ඉතා රහසිගතයි

අමාත්‍ය මණ්ඩල කාර්යාලය
அமைச்சரவை அலுவலகம்
OFFICE OF THE CABINET OF MINISTERS

CABINET DECISION **අමාත්‍ය මණ්ඩල තීරණය** **அமைச்சரவைத் தீர்மானம்**

මගේ අංකය: අමප/26/1947/807/035 2026 ඔක්තෝබර් මස 06 දින.

පිටපත්:

ජනාධිපති ලේකම්.
නීතිපති.
අග්‍රාමාත්‍ය ලේකම්.
මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන අමාත්‍යාංශයේ ලේකම්.
සෞඛ්‍ය සහ ජනමාධ්‍ය අමාත්‍යාංශයේ ලේකම්.
විගණකාධිපති.

ක්‍රියා කළ යුතු:

විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක අමාත්‍යාංශයේ ලේකම්.
සභාපති, ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය.

ශ්‍රී ලංකාවේදී පැවැත්වෙන ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව, ඊට අදාළ රැස්වීම්, සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා සත්කාරකත්වය දැරීම වෙනුවෙන් MTV Channel (Private) Limited වෙත අනුග්‍රාහකත්වය ලබා දීම

(විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක ගරු ඇමතිතුමා ඉදිරිපත් කළ 2026-09-17 දිනැති සංදේශය)

2026 සැප්තැම්බර් මස 28 දින පැවැත්වුණු අමාත්‍ය මණ්ඩල රැස්වීමේදී එළඹී තීරණයක් අවශ්‍ය කටයුතු සඳහා මේ සමඟ එවා ඇත.

ජේ.ජයසුන්දර
අමාත්‍ය මණ්ඩලයේ අතිරේක ලේකම්

අ.කළේ/ ඩබ්ලිව්.එම්.ඩී.ජේ.ප්‍රනාන්දු
අමාත්‍ය මණ්ඩලයේ ලේකම්

→ 2

16. අමාත්‍ය මණ්ඩල පත්‍රිකා අංක 26/1947/807/035 වූ, "**ශ්‍රී ලංකාවේදී පැවැත්වෙන ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව, ඊට අදාළ රැස්වීම්, සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා සත්කාරකත්වය දැරීම වෙනුවෙන් MTV Channel (Private) Limited වෙත අනුග්‍රාහකත්වය ලබා දීම**" යන මැයෙන් විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක ඇමතිතුමා ඉදිරිපත් කළ 2026-09-17 දිනැති සංදේශය - ඉහත සඳහන් සංදේශය මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන ඇමතිතුමාගේ නිරීක්ෂණ සමඟ සලකා බලන ලදී. මේ පිළිබඳව සාකච්ඡා කිරීමෙන් අනතුරුව, එකී නිරීක්ෂණවල අවසන් ඡේදයෙහි දක්වා ඇති කරුණු කෙරෙහි නිසි සැලකිල්ලක් යොමු කරමින් ඒ අනුව කටයුතු කිරීමට යටත්ව, සංදේශයේ 3.0 ඡේදයේ 3.1 අනුඡේදයේ (3.1.1) සිට (3.1.5) දක්වා නිර්දේශිත පරිදි කටයුතු කිරීම පිණිස අනුමැතිය ලබා දීමට තීරණය කරන ලදී.

තවද, මෙම තීරණය සම්මත කරනු ලැබූ සේ සැලකීමටත්, ඒ අනුව අවශ්‍ය කටයුතු සඳහා අදාළ බලධාරීන් වෙත මෙම තීරණය දන්වා යැවීම පිණිස අමාත්‍ය මණ්ඩලයේ ලේකම්ට බලය පැවරීමටත් තීරණය කරන ලදී.

ක්‍රියා කළ යුතු: **විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක අමාත්‍යාංශය** - ඉහත නිරීක්ෂණ යා කොට ඇත.
සභාපති, ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය - සංදේශයේ පිටපතක් හා ඉහත නිරීක්ෂණ යා කොට ඇත.

පිටපත්: **ජනාධිපති ලේකම්** - සංදේශයේ පිටපතක් හා ඉහත නිරීක්ෂණ යා කොට ඇත.
නීතිපති - සංදේශයේ පිටපතක් හා ඉහත නිරීක්ෂණ යා කොට ඇත.
අග්‍රාමාත්‍ය ලේකම් - සංදේශයේ පිටපතක් හා ඉහත නිරීක්ෂණ යා කොට ඇත.
මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන අමාත්‍යාංශය
සෞඛ්‍ය සහ ජනමාධ්‍ය අමාත්‍යාංශය - සංදේශයේ පිටපතක් හා ඉහත නිරීක්ෂණ යා කොට ඇත.

16. Cabinet Paper No.26/1947/807/035, a Memorandum dated 2026-09-17 by the Minister of Foreign Affairs, Foreign Employment and Tourism on "**Sponsorship for MTV Channel (Private) Limited, to host the 63rd Asian Broadcasting Union (ABU) General Assembly and Associated Meetings, Music Festival and Excursion in Sri Lanka**" - the above Memorandum was considered along with the observations of the Minister of Finance, Planning and Economic Development. After discussion, it was decided to grant approval to pursue action as recommended from (3.1.1) to (3.1.5) in sub-paragraph 3.1 in paragraph 3.0 of the Memorandum, subject to giving due consideration to the matters stated in the final paragraph of the said observations and taking action accordingly.

It was also decided to treat this decision as confirmed and to authorize the Secretary to the Cabinet of Ministers to convey the same to the relevant authorities for necessary action accordingly.

Action by: **My/Foreign Affairs, Foreign Employment and Tourism** - above observations annexed.
Chairman, Sri Lanka Tourism Promotion Bureau - copy of Memorandum and above observations annexed.

Copied to: **Secretary to the President** - copy of Memorandum and above observations annexed.
Attorney General - copy of Memorandum and above observations annexed.
Secretary to the Prime Minister - copy of Memorandum and above observations annexed.
My/Finance, Planning and Economic Development
My/Health and Mass Media - copy of Memorandum and above observations annexed.

Checked by : 1.....
2.....

මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන අමාත්‍යාංශය
நிதி, திட்டமிடல் மற்றும் பொருளாதார அபிவிருத்தி அமைச்சு
MINISTRY OF FINANCE PLANNING AND ECONOMIC DEVELOPMENT

මහලේකම් කාර්යාලය, කොළඹ 01, ශ්‍රී ලංකාව.
செயலகம், கொழும்பு 01, இலங்கை.
The Secretariat, Colombo 01, Sri Lanka.

කාර්යාලය 011-2484500
அலுவலகம் 011-2484600
Office 011-2484700

ෆැක්ස් தொலைநகல் Fax 011-2449823

වෙබ් අඩවිය இணையத்தளம் Website www.treasury.gov.lk

මගේ අංකය எனது இல My No. MF/PE/CM/2026/232

ඔබේ අංකය உமது இல. Your No. CP 26/1947/807/035

දිනය திகதி Date 2026.09. 28

අමාත්‍ය මණ්ඩල සංදේශය

මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන අමාත්‍යවරයාගේ නිරීක්ෂණ

අමාත්‍යාංශය : විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක අමාත්‍යාංශය

ශීර්ෂය සහ දිනය : ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව, ඊට අදාළ රැස්වීම්, සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV (පුද්ගලික) සමාගමට අනුග්‍රාහකත්වය ලබාදීම.

2026.09.17

යෝජනා/ඉල්ලීම් : පහත සඳහන් කරුණු සඳහා අමාත්‍ය මණ්ඩල අනුමැතිය අපේක්ෂා කෙරේ.

3.1.1 ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව සහ ඊට අදාළ රැස්වීම්, එම සංගමයේ (ABU) සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV නාළිකා (පුද්ගලික) සමාගමට අනුග්‍රාහකත්වය ලබා දීම සඳහා අනුමැතිය ලබා දීම.

3.1.2 අපේක්ෂිත ආයෝජන ප්‍රතිලාභ පාලනය කරන එකඟ වූ නියම සහ කොන්දේසි මෙන්ම, පාර්ශ්වයන්ගේ අදාළ යුතුකම්, වගකීම්, සහ බැඳීම් ද දක්වන අවබෝධතා ගිවිසුමක් (MoU) MTV නාළිකා (පුද්ගලික) සමාගම සහ ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය (SLTPB) අතර ඇතිකර ගැනීම.

3.1.3 ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV නාලිකා (පුද්ගලික) සමාගමට රුපියල් 104,603,876.00 ක මුදලක් වෙන් කිරීම සඳහා ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයට (SLTPB) අනුමැතිය ලබාදීම.

3.1.4 එකතු කළ අගය මත බද්ද (VAT) ඇතුළුව, රුපියල් 62,762,326.00 ක් වන 60% ක පළමු ගෙවීම, 2026 සැප්තැම්බර්) 30 වන දිනට හෝ එදිනට පෙර සිදුකිරීම.

3.1.5 ආසියානු විකාශන සංගමයේ (ABU) මෙම උත්සවය සාර්ථකව අවසන් වූ බව තහවුරු කරමින්, එම සංගමය (ABU) විසින් නිකුත් කරනු ලබන නිල පිළිගැනීමේ ලිපියක් සහ එකඟ වූ ක්‍රියාකාරකම් හා භාර දිය හැකි දෑ සතුටුදායක ලෙස සම්පූර්ණ කර ඇති බව තහවුරු කරමින්, ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ (SLTPB) සමාලෝචන කමිටුව විසින් සකස් කරන ලද යථිස්තරාත්මක නිම කිරීමේ වාර්තාවක් ඉදිරිපත් කිරීමට යටත්ව, එකතු කළ අගය මත බද්ද (VAT) ඇතුළුව රුපියල් 41,841,550.00 ක් වන 40% ක ඉතිරි අවසන් ගෙවීම, 2026 නොවැම්බර් 17 වන දින හෝ එදිනට පෙර සිදු කිරීම.

නිරීක්ෂණ : අමාත්‍ය මණ්ඩල සංදේශයේ යෝජනා අංක 3.1.1 සිට 3.1.5 දක්වා ප්‍රතිපත්තිමය වශයෙන් එකඟ වෙමි.

තවද, අමාත්‍ය මණ්ඩල සංදේශයේ 2.7 වගන්තිය අනුව, 63 වන ආසියානු පැසිෆික් විකාශන සංගමයේ මහා සභාව සහ ආශ්‍රිත රැස්වීම්, **ABU** සංගීත උළෙල හා විනෝද චාරිකා වැඩසටහන ශ්‍රී ලංකාවේ පැවැත්වීම සඳහා **MTV** නාළිකා (පුද්ගලික) සමාගම, ආසියානු පැසිෆික් විකාශන සංගමය විසින් තෝරාගෙන ඇති බව සඳහන් වේ.

කෙසේ වුවද, අදාළ වියදම සාධාරණීකරණය කළ හැකි පරිදි අපේක්ෂිත ප්‍රතිලාභ හා මැනිය හැකි ප්‍රතිඵල තහවුරු කර ගැනීමත්, අදාළ පාර්ශ්වයන්ගේ වගකීම්, ඉටු කළ යුතු කාර්යයන්, අපේක්ෂිත ප්‍රතිලාභ සහ ලබාදිය යුතු ප්‍රතිලාභ පැහැදිලිව සඳහන් කරමින් ගිවිසුමක් මඟින් විධිමත් හා බැඳී පවතින ආකාරයෙන් ස්ථාපිත කිරීමත් අත්‍යවශ්‍ය වේ. තවද, අදාළ වියදම් ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ අනුමත අයවැය ප්‍රතිපාදන තුළින් පමණක් දැරිය යුතු අතර, ගිවිසුම යටතේ එකඟ වූ සියලු කාර්යයන් හා අපේක්ෂිත ප්‍රතිඵල සම්පූර්ණයෙන් ඉටු කර ඇති බව තහවුරු කරන සම්පූර්ණ කිරීමේ වාර්තාවක් සහ අදාළ සාක්ෂි ලබාගැනීමෙන් අනතුරුව, එම කරුණු අධ්‍යක්ෂ මණ්ඩල පත්‍රිකාවක් මඟින් ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ අධ්‍යක්ෂ මණ්ඩලය වෙත ඉදිරිපත් කර අනුමැතිය ලබා ගැනීමෙන් පසුව යන කාරණාවලට අනුගතව පමණක් ගෙවීම් සිදු කළ යුතුය.

අනුර කුමාර දිසානායක
මුදල්, ක්‍රමසම්පාදන සහ ආර්ථික සංවර්ධන අමාත්‍ය

විදේශ කටයුතු, විදේශ රැකියා සහ සංචාරක අමාත්‍යාංශය
வெளிநாட்டு அலுவல்கள், வெளிநாட்டு வேலைவாய்ப்பு மற்றும் சுற்றுலாத்துறை அமைச்சு
MINISTRY OF FOREIGN AFFAIRS, FOREIGN EMPLOYMENT AND TOURISM

අමාත්‍ය මණ්ඩල සංදේශය

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රහසිගතයි.
අමාත්‍ය මණ්ඩල සංදේශ අංකය : T/2026/14

ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව, ඊට අදාළ රැස්වීම්, සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV (පුද්ගලික) සමාගමට අනුග්‍රාහකත්වය ලබාදීම.

1.0 පසුබිම

1.1 ආසියානු විකාශන සංගමය (ABU), ආසියා-පැසිෆික් කලාපයේ විශාලතම වෘත්තීය විකාශන සංවිධානවලින් එකක් වන අතර, එය ජාත්‍යන්තර විකාශන ප්‍රජාව තුළ සහයෝගිතාව, දැනුම හුවමාරුව, වෘත්තීය සංවර්ධනය සහ ඒකාබද්ධ ක්‍රියාකාරකම් සිදු කිරීම සඳහා පහසුකම් සලස්වමින් විකාශන ආයතන සහ මාධ්‍ය සංවිධාන එකට එක් කරයි. පැසිෆික් කලාපය, අග්නිදිග ආසියාව, උතුරු ආසියාව, දකුණු ආසියාව, මධ්‍යම ආසියාව, මැද පෙරදිග, උතුරු අප්‍රිකාව සහ උතුරු ඇමරිකාව යන භූගෝලීය කලාප අටක් ආවරණය කරන පරිදි රටවල් 66 කින් සාමාජිකයින් 225 දෙනෙකුගෙන් ආසියානු විකාශන සංගමය (ABU) සමන්විත වේ.

