

ANNUAL REPORT 2011



Refreshingly
sri lanka
WONDER OF ASIA

Sri Lanka Convention Bureau

Ministry of Economic Development

Refreshingly
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1. Introduction

During the period under review, Sri Lanka Convention Bureau had readjusted its priorities to be in line with the vision of the Hon Minister of Economic Development and the strategic plan of Sri Lanka Tourism.

Chairman, Sri Lanka Tourism spearheaded development of the said strategic document in which the Sri Lanka Convention Bureau (SLCB) will expand its scope while promoting MICE Tourism (Meetings, Incentive Travel, Conferences and Exhibitions) which represents the up market segment with high spenders while the Master Plan of SLCB from 2011-2013 remains as a key guideline.

It has been identified clearly the need to ensure 'delighted foreigner' leaving the country so that he or she will be a credible source of communication. Research study had revealed that majority of the tourists have been influenced by word of mouth through relatives, friends etc.

SLCB, in addition to its primary function, has assisted Sri Lanka Tourism by engaging itself in many projects: Cultural programme, World Bank project, Events such as UNWTO etc.

2011 MICE Arrivals to the Country

Projection 2011	95,000
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Actual 2011	101,947
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January	8,161
February	7,731
March	8,264
April	6,383
May	5,873
June	7,283
July	9,982
August	8,696
September	7,226
October	9,739
November	10,907
December	11,702

Source: Informal MICE Data SLCB subject to research confirmation in 2011

2. General Activities

SLCB continued with its routine activities under Research, Training and Promotions and specially in Bidding, Planning, Organising and Implementing of Conferences and Exhibitions. Bureau pays special attention and efforts in events in terms of securing, supervision and funding in view of their importance to the country, some of which are stated as below. These were considered nationally important to Sri Lanka.

- 2.1 Conferences and Events SLCB was directly engaged in any form from bidding, advising, organising and event support in 2010/11

Review - Hon. Minister of Economic Development



Hon. Basil Rajapakse, Minister of Economic Development

On the 19th May 2009 his Excellence the President Mahinda Rajapakse brought an end to terrorism and established peace in the country. This was a great advantage to take tourism forward.

Tourism arrivals increased from 447,890 in 2009 to 654,476 in 2010 and to 855,975 in 2011. Tourist arrivals are expected to exceed one million in 2012 and the target is to achieve 2.5 million tourists by 2016.

Tourism depends on the growth of the other sectors of the economy for its long term sustainability. The government has made large scale investment in several projects that directly or indirectly benefits tourism. For example the second international Air Port is being constructed at Mattala, Hambantota is expected to be completed by end 2013. The Bandaranaike International Airport is also refurbished and upgraded. The government has already taken action to improve our road and rail networks. Sri Lanka's first Express Way between Colombo and Galle was opened on 27th November 2011. Super luxury compartment was added to the Colombo Kandy intercity on 07th October 2011. Dutch hospital at fort was turned into a shopping and dining centre. The Nelum Pokuna Mahinda Rajapakse theatre was opened on 15th December 2011 was equipped with the latest state-of-art technology and has a total seat capacity of 1,288.

Tourism is gaining to be one of the billion dollar foreign exchange earning industry by 2012.

The boom in tourism has created more job opportunities for Sri Lanka. The entire country is now opened for tourism and the tourists are now free to visit any part of the country including the Northern and Eastern Provinces.

Our ultimate aim is to take tourism forward in a manner that will benefit the people living in any part of Sri Lanka.

Chairman's Message



Dr. Nalaka Godahewa, Chairman, Sri Lanka Tourism

In 2011 tourists arrivals increased by 30.8% in terms of arrivals, India is the prime tourism generating country follow with UK and Germany are the second and the third tourist highest generating countries.

Sri Lanka is now having a conducive environment to take tourism forward. The government considers tourism as a priority sector to build its economy in the post war scenario.

In terms of section 6 (2) of the Tourism Act. No. 38 of 2005. Sri Lanka Tourism Development Authority prepared the Tourism Development Strategy 2011 - 2016 and obtained the approval of the Cabinet of Ministers to implement.

The key objectives are :

- Increase tourist arrivals from 654,476 in 2010 to 2.5 million by 2016.
- Attract USD 3,000 million as Foreign Direct Investment (FDI) to the country within 5 years.
- Increase the tourism related employment from 125,000 in 2010 to 500,000 by 2016 and expand tourism based industry and services all island.
- Distribute the economic benefits of tourism to a large cross section of the society and integrate tourism to the real economy.
- Increase the foreign exchange earnings from USD 500 Mn in 2010 to USD 2.75 Bn by 2016.
- Contribute towards improving the global trade and economic linkage of Sri Lanka.
- Position Sri Lanka as the world's most treasured island for tourism

We are confident that tourism will continue to grow and as a result it will benefit the people of the country to improve their income and standards of living.

➤ *Jaffna International Trade Fair, January 2011*



Glimpses of the fair

➤ *Promotion of Kelaniya Pageant, among tourists through Colombo hotels through preparation of special brochure and communicating with Colombo city hotels, January 2011*



2 Pages of the brochure

➤ *25th Anniversary of the Viceroy Special Steam Engine operation with issuance of 5 stamps, press briefing and celebrations, January 2011*



Press conference

- *Chingay Parade in Singapore – a 40 member troupe of National Youth Council visited Singapore to take part in Chingay Parade which was beamed to 20 million people in Asia through CNA, February 2011*



Sri Lankan dancers parading the streets

- *GP14 World Sailing Championship, February 2011*



Sailors in action

- *2nd TEXTTECH Exhibition, March 2011*



Inauguration

- *Lawasia Business Law Conference, March 2011*



Inauguration

- *SLAPCEO event for OPA members to enlighten them of importance of MICE industry*



Launching of SLAPCEO website

- *16th Annual Sessions of Indian Ocean Tuna Commission, March 2011*



Sessions in progress

- *23rd Joint Meeting of the UNWTO Commission Meeting for South Asia and East Asia and the Pacific March 2011 & UNWTO Conference on ' MAINSTREAMING TOURISM IN THE MEDIA' in Colombo, Sri Lanka, 24-26 March 2011- Event was successfully held with the full involvement of SLCB*



Inauguration, sessions and address by Dr. Taleb

Rafai

- *Five Nations Jaffna Music Festival*



and dignitaries

Concert





Concert in Colombo

- *8th South Asia Federation of Obstetrics and Gynaecology (SAFOG) Conference, April 2011*
- *2nd South Asia Inner Wheel Rally, April 2011*
- *Mahendra & Mahendra Annual Sessions, April 2011*
- *"Sandakada Pahana" Musical Show, April 2011*
- *Regen Powertech Conference, April 2011*
- *"President Elect Training Seminar" by Rotary International India, April/May 2011*
- *"Technology for Good" Summit, May 2011*



Cultural show sponsored by SLCB

- *"Edcil" Indian Education Fair*
- *Automobile Parts & Accessories and Fabric & Garment Industry Expo 2011, June 2011*



Inauguration

- *State Pharmaceutical Corporation Suppliers' Convention 2011, June 2011*
- *50th Annual Sessions of Afro Asian Legal Consultative Organization (AALCO), June 2011*
- *"Ayurveda Expo 2011: Yoga, Meditation, Food & Wellness" International Conference & Exhibition, July 2011*



H.E the President at the inauguration

Event covered in international media – ETBMICE.com, Travel Blackboard, Incentive Travel & Corporate Meetings Magazine, Bedouk, Meetpie.com, Sri Lanka Calling and ICCA website

- *Congress of the Pacific Association of Quantity Surveyors (PAQS), July 2011*



Part of the delegation from overseas



*Hon. Basil Rajapaksa, Minister of Economic Development & PAQS Chairman
Teo Wool Sin, at the opening ceremony*



- *1st Sri Lanka International Rhythm World Dancesport Championship, July 2011*



Winners of each category with Chairman, Sri Lanka Tourism

- *International Conference on "Advances in Highway Engineering and Transportation Systems", July 2011*
- *Seminar on "Regional Connectivity in South Asia and Its Prospects for Cooperation in Transport & Communication", July 2011*



- *International Conference on Mixed Species Bird Feeding Flocks, August 2011*
- *“Lanka Challenge”, August 2011*



