

Media Release

Sri Lanka Participates at the EXPO Turismo Goiás 2023 in Brazil

The Embassy of Sri Lanka in Brazil in collaboration with the Sri Lanka Tourism Promotion Bureau (SLTPB) participated at the EXPO Turismo Goiás 2023 held at the convention centre in Goiânia from 7 to 8 July 2023.

Addressing the opening ceremony, the Ambassador of Sri Lanka to Brazil, Sumith Dassanayake, informed the well-attended audience of Brazilian travel traders on the diversity of the tourism industry in Sri Lanka and invited them to enter into partnership arrangements with their Sri Lankan counterparts to receive mutual benefits.

During the technical sessions held on 8 July, First Secretary (Commercial) of the Embassy, Chathurika Perera made a presentation highlighting Tourist attractions and other related details pertaining to Sri Lanka Tourism.

The Embassy officials met with the officials of the Brazilian Hotel Industry Association (ABIH-GO), Brazilian Association of Travel Agencies (Abav) and Tourism & Hospitality Union in the State of Goiás (Sindtur-GO) during the event and discussed on the possibility of future cooperation between respective organizations of the two countries.

The Sri Lanka pavilion decorated with scenic pictures, banners of Sri Lanka and showcased different flavours of Ceylon Tea, Cinnamon and other traditional items, etc;. The pavilion attracted wider attention of both printed and electronic media. 'TV Alego' one of the prominent TV channels in the State of Goiás made a live coverage on the Sri Lanka booth. A number of You Tubers and other broadcasters also gave live coverage on the Sri Lanka pavilion on their media platforms.

The Embassy also arranged to screen video clips on Sri Lanka Tourism, at regular intervals at the entrance of the convention centre.

Over 2500 visitors visited the Sri Lankan pavilion were presented on '*Sri Lanka*' and provided the opportunity to taste Ceylon Tea.

Embassy of Sri Lanka
Brazil

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