1.2 කලාපය පුරා විකාශන ක්ෂේත්‍රයේ සංවර්ධනයට සහාය වීම සහ එය ප්‍රවර්ධනය කිරීමේ අරමුණින්, ලාභ නොලබන, රාජ්‍ය නොවන, දේශපාලන නොවන සහ වෘත්තීය සංගමයක් ලෙස 1964 දී ආසියානු විකාශන සංගමය (ABU) පිහිටුවන ලදී. ආසියානු විකාශන සංගමය (ABU),රූපවාහිනී සහ ගුවන් විදුලි විකාශකයින්ගේ මෙන්ම විකාශන හා මාධ්‍ය ක්ෂේත්‍රයේ ප්‍රධාන පාර්ශ්වකරුවන්ගේ සාමූහික අභිලාෂයන් නියෝජනය කරමින් ඒවා ප්‍රවර්ධනය කරයි. එමෙන්ම, සිය සාමාජිකයින් අතර කලාපීය සහ ජාත්‍යන්තර සහයෝගිතාව, දැනුම හුවමාරුව සහ වෘත්තීය සහයෝගිතාවට පහසුකම් සලසමින් විකාශන ක්ෂේත්‍රයේ දියුණුවට දායක වේ.

1.3 ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව සහ ඊට අදාළ රැස්වීම්, සංගමයේ සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහනට, 2026 ඔක්තෝබර් 30 සිට නොවැම්බර් 3 දක්වා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම සඳහා MTV (පුද්ගලික) සමාගම විසින් යෝජනා කර ඇත (ඇමුණුම-I).

1.4 මෙම යෝජිත උත්සවය මගින් ලොව වඩාත් ම කීර්තිමත් ජාත්‍යන්තර මුද්‍රිත, විද්‍යුත් සහ සමාජ මාධ්‍ය නාලිකා කිහිපයක ජ්‍යෙෂ්ඨ නිලධාරීන් සහ ප්‍රධාන නියෝජිතයින් පොදු වේදිකාවකට එක් කරනු ඇත. ශ්‍රී ලංකාවට ආවේණික වූ ආගන්තුක සත්කාරය, සුහදත්වය, ස්වාභාවික සුන්දරත්වය, සංස්කෘතික උරුමයන් සහ සුවිශේෂී සංචාරක අත්දැකීම් ජාත්‍යන්තර ප්‍රජාවට ප්‍රදර්ශනය කිරීම මගින් ශ්‍රී ලංකාවේ ගෝලීය ප්‍රතිරූපය ඉහළ නැංවීමට ද මෙය වැදගත් අවස්ථාවක් උදා කර දෙයි. තවද, චිත්‍රමාන්විත,ගවේෂණශීලී සහ වඩා අර්ථවත් අත්දැකීම් අපේක්ෂා කරන නූතන සංචාරකයින්ට විවිධ, අව්‍යාජ සහ අමතක නොවන අත්දැකීම් ලබා දෙමින්, ශ්‍රී ලංකාව හුදෙක් සංචාරක ගමනාන්තයක් ලෙස පමණක් නොව, සුවිශේෂී ගෝලීය සංචාරක සන්නාමයක් ලෙස ස්ථානගත කිරීමට ද මෙය දායක වේ.

1.5 ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ (SLTPB) කළමනාකරණ මණ්ඩලය විසින්, ආසියානු ගුවන් විදුලි හා රූපවාහිනී සංගමයේ (Asian Broadcasting Union – ABU) මහා සභා රැස්වීම, ඊට අදාළ රැස්වීම්, සංගීත උළෙල සහ විනෝද චාරිකාව ශ්‍රී ලංකාවේ පැවැත්වීම සඳහා අනුමැතිය (ඇමුණුම II සහ III) ලබා දී ඇති අතර, MTV Channel (Private) Limited විසින් ඉදිරිපත් කරන ලද මූල්‍ය ඇස්තමේන්තුවේ (ඇමුණුම IV) විස්තර කර ඇති පරිදි, ඒ සඳහා වැය වන මුළු පිරිවැය රු. 104,603,876.00 කි.

2.0 සාධාරණීකරණය

2.1 රටවල් 66 කින් ජ්‍යෙෂ්ඨ නියෝජිතයින් සහ මාධ්‍ය වෘත්තිකයන් මෙම සමුළුවට සහභාගිවීම, විනෝදාස්වාද සංචාරක කටයුතු, ව්‍යාපාරික ඉසව්, සම්මන්ත්‍රණ සහ ජාත්‍යන්තර රැස්වීම් සඳහා ආකර්ෂණීය ගමනාන්තයක් ලෙස ශ්‍රී ලංකාව ප්‍රවර්ධනය කිරීමට අවස්ථාවක් උදා කරනු ඇත. ප්‍රමුඛ පෙළේ විකාශකයින් සහ මාධ්‍ය ආයතන මෙම සමුළුවට සම්බන්ධ වීම මගින්, සංචාරක ගමනාන්තයක් ලෙස ශ්‍රී ලංකාවට ජාත්‍යන්තර අවධානය දිනා ගැනීමේ හැකියාව තවදුරටත් ඉහළ නංවනු ඇත.

2.2 මෙවැනි ප්‍රධාන පෙළේ ජාත්‍යන්තර වෘත්තීයමය සමුළුවක් සඳහා සත්කාරකත්වය දැරීම මගින්, මහා පරිමාණ ජාත්‍යන්තර සම්මන්ත්‍රණ, රැස්වීම්, සංස්කෘතික ඉසව් සහ ඊට අදාළ වැඩසටහන් සඳහා පහසුකම් සැලසීමට ශ්‍රී ලංකාව සතු හැකියාව විදහා දැක්වෙනු ඇත. එබැවින්, මෙම උත්සවය ජාත්‍යන්තර MICE (සම්මන්ත්‍රණ, දිරිගැන්වීමේ සංචාර, සම්මන්ත්‍රණ සහ ප්‍රදර්ශන) ඉසව් සඳහා තරගකාරී ගමනාන්තයක් ලෙස ශ්‍රී ලංකාව ස්ථානගත වීම ශක්තිමත් කිරීමට දායක වනු ඇත.

2.3 යෝජිත ආසියානු විකාශන සංගමයේ (ABU) සංගීත උළෙල මගින් ශ්‍රී ලංකාවේ සංගීතය, රංග කලාව සහ සංස්කෘතික උරුමයන් ජාත්‍යන්තර ප්‍රේක්ෂකයන්ට ප්‍රදර්ශනය කිරීමට අවස්ථාව උදාකරදෙනු ඇත. ජාත්‍යන්තර විකාශකයින් සහ මාධ්‍ය වෘත්තිකයන් මෙම සමුළුවට සහභාගීවීම මගින් ශ්‍රී ලංකාවේ නිර්මාණාත්මක සහ සංස්කෘතික කර්මාන්තවල දෘශ්‍යතාව ඉහළ නැංවීමට ද අවස්ථා උදාකර දෙනු ඇත.

2.4 යෝජිත විනෝද චාරිකා වැඩසටහන මගින් ජාත්‍යන්තර සහභාගිවන්නන්ට ශ්‍රී ලංකාවේ සංස්කෘතික, ස්වාභාවික සහ සංචාරක ආකර්ෂණීය ස්ථාන පිළිබඳ සෘජු අත්දැකීම් ලබා ගැනීමට හැකි වනු ඇත. එවැනි අත්දැකීම් මගින් ධනාත්මක වාචික ප්‍රචාරයක් ඇති කළ හැකි අතර, සමුළුවට සහභාගිවන්නන් නැවත මෙරටට පැමිණීමට සහ දීර්ඝ කාලයක් විනෝදාස්වාදය සඳහා මෙහි රැඳී සිටීමට මෙන්ම, ඔවුන්ගේ එම ජාල සහ ප්‍රේක්ෂකයන් අනාගතයේ දී මෙරටට පැමිණීමට දිරිගැන්වීමක් ද සිදු වනු ඇත.

2.5 මෙම උත්සවය පැවැත්වීම මගින් නවාතැන්, ප්‍රවාහන, ආහාර පාන, උත්සව කළමනාකරණය, විනෝදාස්වාද, විනෝද චාරිකා සහ සංචාරක ක්ෂේත්‍රයට අදාළ වෙනත් සේවාවන් වෙනුවෙන් සිදු කරනු ලබන වියදම් හරහා සෘජු සහ වක්‍ර ආර්ථික ප්‍රතිලාභ රාශියක් උත්පාදනය වනු ඇතැයි අපේක්ෂා කෙරේ. එමෙන්ම, සංචාරක සේවා සපයන්නන්, උත්සව සංවිධායකයින්, ප්‍රවාහන සේවා සපයන්නන්, හෝටල් සහ සංචාරක හා ආගන්තුක සත්කාරක ක්ෂේත්‍රයේ අනෙකුත් පාර්ශ්වකරුවන් සඳහා ව්‍යාපාරික අවස්ථා ද මෙමඟින් උදා කරනු ඇත.

2.6 ප්‍රධාන කලාපීය විකාශන ආයතනයක් හා සම්බන්ධ ඉහළ මට්ටමේ ජාත්‍යන්තර සමුළුවක් සඳහා සත්කාරකත්වය දැක්වීම මගින් ශ්‍රී ලංකාවේ ජාත්‍යන්තර ප්‍රතිරූපය ඉහළ නැංවෙන අතර, වැදගත් ජාත්‍යන්තර උත්සවවලට සාර්ථකව සත්කාරකත්වය දැක්වීමට මෙරට සතු හැකියාව විදහා දැක්වෙනු ඇත. එමගින් ජාත්‍යන්තර මාධ්‍ය සහ විකාශන ජාල සමඟ ශ්‍රී ලංකාවේ සම්බන්ධතාව ශක්තිමත් කෙරෙන අතර, එය අනාගත ප්‍රවර්ධන සහ ගමනාන්ත අලෙවිකරණ (destination-marketing) අවස්ථා සඳහා උපකාරී විය හැකිය.

2.7 ආසියා පැසිෆික් විකාශන සංගමය (Asia Pacific Broadcasting Union) විසින් දැනුම් දී ඇත්තේ මෙවැනි මහා පරිමාණයේ වැදගත්කමකින් යුත් ජාත්‍යන්තර සමුළුවක් සඳහා සහාය වීමට සහ එය සාර්ථකව සිදු කිරීමට ඇති හැකියාව සැලකිල්ලට ගනිමින්, 2024 වසරේ දී පරිපාලන මණ්ඩලය විසින් මෙම ඉහළ මට්ටමේ උත්සවයේ සත්කාරකත්වය දැක්වීම සඳහා MTV නාළිකා (පුද්ගලික) සමාගම තෝරා ගෙන, අනුමත කරන ලද බවයි (ඇමුණුම-V).

2.8 මෙම සමුළුව මඟින් ගෝලීය මාධ්‍ය අනාවරණය සහ ගමනාන්ත ප්‍රවර්ධනය සඳහා වටිනා අවස්ථා නිර්මාණය කරනු ඇති අතර, ඒ හරහා ශ්‍රී ලංකාවේ විවිධ සංචාරක ආකර්ෂණීය ස්ථාන, සංස්කෘතික උරුමයන්, ආගන්තුක සත්කාරය, MICE (සම්මන්ත්‍රණ, දිරිගැන්වීමේ සංචාර, සම්මන්ත්‍රණ සහ ප්‍රදර්ශන) පහසුකම් සහ නැගී එන සංචාරක නිෂ්පාදන පුළුල් ජාත්‍යන්තර ප්‍රේක්ෂක පිරිසකට ප්‍රදර්ශනය කිරීමට ශ්‍රී ලංකාවට අවස්ථාව සැලසෙනු ඇත. තවද, ජාත්‍යන්තර විකාශකයින් සහ මාධ්‍ය වෘත්තිකයන්ගේ සහභාගීත්වය මගින් අනාගත මාධ්‍ය

හවුල්කාරිත්වයන්, ප්‍රවර්ධන අන්තර්ගතයන් සහ ගමනාන්තය කේන්ද්‍ර කරගත් වැඩසටහන් සංවර්ධනය කිරීමට පහසුකම් සැලසිය හැකි අතර, එමගින් සංචාරක ගමනාන්තයක් ලෙස ශ්‍රී ලංකාව පිළිබඳ ජාත්‍යන්තර අවධානය සහ දැනුවත්භාවය ඉහළ නැංවීමට දායක විය හැකිය. මෙම හවුල්කාරිත්වය හරහා උත්පාදනය වන ඇස්තමේන්තුගත සමස්ත ප්‍රවර්ධන සහ මාධ්‍ය වටිනාකම දළ වශයෙන් රුපියල් මිලියන 250ක් වන අතර, එය ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය සඳහා සුවිශේෂී ආයෝජන ප්‍රතිලාභයක් ලබා දෙනු ඇත (ඇමුණුම-VI).

3.0 නිර්දේශ

3.1 ඉහත කරුණු සලකා බලා, මම පහත යෝජනා ක්‍රියාත්මක කිරීම නිර්දේශ කරමි.

3.1.1 ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව සහ ඊට අදාළ රැස්වීම්, එම සංගමයේ (ABU) සංගීත උළෙල සහ විනෝද චාරිකා වැඩසටහන සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV නාළිකා(පුද්ගලික) සමාගමට අනුග්‍රාහකත්වය ලබා දීම සඳහා අනුමැතිය ලබා දීම.