*Flagging off ceremony
Participants posing with the organisers*

- *5th SAARC Conference in Paediatric Surgery, August 2011*



Inauguration

- *11th Scientific Sessions of Sri Lanka Heart Association, August 2011*
- *“10th Profoods & Propack 2011” Exhibition, August 2011*
- *“Beach Games – Negombo Sands”, August 2011*
- *“Facets” 21st SL-International Gem & Jewellery Show, September 2011*
- *44th Annual Academic Sessions of Ceylon College of Physicians, September 2011*
- *World Rubber Summit, September 2011*
- *Asia Pacific Stroke Conference, September/October 2011*

- 11th Colombo Marathon 2011, October 2011



Press conference

- 20th Congress of Asian Homeopathic Medical League, October 2011



Inauguration

- 10th International Conference of East & Southeast Asia Federation of Soil Science Societies, October 2011



Cultural performance

- "Techno" Exhibition, October 2011
- Hotel, Hospitality & Food Sri Lanka, October 2011



Banner posted on SLCB website

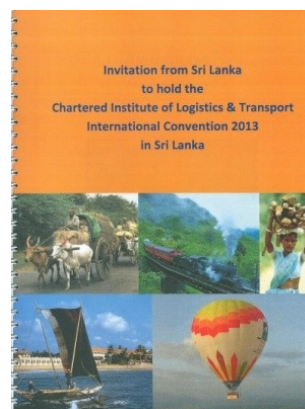
- 4th South Asian Inter-Hash, October 2011
- 4th ICMIF Takaful Network Seminar, November 2011

- *International Conference on Psychology and Allied Professions, December 2011*
- *Global Forum of Sri Lankan Scientists "Empowering SL thru Networking & Knowledge Sharing", December 2011*
- *International Conference on "Structural Engineering Construction and Management 2011", December 2011*
- *International Statistics Conference, December 2011*
- *Kiwanis Asia Pacific, 2012*
- *Colombo Music Festival, August 2012*
- *3rd South Asian Association of Physiologists Conference, December 2012*
- *Asian Congress of Paediatric Infectious Diseases, 2013*
- *Commonwealth Heads of Government Meeting 2013*
- *Won Asia Pacific Academic Consortium for Public Health, to be held in 2012*
- *Won 42nd SKÅL Asian Congress, to be held in 2013*



Bid book presented to SKÅL International by Sri Lanka

- *Won International Convention of the Chartered Institute of Logistics & Transport, to be held in 2013*



Under discussion:

- *General Assembly Meeting of the Polish Tour & Travel Association*
- *Annual Conference of Japan Association of Travel Agents 2011*

2.2 Bureau works closely with the Institutions in the Organisation of the Professional Association in Sri Lanka educating and encouraging them to bring conferences and Exhibitions into Sri Lanka into Sri Lanka.

Some of the Events held in 2011 (Excluding Corporate Meetings and Incentive Travel)

<u>Local Institution</u>	<u>Event</u>	<u>Period</u>	<u>No of Foreign Delegate</u>
International Tamil Writers' Union	International Tamil Writers' Conference	6-9 January 201	50
Kelaniya Raja Maha Vihara	Annual Pageant	16-18 January 2011	200
Otis Elevator International	South Asia Pacific & Gulf Area MD's Meeting	16-20 January 2011	25
Ministry of Environment	Regional Workshop on the Stockholm Accord on Carbonic Waste and the Rotterdam Accord on the Analysis of Chemicals and Harmful Waste	19 January 2011	65
PEO/LECS	Jaffna International Trade Fair 2011	21-23 January 2011	175
University of Colombo / Periclean Scholars of Elon University	Summit "Leaders in Environmental Advocacy Forum (LEAF)"	22-23 January 2011	24

Bureau of Educational & Cultural Affairs, US State Department	Fullbright South and Central Asia Regional Conference	26-28 January 2011	100
Institute of Chemistry, Ceylon	"CHEMEX 2011" Exhibition & Trade Fair	27-30 January 2011	30
SAARC Cultural Centre	Symposium "Shared Heritage of Sculpture & Decorative Arts in South Asia"	27-30 January 2011	35
Pac Asia	World Education Fair	28 January 2011	55
Affairs Exhibitions & Media Pvt. Ltd.	"The Great Indian Education Fair 2011"	29-30 January 2011	130
<i>Tharunyata Hettak</i>	Carlton ARAE-FEARA Regatta	3-5 February 2011	150
The Indian Ocean Marine Affairs Co-operation Secretariat	Ministerial Level Session – Consultative Meeting on Indian Ocean Fisheries & Tuna	7-12 February 2011	15
NCCSL	Visit of Business Delegation from Confederation of Indian Industry's Young Indians Mission	10 February 2011	24
Commonwealth Parliamentary Association	3 rd Asia Regional Conference	10-16 February 2011	50
Education UK	Education UK Exhibition 2011 (Colombo)	19-20 February 2011	80
UNESCO, Ministry of Social Services	UNESCO Forum of Ministers In-charge of Social Development from South Asia	20-22 February 2011	20
Schlumberger India	Conference for Senior Managers	22-24 February 2011	22
Yachting Association of SL	GP 14 Worlds Sailing Regatta	21-25 February 2011	225
Education UK	Education UK Exhibition 2011 (Kandy)	22 February 2011	14
IDP Education Australia	Australian Education Exhibition 2011 (Kandy)	23 February 2011	30
Central Bank of SL	46 th Conference of the Governors of the South East Asian Central Banks	25-26 February 2011	35
Central Bank of SL	30 th SEACEN Board of Governors' Meeting	25-26 February 2011	30

IDP Education Australia	Australian Education Exhibition 2011 (Colombo)	26-27 February 2011	12
Australian Trade Commission	Australian Education Excellence Showcase 2011	1-2 March 2011	35
Council for Leather Exports, India/Indian Footwear Components Manufacturers' Association	Buyer-Seller Meet cum Exhibition	2-3 March 2011	50
APS Consulting Services, India	1 st South Asian Overseas Education Advisors' Conference	2-4 March 2011	600
PEO	Textech International Expo 2011	3-5 March 201	75
PEO	Dye+Chem SL Expo 2011	3-5 March 2011	55
PEO	Colombo International Yarn & Fabric Show	3-5 March 2011	30
Central Bank of Sri Lanka	International Seminar on Risk In Financial Services"	7-11 March 2011	25
Bar Association of SL	Lawasia Business Law Conference 2011	12-13 March 2011	50
UTO Edu Consult (Pvt) Ltd.	2 nd SL Halal Conference & Exhibition	12-13 March 2011	28
Indian Ocean Tuna Commission	16 th Annual Conference	18-22 March 2011	160
Indian Council of Cultural Relations	International Conference on Buddhism	20-21 March 2011	30
SL-US Fullbright Commission, US Embassy	"The Education USA University Fair"	22 March 2011	15
UNWTO	23 rd Joint Meeting of the UNWTO Commission Meeting for South Asia and East Asia and the Pacific	24-26 March 2011	45
Dasuna Media Team	"Kooriya" Fish Festival	25-27 March 2011	100
Malaysian Centre @ International Scholar	Malaysia Education Exhibition 2011	26-27 March 2011	15
The Times of India	India Education Expo 2011	29-30 March 2011	30
Institute of Chemistry, Ceylon	"Avurudu Asiriya" Grand Sinhala & Tamil New Year Cultural Celebration	3 April 2011	75

