



# Sri Lanka Tourism

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SLCB/B/63/C

Secretary

Ministry of Foreign Affairs, Foreign Employment and Tourism

Tourism Section, No 03, Times Building, Bristol Street (Sir Razik Farced Mw.)

Colombo 1

Dear Madam,

## **Sri Lanka MICE Expo – 05<sup>th</sup> to 09<sup>th</sup> October 2026 in Colombo, Sri Lanka**

The Sri Lanka Convention Bureau (SLCB) is the statutory body responsible for the development and promotion of MICE Tourism (Meetings, Incentives, Conferences and Exhibitions) in Sri Lanka and functions under the Ministry of Foreign Affairs, Foreign Employment and Tourism.

SLCB is pleased to inform you that the 6th edition of the Sri Lanka MICE Expo 2026 is scheduled to be held from 05 to 09 October 2026 in Colombo, Sri Lanka. The primary objective of the Expo is to showcase Sri Lanka's diverse MICE opportunities, facilities, and capabilities to international buyers and industry stakeholders. The details of the event are available at: <https://www.srilankamiceexpo.com/>

SLCB expects to host 115 international participants, comprising 100 hosted buyers (including MICE Agents, Corporates, and Association Heads) and 15 international media representatives from key source markets across Asia, the Middle East, and Europe.

To qualify as a hosted buyer, applicants must demonstrate their involvement in organizing international events and complete the required information through the below online application forms:

Hosted Buyers : <https://expo.idzlink.com/mice-expo/form/mice-expo-application/>

Hosted Media: <https://expo.idzlink.com/mice-expo/form/hostedmediaapplication/>

All applications will be carefully evaluated to ensure that the selected hosted buyers and media representatives can generate future business opportunities and contribute positively to the growth of Sri Lanka's MICE industry.

Hosted buyers will be provided with a comprehensive hosting package, including economy class air tickets, accommodation, ground transportation, meals, and a two-day familiarization tour in the Cultural Triangle of Sri Lanka.

SLCB anticipates registrations from India, China, Pakistan, Germany, Russia, France, the United Kingdom, Turkey, Spain, the United Arab Emirates, Bangladesh, Qatar, Saudi Arabia, Malaysia, Japan, Iran, Singapore, and other potential markets. In this regard, SLCB would greatly appreciate the assistance of the Ministry in communicating this opportunity to the respective Sri Lanka Missions overseas and encouraging them to disseminate information on the Sri Lanka MICE Expo 2026 among outbound MICE travel agents, corporate organizations, and association executives. These MICE Agents, Corporates and Associations need to specifically organize the international meetings, conferences, events and incentive programmes outside of their respective countries.

For further information, please contact Mrs. Malkanthi Welikala, Manager – Marketing, Sri Lanka Convention Bureau, via email at [malkanthislcb@srilanka.travel](mailto:malkanthislcb@srilanka.travel) or WhatsApp at +94 77 725 7103.

Your valued cooperation in this regard would be highly appreciated.



Dheera Hettiarachchi  
Chairman