

Press Release

The Embassy of Nepal in Beijing, Nepal Tourism Board (NTB) and Nepal Association of Tour and Travel Agencies (NATTA) jointly organized a tourism promotion program in Beijing today. The Ambassador of Nepal in Beijing Leela Mani Paudyal put forward the 8 reasons why Chinese tourists should select Nepal as their preferred destination. While highlighting the major promotional programs conducted by embassy, ambassador informed the audiences about campaign to be launched by the embassy targeting 300m Buddhist believers in China with a view to attracting them to visit Lumbini. Speaking in the program, Secretary General of China Chamber of Tourism, Mr. Wu Guoliang appreciated the Lumbini Promotion Program proposed by the Embassy and offered their support in the future promotional activities of Nepal in China. Mr. Sunil Sharma, officiating director of Nepal Tourism Board highlighted the attractions of Nepali tourism products and destinations. President of Nepal Association of Tour and Travel Agents (NATTA) Mr. Madhusudhan Acharya, speaking in the program, underlined the objectives of the sales mission in China this year and thanked embassy of Nepal in Beijing and other organizations for their support to host programs in different cities of China. Representatives of 52 Chinese tourism enterprises including media persons and 32 representatives from Nepali tourism sector were present in the program. A platform was provided for B2B meeting between the entrepreneurs from both the countries during and after the formal program.

Embassy of Nepal

Beijing

14 June 2017



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