SL Police	9 th SAARC Conference on Cooperation in Police Matters Held	4-5 April 2011	55
Ministry of Water Supply & Drainage	4 th South Asian Conference on Sanitation	4-7 April 2011	200
Institute of Lean Management Pvt. Ltd.	Workshop on Total Quality Management & Maintenance for Central Japan Industries Association	5 April 2011	45
Practicing Accountants' Chartered Students' Society	25 th ICASL Students' National Conference	6 April 2011	20
SL College of Obstetricians & Gynecologists	44 th Annual Scientific Sessions & 8 th South Asia Federation of Obstetrics and Gynecology (SAFOG) Conference 2011	22- 25 April 2011	345
Inner Wheel District 322 SL	2 nd South Asia Inner Wheel Rally	23-24 April 2011	500
Rotary International India	"President Elect Training Seminar"	29 April-2 May 2011	300
EdCil (India) Limited	"Edcil" Indian Education Fair (Colombo)	13-15 May 2011	30
PEO	Burhani Expo Serendib 2011	13-15 May 2011	35
Commonwealth Secretariat	South Asian Judges Regional Forum	13-15 May 2011	20
SL-China Journalists Forum	China Education Exhibition 2011	14-15 May 2011	60
EdCil (India) Limited	"Edcil" Indian Education Fair (Jaffna)	17-18 May 2011	-
Health Ministry, Regional Office for South Asia of International Life Sciences	International Conference on Food Safety: Science, Evidence & Regulations	20-21 May 2011	65
Microsoft SL (Pvt) Ltd	"Technology for Good" Summit	24-25 May 2011	60
SL Army	Seminar "Defeating Terrorism - Sri Lankan Experience"	31 May-2 June 2011	150
Project Management Institute	Regional Presidents' Meeting	3-5 June 2011	30
Federation for Information Technology Industry SL	Midyear Plenary Meeting & Council Meeting of Asian-Oceanside Computing Industry Organisation	6-7 June 2011	45

SL Evaluation Association	3 rd Evaluation Conference	6-9 June 2011	50
ICTA	South Asian Mobile Conference	7 June 2011	45
The Asia Foundation, Korea Development Institute	2 nd Dialogue on Asian Approaches to Development Cooperation – Lessons for Development Effectiveness	15-16 June 2011	35
PEO	“E-Power SL” Exhibition	16-18 June 2011	100
PEO	“Re-Power SL” Exhibition	16-18 June 2011	40
PEO	Automobile Parts & Accessories and Fabric & Garment Industry Expo 2011	23-25 June 2011	75
State Pharmaceutical Corporation	SPC Suppliers’ Convention 2011	24-26 June 2011	100
Asian-African Legal Consultative Organisation	50 th Annual Sessions	27 June-1 July 2011	150
Government of SL	Meeting of Intergovernmental Specialists Group of the SAARC Member Countries on Climate Change	29-30 June 2011	15
Rhythm World Dance Studio	1 st Sri Lanka International Rhythm World Dancesport Championship	3 July 2011	60
Livestock & Rural Community Development Ministry	International Livestock & Poultry Expo 2011	8-10 July 2011	15
Aspirations Education	Aspirations International Education Exhibition 2011 (Colombo)	9-10 July 2011	55
SL, US Centre for Civil Military Relations, Pacific Command	South Asia Maritime Security Conference	11-15 July 2011	25
Aspirations Education	Aspirations International Education Exhibition 2011 (Kandy)	12 July 2011	10
NCCSL	“Ayurveda Expo 2011: Yoga, Meditation, Food & Wellness” International Conference & Exhibition	15-17 July 2011	150
The Times of India	India Education Expo 2011	16-17 July 2011	50
Institute of Quantity Surveyors, Sri Lanka	Congress of the Pacific Association of Quantity Surveyors	22-27 July 2011	200

University of Moratuwa	International Conference on “Advances in Highway Engineering and Transportation Systems”	25-26 July 2011	125
FAO, Network of Aquacultural Centres in Asia-Pacific, Ministry of Fisheries	Asian Regional Ministerial Meeting on Aquaculture Food Security, Nutrition and Economic Development	26-28 July 2011	86
SAARC Chamber of Commerce and Industry	Seminar on “Regional Connectivity in South Asia and Its Prospects for Cooperation in Transport & Communication”	28 July 2011	15
Institution of Incorporated Engineers, SL	5 th Convention & 10 th Apex Body Meeting of SAARC Diploma Engineers’ Forum	28-31 July 2011	60
Tertiary and Vocational Education Commission	1 st Regional Conference on HRD Through Technical & Vocational Education and Training	1-3 August 2011	36
Field Ornithology Group of SL	International Conference “Mixed Species Bird Feeding Flocks”	5-10 August 2011	25
SL Heart Association	11 th Scientific Sessions	13-14 August 2011	20
Nu Look Insurance Group	Conference	13-16 August 2011	86
College of Pathologists of SL, British Division of the International Academy of Pathology	International Conference on Uropathology and Dermatopathology	18-20 August 2011	35
National Construction Association of SL	“Construct 2011” Exhibition	19-21 August 2011	20
SLPA	13 th Conference on International Network of Affiliated Ports 2011	24-25 August 2011	20
SL Association of Paediatric Surgeons	5 th SAARC Conference in Paediatric Surgery	24-27 August 2011	58
SL Association of Food Processors	10 th Profoods & Propack 2011	26-28 Aug 2011	100
Chamber	International Tourism & Investment Conference	August 2011	15
SLECC	International Trade Fair	1-5 September 2011	150
SAARC Cultural Centre	SAARC Artists’ Camp & Exhibition	3-6 September 2011	10

Rotary International	Rotary South Asia Conference on Development & Co-operation	4-6 September 2011	300
Mobitel	GSMA mWomen Working Group Meeting	7-8 September 2011	20
SL Gem & Jewellery Association	"Facets" 21 st SL-International Gem & Jewellery Show	8-11 September 2011	655
Australian New Zealand Education Fair	"Higher Studies Australia" Education Fair	9 September 2011	15
IDP Education Australia	IDP Australian Education Fair 2011	10-11 September 2011	25
Footwork Events	5 th Footwork International Dance Sport Championships 2011	11 September 2011	20
WSO2Con SL Office	WSO2Con 2011	12-16 September 2011	30
IESL / Society for Social Management Systems, Kochi University of Technology-Japan	IESL-SSMS Joint International Symposium on Social Management Systems 2011	14-16 September 2011	10
Education New Zealand	New Zealand Education Fair 2011	17 September 2011	25
Malaysian Centre @ International Scholar	Malaysian Education Exhibition 2011	17-18 September 2011	20
Inland Revenue Department	32 nd Annual Technical Conference of Commonwealth Association of Tax Administrators	18-23 September 2011	145
Asian & Pacific Centre for Transfer of Technology of the UN, Economic and Social Commission for Asia & the Pacific	Business To Business Forum	22-23 September 2011	30
National Stroke Association of SL	Asia Pacific Stroke Conference	29 September-1 October 2011	402
HNB	28 th General Meeting & Conference of Asian Bankers' Association	3-4 October 2011	200
Asian Homeopathic Medical League, SL Chapter	20 th Congress of Asian Homeopathic Medical League	7-9 October 2011	150
PEO	"Adyapana 2011" Higher Education & Career Exhibition (Batticaloa)	7-9 October 2011	50
JWT	Meeting of Asia Pacific Executive Creative Directors "Passion Patrol"	10-12 October 2011	18

East & Southeast Asia Federation of Soil Science Societies	10 th International Conference	10-13 October 2011	107
Ministries of National Languages & Social Integration/Education, GIZ SL, British Council SL	9 th International Language & Development Conference "Language & Social Cohesion"	17-19 October 2011	30
PEO	" <i>Adyapana</i> 2011" Higher Education & Career Exhibition (Colombo)	21-23 October 2011	50
Ministry of Health	10 th AsCon Conference	21-23 October 2011	40
Sir Arthur C. Clarke Institute for Modern Technologies	15 th Session of the Intergovernmental Consultative Committee of the UNESCAP's Regional Space Application Programme for Sustainable Development	25-27 October 2011	23
Sir Arthur C. Clarke Institute for Modern Technologies	Consultative Meeting on "Regional Cooperative Mechanisms on Space Applications for Effective Disaster Management and Sustainable Development"	25-27 October 2011	23
PEO	Hotel, Hospitality & Food SL	27-29 October 2011	120
SL Orthopaedic Association	Annual Academic Sessions 2011	28-30 October 2011	10
Colombo Hash House Harriers/ Harriettes	4 th South Asian Inter-Hash 2011	28-31 October 2011	200
SAARC Information Centre	SAARC Seminar "The Role of Media in Promoting Tourism for Enhancing People to People Contact"	13 November 2011	10
Sri Lankan Society of Critical Care and Emergency Medicine	Annual Scientific Sessions 2011	13-16 November 2011	10
SL Navy	"Galle Dialogue 2011" International Maritime Conference	14-15 November 2011	40
SL Design Festival	South Asian Apparel Leadership Forum	18 November 2011	20
KPMG SL	10 th Middle East & South Asia Partners' Conference	21-22 November 2011	100
Amana Takaful PLC	4 th ICMIF Takaful Network Seminar	22-23 November 2011	35