3.1.2 අපේක්ෂිත ආයෝජන ප්‍රතිලාභ පාලනය කරන එකඟ වූ නියම සහ කොන්දේසි මෙන්ම, පාර්ශ්වයන්ගේ අදාළ යුතුකම්, වගකීම්, සහ බැඳීම් ද දක්වන අවබෝධතා ගිවිසුමක් (MoU) MTV නාළිකා (පුද්ගලික) සමාගම සහ ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශය (SLTPB) අතර ඇතිකර ගැනීම.

3.1.3 ආසියානු විකාශන සංගමයේ (ABU) 63 වන මහා සමුළුව සඳහා ශ්‍රී ලංකාවේ දී සත්කාරකත්වය දැරීම වෙනුවෙන් MTV නාළිකා(පුද්ගලික) සමාගමට රුපියල් 104,603,876.00 ක මුදලක් වෙන්කිරීම සඳහා ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයට (SLTPB) අනුමැතිය ලබාදීම.

3.1.4 එකතු කළ අගය මත බද්ද (VAT) ඇතුළුව, රුපියල් 62,762,326.00 ක් වන 60% ක පළමු ගෙවීම, 2026 සැප්තැම්බර් 30 වන දිනට හෝ එදිනට පෙර සිදුකිරීම.

3.1.5 ආසියානු විකාශන සංගමයේ (ABU) මෙම උත්සවය සාර්ථකව අවසන් වූ බව තහවුරු කරමින්, එම සංගමය (ABU) විසින් නිකුත් කරනු ලබන නිල පිළිගැනීමේ ලිපියක් සහ එකඟ වූ ක්‍රියාකාරකම් හා භාර දිය හැකි දෑ සතුටුදායක ලෙස සම්පූර්ණ කර ඇති බව තහවුරු කරමින්, ශ්‍රී ලංකා සංචාරක ප්‍රවර්ධන කාර්යාංශයේ (SLTPB) සමාලෝචන කමිටුව විසින් සකස් කරන ලද සවිස්තරාත්මක නිම කිරීමේ වාර්තාවක් ඉදිරිපත්කිරීමට යටත්ව,එකතු කළ අගය මත බද්ද (VAT) ඇතුළුව රුපියල් 41,841,550.00 ක් වන 40% ක ඉතිරි අවසන් ගෙවීම, 2026 නොවැම්බර් 17 වන දින හෝ එදිනට පෙර සිදු කිරීම.

4.0 අනුමැතිය

4.1 ඉහත 3.1.1 සිට 3.1.5 දක්වා වූ යෝජනා ක්‍රියාත්මක කිරීම සඳහා අමාත්‍ය මණ්ඩලයේ අනුමැතිය අපේක්ෂා කෙරේ.

අත්.කලේ./විජිත හේරත් (පා.ම.),
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MINISTRY OF FOREIGN AFFAIRS, FOREIGN EMPLOYMENT AND TOURISM

Cabinet Memorandum

Confidential
Cabinet Memorandum No.: T/2026/14

Sponsorship for MTV (PVT) Ltd , to host the 63rd Asian Broadcasting Union (ABU) General assembly and Associated meetings , Music Festival and Excursion in Sri Lanka.

1.0 Background

1.1 The Asian Broadcasting Union (ABU) is one of the largest professional broadcasting organizations in the Asia-Pacific region, bringing together broadcasters and media organizations to facilitate cooperation, knowledge exchange, professional development, and collaboration across the international broadcasting community. The ABU comprises 225 members from 66 countries, covering eight geographical regions: the Pacific, South-East Asia, North Asia, South Asia, Central Asia, the Middle East, North Africa, and North America.

1.2 The ABU was established in 1964 as a non-profit, non-governmental, non-political and professional association with the mandate of supporting and promoting the development of broadcasting across the region. The ABU represents and promotes the collective interests of television and radio broadcasters, as well as key stakeholders in the broadcasting and media industry. It also facilitates regional and international cooperation, knowledge exchange and professional collaboration among its members, thereby contributing to the advancement of the broadcasting sector.

1.3 The 63rd Asian Broadcasting Union (ABU) General Assembly and Associated Meetings, together with the ABU Music Festival and Excursion Programme, is proposed to be hosted in Sri Lanka by MTV (Pvt) Ltd from 30 October to 3 November 2026 (Annex I).

1.4 The proposed event will bring together senior officials and leading representatives of some of the world's most reputed international print, electronic and social media channels on a common platform. This presents a significant opportunity to enhance Sri Lanka's global visibility by showcasing its renowned hospitality, warmth, natural beauty, cultural heritage and unique tourism experiences to an international audience. Furthermore, the event will contribute to positioning Sri Lanka not merely as a tourist destination, but as an iconic global tourism brand, offering diverse, authentic and memorable experiences to modern travellers seeking adventure, discovery and meaningful engagement.

1.5 The Board of Management of the Sri Lanka Tourism Promotion Bureau (SLTPB) has granted approval (Annex II & III) for hosting the Asian Broadcasting Union (ABU) General Assembly, associated meetings, Music Festival and Excursion in Sri Lanka, at a total cost of Rs. 104,603,876.00, as detailed in the financial budget submitted by the MTV Channel (Private) Limited (Annex IV).

2.0 Justification

2.1 The participation of senior representatives and media professionals from a 66 countries would create an opportunity to promote Sri Lanka as an attractive destination for leisure tourism, business events, conferences and international meetings. The involvement of leading broadcasters and media organizations would further enhance the potential for international exposure of Sri Lanka as a tourism destination.

2.2 Hosting a major international professional gathering of this nature would demonstrate Sri Lanka's capacity to accommodate large-scale international conferences, meetings, cultural events and associated programmes.The event would therefore contribute to strengthening Sri Lanka's positioning as a competitive destination for international MICE events.

2.3 The proposed ABU Music Festival would provide an opportunity to showcase Sri Lanka's music, performing arts and cultural heritage to an international audience.The participation of international broadcasters and media professionals would also provide opportunities for greater visibility of Sri Lanka's creative and cultural industries.

2.4 The proposed excursion programme would enable international participants to experience Sri Lanka's cultural, natural and tourism attractions firsthand. Such experiences can generate positive word-of-mouth publicity and potentially encourage repeat visits and extended leisure stays by participants, as well as future visits by their respective networks and audiences.

2.5 The event is expected to generate direct and indirect economic benefits through expenditure on accommodation, transportation, food and beverage, event management, entertainment, excursions and other tourism-related services.It would also provide business opportunities for tourism service providers, event organizers, transport operators, hotels and other stakeholders in the tourism and hospitality sector.

2.6 Hosting a high-profile international event associated with a major regional broadcasting organization would enhance Sri Lanka's international profile and demonstrate the country's ability to successfully host significant international events. It would also strengthen Sri Lanka's engagement with international media and broadcasting networks, which could support future promotional and destination-marketing opportunities.

2.7 The Asia Pacific Broadcasting Union has informed that, the MTV channel Private Limited was selected and approved by the administrative council in 2024 to host this high level event, recognising its capacity to support and deliver and international gathering of this scale and importance (Annex V).

2.8 The event would create valuable opportunities for global media exposure and destination promotion, enabling Sri Lanka to showcase its diverse tourism attractions, cultural heritage, hospitality, MICE facilities, and emerging tourism products to a wide international audience. Furthermore, the participation of international broadcasters and media professionals could facilitate the development of future media partnerships, promotional content, and destination-focused programmes, thereby contributing to increased international visibility and awareness of Sri Lanka as a tourism destination.The estimated cumulative promotional and media value generated through this partnership is approximately LKR 250 million representing an exceptional return on investment for the Sri Lanka Tourism Promotion Bureau (Annex VI).

3.0 Recommendations

3.1 Considering the above, I recommend proceeding with the following proposals:

3.1.1 To grant approval to provide a sponsorship for MTV Channel (Private) Limited, to host the 63rd Asian Broadcasting Union (ABU) General Assembly and Associated meetings, ABU Music Festival and Excursion Programme in Sri Lanka.

3.1.2 To enter into a Memorandum of Understanding (MOU) between MTV Channel (Private) Limited and the Sri Lanka Tourism Promotion Bureau (SLTPB), setting out the agreed terms and conditions governing the anticipated return on investment, together with the respective comitments, responsibilities and obligations of the parties.

3.1.3 To grant approval for the Sri Lanka Tourism Promotion Bureau (SLTPB) to allocate a sum of LKR 104,603,876.00 to MTV Channel (Pvt) Ltd for hosting the Asian Broadcasting Union (ABU) General Assembly in Sri Lanka..

3.1.4 To make the first payment of 60%, amounting to LKR 62,762,326.00 inclusive of VAT, on or before 30 September 2026.

3.1.5 To make the final balance payment of 40%, amounting to LKR 41,841,550.00 inclusive of VAT, on or before 17 November 2026, subject to the submission of an official letter of acknowledgment from the Asian Broadcasting Union (ABU) confirming the successful completion of the event, together with a detailed completion report from the Reviewing Committee of the Sri Lanka Tourism Promotion Bureau (SLTPB) confirming that the agreed activities and deliverables have been satisfactorily completed.

4.0 Approval

4.1 The approval of the Cabinet of Ministers is sought to proceed with the proposals outlined from 3.1.1 to 3.1.5 above.

Vijitha Herath (M.P),
Minister of Foreign Affairs, Foreign Employment and Tourism

On 17 day of September 2026

Annex I

NATIONAL STRATEGIC INVESTMENT PROPOSAL

Hosting the 63rd Asia-Pacific Broadcasting Union (ABU) General Assembly & Associated Meetings

A Strategic Investment in Tourism Promotion, Media Diplomacy and Nation Branding for Sri Lanka

Submitted by

MTV Channel (Private) Limited

To

Sri Laṇka Tourism Promotion Bureau

Ministry of Tourism

Government of Sri Lanka

Confidential

Prepared for

The Government of Sri Lanka

Sri Lanka Tourism Promotion Bureau

Ministry of Tourism

Ministry of Finance

Cabinet of Ministers

July 2026

LOGO AND THE DESCRIPTION



The ABU General Assembly Sri Lanka 2026 logo invites you to spend a few moments contemplating the unity seen among four symbols of Sri Lanka's civilisation.

The central feature is a UNESCO World Heritage Site, the Lion Rock, Sigiriya, remembered in ancient lore as the Great King Ravana's abode and symbolising the vision and bold ingenuity required to turn imagination into reality.

Surrounding Sigiriya is the Sakwala Chakraya, the mysterious 'Stargate', seen in Sri Lanka's ancient capital of Anuradhapura, reimagined here as a window to the future, contrasting what was with what can be.

Embracing the central motif is the Ves Thattuwa, the iconic headdress of the Kandyan dancer, representing the energy of a living culture. The Ves Thattuwa is adorned only once mastery has been achieved, reminding us of the importance of the pursuit of excellence.

Finally, holding this civilisational theme are two forms of waves. One represents Sri Lanka's philosophy of sustainability; its hydraulic heritage, or the Sri Lankan "wewa," perhaps the world's only man-made system built thousands of years ago that continues to serve communities to this day. The other wave represents the magnificence of the Sea of Sri Lanka; the waters that make Sri Lanka an island, gave her protection, and brought the world to her shores for millennia.

Together, these elements create a mark of unity, excellence and imagination; a symbol of Sri Lanka's enduring heritage and its commitment to shaping a shared future through media, culture and connection.

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FINANCIAL PROPOSAL

FOREWORD

Building Sri Lanka's Global Profile Through International Media

The hosting of the **63rd Asia-Pacific Broadcasting Union (ABU) General Assembly and Associated Meetings** represents one of the most significant international media events ever to be hosted by Sri Lanka.

For five days, Sri Lanka will become the meeting place of the world's leading public service broadcasters, commercial media organisations, digital innovators, policymakers, technology companies and international media executives representing the Asia-Pacific region—the largest broadcasting community in the world.

More than a professional gathering, the General Assembly presents a unique national opportunity to showcase Sri Lanka's transformation as a peaceful, resilient and globally connected destination capable of hosting world-class international events.

The event provides an unprecedented platform to strengthen Sri Lanka's international reputation, generate global media exposure, stimulate tourism, promote conference tourism (MICE), create new business partnerships and position the country as an emerging regional hub for media, innovation and international dialogue.

Hosted by MTV Channel (Private) Limited, in partnership with the Asia-Pacific Broadcasting Union, the event is expected to attract senior decision-makers from leading international broadcasting organisations, including public broadcasters, private media companies, digital platforms, technology providers and global industry partners representing more than 60 countries.

Unlike conventional conferences, the ABU General Assembly creates an enduring international legacy through extensive international news coverage, broadcast productions, digital media engagement and long-term institutional partnerships that continue well beyond the duration of the event itself.

This proposal seeks the strategic partnership of the Sri Lanka Tourism Promotion Bureau to leverage this exceptional opportunity to position Sri Lanka as a preferred global destination for tourism, investment, international conferences and cultural exchange.

The proposed partnership represents a strategic national investment that will deliver measurable economic returns, substantial international media exposure and long-term destination branding benefits aligned with the Government of Sri Lanka's tourism development objectives.

EXECUTIVE SUMMARY

A National Opportunity

The **63rd Asia-Pacific Broadcasting Union General Assembly and Associated Meetings**, scheduled to be held from **30 October to 3 November 2026** at **Cinnamon Life at City of Dreams, Colombo**, marks one of the most prestigious international conferences ever hosted by Sri Lanka.

The Asia-Pacific Broadcasting Union (ABU), established in 1964, is the world's largest broadcasting association, representing more than 220 media organisations across over 60 countries throughout Asia, the Pacific, the Middle East and beyond. The annual General Assembly serves as the Union's highest decision-making forum, bringing together chief executive officers, directors-general, editors-in-chief, media policymakers, regulators, technology providers and international partners to discuss the future of broadcasting, journalism, digital transformation and media innovation.

Hosting this event presents Sri Lanka with a unique opportunity to project itself to influential global audiences through the very organisations responsible for informing billions of people worldwide. Unlike conventional tourism campaigns, the General Assembly creates authentic engagement with senior media leaders who have the capacity to shape international narratives, produce travel and current affairs content, and influence future perceptions of Sri Lanka as a tourism and investment destination.

