform that brought through discussion from Aviation Stakeholders and tourism organizations to deliver new air services to destinations. Development of new air services was the new start point to deliver increased tourist traffic to a destination. Routs brought all aviation and tourist stakeholders in to one roof to discuss further developments as well as networking opportunities through various events and key stakeholders’ summits that involve speakers who are leaders of the aviation and tourist industry.

### 2.11 Cabinet Paper on MICE Tourism

SLCB prepared a Cabinet Paper on MICE Tourism to address the issue of the non-availability of formal method to collect MICE statistics on MICE/Business Events. SLCB proposed to create a new visa category for MICE Tourism and charge equal rate as tourist visa, Include MICE pillars (Meetings, Conferences, Incentives and Exhibitions & Events) in the Arrival Card at the Immigration and have a separate counter for MICE passengers at BIA. The Ministry of Tourism has forwarded the Cabinet Memo to the Department of Immigration and Emigration for their observations during the year.

## 3. Human Resources and Administration

### 3.1 SLCB Staff

Mrs. Kimarli Fernando	- Chairperson
Mr. Krishnatha Fernando	- General Manager
Ms. Achini Dandunnage	- Senior Manager
Ms. Kumudu Henedige	- Manager Research, Development & Training
Ms. Malkanthi Welikala	- Manager Marketing & Promotions
Ms. Peumi Peiris	- Assistant Manager, Research, Development, Trade Standards, Association Meetings
Ms. Ranjika Perera	- Assistant Manager, Accounts & Administration
Ms. Hemali Mahamudali	- Assistant Manager, Internal Audit
Mr. Janith Bhathiya	- Assistant Manager, Corporates, Incentives & Events
Ms. Lakshika Bandara	- Junior Manager , HR and Board Affairs
Ms. Dinushka Fonseka	- Management Assistant, Secretary to General Manager
Ms. Dilshani Dabare	- Management Assistant, Accounts & Administration
Ms. Samurthi Vass	- Management Assistant, Procurement
Mr. Praboda Wijesuriya	- Office Assistant
Mr. P.G. Supun Kaushalya	- Driver

## 4. Internal Audit

The Internal Audit Department verifies that the institution's financial and operational standards comply with government norms and regulations. The nine internal audit reports issued for the year 2021 include comments and recommendations for further improvement. As a result of the efforts, internal controls have improved, resulting in cost savings and process streamlining. Internal Audit also conducted four quarterly audit and management committee meetings.

## 5. Statement of Economic Value Added

Corporate Social Responsibilities no longer considers as a voluntary activity in today's business context. Especially in the Tourism sector clients are researching and patronizing establishments that are socially responsible with focus on the environment.

SLCB being a socially responsible entity have conducted following programs for 2021:

- Organized five MICE forums titled "SLCB Chairman's Forum on MICE" to create awareness among various sectors of stakeholders including Diplomats and Airline, Business Chambers and Associations, Destination Management Companies, Professional Conference Organizers, Event Management Companies, State Officials and Higher Educational Institutions.
- Virtual training programme covering all regions under the theme "MICE UP, Redefining Sri Lanka's MICE Tourism" for the benefit of regional hoteliers in Sri Lanka.
- Organized first ever virtual familiarization tour of the newest and unique MICE venues located in the areas from Colombo up to Beruwala and Colombo up to Waikkal under the theme "Explore 2021".
- Series of Webinars in key markets to highlight "Sri Lanka ready to welcome MICE travelers and groups". – New Delhi, Mumbai and Bangladesh.
- Creatively showcased virtually Colombo MICE venues and attractions to a selected MICE buyers from India due to Covid 19 travel restrictions. SLCB offered physical FAM tour for all participants in 2022.
- Due to the Covid 19 travel restrictions, and to keep Sri Lanka as the next MICE destination, first virtual "Sri Lanka MICE Expo 2021" launched. SLCB attracted over 450 registered international buyers to meet local MICE industry participants through on-line meeting platform.