Medicina Alternativa International	"Medicina Alternativa"	25 November 2011	460
Association of Sri Lankan Neurologists	Pre-Congress Workshop on Movement Disorders	2 December 2011	30
Association of Sri Lankan Neurologists	5 th Annual Scientific Sessions	3-4 December 2011	16
Institute of Psychology & Counselling Sri Lanka	International Conference on Psychology and Allied Professions	5-8 December 2011	103
Voice of Sri Lankan Women	"Sthree Mela" Exhibition & Conference	8-10 December 2011	10
Faculties of Engineering, Universities of Peradeniya/Moratuwa/Melbourne	International Conference on "Structural Engineering Construction and Management 2011"	16-18 December 2011	35
Gemmologists Association of SL	"Jewels SL 2011" International Gem, Mineral & Jewellery Trade Show	17-18 Dec 2011	20
Institute of Indigenous Medicine, University of Colombo	"AyuMedica" Ayurvedic Medical Exhibition & 3 rd International Conference on Medicinal Plants & Herbal Products	19-22 December 2011	191
Applied Statistics Association of SL	International Statistics Conference 2011	28-30 December 2011	150

2.3 SLCB assisted SLTDA in formulating the draft with criteria for licensing /accreditation of PCOs

2.4 SLCB works closely with Sri Lanka Association of Professional Conference and Exhibition Organisers (SLAPCEO) in an advisory capacity assisting them in their functions to promote MICE tourism into the country



SLAPCEO assisted Sancharaka Udawa

2.5 SLCB assisted BBS Publications International to organize a business presentation, "Sri Lanka at Your Fingertips... Literally!!!", to tourism industry members to introduce a mobile application. It is a fully comprehensive travel guide of Sri Lanka for all types of mobile phones which business organizations may use to enhance their promotional activities.



2.6 SLCB along with several other officials met with investor Mr. Lokesh Sabharwa - Vice President, Accor Group, India to hold a discussion on investment opportunities in the country.

3. Product Development

3.1 SLCB will continue to assist the officers at UDA responsible for Hambantota Convention Centre which would be ready this year.



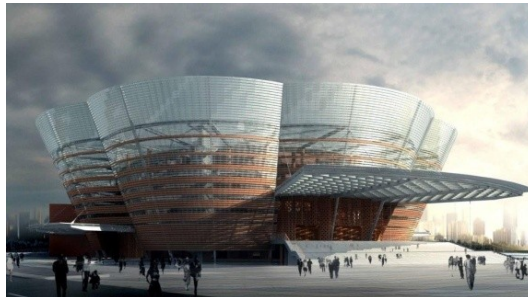
3.2 SLCB awaits survey plan of the land in Araly, Jaffna to pursue investment proposal for a convention centre

3.3 Colombo - Assisted BMICH to market the new locations



Mihilaka Madura

3.4 Performing Art Centre – SLCB has taken into account the completion of Performing Art Centre in future bids



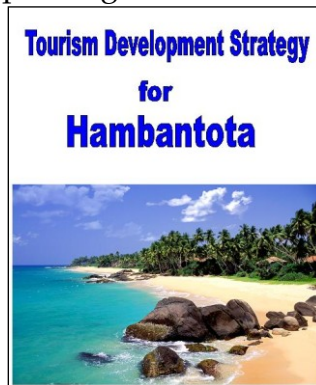
3.5 Prepared an outline of a plan for a multipurpose convention centre and presently working in the committee appointed by the Treasury

3.6 Jetliner – SLCB is assisting Navy's "Jetliner" operations. SLCB funded the rebranding of Jetliner and also provided a permanent banner to be displayed at the entrance to the cruise ship.



3.7 Hambantota Tourism Development Strategy - SLCB is entrusted to draft a tourism development strategy for Hambantota district which could be used by tourists and potential investors alike to get relevant information about the area.

SLCB has engaged 2 consultants for this project and is responsible for planning, drafting, layout designing and printing of the book.



3.8 Hambantota Investors' Brochure - SLCB engaged a consultant to do a study on investment potential in Hambantota and produce a brochure to be given to potential investors.



3.9 Assistance for Ramayana Trail – SLCB assisted in co-ordinating the Ramayana workshop and educational tour.



4. Research

4.1 Data base – Bureau continues to maintain the data base which has over 5700 entries. 355 New entries were added to the data base during the year 2011.

4.2 Bureau continued to work on business leads that are being pursued.

4.3 Bureau renewed its membership with International Congress and Convention Association (ICCA) with a view to strengthening its relationship for future benefits. Sri Lanka's membership with ICCA is maintained through SLCB only.

5. Training

5.1 9th SLCB MICE Professional Development Programmeme 2011 at Pegasus Reef Hotel, Wattala

SLCB successfully concluded its 9th SLCB MICE Professional Development Program on an innovative topic 'Green Meetings More Profitable'. It was held at Pegasus Reef hotel, Wattala from 23 - 25 June 2011.

The program was well received by the participants in the notion that "green meetings" are revolutionizing the meetings industry today. Several corporate and international associations who are conscious of the environment are taking steps to create best practices in order to conserve our natural resources and help save the planet. Keeping in line with these developments, 'the program was timely' the participants said.

SLCB promotes Sri Lanka as a venue for conferences, meetings and incentives and this is among its task in the training field. This was a residential program conducted by international experts in the MICE Industry. The panel of lecturers comprised Mr. Anthony Wong, Mr. William Teo and Mr. S. Selvadurai from Malaysia who were specially flown down to conduct the program in Sri Lanka.

Mr. Hiran Cooray - Chairman PATA, Dr. Janaka Wijesundara - Senior Lecturer from University of Moratuwa, Mr. Sena Senarathne - Managing Director, Yathra Travels, and Mr. Suneth Shanthasinghe - Project Manager from ICC joined the local panel to cover various 'green' topics.

Dr. Nalaka Godahewa, Chairman Sri Lanka Tourism, gave an outline of the overall tourism strategy and how the MICE components play a major role in attracting the right type of clients into the country.

The sessions were targeted to the members of the MICE industry in Sri Lanka consisting of Professional Conference/Exhibition Organisers, Destination Management Companies, Conference Hoteliers, Airlines, National Tourist Organizations, Conference / Exhibition Centres and Travel Agents. Over 40 participants joined this residential program.

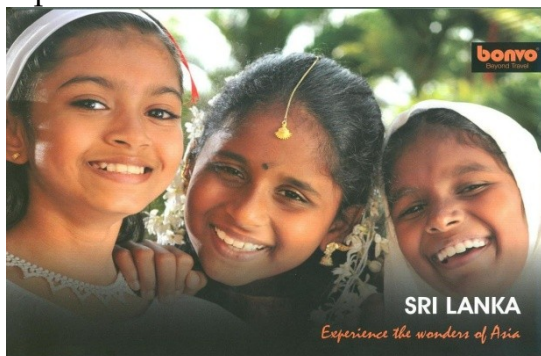
The SLCB MICE Professional Development Program covered a wide area of the MICE industry including Destination Marketing, Green Meetings, Green Designs & Hotels, Green Architecture, Green Stand Construction & Exhibition Logistics, Incentive Travel, Entrepreneurial Values & Leadership, Sponsorship, Conference Logistics, Technology, Dealing with Association, and Group work on Bidding for Conferences.



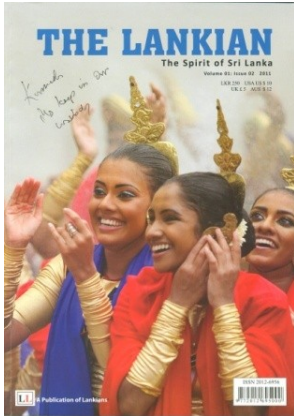
6. Promotions

6.1 Publicity received through international media

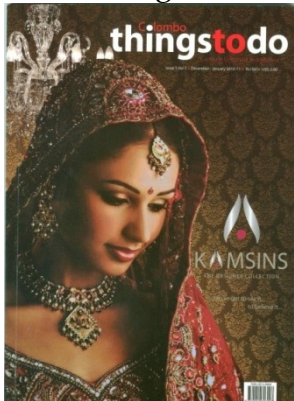
6.1.1 Bonvo Magazine Travel Singapore has produced Sri Lanka brochure, 10,000 copies of which were distributed among their global network.



