

French and Belgian Media Tour Sri Lanka

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Michel Salaün, Chairman and President, Salaün Holidays and Eric Lavertu, Ambassador of France to Sri Lanka ceremonially opened the Computer and Language Training Center in Audangawa.

The French and Belgian Media delegation successfully completed a familiarization tour in Sri Lanka. The expedition was organized by Chandra Wickramasinghe, the Chairman and Managing Director of Connaissance de Ceylan and Theme Resorts & Spas, together with Salaün Holidays, a leading tour Operator in France.

The four-day tour commenced with the arrival of foreign delegates representing 20 press and media enterprises. Participants were escorted in a helicopter to Sigiriya, to discover the ancient Sigiriya Rock Fortress. The also took part in various activities such as a culinary demonstration about Sri Lankan cuisine at 'Nagula' at Aliya Resort and Spa, enjoyed an

excursion to Minneriya National Park and visited the Temple of the Tooth Relic in Kandy.

A Computer and Language Training Center in Audangawa was inaugurated by Eric Lavertu, Ambassador of France to Sri Lanka and Michel Salaün, Chairman and President of Salaün Holidays who has always believed in contributing to the social as well as cultural development of host countries.

A CSR initiative of Connaissance de Ceylan conducted through R.e.V (Reconstruire et Vivre), the project will aid in improving English language proficiency and the computer literacy of young students of the region.

Chandra Wickramasinghe, the Chairman and Managing Director of Connaissance de Ceylan and Theme Resorts & Spas commented about the media value of the tour, stating, "At a time of need like this, the value of media publicity accompanied by this venture to the country is immeasurable. The lack of a properly organized marketing drive from the tourism authorities following the Easter attacks has brought upon a huge downfall in the tourism industry. I believe that private initiatives of this nature would immensely contribute in gaining back the momentum of tourist arrivals and provide the much needed boost to the industry. My dream is to see tourism thrive once again Sri Lanka."