## 6. Financial Statements 2021

**SRI LANKA CONVENTION BUREAU**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT DECEMBER 31, 2021**

	Notes	2021	2020
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and cash equivalents	15	43,831,906	142,921,242
Receivables	16	38,644,799	31,107,992
Pre payments	17	554,286	1,987,970
Stocks	18	3,706,055	3,747,097
Deposits	20	82,000	80,000
Short Term fixed Deposits		157,146,562	85,509,747
<b>Total Current Assets</b>		<b>243,965,609</b>	<b>265,354,048</b>
<b>Non- Current Assets</b>			
Property, Plant & Equipment	19	3,619,417	3,614,240
Long Term Investments	21	132,000,000	100,000,000
<b>Total Non current Asset</b>		<b>135,619,417</b>	<b>103,614,240</b>
<b>Total Assets</b>		<b>379,585,026</b>	<b>368,968,288</b>
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Creditors & Accrued Expenses	22	2,282,074	5,486,496
<b>Total Current Liabilities</b>			
<b>Long-Term liabilities</b>			
Provision for Retirement Gratuity		4,368,780	3,681,530
<b>Total Long-term Liabilities</b>			
<b>Total Liabilities</b>		<b>6,650,854</b>	<b>9,168,026</b>
<b>Net Assets</b>		<b>372,934,172</b>	<b>359,800,262</b>
<b>NET ASSETS/EQUITY</b>			
Capital Contribution		10,457,784	10,457,784
Accumulated Surplus / ( deficit)	23	362,476,388	349,342,479
<b>Total Net Assets/Equity</b>		<b>372,934,172</b>	<b>359,800,262</b>

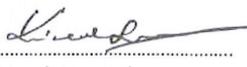
The Assistant Manager Finance certifies that the financial statements have been prepared in compliance with the requirements of the Sri Lanka Financial Reporting Standards, Finance Act No 38 of 1971 and Sri Lanka Tourism Act No 38 of 2005.

  
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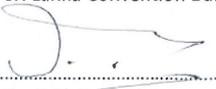
Ranjika Perera  
Assistant Manager -Accounts  
Prepared By

The Board of directors is responsible for the preparation of these Financial Statements.  
These Financial statements were authorized by the Board of directors on 22/12/2022.

  
.....  
Krishantha Fernando  
General Manager  
Sri Lanka Convention Bureau

  
.....  
Kimarli Fernando  
Chairperson  
Sri Lanka Convention Bureau

  
.....  
Dhammika K Wijayasinghe  
Board Member  
Sri Lanka Convention Bureau

  
.....  
Sunil Dissanayake  
Board Member  
Sri Lanka Convention Bureau



**SRI LANKA CONVENTION BUREAU**  
**STATEMENT OF FINANCIAL PERFORMANCE**  
**FOR THE YEAR 2021**

	Note	2021 Actual Rs.	2021 Budget Rs	2020 Actual Rs.	2020 Budget Rs
<b>Revenue</b>					
Embarkation Levy		19,359,129	11,763,185	19,580,140	24,594,643
Tourism Development Levy		32,638,821	22,187,488	21,624,709	11,573,950
Other Revenue	6	11,183,884	16,500,000	18,570,548	18,000,000
<b>Total Revenue</b>		<b>63,181,833</b>	<b>50,450,673</b>	<b>59,775,397</b>	<b>54,168,593</b>
<b>Expenses</b>					
Wages, Salaries & Employee Benefits	7	20,550,236	23,620,000	20,827,889	22,025,000
Supplies and Consumables Used	8	5,999,884	7,580,000	5,218,389	5,880,000
Marketing Related Expenditure	9	16,263,717	23,700,000	47,042,237	73,476,000
Research & Development	10	2,674,035	3,375,000	604,031	4,225,000
Affiliation with local & International Association	11	3,062,906	5,000,000	5,592,701	12,000,000
Depreciation and Ammortization Expenses	12	624,345		1,189,842	-
Other Expenses	13	864,750	1,200,000	1,177,545	1,000,000
Finance Costs	14	8,050	20,000	15,215	20,000
<b>Total Expenses</b>		<b>50,047,923</b>	<b>64,495,000</b>	<b>81,667,848</b>	<b>118,626,000</b>
<b>Surplus/ (Deficit) for the Period</b>		<b>13,133,911</b>		<b>(21,892,451)</b>	