6.1.2 "The Lankian" Magazine



6.1.3 "Things To Do" Magazine



6.1.4 Listing in "Kompas"



6.1.5 MIM & Head Quarters Magazines



6.1.6 BMICH was featured in "HQ Magazine" by travel writer Marcel Visser



6.1.7 Information provided to “Voyages et Stratégies” magazine for an article about MICE facilities in Sri Lanka

6.1.8 Article sent for a coffee table book published by LB Associates, India

6.2 Promotional Material

SLCB maintains the following promotional materials

- Corporate Profile (CD)
- Print version of the Corporate Profile
- MICE films – three different versions are available
- MICE film on Negombo
- Incentive Brochure
- Brochure for special activities – New
- Meeting planner
- Corporate gifts
- Brochure for Jetliner – New

6.3 FAM Tours

Organised a fam tour of Chief Editor of MIM and HQ Magazines in Europe



MIM Chief Editor Marcel Vissers

6.4 Participation in MICE Fairs

6.4.1 Participated in IMEX in May 2011

IMEX is world’s biggest B2B international MICE trade fair. The industry’s leading event for networking, innovating and keeping abreast of market developments. This year IMEX brought over 3,500 exhibitors from more than 150 countries for business

in three days. The total number of buyers were 3,900 and the total show attendance was almost 9,000.

As part of the Sri Lanka Convention Bureau overall marketing plan SLCB participated at the above international travel fair for the 09 the consecutive year. The event took place in Frankfurt Mess from 24 to 26 May 2011. The Sri Lanka Convention Bureau obtained a 24sqm as meeting space to feature Sri Lanka. This year 9 industry members joined the delegation with SLCB.



Sri Lanka delegation in a business session

Objectives

Germany generates considerable Outbound Incentive Travel which comprises of high spending cooperates. Sri Lanka Convention Bureau continues to take part in IMEX to tap this segment in Germany to generate more visitors and Investment to Sri Lanka under the country's new Economic Development plan.

Achievements

Bureau shared the plans to position Sri Lanka as the most sought after Incentive Destination among the German Business traveler. Bureau met and initiate contacts with following prospective clients.

Name of the Agent/Association	Number of pax	Year	Country
Kenesasia	800-1000	2012	International
Sport Business	600-800	2014	International

International Society for Fibrinolysis and Proteolysis	300-600	2014	International
International Financial Cryptography Association	Not decided yet	2013-2014	International

Apart from the above SLCB had nearly 30 individual appointments and 6 group appointments from Germany, Dubai, Australia, Saudi Arabia and Russia. Groups consisted from 6-14 members per group.



Future Follow-up actions

To further consolidate business and to ensure Sri Lanka as a MICE Destination regular promotional activities and updates to International MICE industry and Corporates.

To identify electronic channels to undertake various regional travel Programme to showcase Sri Lanka as an exotic and affordable destination.

To start a direct mailers to International Corporates on Sri Lanka as a MICE Destination with various incentives/ value additions by the Bureau to attract Incentive groups.

Work out a strategy to capture at least 10 % of Germany outbound Incentive market within the next two years in this promotional drive which has been designed in a more structured manner over a period of time encompassing the target audiences, creating awareness and interest leading to MICE business transactions beneficial to all partners in Sri Lanka and Germany.

Recommendations

The following requests were made by the industry members who attended IMEX 2011.

- To increase the size of the Sri Lanka stand and give opportunity to more members as this year we could accommodate only 9 industry members where as the request was there from another 3-4 companies.
- To have a separate areas for the group appointments with destination presentation facilities
- To attract more buyers

* Arrange a separate area offer Tea to all visitors

* Consider bringing in Gem & Jewelry Association to display Sri Lanka gems

* Arrange a foot / head massage by Sri Lanka Ayurvedha specialists as this is very famous among the Germans.

6.4.2 Took part in IT & CMA

During the three day fair, considerable number of inquires were received justifying the fact that Sri Lanka is increasingly becoming a popular destination among MICE travellers. Over 120 appointments were tackled throughout the exhibition and SriLankan Airlines, Lanka Sportreizen, NKAR Travels and Lanka Exhibition & Conferences Services have confirmed business leads from the event.



Sri Lankan delegation in a business discussion with a buyer



Part of the crowd which attended the press conference

6.4.3 MICE Promotion in Pakistan

Took place in Avari Hotel, Karachi. Eight industry members joined with the SriLankan Airlines and program included press conference, evening presentation followed by one to one meetings with corporates on the following day. Three members have confirmed groups over 300 pax visiting Sri Lanka during first three months of 2012.

6.4.4 Arrangements are being made to take part in GIBTM 2012, IMEX 2012

6.4.5 Arrangements are being made to organize a joint promotion with Sri Lankan Airlines in Mumbai, India

6.5 MICE Promotions in India

6.5.1 Well over 30 Indian Corporates have had their Meetings in Sri Lanka during the period under review. These include Tata Assest Management, TUI Cochin, Chemex SAP & Gulf Area Otis Elevator Schulmberger.

6.5.2 Discussions are underway with SriLankna Airlines to organise MICE promotions in India in 2012

6.6 Web Related Promotions

6.6.1 Web updating of www.visitsrilana.net was carried out on daily basis

6.6.2 Created a page dedicated to SLCB on the web site of the Ministry of Economic Development, which can be viewed in Sinhala language too. It has also been linked with the SLCB page.

6.6.3 Featured on BBT

6.6.4 Featured on MICE Point

6.6.5 Media Magazine Online

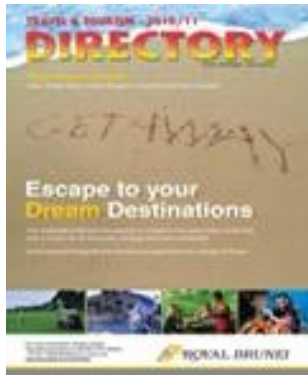
<http://www.businessglobal.com/flash/exhibition.php?Eid=6>



6.6.6 Featured on TTG Asia (www.ttgasia.com)



6.6.7 Featured on Annual Travel & Tourism Directory, Impact Publications, Australia



6.7 Briefing Session to MICE Industry Members

SLCB held a briefing session to MICE industry members in order to discuss its anticipated overseas promotions for the coming years upto 2014. SLCB's marketing plan was designed according to the feedback received from the participants.



7. Other Activities

7.1 Following the advice of the Hon Minister of Economic Development, and the initiative of the Chairman, SLCB undertook the work in relation to the Promotion of Native and Traditional events in Sri Lanka. 'Feel Sri Lanka' regular programme every Friday at the Hotel school was one such activity among other concerts being staged in various venues. Over 25 shows have been held so far from the inauguration.



7.2 Sustainable Tourism Development Project - SLCB was entrusted to handle the World Bank Mission from 17-26 October 2010 which continued throughout the first quarter of 2011.

7.3 Sri Lanka's bid for Commonwealth Games 2018 in Hambantota – Both Chairman and GM SLCB were appointed to Bidding, Media, Accommodation and Organising Committees responsible for Sri Lanka's bid for Commonwealth Games in Hambantota in 2018 and the work being carried out entailed a visit to Glasgow, Scotland to attend the workshop by GM organised by CGF for the two bidding countries namely Sri Lanka and Australia.

7.4 SLCB made arrangements to take part in SAARC Working Group and Tourism Ministers Meeting in Katmandu in January 2011.



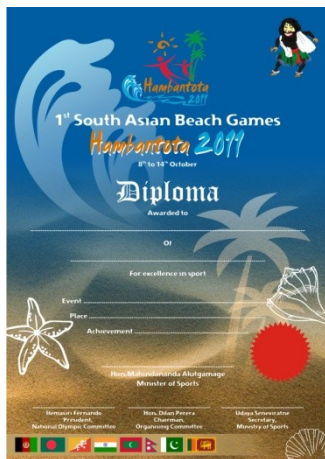
7.5 SLCB headed the Publications Committee of the 1st South Asian Beach Games held in Hambantota, October 2011



Venue



Some of the memorabilia designed for the event by SLCB



Certificate awarded to winners



Publication

7.6 Commemorative stamps for World Tourism Day - Sri Lanka Tourism issued 10 new stamps to mark the World Tourism Day 2011, in collaboration with the Ministry of Posts and Telecommunication. SLCB was responsible for designing the stamps and organizing the launch.



