



**SECRETARIAT OF THE CONFERENCE ON INTERACTION  
AND CONFIDENCE BUILDING MEASURES IN ASIA**

**СЕКРЕТАРИАТ СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ  
И МЕРАМ ДОВЕРИЯ В АЗИИ**

**№ 14-5/286**

The Secretariat of the Conference on Interaction and Confidence Building Measures in Asia (CICA) presents its compliments to the CICA Member States and has the honour to inform of the following.

The Democratic Socialist Republic of Sri Lanka plans to hold “Virtual business to business (B2B) interactive session with CICA Member States to enhance tourism cooperation” on August 17, 2021. The event to be organised in line with the CICA Plan on Implementation of Confidence Building Measures in 2021. The Concept Paper is enclosed.

*Enclosure:  
as stated, on 2 p.*

The participants may register for the online event no later than August 7, 2021 at the following link:  
<https://forms.qlc/2n4tXMZvGoFvpAsN8> .

The program will be forwarded a month prior to the event.

The Secretariat avails itself of this opportunity to renew to the CICA Member States the assurances of its highest consideration.

Nur-Sultan, 25 May 2021

**MEMBER STATES  
OF THE CONFERENCE ON INTERACTION  
AND CONFIDENCE BUILDING MEASURES  
IN ASIA**





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Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и имеет честь сообщить следующее.

Демократическая Социалистическая Республика Шри-Ланка планирует провести мероприятие в области туризма «Виртуальная интерактивная бизнес сессия В2В с государствами-членами СВМДА для расширения сотрудничества в сфере туризма», которая будет проводиться в онлайн формате 17 августа 2021 года. Данное мероприятие проводится согласно Плану мер доверия на 2021 год. Концепция мероприятия прилагается.

*Приложение:  
упомянутое,  
на 2 л.*

Участники могут зарегистрироваться на онлайн мероприятие не позднее 7 августа 2021 года по следующей ссылке <https://forms.gle/2n4tXMZvGoFvpAsN8>.

Программа мероприятия будет направлена за месяц вперед.

Секретариат пользуется случаем, чтобы возобновить государствам-членам СВМДА уверения в своем весьма высоком уважении.

город Нур-Султан, 25 мая 2021 г.

**ГОСУДАРСТВА-ЧЛЕНЫ  
СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ И  
МЕРАМ ДОВЕРИЯ В АЗИИ**



*Қосымша:  
аталған 2 п.*

Азиядағы өзара іс-қимыл және сенім шаралары кеңесінің (АӨСШК) Хатшылығы АӨСШК мүше мемлекеттеріне өзінің зор ілтипатын білдіре отырып, келесіні хабарлады өзіне мәртебе санайды.

Шри-Ланка Демократиялық Социалистік Республикасы 2021 жылғы 17 тамызда «Туризм саласын дамытуға бағытталған АӨСШК мүше мемлекеттерінің арасында В2В виртуалды интерактивті отырысын» онлайн форматында өткізуді жоспарлап отыр. Аталмыш іс-шара 2021 жылға арналған сенім шараларды жүзеге асыру жоспарына сәйкес ұйымдастырылады. Тұжырымдама қоса беріліп отыр.

Қатысушылар аталмыш онлайн іс-шараға 2021 жылғы 7 тамыздан кешіктірмей берілген сілтеме арқылы тіркеле алады: <https://forms.qle/2n4tXMZvGoFvpAsN8>.

Іс-шараның бағдарламасы бір ай бұрын жолданатын болады.

Хатшылық осы мүмкіндікті пайдалана отырып, АӨСШК мүше мемлекеттеріне өзінің зор ілтипатын тағы да растайды.

Нұр-Сұлтан қаласы, 2021 жылғы 25 мамыр

**АЗИЯДАҒЫ ӨЗАРА ІС-ҚИМЫЛ ЖӘНЕ  
СЕНІМ ШАРАЛАРЫ КЕҢЕСІНІҢ МҮШЕ  
МЕМЛЕКЕТТЕРІ**

## **Concept Paper**

### ***“Virtual Business to Business (B2B) Interactive Session with CICA Member States to Enhance Tourism Cooperation”***

**Organized by the Foreign Ministry of Sri Lanka Jointly with the Ministry of Tourism of Sri Lanka and the Sri Lanka Tourism Promotion Bureau**

#### **Background**

In contemporary conditions, the sphere of tourism, has been challenged in many ways. As the world is facing an unprecedented global emergency with the COVID-19 pandemic, tourism is among the most affected sectors due to travel restrictions which has put in place in most of the countries around the world.

In this context, a B2B virtual session with the participation of tour operators, relevant public and private sector travel trade representatives of all twenty-seven (27) CICA Member States is suggested in order to share the industry expertise and experiences with the CICA Member States and it will further build the capacities to promote destinations within CICA platform, including Sri Lanka.

This Concept Paper presents objectives, date and time, participants, Process/Mode and registration procedure for the consideration of CICA Member States and assumes this development of the plan of action will enhance Confidence Building Measures relevant to the promotion of tourism within the CICA framework.

#### **Objectives**

- Share experience/ good practices in the sphere of Tourism.
- Impact of COVID 19 in global tourism and recovering techniques.
- Enhancing tourism cooperation among the public/ private sectors of the CICA Member States.
- Promotion of tourist destinations within the CICA region.
- Preparation of a list of tourism focal points of the relevant Ministries/Line Agencies/ business sectors of the CICA Member States.
- Create awareness of tourist destinations of Sri Lanka among the CICA Member States.

#### **Date and Time**

17<sup>th</sup> August 2021, 10:30 – 12:30 Sri Lanka Standards Time {UTC / GMT + 5.30} (Ex: 11:00 – 1:00 Nur-Sultan time)}

## **Participants**

- Representatives from the Sri Lanka Tourism Promotion Bureau (SLTPB).
- Representatives from the Foreign Ministry and the Ministry of Tourism of Sri Lanka.
- Representatives from the main three (03) Travel and Tourism Associations in Sri Lanka.
  - The Sri Lanka Association of Inbound Tour Operators(SLAITO)
  - The Hotel Association of Sri Lanka (THASL)
  - Association for Small & Medium Enterprises in Tourism(ASMET)
- Officials of the tourism/travel related Government entities of the CICA Member States.
- Key travel and tourism associations of the CICA Member States.
- Tour operators of the CICA Member States with key travel and tourism associations.

## **Process/Method**

- Via the Cisco Webex virtual platform.
- The Agenda will be shared a month prior to the event.

## **Registration**

- Registration can be completed via the bellow link on or before 7<sup>th</sup> August 2021:

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

## **Contact Point for information/ Cooperation:**

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Sri Lanka Tourism Promotion Bureau  
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