**SRI LANKA CONVENTION BUREAU**  
**STATEMENT OF CASH FLOW**  
**FOR THE YEAR ENDED 31ST DECEMBER 2021**

	2021 ( Rs)	2021 ( Rs)	2020 ( Rs)	2020 ( Rs)
<b>Cash flows from Operating Activities</b>				
Net Surplus ( Deficit)		13,133,911		(21,892,451)
<b>Adjustments</b>				
Depreciation /Amortization	624,345		1,189,842	
Gain on Disposal	(5,025)		(4,120,000)	
Interest income	(9,370,844)		(12,874,615)	
Charge for Gratuity	687,250	(8,064,274)	667,609	(12,137,164)
<b>Operating cash flow before working capital changes</b>		5,069,637		(34,029,615)
<b>Changes working capital</b>				
(Increase)/ Decrease in Inventory	41,041		(548,870)	
(Increase)/ Decrease in Receivables	(12,032,811)		(9,260,736)	
(Increase)/ Decrease in Pre Payment	1,783,683		31,712,751	
(Increase)/ Decrease in Advance	(350,000)			
(Increase)/ Decrease in Credit Accrued	(3,315,348)	(13,873,435)	(6,676,232)	15,226,913
<b>Cash Generated from Operations</b>		(8,803,798)		(18,802,702)
Payment of Gratuity	-	-	(2,685)	(2,685)
<b>Investment Activities</b>		(8,803,798)		(18,805,387)
Purchase Property Plant & Equipment	(624,500)		(15,800)	
Sales Proceed of Property, Plant & Equipment	-		1,995,000	
Interest income received	13,977,776		13,972,560	
Deposit	(103,638,814)	(90,285,539)	(50,000,000)	(34,048,240)
<b>Financial Activities</b>				
<b>Cash flow from Financial Activities</b>				
Net change in Cash & Cash Equivalent		(99,089,337)		(52,853,627)
Cash & Cash Equivalent 01.01.2021		142,921,242		195,774,869
Cash & Cash Equivalent 31.12.2021		43,831,906		142,921,242

**SRI LANKA CONVENTION BUREAU**  
**STATEMENT OF CHANGES IN NET ASSETS / EQUITY**  
**FOR THE YEAR ENDED DECEMBER 31.2021**

Attributable to owners of the Controlling entity	Notes	Contributed Capital		Accumulated Surpluses / ( Deficits)		Total net Asset / Equity	
		Rs	Rs	Rs	Rs	Rs	Rs
Balance at January 1, 2020 carried forward	23	10,457,784	371,234,929				
Profit for year 2020			(21,892,452)				
Profit for year 2021			13,133,911				
Balance at December 31 ,2020 C/F		<b>10,457,784</b>	<b>362,476,388</b>				<b>372,934,172</b>



**SRI LANKA CONVENTION BUREAU  
NOTES TO THE ACCOUNTS  
YEAR ENDED 31ST DECEMBER 2021**

**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 or 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

<b>Assets</b>	<b>Rate</b>
Office equipment	10%
Motor vehicles	25%
Furniture and fittings	10%

**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.

**SRI LANKA CONVENTION BUREAU**  
**NOTES FOR THE STATEMENT OF FINANCIAL PERFORMANCE**  
**YEAR ENDED AT 31 ST DECEMBER 2021**

**6 Other Revenue**

Item	Actual ( 2021 ) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Staff Loan Interest income	63,424	70,000	51,542	60,000
Participation fees	-	500,000	80,000	1,500,000
Call deposit interest	9,370,844	12,000,000	12,874,616	12,000,000
Other income	1,749,615	3,930,000	5,564,390	4,440,000
<b>Total</b>	<b>11,183,884</b>	<b>16,500,000</b>	<b>18,570,548</b>	<b>18,000,000</b>