10 Stamps designed under 8 themes



Hon. Basil Rajapakse, Minister of Economic Development inspecting the first day cover

7.7 SLCB is doing a research to determine whether the ticket prices at various heritage sites have an impact on the drop in visitation and the draft of the report has been submitted.

7.8 General Manager and Marketing Manager of SLCB inspected the Hambantota Convention Centre construction site.



7.9 SLCB organised the launch of the Electronic Travel Authorisation system on behalf of the Department of Immigration & Emigration.



Mr. Chulanada Perera, Controller General, Department of Immigration & Emigration addressing the gathering



Official Launch of the website – www.eta.gov.lk

8. Finance & Administration

8.1 In accordance with the requirements – Bureau has produced Mahinda Chintana Report, Performance Report, General Performance and Progress Reports , Actions plans, Activity reports

8.2 A report to the audit queries has been sent to the Auditor General's Department and Ministry of Economic Development.

8.3 Present Staff consists of

Dr. Nalaka Godahewa	- Chairman
Mr. Vipula Wanigasekera	- General Manager
Ms. Achini Dandunnage	- Senior Manager, Administration & Operations
Ms. Kumudu Hennedige	- Manager Marketing
Mr. Upali De Silva	- Director Events
Ms. Ranjika Perera	- Assistant Manager, Accounts and Administration
Ms. Peumi Peiris	- Assistant Manager, Research & Training
Mr. Udara Ranbandara	- Management Assistant
Ms. Sugandi Dodanwatte	- Secretary
Ms. Shakila Talagala	- Secretary/Coordinator
Mr. Sanjeewa Perera	- Driver

8.4 Agreement with SriLankan Airlines – Bureau is in the process of negotiating with SriLankan Airlines for tickets to the value of Rs 2 million in joint promotional activities

8.5 In March 2011, GM SLCB Undertook additional responsibilities as Acting Director General of Sri Lanka Tourism Development Authority

Vipula Wanigasekera
General Manager

**SRI LANKA CONVENTION BUREAU
FINANCIAL STATEMENT**

2011

Sri Lanka Convention Bureau
Statement of Financial Position
as at 31 December 2011

	Note	2011 Rs
ASSETS		
Current Assets		
Cash in Hand and at Bank	3.0	35,177,323.28
Trade & Other Receivables	4.0	24,662,899.63
Pre payments	5.0	12,995,759.93
Deposits	6.0	55,000.00
W.H.T. / VAT Receivable		450,553.57
Total Current Assets		73,341,536.41
Non- Current Assets		
Property, plant & equipment	2.0	9,905,459.96
Less : Provision for Depreciation		7,101,779.11
Written down value		2,803,680.85
Add : Work in progress	0	
Long Term Investments	0	-
Total Non- Current Assets		2,803,680.85
Total Assets		76,145,217.26
LIABILITIES		
Current Liabilities		
Creditors	7.0	4,323,187.94
Other payables		-
Accrued expenses	8.0	638,275.94
Provision for Retirement Gratuity	9.0	804,425.00
Total Current Liabilities		5,765,888.88
Net Assets		70,379,328.38
NET ASSETS/EQUITY		
Opening Balance Equity		6,433,492.69
Retained Earnings	10	55,896,331.02
Profit for the year		8,049,504.67
Total Net Assets/Equity		70,379,328.38

The Accounting policies on pages 1 and Notes on pages 3 to 8 form an integral part of these Financial Statements. The Board of Directors is responsible for the preparation and presentation of these Financial Statements. These Financial Statements were approved by the board of Directors and signed on their behalf.

Vipula Wanigasekera.
General Manager
Sri Lanka Convention Bureau

Dr. Nalaka Godahewa.
Chairman
Sri Lanka Convention Bureau

SRI LANKA CONVENTION BUREAU
NOTES TO THE ACCOUNTS
YEAR ENDED 31ST DECEMBER 2011

1. Corporate information

- 1.1 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.
- 1.2 The SLCB is engaged in promoting conferences, corporate meetings, incentive travel and exhibitions.

2. Summary of significant accounting policies

2.1 Basis of preparation

The balance sheet, statements of income, changes in equity and cash flow, together with the accounting policies and notes, ("Financial Statement") of the Bureau as at 31st December 2011 and for the year then ended, comply with the Sri Lanka Accounting Standards

The financial statements of the Bureau are prepared under historical cost convention in accordance with the Generally Accepted Accounting Principles and the Accounting Standards laid down by the Institute of Chartered Accountants of Sri Lanka.

2.3 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.

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

2.4 Liabilities and provision

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

2.5 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
Statement of Financial Performance
For the period ended 31 December, 2011

	Note	2011 Rs	2010 Rs
Revenue			
Embarkation Levy		41,667,139.27	45,500,675.03
Tourism Development Levy		25,990,827.91	24,303,153.50
Other Revenue	10	2,814,863.37	3,008,945.68
Total Revenue		70,472,830.55	72,812,774.21
Expenses			
Wages,Salaries & Employee Benefits	11	7,070,559.53	5,907,765.78
Supplies and Consumables Used	12	3,903,434.99	4,406,552.48
Marketing Related Expenditure	13	47,898,312.49	25,302,644.67
Research & Development	14	1,813,162.68	2,277,456.79
Depreciation and Ammortization Expense		1,441,520.98	843,302.24
Other Expenses	15	261,600.00	304,817.64
Finance Costs	16	34,735.21	55,982.47
Total Expenses		62,423,325.88	39,098,522.07
Surplus/ (Deficit) for the Period		8,049,504.67	33,714,252.14

Sri Lanka Convnetion Bureau
Cash Flow Statement
For the Year Ended 31 December 2011

Cash flows from operating activities

Net Surplus/(Deficit) before taxation, and extraordinary item **8,049,504.67**

Adjustments for

Depreciation	1,441,520.98	
Increase/(Decrease) in Provision for Doubtful debts		
prior year adjesment	(33,223.37)	
Staff loan & Deposit interest	(26,188.63)	
Bank Interest Received	(108,674.74)	
Provision for gratuity	126,162.50	1,399,596.74

Operating Surplus/(Deficit) before working capital changes **9,510,861.41**

Changes in working capital-Inflow/(Outflow)

(Increase)/Decrease in trade receivables	(265,873.80)	
(Increase)/Decrease in prepayments	(10,269,542.07)	
Increase/(Decrease) in trade payables	3,255,436.04	
Increase/ (Decrease) in accrued expenditure	372,898.09	(6,907,081.74)

Net cash from operating activities **2,542,019.67**

Cash flow s from investing activities

Staff loan & Deposit interest	26,188.63	
Purchase of property, plant and equipment	(228,000.00)	
Bank Interest Received	108,674.74	

Net cash used in investing activities **(93,136.63)**

Cash flows from financing activities

Increase in Capital Reserve		
Decrease in Long Term Investments	3,500,000.00	

Net cash used in financing activities **3,500,000.00**

Net Decrease in cash and cash equivalents **5,915,658.87**

Cash and cash equivalents at beginning of period (Note 02) **29,261,664.41**

Cash and cash equivalents at end of period (Note 01) **35,177,323.28**

Notes to Cash Flow Statement

Note :01

Composition of cash and cash equivalents

Cash in hand and at bank - (S.L.C.B)	35,177,323.28
	35,177,323.28

Note :02

Cash Balance of S.L.C.B. as at 01.01.2011	29,261,664.41
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Cash Balance as at 01.01.2011	29,261,664.41
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Changes in equity statement for the year ended 31 December 2011

	Retained Earnings	Capital Reserves	Total
Balance at 31 December 2010	55,929,554.39	6,433,492.69	62,396,270.45
Profit for the Year	8,049,504.67	-	8,049,504.67
	-	-	-
Balance at 31 December 2011	63,979,059.06	6,433,492.69	70,379,328.38

There is a adjustment made for prior year difference of Rs 33,223.37 & adjusted to opening balance C/F to retained earnings.

