



**MITTELSTAND
GLOBAL**
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Delegation Brochure

German Delegation in Planning/Consulting & Tourism Services to Sri Lanka



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Greetings from our Chief Delegate

With Germany consistently ranking among the top source markets for international travel, and Sri Lanka positioning itself as a high-potential destination with rich cultural heritage, pristine nature, and diverse experiences, the partnership between the two countries is poised to grow stronger. Tourism is not only a key pillar of Sri Lanka's economy but also a vital platform for sustainable development, cultural exchange, and international cooperation.

This potential is reflected in increasing visitor numbers, growing investment interest, and numerous initiatives focused on sustainable tourism, digitalization. Germany, known for its leadership in responsible tourism, innovation, offers valuable expertise to support Sri Lanka's ambitions for a more resilient and future-ready tourism sector.

To promote collaboration and highlight the strengths of "Tourism solutions made in Germany", we are pleased to bring this delegation to Sri Lanka. It consists of leading German tourism experts, tour operators and service providers specializing in areas such as sustainable travel, renewable energy, eco-tourism and destination management.

We are convinced that German and Sri Lankan stakeholders are ideal partners in shaping the tourism of tomorrow – authentic, sustainable, and inclusive. This delegation visit marks an important step in building long-term partnerships and strengthening our bilateral ties.

We wish you insightful discussions and fruitful meetings!



Martin Klose
Chief Delegate

Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka)

1. Introduction of the Delegation

The business initiation trip for German companies in the fields of planning, consulting, and tourism services is part of the Market Entry Programme for SMEs, supported by the German Federal Ministry for Economic Affairs and Energy (BMWE). The trip is jointly organized by the Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka), the German Travel Association (DRV) and Bondacon International.

The aim of this initiative is to support small and medium-sized German enterprises in establishing and expanding their export activities to Sri Lanka. The delegation provides a platform for networking and initiating business relationships with local stakeholders, particularly in the Sri Lankan hotel and tourism industry.

Sri Lanka is a diverse and year-round travel destination that offers a wide range of tourism segments – from adventure and beach holidays to wellness and cultural experiences. German tourists represent the fourth-largest source market after India, Russia, and the UK, with approximately 136,084 arrivals in 2024 – which represents 6.6% of the total market share. German tourism services are therefore in demand and hold significant potential for growth and regional scaling.

At the same time, the country faces infrastructural challenges. Public transportation in major cities is underdeveloped, travel within the country is time-consuming due to limited rail and road connectivity, and basic tourism infrastructure – such as clean sanitation, accessible transport, and digital connectivity – is often lacking. This opens up opportunities for German companies to provide solutions and services to improve Sri Lanka's tourism infrastructure and experience.

2. Delegation Program Overview

The delegation trip will take place in Colombo and Kandy from 09th -12th September 2025 and will include:

- A Sri Lanka-German Tourism Conference featuring keynote speeches, panel discussions, and company introductions
- Opportunities for networking and exchange with key stakeholders in the Sri Lankan tourism industry
- Individually arranged B2B meetings to explore potential partnerships
- A workshop on developing the tourism portfolio in Sri Lanka
- A Business Speed Dating Event

German Delegation Members' Profiles

(In alphabetical order)



Mareike Brandt

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Mareike Brandt is a freelance consultant from Germany with over 15 years of experience in international cooperation, market access, and sustainable business development – including assignments in Sri Lanka, where she lived and worked from 2020 to 2021.

She has gained tourism experience by renting out accommodation on Airbnb, working as a tour guide, and organising thematic study trips in Germany and abroad.

Together with a long-standing local partner, she is currently developing an offer for authentic, responsibly designed individual travel in Sri Lanka for the German-speaking market.

As part of this business mission, she is looking to connect with companies, organisations, and networks along the tourism value chain – particularly in the areas of accommodation, transport, cultural and nature-based experiences, and guiding – to explore potential partnerships and jointly develop high-quality offers for discerning travellers.



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The Berlin-based consultancy mascontour was founded in 2005 and is run as a limited liability company (GmbH). In addition to its headquarters in Berlin, the company has representations in Melbourne/Australia for the Asia-Pacific region and in Zanzibar/Tanzania for East Africa. mascontour specializes in national and international consulting for destinations, companies, and policy makers on the implementation of resilient and sustainable tourism. Today, mascontour is one of the world's leading consultancies in this field and has successfully implemented around 220 projects on five continents in over 60 countries. The company is certified with the 'Sustainable Company' and 'Service Quality Germany' labels and was honored with the Hipe Award for outstanding service quality in 2023.



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We are constantly evolving!

Since the founding of a small locksmith and repair workshop by Arnold Heinrich Meyer in 1913, our company has grown over the past 100+ years into a strong and successful medium-sized enterprise. Through continuous innovation, we have successfully transformed the centuries-old tradition of processing sustainable raw materials such as straw, coconut fiber, and jute – deeply rooted in the Twistringen region – into modern production processes. Today, the corporate group comprises six companies. Become a part of our future!

Naturally natural – That's our way!

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Claussen Holding is a privately owned German company group that combines entrepreneurship with social impact. Under its umbrella, the holding unites companies in the fields of event management, gastronomy, construction, insurance services, and real estate – both in Germany and Sri Lanka.

The group is driven by founder and CEO Sebastian Claussen, whose approach combines entrepreneurial spirit with a long-term vision for sustainability and social responsibility.

In Sri Lanka, the holding is active through subsidiaries and the Claussen Foundation, focusing on systemic solutions in waste management and renewable energy, alongside the development of sustainable tourism projects.



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SUNSET Energietechnik GmbH has been active in the field of solar technologies since 1979. We are German manufacturer of solar power components and systems. Our core competencies are in manufacturing, designing and engineering and delivery incl. complete installation of solar systems of any sizes. We operate and realize projects worldwide. In addition to standard components, we also manufacture customized products and systems.



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The Ayurveda Boutique Resort Suvarivi is located on a hill in Weligama and offers traditional Ayurveda treatments in the midst of the jungle to its predominantly German, Austrian, and Swiss guests. In our resort, a doctor is available around the clock, in addition to the therapists. We have a total of 11 rooms and 19 employees. Originally, the Ayurveda healing process was not designed for stays of 9, 14 or 21 days, but rather for approximately 90 days.

This led us to the idea of developing retirement residences in Sri Lanka for interested individuals from Europe, similar to those in Thailand, incorporating care and healing treatments. We are currently working to clarify the political foundations for establishing retirement residences, such as visas, training and German language courses in nursing professions, as well as the utilization of existing health insurance.