**7 Wages,Salaries & Employee Benefits**

Item	Actual ( 2021 ) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Staff Salaries	12,155,905	12,300,000	12,083,613	11,900,000
Casual Wages & Other Allowances	45,400	80,000	258,062	250,000
Chairmans Allowances	-	1,200,000	-	-
Chairman fuel & Vehicle Rent	-	900,000	-	-
Staff Overtime	10,352	20,000	39,728	50,000
Employees Provident Fund	1,717,186	1,700,000	1,711,372	1,300,000
Employees Trust Fund	343,437	400,000	342,275	700,000
Staff Medicle Insurance	1,456,776	2,000,000	-	-
Staff Welfare	265,044	400,000	1,659,964	3,000,000
Contribution to S.L Tourism	30,705	100,000	-	100,000
Uniforms to Staff	30,523	45,000	31,448	45,000
Travelling local	64,602	75,000	53,488	75,000
Gratuity	687,250	-	667,609	-
Attendance Incentives	428,323	600,000	379,430	600,000
Staff Training	173,000	200,000	63,900	300,000
Staff Transport & Fuel Allowance	3,136,000	3,600,000	3,537,000	3,705,000
Prior year adjustment	5,732	-	-	-
<b>Total</b>	<b>20,550,236</b>	<b>23,620,000</b>	<b>20,827,889</b>	<b>22,025,000</b>

**8 Supplies and Consumables Used**

Item	Actual ( 2021 ) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Printing & Stationery	794,611	1,000,000	1,039,412	800,000
Telephones	1,004,702	900,000	881,883	750,000
Postage & Courier	10,420	30,000	23,318	30,000
General Office Expenses	916,385	600,000	496,128	900,000
Insurance-SLCB Vehicle	60,998	100,000	58,610	250,000
Maintenance - Office	163,564	500,000	453,879	500,000
Vehicle fuel	36,621	150,000	99,812	150,000
Maint. & Repair vehicles	30,880	600,000	557,395	300,000
Sundry	86,271	200,000	97,653	200,000
Office Rent	1,411,512	2,000,000	1,510,300	2,000,000
Vehicle Rent	1,483,920	1,500,000	-	-
<b>Total</b>	<b>5,999,884</b>	<b>7,580,000</b>	<b>5,218,389</b>	<b>5,880,000</b>

**9 Marketing Related Expenditure**

Item	Actual ( 2021 ) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Overseas Promotions /Fairs	-	-	35,364,544	40,396,000
Printing /Production	4,660,792	5,300,000	6,351,638	13,300,000
Advertising	412,950	2,250,000	-	1,200,000
Web based promotions	3,163,372	4,100,000	943,480	7,080,000
Event Supports	778,738	2,500,000	4,074,425	6,000,000
Fam Tours	785,007	2,500,000	-	-
Special projects & Activites	6,462,858	7,050,000	308,149	5,500,000
<b>Total</b>	<b>16,263,717</b>	<b>23,700,000</b>	<b>47,042,237</b>	<b>73,476,000</b>



**10 Research & Development**

Item	Actual ( 2021) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Regional MICE Training for hotels	350,000	350,000	523,041	3,875,000
MICE Training /Creating Awareness Programme	1,350,000	1,550,000	-	-
Familiarizatio programme for MICE	386,640	500,000	77,490	100,000
MICE buyers data base	5,792	75,000	3,500	150,000
Bidding ,Bid Support	-	250,000	-	100,000
Annual Report Printing	581,603	650,000	-	-
<b>Total</b>	<b>2,674,035</b>	<b>3,375,000</b>	<b>604,031</b>	<b>4,225,000</b>

**11 Affiliation with Local & International Associations**

Item	Actual ( 2021) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
ICCA Membership & related activities	763,090	2,000,000	3,525,436	6,000,000
Association Events	480,600	2,000,000	1,810,265	4,000,000
Other Association related activities	1,819,217	1,000,000	257,000	2,000,000
<b>Total</b>	<b>3,062,906</b>	<b>5,000,000</b>	<b>5,592,701</b>	<b>12,000,000</b>

**13 Other Expenses**

Item	Actual ( 2021) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Board Member Allowance	714,750	500,000	518,850	500,000
Professional Fees /Audit Fees	150,000	700,000	658,695	500,000
<b>Total</b>	<b>864,750</b>	<b>1,200,000</b>	<b>1,177,545</b>	<b>1,000,000</b>

**14 Finance Costs**

Item	Actual ( 2021) ( Rs)	Budget 2021 ( Rs)	Actual 2020 (Rs.)	Budget 2020 ( Rs)
Bank charges	8,050	20,000	15,215	20,000
<b>Total</b>	<b>8,050</b>	<b>20,000</b>	<b>15,215</b>	<b>20,000</b>