Sri Lanka Convention Bureau
Notes to the Financial Statements
For the period ended 31 December, 2011

3.0 Cash in Hand and at Bank

Item	2011 (Rs.)	2010 (Rs.)
Cash at Bank - Bank of Ceylon	31,388,275.28	28,390,016.41
Cash at Bank -Peoples Bank	3,789,048.00	871,648.00
Total of cash in hand & bank balance	35,177,323.28	29,261,664.41

4.0 Trade & Other Receivable

Item	2011 (Rs.)	2010 (Rs.)
Staff Loan	861,977.79	458,817.75
Festival Advances	2,000.00	1,000.00
Lanka Exhibition & Conference Services	39,200.00	33,224.17
Sri Lanka Tourism Develop Authority	23,730,111.84	23,779,839.74
Institute of Travel & Tourism Mgt	450.00	
Ministry of Tourism	29,120.00	29,120.00
Sunway Holidays	1,800.00	1,800.00
Tangerine Tours	(1,760.00)	(1,760.00)
World Bank Project	-	61,760.00
Total	24,662,899.63	24,363,801.66

5.0 prepayments**24,363,801.66**

Item	2011 (Rs.)	2010 (Rs.)
Payment for Promotions	9,843,914.21	2,510,848.21
Insurance	98,843.06	86,300.97
Office Equipment Maintnance	357,978.56	129,068.68
GIBTM Space cost	2,695,024.10	-
Total	12,995,759.93	2,726,217.86

6.0 Deposits

Item	2011 (Rs.)	2010 (Rs.)
Deposits - Fuel & Telephone	55,000.00	55,000.00
Total	55,000.00	55,000.00

7.0 Creditors

Page 6

Item	2011 (Rs.)	2010 (Rs.)
C.F De Mel & Sons	17,598.75	9,020.00
American Premium Water	1,461.39	1,446.09
Rivega Dance Studio		50,000.00
Sealcine	285,742.80	76,859.25
Yamouna Tours		31,080.00
SLTDA	3,834,487.89	735,928.70
Mobitel Pvt Ltd	12,740.10	31,737.21
Ovest Tours & Rent A Car		94,534.00
S.L Institute of Tourism & Hotel Mgt	98,469.12	
STC Trading		19,027.10
Sri Lanka Telecom	21,097.02	13,183.04
Suntel	3,790.87	4,936.51
Jetwing Travels	39,200.00	
Techno Forms	8,600.00	
Total	4,323,187.94	1,067,751.90

8.0 Accrued Expenses

Item	2011 (Rs.)	2010 (Rs.)
Payable to staff	241,045.00	-
Chairmans allowance payable		121,875.00
Wayaba Development Bank		3,750.00
WHT Payable	16,975.00	18,029.45
Vat Payable	70,510.00	
E.P.F Payable	57,770.01	83,060.41
E.T.F Payable	-	9,967.26
Payee Payable	(138.00)	161.00
Phoenix Ogilvy	1,785.93	26,106.73
Sri Lanka Tourism Staff Welfare Associ		2,100.00
SRL Payable	328.00	328.00
Institute of Applied Statistics	250,000.00	
Total	638,275.94	265,377.85

9.0 Provision for Retirement Gratuity -

Item	2011 (Rs.)	2010 (Rs.)
Gratuity payable brought forward	678,262.50	587,150.00
Add : Previous Year Under Provision	-	-
Less : Gratuity paid during the year 2011	-	91,112.50
Sub Total	678,262.50	496,037.50
Add : Provision for gratuity - 2011	126,162.50	182,225.00
Total Gratuity payable as on 31/12/2011	804,425.00	678,262.50

Gratuity was provided in the account before completion of minimum period of service
(minimum 5 years)

Item	2011 (Rs.)	2010 (Rs.)
Interest Income - Staff Loans	26,188.63	17,840.50
Bank Interest	108,674.74	47,605.18
Gain/(Loss) on Disposal of Assets	-	1,906,000.00
Other income -Participation fees	2,680,000.00	1,037,500.00
Total	2,814,863.37	3,008,945.68

11 Wages,Salaries & Employee Benefits

Item	2011 (Rs.)	2010 (Rs.)
Salaries & Allowances	4,269,576.55	4,290,602.15
Holiday & Other Allowances	444,509.35	37,500.00
Chairmans Allowances	195,000.00	211,875.00
Overtime	158,657.50	36,181.00
Board's contribution to EPF	504,813.25	499,767.40
Board's contribution to ETF	107,564.59	100,305.73
Staff Welfare	396,358.79	203,392.00
Uniforms to Staff	11,515.00	79,646.00
Travelling local	561,949.00	156,399.00
Gratuity	126,162.50	91,112.50
Attendance Incentive	294,453.00	200,985.00
Total	7,070,559.53	5,907,765.78

12 Supplies and Consumables Used

Item	2011 (Rs.)	2010 (Rs.)
Printing & Stationery	269,083.58	496,685.22
Telephones	662,285.30	560,686.20
Postage & Courier	49,183.59	34,928.94
Office Requirments	112,914.95	180,651.75
Insurance	220,918.58	207,532.31
Maintenance - Office	133,328.54	264,845.39
Vehicle fuel	550,136.40	628,938.50
Hire of Vehicles	934,216.70	1,118,198.07
Maint. & Repair vehicles	58,779.00	235,501.00
Sundry	5,173.00	13,869.13
Vat	907,415.35	664,715.97
Total	3,903,434.99	4,406,552.48

13 Marketing Related Expenditure

Item	2011 (Rs.)	2010 (Rs.)
Overseas Promotions /Fairs	6,352,915.09	9,106,904.68
Printing /Production	2,084,560.06	1,190,375.55
Advertising	250,805.00	349,560.00
Ramayanaya Project	637,299.20	830,274.01
Special Projects -Other	1,890,419.33	675,926.62
Event Supports	34,479,152.60	10,743,310.72
Feel Sri Lanka	2,089,661.53	1,671,285.64
Presentation to Corporate /Local	113,499.68	735,007.45
Total	47,898,312.49	25,302,644.67

Item	2011 (Rs.)	2010 (Rs.)
ICCA Membership	421,040.85	431,713.50
Database Maintenance	15,000.00	155,256.78
SLCB Training Programmes	1,008,809.83	1,546,486.51
Conference Bid Supports	368,312.00	144,000.00
Total	1,813,162.68	2,277,456.79

Item	2011 (Rs.)	2010 (Rs.)
Board Member Allowance	195,000.00	72,000.00
Losses/Write-offs	-	-
Professional Fees	-	232,817.64
Donations	66,600.00	
Total	261,600.00	304,817.64

Item	2011 (Rs.)	2010 (Rs.)
Debit Tax	17,321.21	41,982.47
Bank charges	17,414.00	14,000.00
Total	34,735.21	55,982.47

2. Property, Plant & Equipment**Note No. 2A**

Note	Code	Description	Balance as at 01.01.2011	Additions 2011	Transfer 2011	Balance as at 31.12.2011	Acc. Depreciation as at 01.01.2011	Depreciation 31.12.2011	Acc. Depreciation as at 31.12.2011	Net Book Value as at 31.12.2011
2.1	101	Office Equipments	5,069,992.69	228,000.00		5,297,992.69	4,388,346.48	506,999.26	4,895,345.74	402,646.95
2.7	103	Furniture & Fittings	728,967.27			728,967.27	642,505.40	72,896.72	715,402.12	13,565.15
2.11	110	Motor Vehicles	3,158,500.00			3,158,500.00	197,406.25	789,625.00	987,031.25	2,171,468.75
2.12	111	Software	720,000.00			720,000.00	432,000.00	72,000.00	504,000.00	216,000.00
		Sub Total	9,677,459.96	228,000.00		9,905,459.96	5,228,258.13	1,441,520.98	7,101,779.11	2,803,680.85



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கணக்காய்வாளர் தலைமை அபிபதி திணைக்களம்
AUDITOR GENERAL'S DEPARTMENT



මගේ අංකය }
 எனது இல }
 My No }

TM/H/SLCB/FA/11

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 No. }

දිනය }
 திகதி }
 Date }

13 August 2012

The Chairman,
 Sri Lanka Convention Bureau

Report of the Auditor General on the Financial Statements of the Sri Lanka Convention Bureau for the year ended 31 December 2011 in terms of Section 14 (2) (c) of the Finance Act No. 38 of 1971

The audit of financial statements of the Sri Lanka Convention Bureau for the year ended 31 December 2011 comprising the balance sheet as at 31 December 2011 and the income statement, statement of changes of equity and cash flow statement for the year then ended and a summary of significant accounting policies and other explanatory information, 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 Section 13(1) of the Finance Act, No. 38 of 1971 and Section 20 of the Tourism Act No 38 of 2005. My comments and observations which I consider should be published with the Annual Report of the Bureau in terms of Section 14(2) (c) of the Finance Act appear in this report. A detailed report in terms of Section 13(7) (a) of the Finance Act was issued to the Chairman of the Bureau on 28 May 2012.