The event is expected to generate significant economic benefits through international delegate expenditure, hotel occupancy, transportation, hospitality, tourism activities and associated conference services. More importantly, it offers exceptional long-term value through international media exposure, destination branding and strengthened relationships with the world's leading broadcasters.

Recognising these strategic opportunities, MTV Channel (Private) Limited seeks to establish a partnership with the Sri Lanka Tourism Promotion Bureau to maximise the tourism and destination marketing outcomes arising from the event. The proposed partnership will integrate Sri Lanka Tourism branding throughout the conference, facilitate curated destination experiences for international delegates, support international broadcast promotion and develop enduring media relationships that extend beyond the conference itself.

This proposal demonstrates how Government investment in the event represents not merely sponsorship of a conference, but a strategic investment in Sri Lanka's tourism industry, international reputation and long-term economic development.

Chapter 1. Introduction

Positioning Sri Lanka on the Global Stage

The global meetings, incentives, conferences and exhibitions (MICE) industry has emerged as one of the fastest-growing sectors of international tourism, generating substantial economic activity while enhancing the international profile of host nations. Countries increasingly compete to host prestigious international conferences, recognising their ability to attract high-value visitors, stimulate local economies and reinforce national branding.

Against this backdrop, Sri Lanka has secured the opportunity to host the **63rd Asia-Pacific Broadcasting Union General Assembly and Associated Meetings**—a milestone that reflects growing international confidence in the country's capability to organise major global events.

Hosted by MTV Channel (Private) Limited under the Maharaja Media Network, the General Assembly will welcome an influential gathering of global media leaders, broadcasters, regulators, policymakers, technology companies and content creators. Their presence in Sri Lanka provides an unparalleled opportunity to showcase the nation's tourism assets, hospitality, cultural heritage, investment potential and conference infrastructure.

Beyond the immediate economic benefits, the event aligns closely with Sri Lanka's national tourism strategy by positioning the country as a premier destination for international conferences and reinforcing its reputation as a safe, accessible and world-class destination for global events.

The strategic partnership proposed through this document seeks to ensure that the tourism, economic and diplomatic benefits generated by the General Assembly are fully realised for the people of Sri Lanka.

CHAPTER 2

The Asia-Pacific Broadcasting Union (ABU)

The World's Largest Broadcasting Union and Why It Matters to Sri Lanka



2.1 Introduction

The **Asia-Pacific Broadcasting Union (ABU)** is the world's largest professional association of broadcasters, representing the collective voice of public service and commercial media organisations throughout Asia and the Pacific.

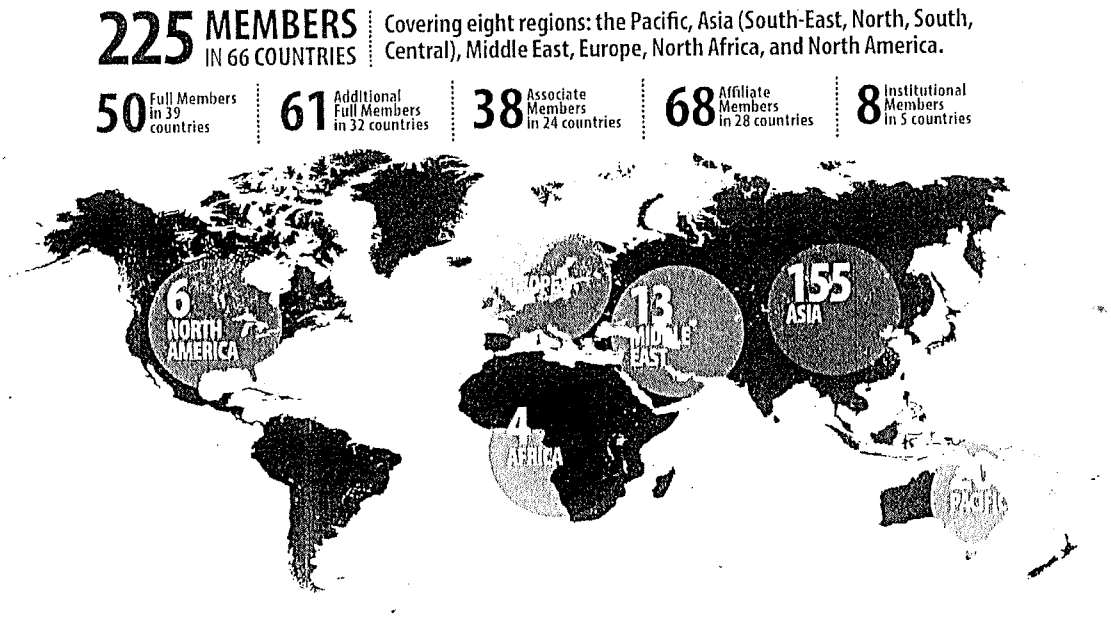
Established in **1964**, the Union has evolved into one of the most influential international media organisations, bringing together broadcasters, digital media organisations, regulators, technology companies and industry leaders from across one of the world's most dynamic and diverse regions.

Today, the ABU represents a broadcasting community that reaches billions of viewers and listeners daily through television, radio, digital platforms and emerging technologies.

The Union serves as the principal forum through which broadcasters collaborate on journalism, technology, sports rights, disaster communications, digital transformation, artificial intelligence, media development, content exchange and professional capacity building.

Its annual General Assembly is recognised as the most important gathering of broadcasting leaders within the Asia-Pacific region.

For Sri Lanka, hosting this event represents recognition by the international broadcasting community of the country's capability to organise an event of global significance.



Caption : The Asia-Pacific Broadcasting Union connects broadcasters serving one of the largest and most diverse audiences in the world.

2.2 The Mission of the ABU

The Asia-Pacific Broadcasting Union exists to strengthen cooperation among broadcasters and media organisations throughout the region while promoting excellence in journalism, broadcasting, technology, education and public service media.

Its mission extends beyond broadcasting.

The Union promotes:

- Freedom of information
- Responsible journalism

- Innovation
- International cooperation
- Disaster communication
- Educational broadcasting
- Cultural preservation
- Technological advancement
- Digital transformation
- Professional development
- Media ethics
- Public trust

In an era characterised by misinformation, artificial intelligence, cyber threats and rapidly evolving audience expectations, the role of the ABU has become increasingly important in helping broadcasters navigate unprecedented technological and societal change.

2.3 Global Influence

The Asia-Pacific region contains some of the world's largest economies, fastest-growing media markets and most technologically advanced broadcasters.

Collectively, ABU members represent countries that account for approximately two-thirds of the global population.

These broadcasters influence public opinion, national development, democratic participation, education and cultural exchange on an extraordinary scale.

The General Assembly therefore serves not only as a professional conference but also as an important platform for international dialogue between governments, regulators, media organisations and technology companies.

Decisions taken during the Assembly influence regional broadcasting policies, collaborative projects, technological standards and professional development programmes across dozens of countries.

For host nations, the Assembly provides unparalleled visibility among senior media decision-makers capable of shaping international narratives and strengthening bilateral cooperation.

2.4 Membership

The ABU's membership comprises some of the world's most respected broadcasting organisations.

Members include:

- National Public Broadcasters
- Commercial Television Networks
- Radio Broadcasters
- Digital Media Organisations
- Satellite Broadcasters
- International News Organisations
- Media Regulators
- Technology Providers
- Educational Broadcasters
- Research Institutions
- Associate Members

Collectively, these organisations represent decades of broadcasting excellence and technological innovation.

2.5 More Than a Conference

The General Assembly is far more than an annual meeting.

It serves as the principal decision-making forum of the Asia-Pacific Broadcasting Union.

The programme includes:

- General Assembly
- Administrative Council
- Committee Meetings
- News Group
- Sports Group
- Radio Working Group
- Television Programme Committee
- Engineering Committee
- Legal and Copyright Discussions
- Artificial Intelligence Forums
- Media Technology Exhibitions
- Youth Media Sessions
- Training Workshops

- Content Marketplace
- Networking Events
- Cultural Performances
- Bilateral Meetings

Each meeting contributes to shaping the future of broadcasting throughout the region.

2.6 Why Countries Compete to Host the ABU General Assembly

Hosting the ABU General Assembly is regarded as a significant international honour.

Host broadcasters are selected only after demonstration:

- Professional capability
- Broadcast infrastructure
- Conference facilities
- Government support
- Security arrangements
- Accommodation capacity
- International connectivity
- Organisational experience
- Hosting capability
- Financial readiness

Selection therefore reflects confidence not only in the host broadcaster but also in the host country.

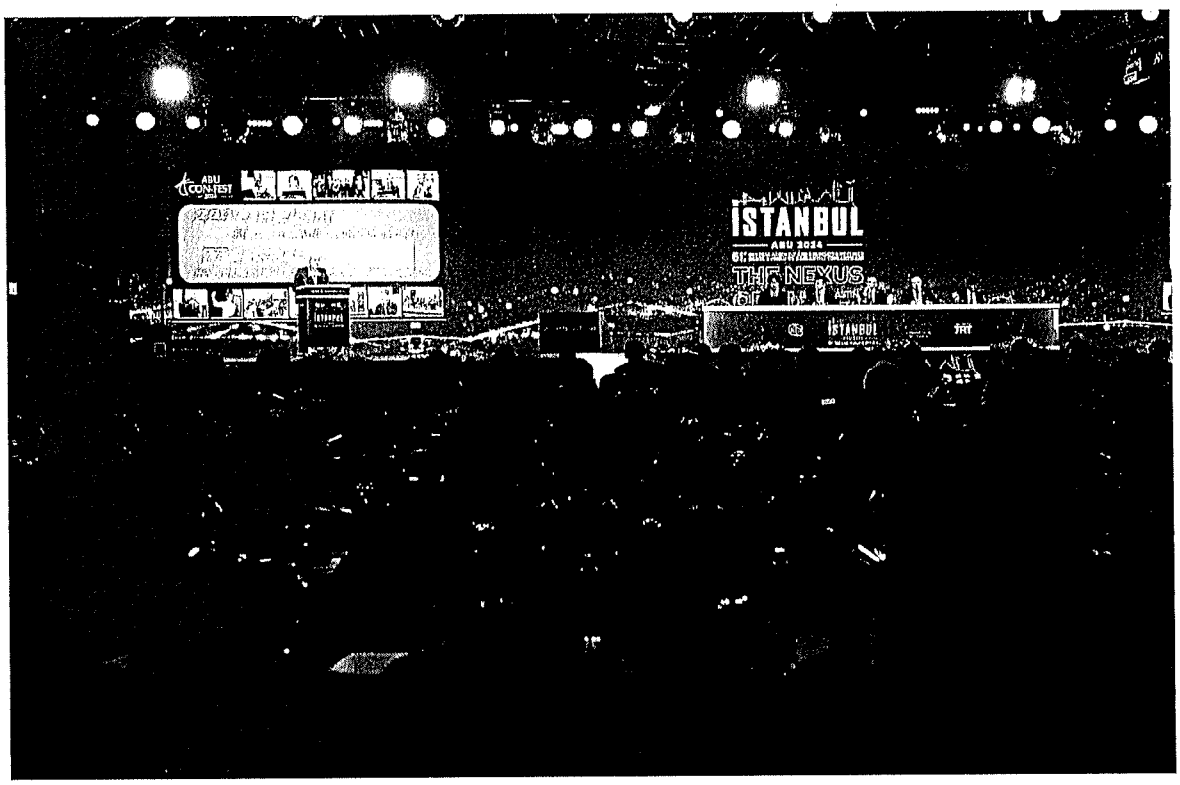
For Sri Lanka, selection represents international recognition of the country's growing capability to organise complex international events that meet world-class standards.

2.7 Previous Host Cities

Over the past six decades, the General Assembly has been hosted by many of the Asia-Pacific region's leading cities.

Hosting the event has enabled these destinations to showcase their culture, infrastructure, hospitality and tourism offerings to influential international audiences.

Examples include: Ulanbataar, Mongolia 2025, Istanbul, Türkiye 2024, Seoul, Korea 2023.



2.8 Why Hosting Matters to Sri Lanka

For Sri Lanka, hosting the General Assembly extends far beyond the successful delivery of an international conference.

It provides a unique opportunity to position the country as:

- A premier tourism destination.
- A leading conference destination.
- A trusted investment location.
- A technologically capable nation.
- A center for media innovation.

- A hub for regional dialogue.
- A destination for cultural exchange.
- A gateway to the Indian Ocean.

The Assembly will introduce hundreds of influential media leaders to Sri Lanka, many of whom possess the ability to shape public perceptions through news reporting, documentaries, travel programmes and digital media content.

Their experiences during the conference will contribute significantly to Sri Lanka's international reputation and long-term destination branding.

2.9 Strategic Relevance to Government

The Government of Sri Lanka has consistently prioritized tourism, international investment and export-oriented economic growth as key pillars of national development.

Hosting the ABU General Assembly aligns directly with these national priorities by:

- Increasing high-value international visitor arrivals.
- Strengthening Sri Lanka's MICE tourism portfolio.
- Enhancing international media visibility.
- Promoting the country's tourism offerings.
- Creating opportunities for business networking and investment.
- Strengthening bilateral relationships through media diplomacy.
- Demonstrating Sri Lanka's capability to host world-class international events.

Consequently, Government support for the General Assembly represents an investment in Sri Lanka's broader economic and diplomatic objectives rather than support for a single conference.

CHAPTER 3

The 63rd Asia-Pacific Broadcasting Union General Assembly & Associated Meetings

A Once-in-a-Generation Opportunity for Sri Lanka



3.1 Introduction

From **30 October to 3 November 2026**, Sri Lanka will welcome the international broadcasting community for the **63rd Asia-Pacific Broadcasting Union (ABU) General Assembly and Associated Meetings**, one of the most significant gatherings of media professionals in the Asia-Pacific region.

