



4 JULY 2024

12:30 PM - 3:00 PM

MANILA TIME

10:00 AM - 12:30 PM

COLOMBO TIME

REGISTER HERE

ZOOM REGISTRATION

ABOUT THE EVENT

The “Serendipity Knowledge Program” (SKOP) is ADB’s knowledge program dedicated to Sri Lanka, designed to respond effectively to the country’s needs in line with the vision of ADB as a knowledge solutions bank. SKOP seeks to share knowledge on issues relevant to Sri Lanka and facilitate discussion among stakeholders.

The latest event under SKOP will be on Tourism and Biodiversity Conservation. Sri Lanka is a globally significant biodiversity hotspot. The tourism sector is only partially capitalizing on this diverse resource base and the wildlife and nature-based visitor product offered has not capitalized on the potential that exists. Substantial increases in revenue for the country are possible by following international best practices in wildlife and nature-based tourism. At the same time, the private sector can become a strong contributor to effective conservation efforts across the protected area system in Sri Lanka through meaningful partnerships with relevant state departments.

The SKOP event will introduce options in wildlife and nature-based tourism in Africa based on success stories of the Wilderness Group from South Africa through a keynote address and discuss the potential of adapting such an approach to Sri Lanka in support of a sustainable and resilient tourism sector. Discussions will be supported by informative videos.

The event will be opened by the Director General, South Asia Department, ADB, sharing his views and insights on Tourism Development and Biodiversity Conservation, and ADB’s role in supporting the reforms to be undertaken in the sector. This will be followed by the keynote address and an expert panel discussion on the potential for higher value tourism in Sri Lanka and the required reforms and strategies to foster a sustainable and resilient tourism and biodiversity sector.

This hybrid event will be attended by stakeholders including government officials, private sector representatives, think tanks, development partners, civil society and ADB staff. A question and answer session provides everybody with an opportunity to engage with the expert panel.



TAKEO KONISHI
*Director General
South Asia Department
ADB*



ANURADHA KUMARASIRI
*Director General, National
Planning Department,
Ministry of Finance, Economic
Stabilization and National
Policies, Sri Lanka*



TAKAFUMI KADONO
*Country Director
Sri Lanka Resident Mission
ADB*



VINCENT SHACKS
*Group Impact Manager
Wilderness
South Africa*



CHANDANA SOORIYABANDARA
*Director General
Department of Wildlife
Conservation
Sri Lanka*



PRIANTHA FERNANDO
*Chairman
Sri Lanka Tourism
Development Authority*



SRINIVAS SAMPATH
*Director
Water and Urban
Development
Sectors Group
ADB*



ASHA DE VOS
*Founder and
Executive Director
Oceanswell*



SUMITH PILAPITIYA
*Conservationist and
Environmentalist*



SHARON ATAPATTU-TISSERA
*Owner and Operator of
Hideaway Villa
Arugam Bay*



SAVITHRI RODRIGO
MC and Moderator



ZOOM REGISTRATION

TOURISM AND BIODIVERSITY CONSERVATION

Program MC: Savithri Rodrigo

10:00 am – 10:05 am **Welcome Remarks**

Takafumi Kadono, Country Director, Sri Lanka Resident Mission, ADB

10:05 am – 10:15 am **Opening Remarks**

Takeo Konishi, Director General, South Asia Department, ADB

10:15 am – 10:20 am **Video presentation**

10:20 am – 10:45 am **Keynote Speech**

Vincent Shacks, Group Impact Manager, Wilderness, South Africa

10:45 am – 11:45 am **Moderator:** Savithri Rodrigo

Panelists:

Chandana Sooriyabandara, Director General, Department of Wildlife Conservation, Sri Lanka

Priantha Fernando, Chairman, Sri Lanka Tourism Development Authority

Sumith Pilapitiya, Conservationist and Environmentalist

Asha de Vos, Founder and Executive Director, Oceanswell

Sharon Atapattu-Tissera, Owner and Operator of Hideaway Villa, Arugam Bay

11:45 am – 12:15 pm **Question and Answer Session**

12:15 pm – 12:30 pm **Closing Remarks:**

Anuradha Kumarasiri, Director General, National Planning Department, Ministry of Finance, Economic Stabilization and National Policies, Sri Lanka

Srinivas Sampath, Director, Water and Urban Development, Sectors Group, ADB

12:30 pm **Lunch**

