

# **SERGE BETSEN IN SRI LANKA EVENT HIGHLIGHTS**

## **Organized by The Sri Lanka - France Business Council**

### **of the Ceylon Chamber of Commerce**



#### **Overview**

#### **Initiative to Promote Tourism, Sport, Fashion & Culture.**

The Sri Lanka–France Business Council of The Ceylon Chamber of Commerce, engaged in an initiative to promote tourism and introduce value–added cultural exchanges through a unique blend of Sports such as French rugby, fashion and culture. The programme was an important step in strengthening ties between France and Sri Lanka, highlighting how tourism, sport, fashion and culture can serve as bridges between nations, strengthening ties between Sri Lanka and France beyond traditional trade and diplomacy. The initiative was endorsed by Sri Lanka Tourism Promotion Bureau.

#### **France's Renowned Former Rugby Player Serge Betsen**



**CAPTAIN OF BIARRITZ OLYMPIQUE**  
**CAPTAIN OF L'ÉQUIPE DE FRANCE**  
**CAPTAIN OF LONDON WASPS**

As part of this program, French rugby great Serge BETSEN —celebrated as one of France's most accomplished flankers— visited Sri Lanka for a three–day tour in November 2025.

#### **Tourism Promotion**

Tours in Kandy and Galle featuring covered by French media to promote Sri Lanka as a vibrant travel destination.

#### **Fashion and Culture**

Aimed to foster synergies between Sri Lankan creativity and French excellence. Through fashion and culture, building bridges that celebrate artistry, heritage, and contemporary expression.

#### **Rugby Coaching Camps**

A series of rugby coaching sessions aimed at inspiring and training young Sri Lankan

players, through international-level techniques and insights.

### Media Press Conference held on the 24th of October 2025



*Seated L to R: Niroshani Leanage – Managing Director Mod’Art International Sri Lanka, Andre Fernando – President SLFBC, Philippe FOUET Economic Counsellor Embassy of France*

Mr. Andre Fernando, Chairman of the Council, stated, “I and the current committee are confident that the objectives of this project can be achieved as planned. Tourism, a key pillar of our economy, will gain immensely as Mr. Serge Betsen helps showcase the natural beauty of Sri Lanka to the world. Sport, which has the power to bring people together, will come alive again as he shares his experience on and off the field with budding, club, and national-level rugby players through the series of events we have planned.”

### Arrival of Serge Betsen at the **Bandaranaike International Airport** on the **18<sup>th</sup> of November 2025**



Arrival of Serge Betsen at Clove Beach Wadduwa on the 18<sup>th</sup> of November 2025





## Visit to Dutch Galle Fort on the 18<sup>th</sup> of November 2025

A tour around the historical Dutch Galle Fort.



## Visit to Sacred Temple of the Tooth Relic in Kandy on the 19<sup>th</sup> of November 2025



## Day 1 of the Rugby training sessions at Kandy Sports Club on the 19<sup>th</sup> of November 2025

Serge Betsen demonstrating skills and sharing wisdom in the game of Rugby to young enthusiasts.



**Brunch at La Maison De Colombo on the 21<sup>st</sup> of November 2025**

Hosted by La Maison De Colombo for Serge Betsen and the French community in Sri Lanka.



**Day 2 of the Rugby training sessions at Havelocks Club on the 21<sup>st</sup> of November 2025**

Young players receiving world-class coaching from one of the best flankers in history.



**A glamorous evening of Culture, Fashion and Wine in Collaboration with Modart International Sri Lanka on the 21<sup>st</sup> of November 2025**



The visit culminated in a spectacular Wine Evening and Fashion Show, where French haute couture influences met the vibrant innovation of Sri Lankan design.

Organized in collaboration with Mod'Art International, the event showcased a fusion of artistic expression, bridging two cultures through elegance, colour, and craftsmanship. Guests were treated to an exclusive selection of French wines sourced directly from renowned vineyards, complementing the evening's refined aesthetic.