Hosted by **MTV Channel (Private) Limited** in partnership with the **Asia-Pacific Broadcasting Union**, the event will bring together chief executive officers, directors-general, editors-in-chief, policymakers, regulators, engineers, technology providers, journalists, content creators and industry innovators from across the region.

For five days, Colombo will become the regional centre for discussions on the future of media, journalism, artificial intelligence, digital transformation, public trust, broadcasting technology, content innovation and international cooperation.

More importantly, Sri Lanka will have the opportunity to present itself to influential international decision-makers whose organisations collectively shape the information consumed by billions of people worldwide.

3.2 The Theme

Media for Peace and Humanity: Truth, Trust and Transformation

The theme of the 63rd General Assembly reflects the evolving role of media in an increasingly interconnected and complex world.

At a time when societies face unprecedented challenges, including misinformation, geopolitical tensions, rapid technological disruption, artificial intelligence, climate change and declining public trust—the media has a critical responsibility to provide accurate information, encourage informed public discourse and strengthen democratic resilience.

The theme recognises that broadcasters today are not merely distributors of information but key contributors to peacebuilding, social cohesion, cultural understanding and sustainable development.

For Sri Lanka, hosting discussions around these issues reinforces the country's commitment to dialogue, reconciliation, democratic values and international cooperation.

3.3 Programme Highlights

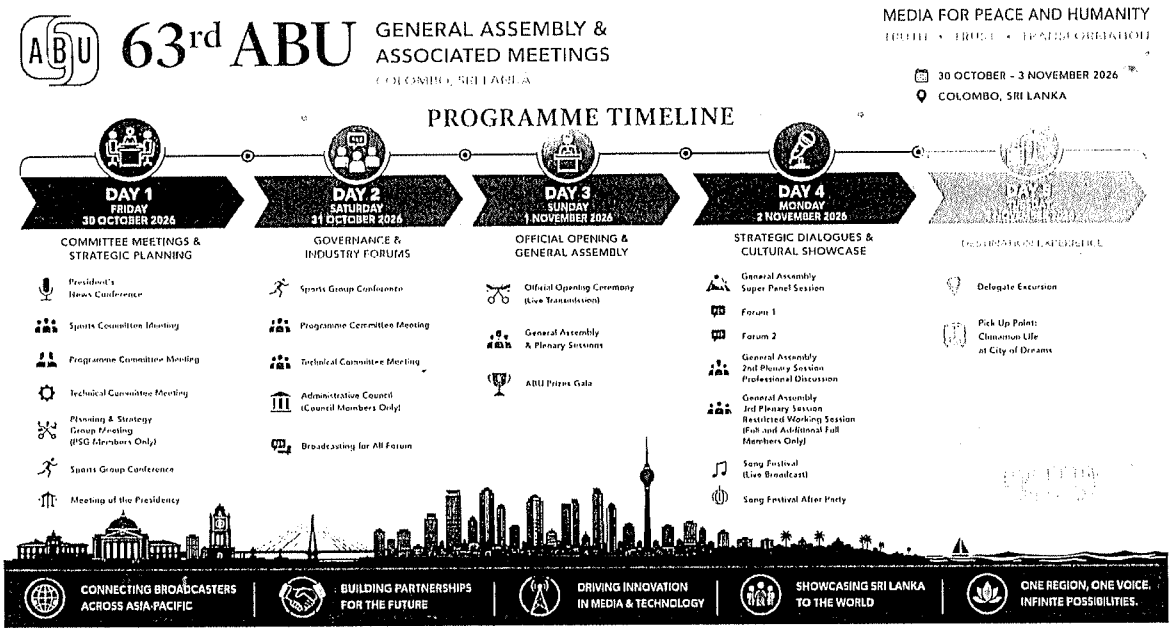
The General Assembly comprises a comprehensive programme designed to address the strategic, technological and operational priorities of broadcasters across the Asia-Pacific region.

Over the course of five days, delegates will participate in:

- The 63rd General Assembly
- Administrative Council Meetings
- Technical Committee Sessions
- News Group Meetings
- Sports Group Meetings
- Radio Working Group Sessions
- Television Programme Committee Meetings
- Engineering Forums
- Artificial Intelligence and Emerging Technology Discussions

- Content Exchange Sessions
- Bilateral Meetings
- Industry Networking Events
- Cultural Programmes
- Official Opening and Closing Ceremonies
- Technical Exhibitions
- Destination Experience Programme

These meetings create opportunities for collaboration, policy dialogue, business development and knowledge exchange among some of the world's most influential media organisations.



3.4 Who Will Attend?

The General Assembly attracts an exceptionally high-value audience comprising senior decision-makers from across the global media ecosystem.

Expected participants include:

- Chief Executive Officers
- Directors-General

- Editors-in-Chief
- Managing Directors
- Government Regulators
- Ministers and Senior Government Officials
- Broadcast Engineers
- Technology Executives
- Artificial Intelligence Specialists
- Content Producers
- Sports Broadcasting Executives
- News Directors
- Digital Media Leaders

Unlike many conferences where attendance is largely operational, the ABU General Assembly attracts organisational leaders who shape policy, investment decisions and international partnerships.

Their presence creates valuable opportunities for Sri Lanka to strengthen diplomatic engagement, tourism promotion and future international collaborations.

3.5 Why Colombo?

Colombo offers a compelling combination of strategic location, world-class hospitality, modern conference infrastructure, and rich cultural heritage, positioning it as one of South Asia's most attractive destinations for international meetings and events. As Sri Lanka's commercial capital and principal gateway to the Indian Ocean, Colombo provides delegates with seamless access to business, government, culture, and leisure within a compact and highly accessible urban environment.

Its excellent connectivity through **Bandaranaike International Airport**, supported by an expanding network of international airlines, enables convenient travel from major cities across Asia, the Middle East, Europe, and beyond. Coupled with an increasing inventory of luxury hotels, internationally accredited convention facilities, advanced telecommunications infrastructure, and efficient transport networks, Colombo offers the essential ingredients required to successfully host events of global significance.

The selection of **Cinnamon Life at City of Dreams** as the official venue further elevates the international profile of the 63rd ABU General Assembly. As Sri Lanka's premier integrated resort and convention destination, Cinnamon Life combines state-of-the-art conference facilities,

luxury accommodation, world-class dining, entertainment, retail, and wellness experiences within a single integrated precinct. This unique offering provides delegates with a seamless conference experience while showcasing the country's capacity to host international events to the highest global standards.

Beyond the conference venue, Colombo serves as the ideal gateway to Sri Lanka's diverse tourism offerings. Within a short travel distance, delegates can experience UNESCO World Heritage Sites, pristine beaches, wildlife reserves, tea country, cultural landmarks, and authentic local experiences. This accessibility enhances the attractiveness of Colombo as a MICE destination by allowing international visitors to combine business with leisure, encouraging extended stays and increasing tourism expenditure across multiple regions of the country.

Hosting the ABU General Assembly in Colombo also provides an opportunity to demonstrate Sri Lanka's readiness to compete for future international conferences, conventions, and exhibitions. The successful delivery of an event of this scale will reinforce confidence among international associations, corporate event organisers, and global institutions, strengthening Sri Lanka's reputation as a reliable, safe, and world-class destination for Meetings, Incentives, Conferences and Exhibitions (MICE).

Ultimately, the selection of Colombo reflects not only the city's exceptional infrastructure and hospitality but also Sri Lanka's broader ambition to position itself as a leading regional hub for international dialogue, business events, tourism, and investment. The ABU General Assembly will serve as a flagship demonstration of the country's capability to host prestigious global gatherings while creating lasting economic, tourism, and diplomatic benefits for the nation.



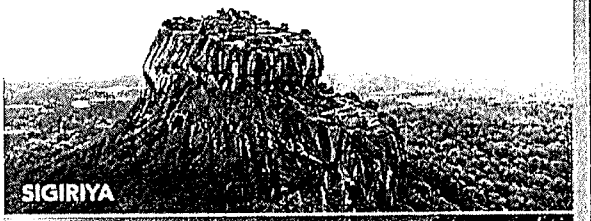
3.6 Beyond the Conference

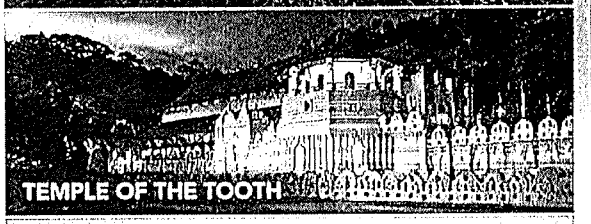
While the formal programme spans five days, the broader impact of the General Assembly extends well beyond conference sessions.

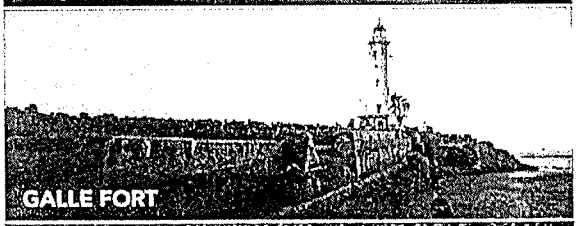
Delegates will have opportunities to experience Sri Lanka's:

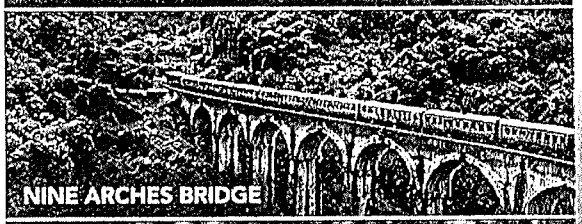
- Cultural Heritage
- Hospitality
- Culinary Traditions
- Natural Landscapes
- Wildlife
- Beaches
- Wellness Tourism
- Arts and Crafts
- Tea Country
- Historical Sites

These experiences will shape personal perceptions of Sri Lanka and provide authentic material for future travel features, documentaries, social media content and broadcast productions. The conference therefore functions as a powerful platform for destination marketing through firsthand experience.


SIGIRIYA


TEMPLE OF THE TOOTH

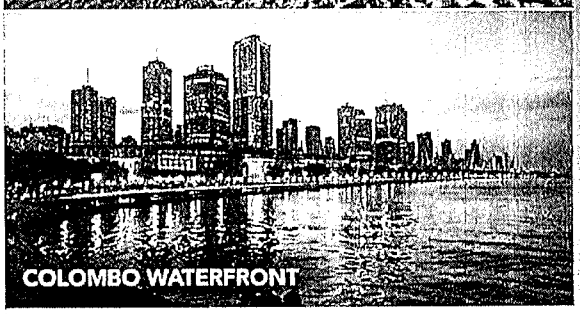

GALLE FORT


NINE ARCHES BRIDGE


YALA NATIONAL PARK


BENTOTA


TEA ESTATES


COLOMBO WATERFRONT

EXPERIENCE *Sri Lanka*

A DESTINATION LIKE NO OTHER

AN ISLAND OF DIVERSITY
From ancient heritage to vibrant cities, pristine beaches to lush highlands.

RICH HERITAGE & CULTURE
Timeless traditions, sacred sites and UNESCO World Heritage treasures.

INCREDIBLE WILDLIFE
National parks and natural wonders teeming with extraordinary wildlife.

PRISTINE BEACHES
Golden sands, crystal-clear waters and unforgettable sunsets.

SCENIC HIGHLANDS
Cool climate, rolling tea estates and breathtaking mountain views.

MODERN & CONNECTED
A dynamic capital with world-class infrastructure and warm hospitality.

SRI LANKA AT A GLANCE

LOCATION
Strategically located in the Indian Ocean

CONNECTIVITY
Direct flights from major cities worldwide

UNESCO HERITAGE SITES
8 World Heritage Sites

BIODIVERSITY HOTSPOT
One of the world's 36 biodiversity hotspots

WORLD-CLASS HOSPITALITY
Warm smiles and exceptional service

ENDLESS EXPERIENCES
Culture, adventure, relaxation and wellness

BEAUTY • HERITAGE • HOSPITALITY

MEMORIES THAT LAST A LIFETIME

3.7 National Strategic Importance

Hosting the 63rd ABU General Assembly contributes directly to several national priorities.

These include:

Tourism Development

Enhancing Sri Lanka's profile as a destination for high-value international visitors and MICE tourism.

Economic Growth

Generating expenditure across accommodation, transport, hospitality, retail and tourism services.

International Visibility

Positioning Sri Lanka before leading global media organisations with the capacity to influence international audiences.

Investment Promotion

Creating opportunities for business engagement, technology partnerships and future investment.

Public Diplomacy

Strengthening relationships with governments, public broadcasters and international institutions.

Nation Branding

Projecting Sri Lanka as a modern, peaceful and globally connected nation.

3.8 A Legacy Beyond 2026

The success of the General Assembly will not be measured solely by the quality of the conference itself.

Its enduring legacy will be reflected in:

- Increased international awareness of Sri Lanka.
- Strengthened institutional partnerships.
- Expanded tourism promotion opportunities.

- Enhanced MICE reputation.
- Greater collaboration between Sri Lankan and international broadcasters.
- Capacity building within the local media industry.
- Long-term destination branding.
- New opportunities for international investment and cooperation.

The event therefore represents a catalyst for sustained international engagement rather than a standalone conference.

CHAPTER 4

Why Sri Lanka?

Positioning the Nation as Asia's Emerging Hub for Global Media, Tourism and International Dialogue

4.1 A Nation at the Crossroads of the Indian Ocean

For over two millennia, Sri Lanka has occupied one of the world's most strategically significant locations.

Situated at the centre of the Indian Ocean, the country has historically served as a meeting point for trade, culture, religion and diplomacy between East and West.

Today, this same strategic location places Sri Lanka within easy reach of Asia's fastest-growing economies and enables convenient connectivity between South Asia, Southeast Asia, the Middle East and the wider Asia-Pacific region.

As international organisations increasingly seek destinations that combine accessibility, stability, hospitality and world-class conference infrastructure, Sri Lanka presents a compelling proposition for hosting international meetings of global significance.

