



AHK

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

GIRLS' DAY

04th March 2026

• 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 12-18 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

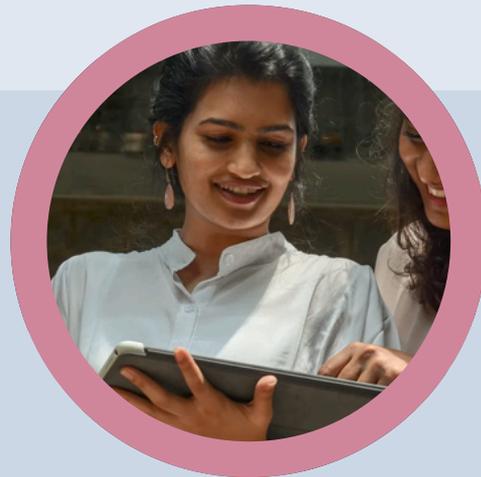
- 💡 Provide complimentary **lunch/snacks** and small **giveaways** for the participating girls.
- 💡 Assist with **transportation costs** or arrange free transport for participants from low-income backgrounds.
- 💡 Participate and talk about your Girls' Day experience in follow-up events and marketing 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.



Organizer:

Supporting Partners:



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!

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Post-Event: Women in Business Forum on the Role of Parents in Shaping Women's Career Futures

To further strengthen the impact of **Girls' Day**, we are planning a **Parent Awareness Event** aimed at showcasing career perspectives in the hospitality sector, with a particular focus on opportunities for girls and young women. 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
- Helping parents better understand **career pathways** and actively **support their children's career decisions**

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

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