



ITB BERLIN ends sealing fruitful deals for all



Over 10,086 exhibitors from 188 countries presented their products and services at the world's largest leisure sector exhibition which concluded last week in Berlin.

Over 110,000 trade visitors were in Berlin, of whom 43 per cent were from abroad. This year there was a slight increase in buyers from the USA and the Middle East. Sri Lankan exhibitors which numbered over 150 said that they held fruitful talks sealing more business deals.

Visitors thronged the halls of the show on Saturday. More than 60,000 members of the general public were present to gather information about the wide-ranging information on offer from exhibitors and providers of niche market products. For the first time, visitors at the weekend were able to book their tours directly at ITB Berlin. A poll among visitors revealed that one in three intended to book a trip.

The Sri Lankan Ambassador in Germany, Sarath Kongahage said that Sri Lanka too is expected to be a partner country in the future.

Rumy Jauffer, Managing Director, Sri Lanka Tourism Promotion Bureau commenting on the ITB said, "Fantastic, the Cologne Business School selected us as one of the three best Asian exhibitors! Our stand has a very natural atmosphere and is perfect. ITB Berlin was the ideal platform for our large delegation of 64 tourism companies, hotels and organizations. We are happy and the future looks bright. I do have one request, can ITB Berlin not hold a networking evening for all the tourism organizations, where people can get to know each other and establish new contacts," he added.

Nishantha Wickremasinghe, Chairman, SriLankan Airlines said, "We are very happy. We did good business at ITB Berlin."

The next ITB Berlin will take place in March 2014, Wednesday, 5 until Sunday, 9 2014.



Some highlights from the Sri Lankan stand in Berlin.
Pictures by Shirajiv Sirimane

