

## Press Release!

The Embassy of Nepal in Beijing, Nepal Tourism Board (NTB) and Nepal Association of Tour and Travel Agents (NATTA) jointly organized a tourism promotion program in Chengdu today with the support of Sichuan Provincial People's Government. Speaking on the program guest of honor Vice-Secretary General of Sichuan Provincial People's Government H.E. Mr. Zhao Weiping appreciated the embassy for selecting Chengdu for the program and assured of full support from the provincial people's government to the programs for the promotion of economic, cultural and people to people relations. Party Secretary of Sichuan Tourism development Commission and Deputy Director General of the Sichuan Provincial Department of Foreign and Overseas Chinese Affairs were also present on the occasion. Addressing the program Nepali Ambassador to China H.E. Leela Mani Paudyal put forward 8 reasons for selecting Nepal as a preferred destination for Chinese potential tourists. While highlighting the major promotional programs conducted by embassy he informed the audience about campaign to be launched targeting 300m Buddhist believers in China with a view to motivating them for Lumbini visit. Also present on the program were 32 representatives from Nepali tourism enterprises and 60 enterprises from Chinese tourism including media persons. Mr. Sunil Sharma, Officiating Director of Nepal Tourism Board presented various attractions of Nepali tourism industry. In the afternoon Ambassador H.E. Paudyal delivered a lecture in South Asia Institute of Sichuan University on "Belt and Road Initiative: Prospects for Nepal." During the program at the university, students from International School, think tanks, professors from South Asia Study Centre were present.

Earlier today, the Ambassador had meeting with Vice Secretary General of the Sichuan Provincial People's Government. During the meeting ideas were exchanged on investment, tourism, education and culture, among others. Vice Governor of Sichuan Province responsible for tourism affairs is planning to visit Nepal in coming September. During the meeting invitation for Nepali leaders, officials as well as the embassy staff were extended to participate in International Tourism Trade Expo, which is going to be held in Leshan municipality of Sichuan Province in September 2017. Likewise, invitations were also extended for the World Tourism Conference which is going to be held in Sichuan in September 2017.

Earlier yesterday the Ambassador had meeting with H.E. Mr. Liao Kequan, Vice Mayor of Leshan municipality. During the meeting two sides identified five areas of cooperation such as tourism, education, Buddhism and culture, trade and investment, and non-government sector. Senior officials of the Leshan Municipal People's government were also present in the meeting.

Embassy of Nepal  
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