1.4 Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Sri Lanka Accounting Standards and for such internal control as the management determines is necessary to enable the preparation of financial statements that are free from material misstatements, whether due to fraud or error.

1.5 Auditor's Responsibility

My responsibility is to express an opinion on these financial Statements based on my audit. I conducted my audit in accordance with Sri Lanka Auditing Standards. Those

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දුරකථනය }
 தொலைபேசி } 2887028 -34
 Telephone. }

இல. 306/72, பொல்துவ வீதி,
 புத்தரமுல்லை இலங்கை

ෆැක්ස් අංකය }
 பக்ஸ் இல } 2887223
 Fax No. }

No.306/72, Polduwa Road,
 Battaramulla, Sri Lanka

ඉලෙක්ට්‍රොනික් තැපෑල }
 #- மெயில் } oaggov@sltnet.lk
 E-mail. }

Standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatements.

An audit involves performing procedure to obtain audit evidence about the amount and disclosure in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Bureau's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on effectiveness of the Bureau's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. Sub-sections (3) and (4) of Section 13 of the Finance Act, No. 38 of 1971 give discretionary powers to the Auditor General to determine the scope and extent of the audit.

I believe that the audit evidence I have obtained sufficient and appropriate to provide a basis for my qualified audit opinion

1.4 Basis for Qualified Opinion

My opinion is qualified based on the matters described in paragraph 2.2 of this report.

2. Financial Statements

2.1 Opinion

In my opinion, except for the effects of the matters described in paragraph 2.2 of this report, the financial statements give a true and fair view of the financial position of the Sri Lanka Convention Bureau as at 31 December 2011 and its financial performance and cash flow for the year then ended in accordance with Sri Lanka Accounting Standards.

2.2 Comments on Financial Statements

2.2.1 Accounting Deficiencies

Following observations are made.

- a) Sums of Rs.170,960 and Rs. 921,602 incurred during the years 2009 and 2010 respectively, on behalf of the Sustainable Tourism Development Project had been accounted for as expenses of the Bureau without being accounted for as receivables from the Project.
- b) A sum of Rs. 7,150,286 had been spent by the Bureau for the tourism award programme for 2010 during the year under review. This programme was conducted by the Sri Lanka Tourism Development Authority (SLTDA) as a national programme as per their annual action plan. However, above sum had been accounted for as marketing expenditure of the Bureau without taking action to recover the cost from the SLTDA.

2.2.2 Maintenance of Accounting Records

During the year under review, aggregated amount of Rs 22,014,021 had been posted to the various accounts through 354 Journal entries. However, a Journal book had not been maintained and many Journal entries were incomplete. Even basic information such as initials of prepared and authorized Officers and narrations were not made available in the face of Journal vouchers. Further supporting documents had not been attached to many of journal vouchers. As a result, accuracy of journal entries posted could not be satisfactorily vouched in audit.

2.2.3 Lack of Evidence for Audit

Three items in the accounts aggregating Rs.15,996,195 could not be satisfactorily vouched in audit due to non-availability of evidence such as supporting documents, particulars relating to the payments, assets verification reports etc.

2.2.4 Non compliances with Laws, Rules, Regulations and Management Decisions

Following instances of non-compliance were observed in audit.

- (a) Excess cash of the public institutions as at 31 December 2011 should be credited to the Consolidated Fund, after considering the working capital requirements of ensuring 6 months in terms of Public Enterprises Circular No.PED/56 of 11 January 2011. However, excess cash of the Bureau had not been credited to the Consolidated Fund. According to the calculations made by the audit the excess cash might be around Rs. 30 million for the year under review.
- (b) A fixed assets register for computers, computer accessories and software owned by the Bureau, had not been maintained in terms of the Treasury Circular No.IAI/2002/2 of 28 November 2002.
- (c) Any welfare scheme adopted by an enterprise should have the approval of the General Treasury in terms of Section 9.12 of Chapter 9 of Public Enterprise Guidelines for Good Governance Circular No. PED/12 of 2 June 2003. However, the Bureau had failed to obtain the Treasury approval for their Employees' Medical Insurance Scheme.
- (d) Although a Procurement Plan should be prepared covering at least three years together with a detailed plan for next year in terms of Sections 4.2.1 and 8.12 the National Procurement Agency Circular No.9 of 01 March 2006, the Bureau had failed to prepare a procurement plan as requested.

3. Financial and Operating Review

3.1 Financial Review

According to the financial statements presented, the operations of the Bureau for the year ended 31 December 2011 had resulted in a surplus of Rs. 8,049,504 as compared with the corresponding surplus of Rs. 33,714,253 for the preceding year, thus indicating a

decrease of Rs.25, 664,749 in the financial results. The increase of marketing and promotion expenses and salaries and wages by Rs. 29 million were the main reasons for the decrease in the financial results.

4. Operating Review

4.1 Payment of Advances

Following observations are made.

- (a) A procedure had not been formulated with regard to the payment of advances to the officers and advances had been paid without considering the stipulated limit in the FR371. In some instances more than Rs. 100,000 had been paid without having even expenditure estimates.
- (b) Cash chques had been issued to the Officers with a view to encash the chques over the Bank counter, without considering the requirements in the FRR. 384(2) and 386 and accepted procedures of internal control over the payments.
- (c) An advance register had not been maintained according to the acceptable manner.

4.2 Performance

The following observations are made.

- (a) The Bureau had expended sums of Rs. 25.3 million and Rs.47.9 million for the marketing and promotional activities of the Bureau during the years 2010 and 2011 respectively. According to the objectives of the Bureau these expenditure had been incurred to attract Sri Lanka as a venue for international, regional and domestic conventions, meetings and exhibitions. However, outcome of promotion activities had not been evaluated.
- (b) Sums of Rs. 1.6 million and Rs. 2.08 million had been expended for a promotional project called Feel Sri Lanka project with a view to give publicity to the foreign tourists relating to the Sri Lankan cultural events. However, this project was conducted without obtaining relevant authority from the Ministry of Economic Development.

4.3. Human Resource Management

Approved cadre of the Bureau was 12 employees. The actual cadre of the Bureau were 07 and 10 employees during the preceding year and the year under review respectively. The total cost on human recourses during preceding the year and the year under review were Rs. 5,374,835 and Rs. 6, 174,899 respectively. Thus, indicating that the cost per employee were Rs. 767,813 and Rs. 617,489 during the preceding year and the year under review respectively.

4.4 Utilization of Vehicles

In addition, sums of Rs. 360,000 and Rs.194,860 had been paid to an Officer for vehicle rental and fuel allowances respectively without obtaining the approval from the Board, the Treasury and the line Ministry.

5. Accountability and Good Governance

5.1 Corporate Plan and Action Plan

A corporate plan and annual action plan had not been prepared by the Bureau according to the instruction given in the Public Enterprise Guidelines for Good Governance Circular No. PED/12 dated 02 June 2003. Therefore, it was observed in audit that the activities of the Bureau had been carried out without having proper guidance and the achievable strategic targets as per the above plans.

5.2 Internal Audit

Internal Audit functions of the Bureau have been covered by the Internal Audit Division of the Ministry. However, no any audit function relating to the operations of the Bureau had been carried out by the said internal audit division in terms of Financial Regulation No.133.

5.4 Budgetary Control

Significant variances were observed between the budget and the actual for the year under review thus, indicating that the budget had not been made use of as an effective instrument of management control.

6. Systems and Controls

Observations made in systems and controls during the course of audit were brought to the notice of the Chairman of the Bureau by my detailed audit report issued in terms of Section 13(7) (a) of the Finance Act. Special attention is needed in respect of the following areas of control.

- (a) Accounting.
- (b) Loans and advances.
- (c) Assets management.
- (d) Cash management.
- (e) Budget.


H.A.S Samaraweera
Auditor General