Sri Lanka Convention Bureau  
Notes to the Financial Statements  
For the period ended 31ST December 2021

15 Cash in Hand and at Bank

Item	2021 ( Rs )	2020 ( Rs )
Cash at Bank - Bank of Ceylon	(1,861,137)	498,959
Cash at Bank - Peoples Bank	46,371	22,189,440
BOC Fund mgt A/C	45,646,671	120,232,843
<b>Total of cash in hand &amp; bank balance</b>	<b>43,831,906</b>	<b>142,921,242</b>

16 Receivables

Item	2021 ( Rs )	2020 ( Rs )
Staff Loan	1,397,516	1,286,589
Other Receivables - SLTDA	31,997,283	19,964,471
Call deposit interest Receivable	5,250,000	9,856,932
<b>Total</b>	<b>38,644,799</b>	<b>31,107,992</b>

17 prepayments

Item	2021 ( Rs )	2020 ( Rs )
Payment for Promotions	101,018	101,018
Insurance	11,399	5,854
Prepayment -MICE buyer data base	60,208	101,881
Office Equipment Maintnace	21,661	
Festival advance	350,000	-
Web maintenace prepayment	10,000	10,000
ICCA Association Membership	-	1,769,217
<b>Total</b>	<b>554,286</b>	<b>1,987,970</b>

18 SLCB Stockes As At 31/12/2021

- Stocks value based on purchase value or market value which ever is lowest.

Item No	SLCB Stocks as at 31/12/2021	Total Value Rs
1	Incentive brochure	51,840
2	Meeling Planner	23,205
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	1,183,092
11	Wrapping papers	128,688
12	Coasters	957,630
13	Promotional bags	861,810
		<b>3,706,055</b>

20 Deposits

Item	2021( Rs )	2020 ( Rs )
Sri Lanka Telecom	5,000	5,000
C.F De Mel and Sons	75,000	75,000
American Premium	2,000	-
<b>Total</b>	<b>82,000</b>	<b>80,000</b>

21 Long Term Investment

Item	2021 ( Rs )	2020 ( Rs )
Peoples Bank Fixed Deposit	132,000,000	100,000,000
<b>Total</b>	<b>132,000,000</b>	<b>100,000,000</b>



22 Creditors & Accrued Expenses

Item	2021 ( Rs)	2020 ( Rs)
Payable to staff	485,851	632,121
Other Payable -Asian Adventures 2018	90,000	90,000
Clean Force	27,676	27,676
Dialog Broadband	2,876	2,028
Mobitel Pvt Ltd	15,366	10,874
SLTDA - Car Hiring chgs	61,830	185,490
Sri Lanka Telecom	22,248	10,621
American Premium	6,884	2,298
SLTDA -Resorts	5,411	5,045
E P F Payable	240,621	239,688
Sri Lanka Telecom 2440002	11,260	-
E T F Payable	28,875	28,762
Sri Lanka Association of Professional Conference	600,000	-
Audit fees payable	546,000	792,000
SLITHM -Refreshments	2,250	660,000
SLTDA -ICT	129,807	-
Mt Lavinia	5,120	-
Sealicine Ltd	-	488,579
Sri Lanka Medical Association	-	1,810,265
Lanka AN Global	-	335,000
Holmes Pollard	-	165,000
stamp duty payable	-	1,050
<b>Total</b>	<b>2,282,074</b>	<b>5,486,496</b>



**Note 12 & 19**  
Property, Plant & Equipment

Note	Code	Description	Balance as at 01.01.2021	Additions 2020	Balance as at 31.12.2021	Acc. Depreciation as at 01.01.2021	Depreciation 31.12.2021	Acc. Depreciation as at 31.12.2021	Net Book Value as at 31.12.2021
3.1	101	Office Equipments	3,908,936	624,500	4,533,436	1,524,847	417,898	1,942,745	2,590,691
3.3	103	Furniture & Fittings	1,987,115	1,200	1,988,315	837,964	193,625	1,031,589	956,726
3.4	110	Motor Vehicles	-	-	-	-	-	-	-
3.5	111	Soft ware	90,000	-	90,000	9,000	9,000	18,000	72,000
		<b>Sub Total</b>	<b>5,986,051</b>	<b>625,700</b>	<b>6,611,751</b>	<b>2,371,811</b>	<b>620,523</b>	<b>2,992,334</b>	<b>3,619,417</b>