The selection of Sri Lanka as host of the **63rd Asia-Pacific Broadcasting Union General Assembly and Associated Meetings** reflects growing international confidence in the country's ability to convene world-class events while providing delegates with an authentic and memorable destination experience.



4.2 Sri Lanka's Growing Reputation as a MICE Destination

Over the past decade, Sri Lanka has steadily strengthened its position as a destination for Meetings, Incentives, Conferences and Exhibitions (MICE).

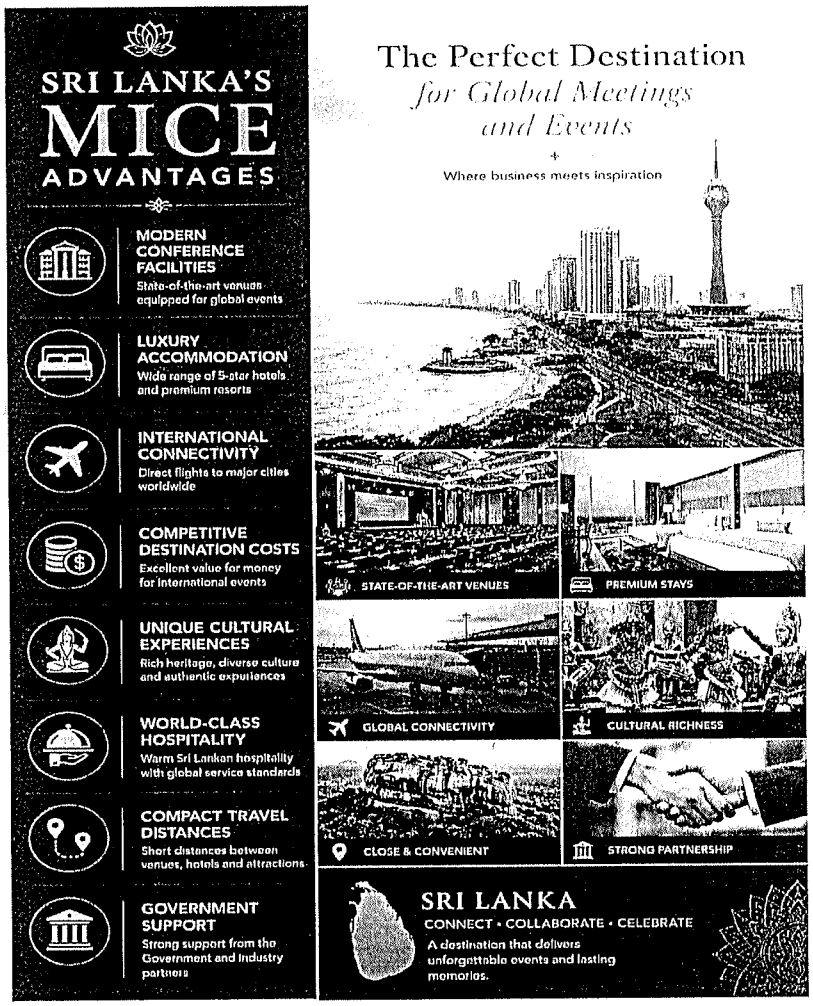
Significant investment in hospitality infrastructure, integrated resorts, luxury accommodation, transportation and conference facilities has enabled the country to compete for increasingly prestigious international events.

The opening of **Cinnamon Life at City of Dreams**, together with Colombo's expanding portfolio of international hotels and convention venues, represents a transformational milestone in Sri Lanka's conference tourism sector.

These developments provide organisers with access to internationally benchmarked facilities capable of accommodating large-scale conferences, exhibitions and diplomatic events.

Hosting the ABU General Assembly provides an opportunity to demonstrate these capabilities to influential international organisations that regularly rotate conferences among member countries.

The successful delivery of the event is expected to strengthen Sri Lanka's reputation as a preferred destination for future regional and global conferences.



4.3 Why Government Support Matters

Hosting an international event of this scale delivers benefits that extend far beyond the organising institution.

The primary beneficiaries include:

- The tourism industry.
- Hotels.
- Restaurants.
- Transport providers.
- Small and medium enterprises.
- Creative industries.
- Tourism attractions.
- Local communities.
- Government agencies.
- Future conference organisers.
- The national economy.

Accordingly, Government investment in the General Assembly should be viewed as a strategic investment in Sri Lanka's international competitiveness rather than support for a single event.

By partnering with MTV Channel (Private) Limited and the Asia-Pacific Broadcasting Union, the Government has the opportunity to leverage an internationally recognised platform to accelerate tourism promotion, strengthen destination branding and enhance Sri Lanka's standing within the global community.

Chapter 5 - Tourism KPIs set out by the SLTPB

Hosting the 63rd Asian Broadcasting Union (ABU) General Assembly and Associated meetings in Sri Lanka.

This important occasion will be organized by the ABU, while MTV Channel (Pvt) Ltd, has been selected as the main host for the event. Mentioning about the ABU, it has 225 members in 66 countries covering eight regions: Pacific, Asia (South East , North, South, Central) Middle East , North Africa and North America. The union was established in 1964 as a Non – for – Profit, non – Government, Non – Political, Professional Association with mandate to assist the development of Broadcasting in the region. ABU promotes the collective interests of television and radio broadcasters as well as key Industry players and facilitate regional and international media Cooperation. Over nearly six decades, the ABU has grown to encompass around 224 member organizations across 66 countries.

Headquartered in Kuala Lampur, Malaysia, the Union serves as a Hub for cooperation among its diverse members, providing a platform for them to share knowledge, exchange content , and represent their interests with a unified voice. The General Assembly scheduled to be held in Sri Lanka will include Committee meetings, the General Assembly ,a music festival concluding with an excursion.

An estimated number of delegates between 300-350 representing the top management of High Profile Media Networks such as the BBC, NHK and the Australian Broadcasting Corporation are expected to participate at this momentous occasion.

KPIs of the Event:

• Promoting Sri Lanka as a top travel destination for travelers who wish to seek variety and adventure.

• Having the opportunity of promoting Sri Lanka through Top Media channels, Newspaper agencies and social media channels across the world.

• Encouraging more Tourist arrivals and travelers to add Sri Lanka as a must visit destination in their Bucket List.

• Also promoting Sri Lanka which has the capability of holding MICE events of any capacity.

• Highlighting the importance of the destination by showing the tourists iconic tourist attractions Benefits for Sri Lanka Tourism:

• Making connections with top media officials from the respective Media channels and coordinating with them in the long run.

• Arranging Media FAM Tours in Sri Lanka, visit iconic tourist attractions, and enabling them to showcase Sri Lanka as a top travel destination across the world.

• Giving them a glimpse of Sri Lankas' uniqueness and easy accessibility, various travel opportunities, the Local cuisine and Handicrafts, to be shown across the world.

• Get the respective media channels to broadcast or telecast Sri Lanka in their travel series or programs.

• Arrange MICE events and also have an opportunity to meet Industrial counterparts.

• Encouraging more tourists to visit Sri Lanka and highlighting it as a top travel destination.

• Highlighting Sri Lanka Tourisms Promotional efforts in promoting the destination.

• Getting the best Media publicity across the world for Sri Lanka through these channels.

• Giving a positive impression about Sri Lanka to the participants.

• Since the last day of the General Assembly and the Song Festival is going to be telecast worldwide, telecasting a Sri Lanka Tourism video will give the privilege and recognition for the destination to be promoted worldwide.

What SLTPB requires from MTV Channel (Private) Limited from this event:

• Getting to display Sri Lanka Tourism Videos and Logos, throughout the General Assembly , Music festival and Committee meetings.

• Display Sri Lanka Tourism Logo in all flyers and Banners throughout the event (including the Song festival.)

• Getting the Media delegates to experience Sri Lankas iconic tourist attractions through the excursion

• Highlighting Sri Lankas hospitality, authentic cuisine Tradition and culture throughout this occasion.

• Since the last day of the General Assembly and the music festival is going to be telecast worldwide, telecasting a Sri Lanka Tourism video will give the privilege and recognition for the destination to be promoted worldwide. Thus, it is required to display a Sri Lanka Tourism video as well.

• Also, Sri Lanka Tourism recommends to add the tentative budget of **Rs. 104,603,876** or to give the exact total cost of the whole event.

Annex II

Board Paper

1. Board Paper No :
2. Agenda item No :
3. Meeting Date :
4. Name of the Proposal: Sponsorship for MTV (PVT) Ltd., to host 63rd Asian Broadcasting Union (ABU) General Assembly and associated meetings, Music festival and excursion in Sri Lanka.

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5. Executive Summary of the Proposal:

Sri Lanka has been given the privileged to host the 63rd ABU General Assembly from 30th October to 3rd November 2026, bringing down top officials from the worlds most reputed International Print , Electronic and Social Media Channels into one platform , which will take Sri Lankas name to the entire world, displaying its hospitality, warmth and uniqueness, and highlighting Sri Lanka not only as a country, but also as an Iconic Brand which would be the ideal travel destination for the modern traveler, who seeks adventure and experience. This important occasion will be organized by the ABU, while MTV Channel (Pvt) Ltd, has been selected as the main host for the event.

Mentioning about the ABU, it has 225 members in 66 countries covering eight regions: Pacific, Asia (South East, Nlorth, South,Central) Middle East, North Africa and North America. The union was established in 1964 as a Non – for – Profit, Non – Government, Non – Political, and Professional Association with mandate to assist the development of Broadcasting in the region. ABU promotes the collective interests of television and radio broadcasters as well as key Industry players and facilitate regional and international media Co –operation.

Over nearly six decades, the ABU has grown to encompass around 224 member organizations across 66 countries. Headquartered in Kuala Lampur, Malaysia, the Union serves as a Hub for cooperation among its diverse members, providing a platform for them to share knowledge, exchange content, and represent their interests with a unified voice.

The General Assembly scheduled to be held in Sri Lanka will include Committee meetings, the General Assembly, a music festival concluding with an excursion. An estimated number of delegates between 300-350 representing the top management of High-Profile Media Networks such as the BBC, NHK and the Australian Broadcasting Corporation are expected to participate at this momentous occasion.

6. Rationale of the Proposal:

The global tourism landscape has become highly competitive, with destinations investing heavily in strategic communications, digital storytelling, crisis management, and influencer engagement. To remain competitive, Sri Lanka Tourism needs to adopt a similarly proactive and professional approach. Therefore, this is an important milestone for Sri Lanka to promote its Tourism Value to the world, since this momentous occasion is being telecast across the world, along with the committee meetings, General assembly, and a music festival. The main role is to gain media

publicity for Sri Lanka as much as possible, since Media stalwarts from BBC , ABC and NHK are scheduled to participate at this event . Welcoming them with our hospitality and will encourage the International Media to focus on the destination with its latest international achievement as the world's best island destination for 2026. Therefore hosting this occasion will be a benefit to Sri Lanka in many ways such as:

- Promoting Sri Lanka as a top travel destination for travellers who wish to seek variety and adventure.
- Having the opportunity of promoting Sri Lanka through Top Media channels, Newspaper agencies and social media channels across the world.
- Encouraging more Tourist arrivals and travellers to add Sri Lanka as a must visit destination in their Bucket List.
- Also promoting Sri Lanka which has the capability of holding MICE events of any capacity.
- Highlighting the importance of the destination by showing the tourists iconic tourist attractions

7. Expected Results:

Output:
Growth in travel inquiries, website traffic, and engagement from key source markets.

- Making connections with top media officials from the respective Media channels, and coordinate with them in the long run.
- Arranging Media FAM Tours in Sri Lanka, visit iconic tourist attractions, and enabling them to showcase Sri Lanka as a top travel destination across the world.
- Giving them a glimpse of Sri Lankas uniqueness and easy accessibility, various travel opportunities, the Local cuisine and Handicrafts, to be shown across the world.
- Get the respective media channels to broadcast or telecast Sri Lanka in their travel series or programs.
- Arrange MICE events, and also have an opportunity to meet Industrial counterparts.
- Encouraging more tourists to visit Sri Lanka and highlighting it as a top travel destination.
- Highlighting Sri Lanka Tourisms Promotional efforts in promoting the destination.
- Getting the best Media publicity across the world for Sri Lanka through these channels.
- Giving a positive impression about Sri Lanka to the participants.
- Since the last day of the General Assembly and the music festival is going to be telecast worldwide, telecasting a Sri Lanka Tourism video will give the privilege and recognition for the destination to be promoted worldwide.

Outcome:

Sri Lanka Tourism Promotion Bureau (SLTPB) will gain a significant global promotional opportunity by showcasing Sri Lanka as a world-class travel destination to influential international media representatives and global audiences. Through the participation of leading broadcasters, digital media platforms, and international media organizations, SLTPB will gain valuable international exposure, enhance destination brand recognition, and create opportunities for Sri Lanka to be featured in future travel programmes, documentaries, news coverage, and digital campaigns.

The event will strengthen Sri Lanka's global tourism image by highlighting the country's unique attractions, cultural heritage, wildlife, adventure experiences, authentic cuisine, and renowned hospitality. Through media familiarization tours and delegate experiences, international media personnel will gain firsthand exposure to Sri Lanka, encouraging positive storytelling and creating long-term media partnerships that can support continuous destination promotion.

Furthermore, hosting this prestigious international event will position Sri Lanka as a capable and competitive MICE destination in Asia by demonstrating its ability to successfully organize large-scale global conferences and events. The event will contribute to attracting future international meetings, conferences, and corporate events while generating economic benefits for the tourism industry through increased demand for hotels, transportation, local businesses, and tourism service providers.

Overall, the ABU General Assembly will create a lasting promotional impact for Sri Lanka Tourism by increasing global awareness, strengthening international media relationships, improving destination competitiveness, encouraging future tourist arrivals, and establishing Sri Lanka as a preferred travel destination and international event hub. The Media value created by this occasion will be worth more than 200 million, considering the large number of Media Channels, News agencies and the top management such as CEO's, Editor in- chief's, Managing Directors, etc. of these International Media Institutions who will be attending. There will be a greater possibility of Sri Lanka being seen through their eyes and promote the destination as a global tourism hub. Apart from that, it will be highlighted as a trusted investment and technologically capable location. In addition, a center for media innovation, hub for regional dialogue, hub for cultural exchange and a gateway to the Indian ocean.

