Developing Sri Lanka's Event Management Industry

Sectorial Overview for Policy Alignment

Presented by the Event Management Association of Sri Lanka (EMA)
First Sectoral Oversight Committee Meeting
Ministry of Industries
9 February 2026

Event Management Landscape

EMA Sri Lanka

- Apex professional body for the event industry
- Represents leading national operators & SMEs
- Active industry engagement for standards, skills & policy dialogue

Sri Lanka – Industry Status

- Industry evolution: 30+ years
- Estimated revenue (2025): LKR 40+ Bn
- Strong linkages with tourism, hospitality & creative sectors
- Formal industry recognition: Dec 2025

Global – Industry Context

- Global market size: USD 1.1T → USD 1.5T
- Fastest growth in Asia–Pacific (13%+ CAGR)
- Growth driven by MICE, weddings & live events

Strategic Objectives by Time Horizon

Phase 1: Short Term (2026–2027)

- Establish a single-window clearance mechanism for event-related permits.
- Introduce service-appropriate tax and accounting frameworks for event operators.
- Launch a national skills and certification framework across technical, operational, and safety roles.
- Formalise baseline industry data collection covering revenue, employment, and sub-sectors.

Phase 2: Medium Term (2028–2029)

- Grow sector revenue from **LKR 40 Bn to LKR 60 Bn.**
- Increase inbound MICE and destination wedding events by **50%** from 2025 baseline.
- Expand certified skilled workforce capacity to at least **5,000 personnel.**

Phase 3: Long Term (By 2030)

- Double industry revenue to **LKR 80 Bn.**
- Position Sri Lanka as a recognised South Asian hub for weddings and mid-scale MICE.
- Integrate event management modules into TVET and higher education frameworks.

Why Event Management Matters Economically



Service-Led Export

Service-led industry with strong tourism & FX linkages.



Employment Multiplier

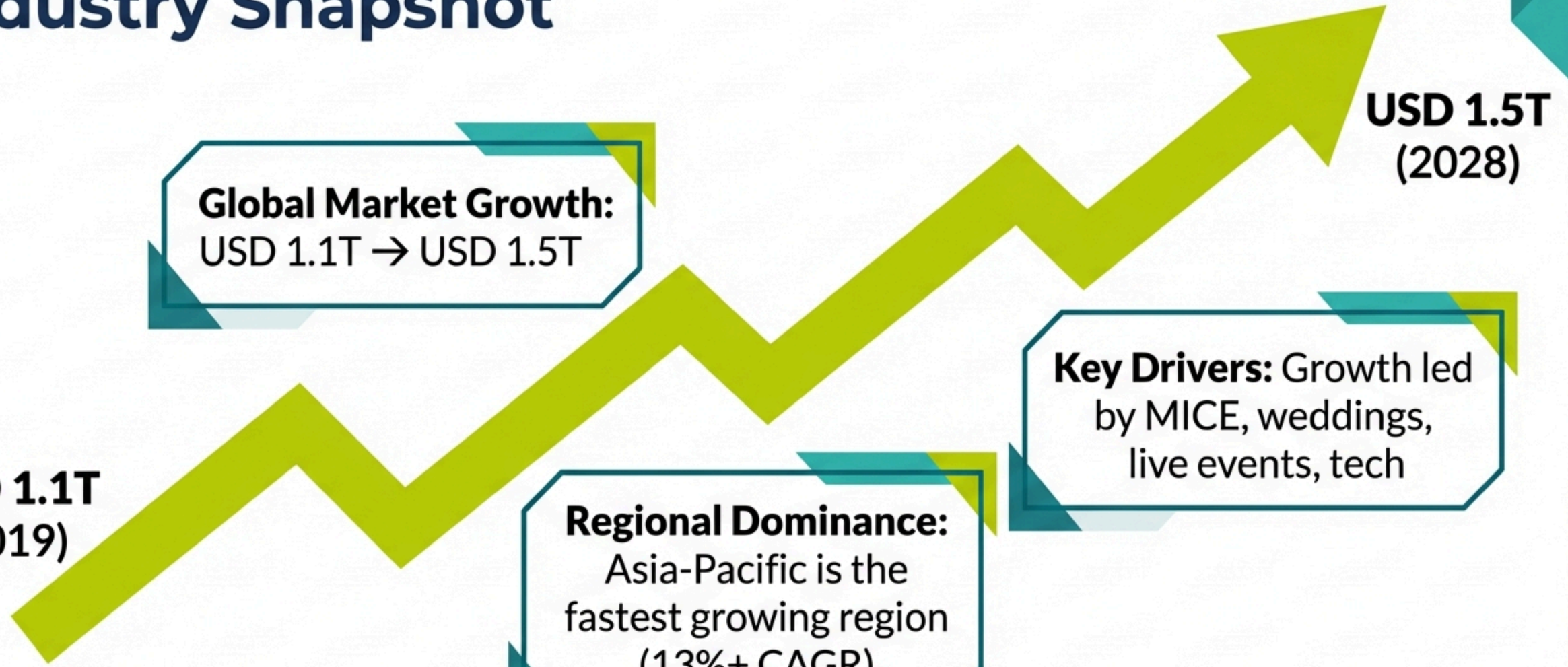
High employment multiplier (direct + indirect jobs).