**Note 23**  
Accumulated Surplus / ( deficit)

	Contributed Capital	Accumulated Surpluses / ( Deficits)	Total net Asset / Equity
Balance at January 1, 2020 carried forward	10,457,784	371,234,929	
Profit for year 2020		(21,892,452)	
Profit for year 2021		13,133,911	
Balance at December 31, 2020 C/F	<b>10,457,784</b>	<b>362,476,388</b>	<b>372,934,172</b>





# Auditor General's Report

TIP/A/SLCB/05/21/FA

23 June 2022

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 2021 in terms of Section 12 of the National Audit Act, No. 19 of 2018.**

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## 1. Financial Statements

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### 1.1 Qualified Opinion

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The audit of the financial statements of the Sri Lanka Convention Bureau for the year ended 31 December 2021 comprising the statement of financial position as at 31 December 2021 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, except for the effects of the matters described in the basis for Qualified Opinion section of my report, the accompanying financial statements of the Bureau give a true and fair view of the financial position of the Bureau as at 31 December 2021, and of their financial performance and their cash flows for the year then ended in accordance with Sri Lanka Public Sector Accounting Standards.

## 1.2 Basis for Qualified Opinion

-----

- (a) Although, assets and liabilities should not be offset in financial statements in terms of the Sri Lanka Public Sector Accounting Standard No: 01, bank overdraft of Rs.1,861,137 had been offset against the cash balance available as at the end of the year under review. Consequently, cash balance for the year under review had been understated by that amount in the financial statements.
  
- (b) Actions had not been taken to review the useful life of a motor vehicle costing Rs.6,700,000 which was fully depreciated but already in use and adjustments had also not been made in the financial statements in terms of the Public Sector Accounting Standard No.03.
  
- (c) Although, as per the receivables of the Bureau shown in the financial statements from the Sri Lanka Tourism Development Authority was amounted to Rs.31,997,283, any corresponding payable balance had not been shown in the financial statements of the Authority. Even though, a difference of Rs.31,997,283 was observed between these receivable and payable accounts, actions had not been taken to do the required adjustments accordingly.

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 Sri Lanka Convention Bureau's 2021 Annual Report**

---

The other information comprises the information included in the Bureau's 2021 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.

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.

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 (SLPSAS), 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 intend 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**

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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 skepticism 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**

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2.1 National Audit Act No, 19 of 2018 include 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 Bureau as 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 the followings.

<b>Reference to Laws, Rules, Regulations etc.</b>	<b>Description</b>
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(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 ect; 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) 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) Paragraph 1.7 of Chapter XII of the Establishment Code of Democratic Socialist Republic of Sri Lanka	Although, a register should be maintained for the leave approved as per the format 190, a leave register had not been maintained by the Bureau.

- 2.2.3 to state that the Bureau has not performed according to its powers, functions and duties as per the requirement section 12 (g) of 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.

**W. P. C. Wickramaratne**  
**Auditor General**



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இலங்கை இணக்கப்பாட்டுப் பணியகம்  
SRI LANKA CONVENTION BUREAU

4 වන මහල, හෝටල් පාසල් ගොඩනැගිල්ල, අංක. 78, ගාලු පාර, කොළඹ 03  
4 ஆம் மாடி, ஹோட்டல் பாடசாலை கட்டிடம், இல. 78, காலி வீதி, கொழும்பு 03  
4<sup>th</sup> Floor, Hotel School Building, No. 78, Galle Rd, Colombo 03

දුරකතන / தொலைபேசி / Telephone : + 94 11 4865050 / 1 2440002

ෆැක්ස් / தொலைநகல / Fax : + 94 11 2472985

විද්‍යුත් ලිපිනය / மின்னஞ்சல் முகவரி / Email address : slcb@srilanka.travel  
වෙබ් අඩවිය / இணைய முகவரி / Web address : www.meetinsrilanka.com