



## **AYURVEDA TO GET BOOST AT EXHIBITION 2011**

By engaging the private sector and the government establishments there is a concerted effort to promote Ayurvedic treatment internationally and one of the main methods is through the exhibition to be conducted titled "Ayurveda Expo 2011 : Yoga, Meditation, Food and Wellness".

The Ayurveda exhibition scheduled to be held from **15-17 July, 2011** will be held with the objective of showcasing a new lifestyle and increase awareness of the product both locally and internationally.

Conducted by the National Chamber of Commerce of Sri Lanka (NCCSL) it is being jointly organized by Sri Lanka Tourism, the Export Development Board (EDB) and the Ministries of Indigenous Medicine, Economic Development, Industry and Commerce and External Affairs and the Gem and Jewellery Authority. Srilankan Airlines is also teaming up to provide increased assistance for the upcoming exhibition.

As part of next year's promotion of tourism through "Visit Sri Lanka 2011" the industry is looking at propagating this event in a bid to attract more tourists to the country.