10. If this proposal is relevant to Foreign Trade Fair/ Exhibition/ Other Event – N/A

11. Risk Assessment (if relevant) –N/A

Performance Risk:
Inability to reach the targeted KPI's such as Media reach, Media coverage in priority markets engagement rates, etc. Inability to deliver the targeted output in time.

Operational Risk:
Operational risk refers to risks arising from internal processes systems, people and execution failures that may affect the effective implementation of the PR contract.

12. Resources Consideration:

Cost mentioned as per the Proposal

Serial No.	Description	Amount (LKR)
A	General Assembly & Associated Meeting – Day 1 to 4 Venue / F&B	46,542,180
B	Excursion Tour – Day 5 – 03rd November 2026	12,618,000
C	General Assembly & Associated Meetings – Day 1 to 4 Production	24,685,254
D	Contingency – 3%	2,514,553
	TOTAL COST	86,332,298
	Government Taxes – SSCL 2.5% + VAT 18%	18,270,890
	TOTAL COST INCLUSIVE OF TAXES	104,603,876

12.1 Align with budget frame work and following table should be used

Name of Activity	Approved budget (Rs. -Mn)	Expenditure 30.06.2026 (Rs. -Mn)	Required expenditure for the proposed activity (Rs. -Mn)	Balance up 30.06.2026 (Rs. -Mn)
Sponsorship for MTV Channel (Pvt) Ltd to host the Asian Broadcasting Union (ABU) General Assembly and associated meetings, Music festival and Excursion in Sri Lanka.	-	-	-	-

12.2 If this proposal is relevant to the amendment for the Budget.

Project Name	Approved Budget (Rs.) Mn	Available balance Up to (Rs.) Mn	Amount required to be transferred (Rs.) Mn	Balance after the transfer (Rs.)
Promotion of Destination through Channels Coinciding with International activities through TV Advertising (International).	350,000,000	-	104, 603,876	245,396,124

13. Details of the procurement Decisions obtained or going to be obtained (if relevant): N/A

14. Management Responsibilities

	Primary Responsibility	Overall responsibility
Name	Sureshni Ellepola Pilapitiya	D.M.S.A Niroshana
Designation	Assistant Director -PR	Managing Director
Signature		

15. Decisions of the board are sought:

15.1 Approval is sought to transfer the budget from Advertising under the Line Item – Promotion of Destination through Channels Coinciding with International Activities through TV Advertising (International) to the Local Media budget 2026 – Local Media FAMS/Media Gatherings to provide a sponsorship to MTV Channel (Pvt) Ltd.,for hosting the Asian Broadcasting Union (ABU) General Assembly, Associated Meetings, Music Festival and Excursion for Rs. 104,603,876.

15.2 To obtain Cabinet Ministers' Approval for the sponsorship of Rs 104,603,876 to MTV Channel (Pvt) Ltd, to host the Asian Broadcasting Union (ABU) General Assembly.

15.3 To make payment to MTV Channel (Pvt) Ltd., as per the following schedule:

Payment	Date	Percentage of the total	Amount LKR + VAT
1st Payment	On or before 30th September 2026	60 %	62,762,326
Final payment	Before 15th November 2026	40%	41,841,550

* Final payment will be released after obtaining the official acknowledgement letter from the Asia Pacific Broadcasting Union confirming the successful completion of the event together with supporting event photographs.

16. Signatures:

	Name	Designation	Signature
Prepared By:	Sureshni Ellepola Pilapitiya	Assistant Director-PR	
Endorsed By:	Thareendri Ranaweera	Assistant Director - Brand Communication	
Checked By:	Anjula Prematilake	Director Finance	
Recommended By:	D.M.S.A Niroshana	Managing Director	
Presented By:	Buddika Hewawasam	Chairman	

17. Attachment:

Annex: 01 – Letter from Hon. Minister of Foreign Affairs, Foreign Employment and Tourism

Annex: 02 – Proposal from MTV Channel (Pvt) Ltd.

Annex: 03 – E-mail agreement for budget transaction.

Annex III

(Draft Board Minute)

02. MINUTES WITH REGARD TO THE BOARD PAPER SUBMITTED ON 23RD JULY 2026.

SRI LANKA TOURISM PROMOTION BUREAU
THE BOARD SECRETARIAT

MINUTES OF THE 01ST SPECIAL BOARD MEETING OF MEMBERS OF THE BOARD OF SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) FOR THE YEAR 2026 HELD ON 11TH AUGUST 1.15 P.M. THROUGH VIRTUAL PLATFORM.

NAME OF THE PROPOSAL : SPONSORSHIP FOR MTV (PVT) LTD, TO HOST 63RD ASIAN BROADCASTING UNION (ABU) GENERAL ASSEMBLY AND ASSOCIATED MEETINGS , MUSIC FESTIVAL AND EXCURSION IN SRI LANKA.

BOARD PAPER NO : 2026/07/23

BOARD DECISION NO : SBM(01)/01/2026

SUBMITTED BY : MS. SURESHNI ELLEPOLA PILAPITIYA – ASSISTANT DIRECTOR / PUBLIC RELATIONS

APPROVAL WAS SOUGHT TO :

01. Approval is sought to transfer the budget from Advertising under the Line Item Promotion of Destination through Channels Coinciding with International Activities through TV Advertising (International) to the Local Media budget 2026 - Local Media FAMS/Media Gatherings to provide a sponsorship to MTV Channel (Pvt) Ltd., for hosting the Asian Broadcasting Union (ABU) General Assembly, Associated Meetings, Music Festival and Excursion for Rs. 104,603,876.
02. To obtain Cabinet Ministers' Approval for the sponsorship of Rs 104,603,876 to MTV Channel (Pvt) Ltd, to host the Asian Broadcasting Union (ABU) General Assembly.
03. To make payment to MTV Channel (Pvt) Ltd., as per the following schedule:

Payment	Date	Percentage of the total	Amount LKR + VAT
1st Payment	On or before 30th September 2026	60%	62,762,326
Final payment	Before 15th November 2026	40%	41,841,550

* Final payment will be released after obtaining the official acknowledgement letter from the Asia Pacific Broadcasting Union

confirming the successful completion of the event together with supporting event photographs.

APPROVAL WAS GIVEN TO :

The Board Paper submitted **Ms. Sureshni Ellepola Pilapitiya – Assistant Director / Public Relations** Was tabled and discussed.

Upon perusing the contents of the Board paper, the Board approval was granted **subject to following of the government procurement guidelines in the needed areas;**

01. To transfer the budget from Advertising under the Line Item - Promotions of Destinations through Channels coinciding with International Activities through TV Advertising (International) to the Local Media budget 2026 - Local Media FAMS / Media Gatherings to provide a sponsorship to MTV Channel (Pvt) Ltd for hosting the Asian Broadcasting Union (ABU) General Assembly, Associated Meetings, Music Festival and Excursions for Rs. 104,603,876.00
02. To obtain the Cabinet approval for the sponsorship of Rs. 104,603,876.00 to MTV Channel (Pvt) Ltd to host the Asian Broadcasting Union (ABU) General Assembly.
03. To make the payment to MTV Channel (Pvt) Ltd as per the following schedule

Payment	Date	Percentage of the total	Amount LKR + VAT
1st payment	On or before 30th September 2026	60%	62,762,326.00
Final payment	Before 17th November 2026	40%	41,841,550.00

04. Final payment to be released after obtaining the official acknowledgement letter from the Asia Pacific Broadcasting Union confirming the successful completion of the event together with supporting event photographs.
05. The Board lengthy discussed the proposal and it was agreed to proceed with the proposal following the recommendation of the Board.
    I. The Board is of the view that a tangible outcome should be supported by a detailed plan from the organizers, including the proposed tour itinerary, hotel arrangements, promotional opportunities, and other relevant logistical arrangements.

II. Further, as per the suggestion of the Treasury Member, it was decided to obtain the observations of the Public Finance Department prior to submitting the Memorandum to the Cabinet of Ministers

PREPARED BY
(SECRETARY TO THE BOARD)

APPROVED BY
(CHAIRMAN)

Annex IV

PROPOSAL ON FINANICAL BUDGET FOR 63RD ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS AT COLOMBO SRI LANKA

DATE: 30TH OCTOBER 2026 TO 03RD NOVEMBER 2026

VENUE: CINNAMON LIFE - CITY OF DREAMS & STEIN STUDIOS

Participants: 350 - 400 delegates representing leading media organisations of 50 Asia Pacific Countries

SERIAL NO	Description	Amount (LKR)
A	General Assembly & Associated Meetings - Day 1 to 4 Venue / F&B	46,542,180
A.1	Day 01 - 30th October 2026 - Technical Committee Meetings	9,407,370
A.2	Day 02 - 31st October 2026 - Technical Committee Meetings	11,423,220
A.3	Day 03 - 01st November 2026 - General Assembly I	15,589,370
A.4	Day 04 - 02nd November 2026 - General Assembly II	5,913,220
A.5	Day 01 - Day 04 - Transport - Airport Pick & Drop of Delegates / Shuttle Services / VIP Transport etc.	4,209,000
B	Excursion Tour - Day 5 - 03rd November 2026	12,618,000
B.1	Venue & Transport	7,648,000
B.2	Recreation	4,970,000
C	General Assembly & Associated Meetings - Day 1 to 4 Production	24,658,254
C.1	Facility requirements	9,949,261
C.2	Ceremonial performances	3,100,000
C.3	Food + Logistics - Production Crew	6,685,493
C.4	Stationary	4,923,500
	Contingency - 3%	2,514,553
	TOTAL COST	86,332,987
	Government Taxes - SSCL 2.5% + VAT 18%	18,270,890
	TOTAL COST INCLUSIVE OF TAXES	104,603,876

Note

- Costs have been estimated using current market rates and may subjected to change based on prevailing market conditions at the time of the event.

- A contingency provision of 3% has been incorporated into the total budget to provide for unforeseen expenses that may occur due to volatile economic and market conditions, since the event is scheduled to take place in next four months time from now.

Payment Terms

- 60% advance of the total cost with taxes which is Rs. 62,762,326/- is requested on or before 30th September 2026 to meet the pre-event preparation expenses

- Balance 40% of the total cost with taxes which is Rs. 41,841,550- is requested on or before 15th November 2026 to complete the post-event payment settlements

- An official acknowledgement letter from the Asia Pacific Broadcasting Union confirming the successful completion of the event, together with supporting event photographs, will be provided.

- Cheques should be drawn in favour of "MTV Channel (Pvt) Ltd" crossed "Account Payee" Only

PROPOSAL ON FINANICAL BUDGET FOR 63RD ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS AT COLOMBO SRI LANKA

DATE: 30TH OCTOBER 2026 TO 03RD NOVEMBER 2026

VENUE: CINNAMON LIFE - CITY OF DREAMS & STEIN STUDIOS

Participants: 350 - 400 delegates representing leading media organisations of 50 Asia Pacific Countries

SERIAL NO	Description	No of Pax	Per Person Rate	Amount (LKR)
A	**General Assembly & Associated Meetings - Day 1 to 4 - Venue / F&B**			**46,542,180**
A.1	**Day 01 - 30th October 2026 - Technical Committee Meetings**			**9,407,370**
	- Technical Committee Meeting at Forum A &B - 150 Pax	350	16,127	5,644,450
	- Programme Committee Meeting at Forum A &B - 150 Pax			
	- Sports Committee Meeting at Studio A - 30 Pax			
	- Planning & Strategy Committee Meeting at Studio A - 30 Pax		-	2,687,800
	- Sports Group Conference at Studio C&D - 100 Pax			
	- Meeting of the Presidency at VIP Board Room - 6 - 8 pax		-	1,075,120
A.2	**Day 02 - 31st October 2026 - Technical Committee Meetings**			**11,423,220**
	- Technical Committee Meeting at Forum A &B - 150 Pax			
	- Programme Committee Meeting at Forum A &B - 100 Pax	350	16,127	5,644,450
	- Broadcasting for All forum at Studio A, B - 100 Pax			
	- Sports Group Conference at Studio C&D - 100 Pax		-	2,687,800
	- Administrative Council at Celestine- 40 Pax		-	2,015,850
	- Secretary Rooms at Board rooms		-	1,075,120
A.3	**Day 03 - 01st November 2026 - General Assembly I**			**15,589,370**
	- General Assembly Official Opening at Lumina- 350 pax	350	16,127	5,644,450
	- ABU Prizes Gala at Lumina- Sit down Dinner- 350 Pax	300	29,566	8,869,800
	- Secretary Rooms at Board rooms		-	1,075,120
A.4	**Day 04 - 02nd November 2026 - General Assembly II**			**5,913,220**
	- General Assembly Super Panel Session at Lumina- 150 Pax	150	16,127	2,419,050
	- General Assembly 2nd Plenary Session at Lumina- 150 Pax	150	16,127	2,419,050
	- Secretary Rooms at Board rooms		-	1,075,120
A.5	**Day 01 - Day 04 - Transport - Airport Pick & Drop of Delegates / Shuttle Services / VIP Transport etc.**			**4,209,000**
	- VIP Transport for 5 Days- 5 cars	25	68,000	1,700,000
	- Shuttle Services- Cinnamon Lakeside to Cinnamon Life- 4 Days- 100 Pax (02 Luxury Buses per day x 04 Days)	8	59,000	472,000
	- Shuttle Services- Cinnamon Life to Stein Studios- 350 Pax (07 Luxury Buses)	7	54,000	378,000
	- Airport Transfers Pick and Drop- 30 Pax	60	27,650	1,659,000

