



Delegation der Deutschen  
Wirtschaft in Sri Lanka  
Delegation of German Industry  
and Commerce in Sri Lanka

# GIRLS' DAY

04<sup>th</sup> March 2026  
(TBC)

## • Project Background

Girls'Day is a highly successful initiative from Germany aimed at encouraging young girls to explore **careers in industries where women are underrepresented, particularly in STEM (Science, Technology, Engineering, and Mathematics), skilled trades, and leadership roles.** Established over two decades ago, the program has proven to be a powerful tool in shaping the future workforce by inspiring young talent at an early stage.

in 2026, AHK Sri Lanka is organizing the second edition of Girls'Day in Sri Lanka to address the disproportionately low representation of women in STEM and leadership careers. Our goal is to create an environment that **fosters encouragement and opportunity**, equipping young girls with the confidence and exposure they need to pursue these career paths.

## • Call for Industry Participation



To achieve this, we seek **active participation from companies** across various industries that are willing to **host a group of schoolgirls** for a day of interactive, informative, and inspiring activities. This is a unique opportunity for your company to empower the next generation of female professionals while positioning yourself as champions of workforce diversity and inclusion.

**REGISTER  
NOW**

For more information and registration,  
contact Sabrina :



projects@srilanka.ahk.de



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# Your Role as a Host Company

## Key Responsibilities

- ✓ Develop a structured **half- or full-day program**, incorporating practical exercises, discussions with female role models and interactive Q&A-sessions. AHK Sri Lanka will review the program to ensure alignment with project objectives. Along with a short company profile, your program will be forwarded to the participating schools.
- ✓ Host a predetermined number of **schoolgirls** based on your operational capacity. We recommend a group size of 5-15 girls, aged 12-16 but this can be adjusted based on your program's structure.
- ✓ Ensure a **safe and engaging learning environment** with appropriate supervision. We recommend female professionals and role models to accompany and guide the participants.
- ✓ Provide a brief **post-event report**, including photographs, for marketing and promotional purposes.

## Optional Contributions

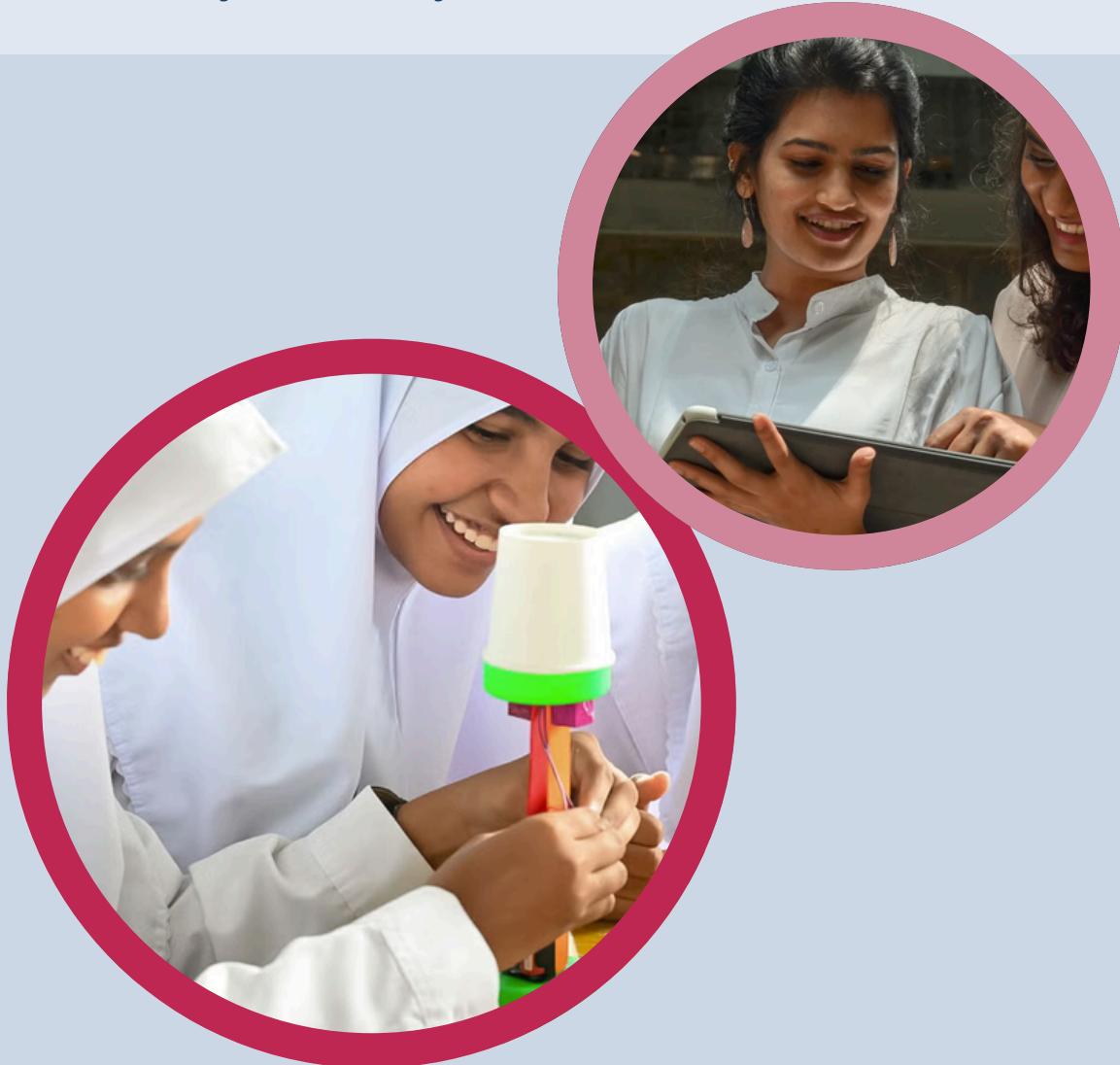
- 💡 Provide complimentary **lunch/snacks** and small **giveaways** for the participating girls.
- 💡 Assist with **transportation costs** or arrange free transport for participants from low-income backgrounds.
- 💡 Participate and talk about your Girls' Day experience in follow-up events and marketing opportunities, such as in a **Women in Business Forum**, or a featured **AHK Sri Lanka Podcast** episode.