Strategic Enabler

Enables MICE, destination weddings, live entertainment.

Global Event Management Industry Snapshot



Sri Lanka Industry Snapshot

Legacy

30+

Years of Industry Evolution

Current Value

LKR 40+ Bn

Estimated Revenue (2025)

Status

Dec 2025

Formal Industry Recognition

Government Recognition & Policy Engagement



- Recognised under Ministry of Industries (Dec 2025)
- First structured sectoral engagement
- Opportunity to build orderly, regulated growth

Direction of the Industry

VISION

To be the Regional hub for events, MICE & destination weddings.

MISSION

Drive GDP, jobs, tourism & brand visibility via Public-Private Partnerships (PPPs).

Scope of the Event Management Industry



Corporate & Brand Events



MICE & Inbound Events



Destination & Local Weddings



Live Entertainment & Sportainment



Government, Cultural & Festival Events



Associated Event Services

Contribution to the Economy

Dashboard 1

LKR 40 Bn

Revenue Base (2025)

Dashboard 2

0.13%

Direct GDP Share

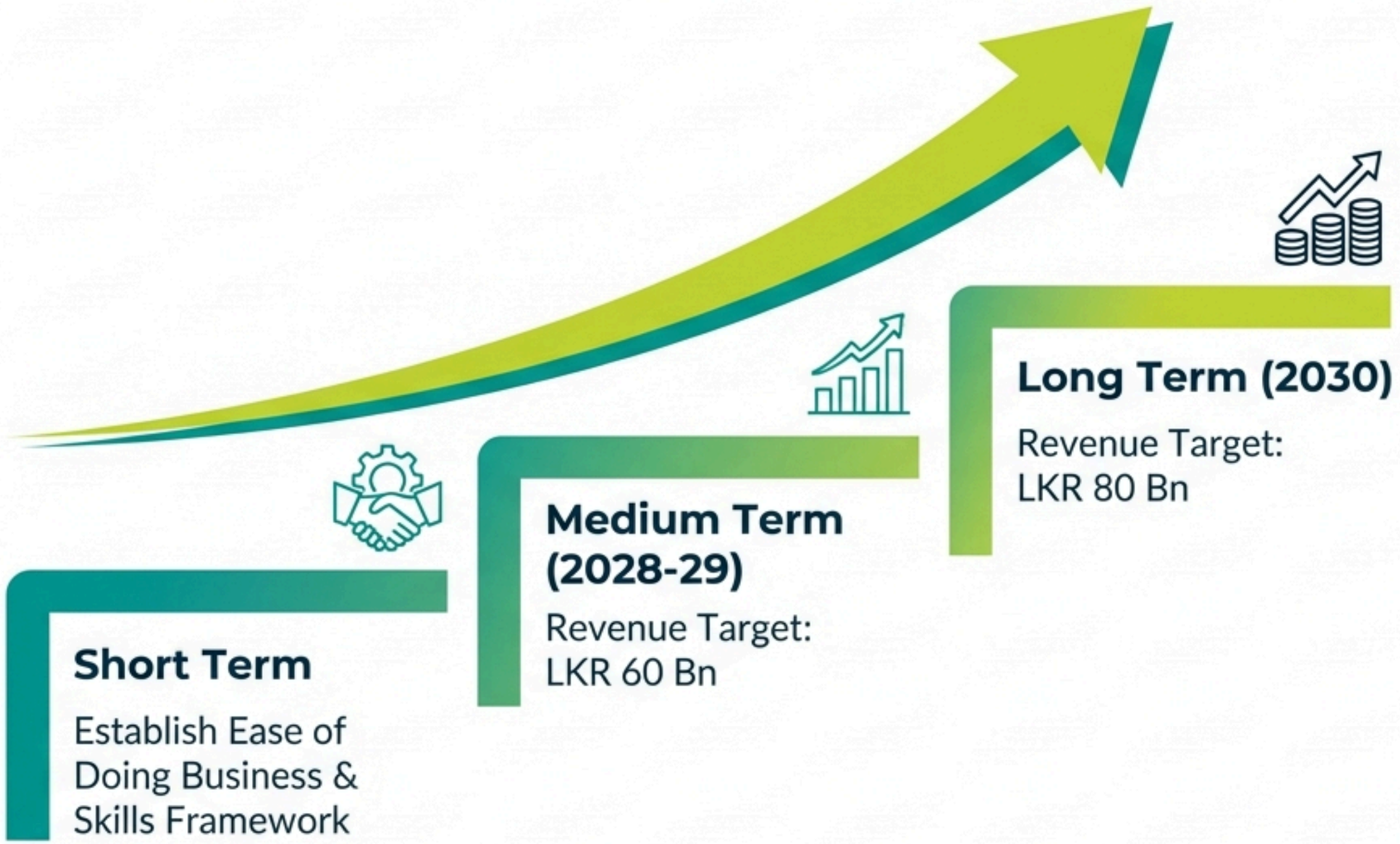
Dashboard 3

1:10

Employment Multiplier

6–10 indirect jobs created for every 1 direct job

Industry Targets (SMART & Measured)



Gap Analysis (High Level)



Policy & regulatory clarity



Skilled manpower availability



Infrastructure & approvals



Regional competitiveness

Way Forward: Future Strategy



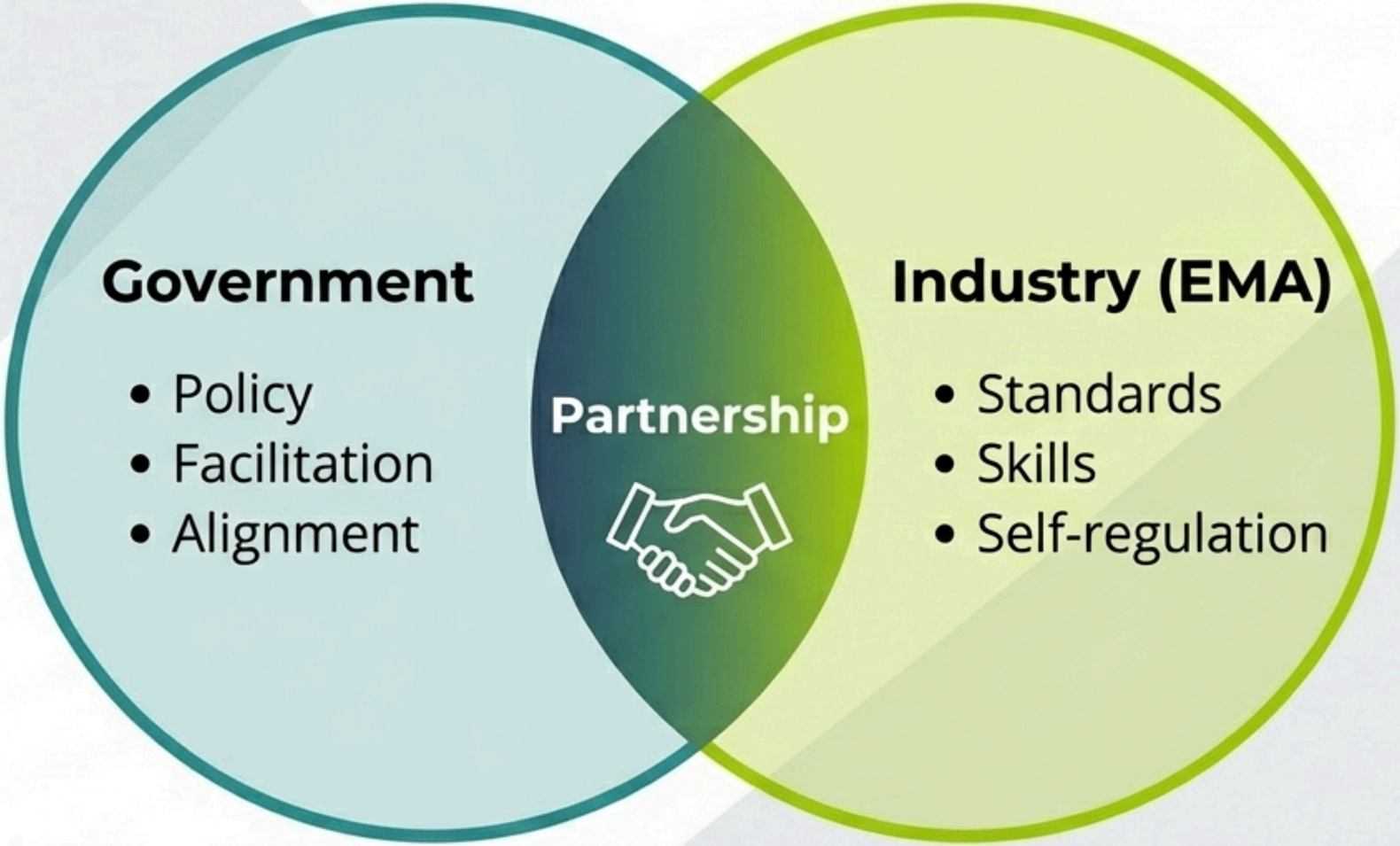
Enabling Infrastructure: The Critical Need