B	**Excursion Tour - Day 5 - 03rd November 2026**			**12,618,000**
B.1	**Venue & Transport**			**7,648,000**
	Cinnamon Bentota - Lunch / Evening Snacks - 350 pax	350	20,000	7,000,000
	Transport - Colombo - Galle - Bentota - Colombo- 6 Nos: Buses- 300 Pax	6	108,000	648,000
B.2	**Recreation**			**4,970,000**
	Cinnamon Bentota - Water Sports Charges - 350 pax	350	10,000	3,500,000
	Galle Black Fort / Museaum Charges - 350 pax	350	4,200	1,470,000

PROPOSAL ON FINANICAL BUDGET FOR 63RD ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS AT COLOMBO SRI LANKA

DATE: 30TH OCTOBER 2026 TO 03RD NOVEMBER 2026

VENUE: CINNAMON LIFE - CITY OF DREAMS & STEIN STUDIOS

Participants: 350 - 400 delegates representing leading media organisations of 50 Asia Pacific Countries

C	**General Assembly & Associated Meetings - Day 1 to 4 - Production**			24,658,254
C.1	**Facility requirements**			9,949,261
	Production Department			194,957
	Set Properties - Main Stage Setup / Entrance Pandol			3,377,780
	Camera Equipment - Hiring			467,420
	Makeup Materials with Makeup Artists			30,366
	Video Wall & Kios TV - Hiring			1,029,801
	Audo equipments with PA system - Hiring			787,788
	Light Package - Hiring			864,418
	Studio, Video wall and Elecricity			1,343,000
	OB Equipment with man power			973,368
	Server Media Management			34,988
	Post Production			439,375
	Entrance Pandol - Song Festival			300,000
	License fees			20,000
	Ambulance			86,000
C.2	**Ceremonial performances**			3,100,000
	Payment for Artists / Performers - Day 3 & 4 - 06 Performances			3,100,000
C.3	**F&B / Logistics**			6,685,493
	ABU Song festival - Day 4 - Welcome Cocktail with Dinner Buffet - 350 pax			5,020,000
	Food & beverages - Production Crew			835,250
	Transportation			830,243
C.4	**Others**			4,923,500
	Welcome Pack for Guests - Gifts / Docket / Pen/Note Books/ ID cards/Brochures			4,000,000
	Awards - ABU Prize Gala - 25 pax / ABU Song Festival - 10 pax			775,000
	T-shirts and Badge			127,500
	Stationeries			21,000

Contingency - 3% 2,514,553

TOTAL COST	86,332,987
Government Taxes - SSCL 2.5% + VAT 18%	18,270,890
TOTAL COST INCLUSIVE OF TAXES	104,603,876

Payment Terms

- 60% advance of the total cost with taxes which is Rs. 62,762,326/- is requested on or before 30th September 2026 to meet the pre-event preparation expenses

- Balance 40% of the total cost with taxes which is Rs. 41,841,550- is requested on or before 15th November 2026 to complete the post-event payment settlements

- An official acknowledgement letter from the Asia Pacific Broadcasting Union confirming the successful completion of the event, together with supporting event photographs, will be provided.

- Cheques should be drawn in favour of "MTV Channel (Pvt) Ltd" crossed "Account Payee" Only

Annex V

Asia-Pacific Broadcasting Union
[illegible] Angkasapuri, [illegible] Kuala Lumpur, Malaysia
(+60 3) 2282 [illegible]
www.abu.org.my

30 June 2026

The Honourable Minister Vijitha Herath
The Minister of Foreign Affairs
Democratic Socialist Republic of Sri Lanka
Colombo, Sri Lanka

Honourable Minister,

63RD GENERAL ASSEMBLY OF THE ASIA PACIFIC BROADCASTING UNION (ABU) IN SRI LANKA, 30 OCTOBER TO 3 NOVEMBER 2026

We would like to bring to your kind attention that the 63rd General Assembly and Associated Meetings of the Asia-Pacific Broadcasting Union (ABU) to be held in Colombo, Sri Lanka, from 30 October to 3 November 2026, hosted by MTV Sri Lanka.

The ABU General Assembly is the Union's largest and most important annual gathering, bringing together senior representatives of member organisations, broadcasters, media leaders, industry partners, and stakeholders from across the Asia-Pacific region and beyond. The 63rd General Assembly and Associated Meetings will serve as a major platform for high-level discussions, strategic decision-making, networking, knowledge-sharing, and cooperation on key issues shaping the future of media and broadcasting.

The event will be held under the theme ***"Media for Peace and Humanity: Truth, Trust, and Transformation,"*** highlighting the vital role of media in promoting peace, strengthening public trust, supporting truth-based journalism, and responding to the challenges of a rapidly changing global media landscape.

Media professionals, senior executives, representatives of broadcasting organisations, industry partners, and stakeholders from approximately 50 countries are expected to participate in the 63rd ABU General Assembly and Associated Meetings, reflecting the scale, diversity, and regional significance of this major ABU event. The official website of the 63rd ABU GA is scheduled to be launched by 15 July 2026.

As the largest annual gathering of broadcasters and media professionals in the Asia-Pacific region, the ABU General Assembly serves as an important platform for high-level dialogue, strategic decision-making, professional exchange, networking, and regional cooperation. It brings together the Union's members and partners to discuss key issues shaping the future of broadcasting and media, while strengthening collaboration across countries, cultures, and institutions.

The 2026 General Assembly will be hosted in Sri Lanka by MTV Channel (Private) Limited, a member of the Administrative Council, the governing body of the Asia-Pacific Broadcasting Union. MTV Channel (Private) Limited was selected and approved by the Administrative Council in 2024 to host this high-level event, recognising its capacity to support and deliver an international gathering of this scale and importance.

The hosting of the 63rd ABU General Assembly in Sri Lanka will provide an important opportunity to showcase the country's hospitality, media landscape, cultural heritage, and role as a dynamic destination for regional and international cooperation. We are deeply honoured by the opportunity to convene this Assembly on Sri Lankan soil and look forward to the warmth and hospitality for which Sri Lanka is so rightly renowned.

We respectfully request the continued support and goodwill of you and your Ministries in facilitating the successful organisation and execution of this distinguished event.

Yours faithfully,

Ahmed Nadeem
Secretary – General
Asia-Pacific Broadcasting Union

Cc: Mr Buddhika Hewawasam
Chairman, Sri Lanka Tourism Board

Annex VI

Estimated Media & Promotional Value from Sponsorship of the 63rd ABU General Assembly & Associated Meetings

30 October – 3 November 2026 | Colombo, Sri Lanka

The 63rd Asia-Pacific Broadcasting Union (ABU) General Assembly and Associated Meetings, hosted in Colombo, Sri Lanka, presents an exceptional opportunity to position the country as a leading tourism, investment and MICE destination across the Asia-Pacific region. As the largest annual gathering of broadcasters in the region, the event will bring together over 350–400 senior delegates representing more than 200 public and private media organisations from over 50 countries, including some of the world's most influential broadcasters such as NHK (Japan), KBS (Republic of Korea), ABC Australia, CCTV (China), Doordarshan (India), RTM (Malaysia), Rai Italia (Italy), TVRI (Indonesia) and many others.

Unlike traditional tourism campaigns, the exposure generated through the ABU General Assembly is amplified through the delegates themselves media executives, editors, journalists and content creators who influence millions of viewers across television, digital, radio and online platforms. The event therefore offers Sri Lanka an unparalleled opportunity to showcase its tourism offerings, hospitality, culture, infrastructure and investment potential to a highly influential international audience.

Media and Promotional Benefits for the Sponsor	Estimated Value (LKR)
Tangible Promotional Benefits	
Sri Lanka Tourism branding and logo across all event promotional materials, publications, digital platforms and event collateral	25 Million
Sri Lanka Tourism promotional video showcased throughout the five-day event	5 Million
Dedicated Sri Lanka Tourism promotional kiosk throughout the event	5 Million
Tourism promotional gifts and destination branding for all delegates (350–400 participants)	5 Million
Subtotal – Tangible Benefits	*40 Million*

Media and Promotional Benefits for the Sponsor	Estimated Value (LKR)
Global Branding & Strategic Value	
International media exposure positioning Sri Lanka as a premier MICE destination through over 200 media organisations in more than 50 countries	30 Million
Launch platform for Sri Lanka Tourism's international digital campaign, including an official presentation by the Ministry of Tourism/SLTPB	25 Million
Global destination branding showcasing Sri Lanka as a peaceful, diverse and premium travel destination through pre-event, event and post-event campaigns	50 Million
Public relations value generated by hosting senior executives and influential media organisations including NHK, KBS, ABC and other leading broadcasters	30 Million
Positioning Sri Lanka as a modern, accessible and world-class tourism destination capable of attracting high-value travellers and future international events	50 Million
Sponsorship of the ABU TV Song Festival, providing live regional broadcast exposure and positioning Sri Lanka as a cultural and entertainment destination	25 Million
Subtotal – Global Branding Benefits	*210 Million*
Total estimated Promotional Value	**250 Million**

Global Branding & Strategic Media Value – Estimated Value: LKR 210 Million

1. Hosting the ABU General Assembly provides Sri Lanka with a rare opportunity to position itself as a world-class Meetings, Incentives, Conferences and Exhibitions (MICE) destination. Through the participation of broadcasters from more than 50 countries and 200 media organisations, Sri Lanka will receive significant international exposure as a destination capable of hosting large-scale global events with modern infrastructure, premium hospitality and seamless connectivity. The international publicity generated through news reports, digital coverage, television broadcasts and social media engagement is conservatively valued at estimated **LKR 30 million.**

2. The event also provides the ideal platform to launch or strengthen Sri Lanka Tourism's international digital marketing campaign. Through dedicated presentation opportunities by the Ministry of Tourism or the Sri Lanka Tourism Promotion Bureau during the General Assembly, Sri Lanka can directly engage with global media leaders while introducing new tourism initiatives, destination campaigns and investment opportunities. This strategic communication platformas Phase 1 of the Digital Campaign, is estimated to generate a value of estimated **LKR 25 million.**

3. The promotional campaign surrounding the General Assembly extends well beyond the conference itself. Through coordinated pre-event publicity, on-site coverage and post-event storytelling, Sri Lanka will be showcased as a peaceful, safe, culturally rich and diverse destination offering exceptional experiences across leisure, adventure, wellness, heritage and luxury tourism. Destination promotion will be integrated into conference publications, digital content, audiovisual presentations, cultural experiences, creating an estimated promotional value of estimated **LKR 50 million.**

4. The presence of internationally recognised media organisations such as NHK, KBS, ABC Australia and numerous leading broadcasters provides significant public relations opportunities. Senior executives and media professionals will experience Sri Lanka first-hand, visit key tourism destinations and interact with government officials and industry leaders. Their experiences have the potential to generate authentic international media coverage and future editorial content that cannot be replicated through conventional advertising campaigns. This strategic public relations value is estimated at **LKR 30 million.**

Tangible Promotional Benefits – Estimated Value: LKR 40 Million

1. As the official partner, the Sri Lanka Tourism Promotion Bureau will receive comprehensive branding across all official event communications, including printed publications, delegate handbooks, conference signage, digital platforms, social media campaigns, promotional videos, registration materials, event website and official publications. These materials will be distributed and viewed by senior decision-makers from over 200 media institutions, ensuring sustained visibility before, during and after the conference. This branding exposure alone is estimated at **LKR 25 million.**

2. Throughout the five-day event, professionally produced Sri Lanka Tourism promotional videos will be screened before keynote sessions, during plenary meetings, networking events and ceremonial functions. These repeated visual presentations will reinforce Sri Lanka's tourism identity, highlighting its diverse attractions, cultural heritage, wildlife, beaches, wellness tourism and luxury hospitality to an influential international audience. The estimated promotional value of this activation is estimated at **LKR 5 million.**

3. A dedicated Sri Lanka Tourism promotional kiosk located within the conference venue will provide delegates with direct access to destination information, travel itineraries, tourism publications, promotional videos and opportunities to engage with tourism representatives. The kiosk will serve as a central platform to promote leisure travel, destination experiences and future visits to Sri Lanka. This activation carries an estimated value of estimated **LKR 5 million.**

4. Each delegate will also receive specially curated Sri Lanka Tourism promotional gifts and destination collateral, showcasing Sri Lankan craftsmanship, culture and tourism experiences. These branded gifts will create a lasting impression among approximately 350–400 international participants and further reinforce destination recall long after the event concludes. This benefit is valued at estimated **LKR 5 million.**

5. Furthermore, the General Assembly enables Sri Lanka to strengthen its global value proposition as a modern, accessible and premium destination. Beyond promoting tourism, the event reinforces confidence in Sri Lanka as a country capable of hosting major international conferences and attracting high-value travellers, investors and business events. This enhanced international positioning supports the country's long-term tourism strategy of attracting higher-spending visitors while expanding its presence within the regional and global MICE market. The long-term brand value generated through this positioning is estimated at **LKR 50 million.**

6. In addition, sponsorship of the **ABU TV Song Festival**, which forms part of the associated meetings, offers Sri Lanka immediate regional entertainment exposure through live broadcast and digital distribution across participating member countries. The festival provides a unique opportunity to showcase Sri Lanka's creative industries, music, culture and entertainment sector while positioning the country as an emerging regional hub for international entertainment and cultural events. This exposure is estimated at **LKR 25 million**.

Conclusion

The sponsorship of the 63rd ABU General Assembly and Associated Meetings represents far more than a conference partnership it is a strategic national branding opportunity. The event provides Sri Lanka with sustained international exposure from the official announcement of the General Assembly through to post-event global media coverage. By leveraging the influence of more than 200 media organisations across over 50 countries, Sri Lanka will significantly strengthen its global tourism brand, enhance its reputation as a premier MICE destination, and position itself as a safe, modern and vibrant destination for leisure travel, investment and future international events. The estimated cumulative promotional and media value generated through this partnership is **approximately LKR 250 million**, representing an exceptional return on investment for the Sri Lanka Tourism Promotion Bureau.

Note: The estimated promotional and media values presented in this brief have been calibrated using internationally recognised media valuation methodologies and global standard pricing indices applicable to sponsorship, brand visibility, media exposure, event marketing, public relations and destination branding.