## AHK Sri Lanka's Role

- ⌚ We will **reach out to schools** in Colombo and conduct targeted outreach to ensure schoolgirls participation.
- ⌚ We will manage the **administration and promotion** of the program, including:
  - Matchmaking between schoolgirls and companies
  - Developing **marketing materials** to support participating companies.

## Why Should Your Company Participate?

- ✓ Develop a Future Talent Pipeline** – Girls’Day enables your company to introduce young female students to career paths in your industry, helping to attract and nurture diverse talent for the long term.
- ✓ Enhance Employer Branding** – Hosting a Girls’Day event positions your company as a forward-thinking, inclusive, and socially responsible employer, making it more attractive to young talent, partners, and customers.
- ✓ Promote Workforce Diversity** – Encouraging more young women to explore non-traditional career paths helps reduce gender disparities in technical and leadership roles, benefiting both your company and the broader industry.
- ✓ Interactive and Engaging Format** – The one-day program allows students to gain hands-on experience, engage with professionals, and explore career opportunities in your industry.



# Post-Event: Women in Business Forum on Female Employment & Empowerment in Sri Lanka

To further strengthen the impact of **Girls' Day**, we are planning a **high-profile awareness event** to address **female employment and leadership challenges in Sri Lanka**. This forum will facilitate discussions on:

- **Current barriers to female participation** in the corporate workforce
- **Best practices and existing programs** that empower women in the workplace
- **Insights from NGOs, institutions, and corporate leaders** on how companies can foster female leadership

## Corporate Sponsorship Opportunity

To make this event possible, we are seeking **corporate sponsors** to support **event logistics and execution**. This is an excellent opportunity to:

- **Showcase your CSR initiatives** in workforce diversity and female empowerment
- **Gain visibility as a corporate leader** in gender inclusivity and social responsibility
- **Engage with key stakeholders** from government, business, and education sectors

We would be delighted to discuss how your company can play a key role in this initiative.

**Register Now!**

## Next Steps:

Please confirm your participation with a short **confirmation mail to Sabrina**. If possible, you can already include a draft event program.

Our team is available to **assist in program design and address any questions**.

Let's work together to **empower Sri Lankan women and girls** and build a more diverse and inclusive workforce for the future!

For more information contact **Sabrina**:

 [projects@srilanka.ahk.de](mailto:projects@srilanka.ahk.de)

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