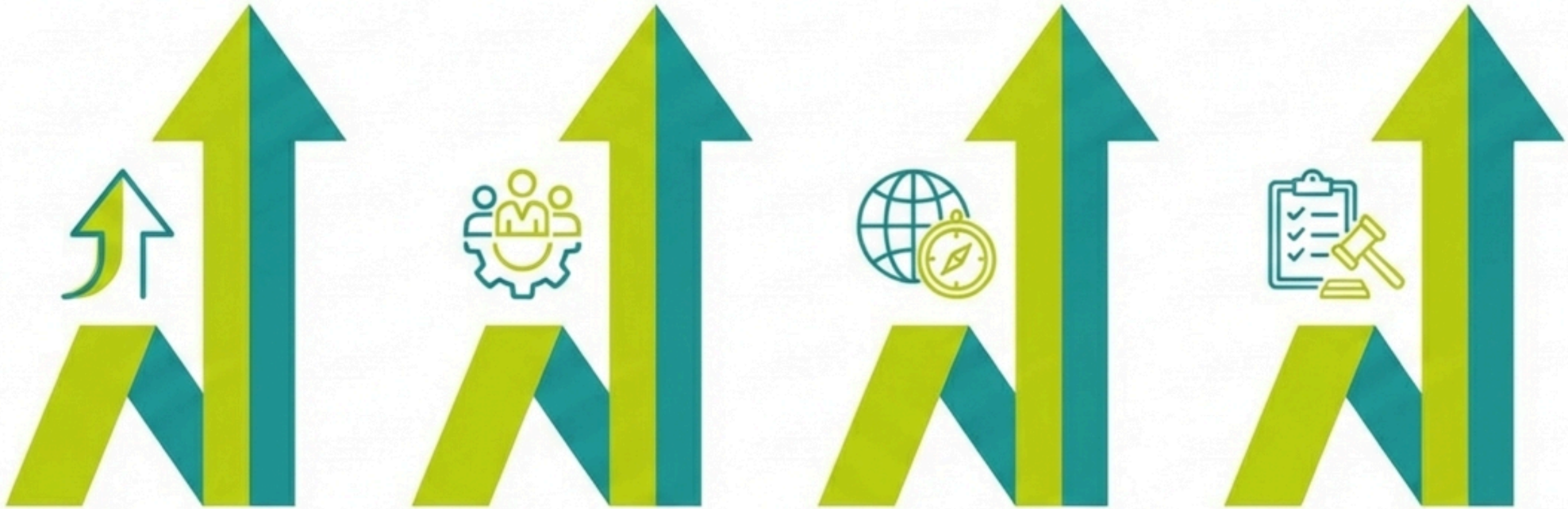
Improve domestic air connectivity with higher-capacity, more frequent flights.

Impact: To support premium tourism, destination weddings, and MICE events.

Collaborative Implementation



Outcomes by 2030



Higher FX earnings

Job creation

Stronger tourism positioning

Structured, compliant industry

Way Forward

"An opportunity to jointly shape a structured, high-value service sector aligned with national economic priorities."

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References & Source Documents

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3. Event Management Association of Sri Lanka (EMA) – Recognition and Registration of the Event, Wedding, and Entertainment Industry in Sri Lanka – Industry Submission & Policy Correspondence, August 2025
4. Event Management Association of Sri Lanka (EMA) – Event Management Sector Officially Recognized as an Industry – Media & Public Communications, February 2026

EVENT MANAGEMENT ASSOCIATION SRI LANKA

Thank You

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