



Ambassador of Sri Lanka to Republic of Turkey

23rd July 2021

My Ref. : SLEMB/ANK/ECO/1/XIV

Mr. Firuz Bařlıkaya
President
Association of Turkish Travel Agencies (TÜRSAB)

Dear Mr. Firuz Bařlıkaya,

Virtual B2B Interactive Session with "Conference on Interaction and Confidence Building Measures in Asia (CICA) Member States to Enhance Tourism Cooperation"

The Conference on Interaction and Confidence Building Measures in Asia (CICA) is a multinational forum of 27 member states formed for enhancing cooperation towards promoting peace, security and stability in Asia. Sri Lanka is a full pledge member of CICA since 2018.

The Member states have volunteered to become coordinators/co-coordinators of different subjects and have proposed "various activities / projects" which are described as "Confidence Building Measures" (CBMs), as per the availability of resources / capacities / expertise of each Member State.

Given its expertise and global popularity, Sri Lanka has become a co-coordinator for the **"CBM on Tourism Sector"**, a sector that has been adversely affected due to the ongoing Covid-19 Pandemic.

I am pleased to inform you that Foreign Ministry of Sri Lanka in collaboration with the Ministry of Tourism and Sri Lanka Tourism Promotion Bureau is going to conduct a "Virtual B2B Interactive Session with "Conference on Interaction and Confidence Building Measures in Asia (CICA) Member States to Enhance Tourism Cooperation" on 17th August 2021 (from 8.00 am to 10.00 am - Turkish Time) with the participation of high level officials/representative of relevant public and private sectors of all twenty-seven member States.

In the view of the above, I am very much delighted to invite you and the members to join the event, to explore the untouched potentials available in Sri Lanka in terms of tourism.

The link for the online registration could be found:

<https://forms.gle/2n4tXMZyGoFvpAsN8>

The deadline for the registration is 07th August 2021.

I trust that this event will offer immense opportunities to Travel Agents/Tourism Community in Turkey to connect with Sri Lankan counterpart organizations and companies and I kindly wish to request from you to circulate the event information among your membership.

Thank you,

Kind Regards,



M.R. Hassen
Ambassador

Copy: Addl. Secretary (Economic Affairs), Foreign Ministry