



नेपाली राजदूतावास, बेइजिङ  
尼泊尔驻华大使馆, 北京  
EMBASSY OF NEPAL, BEIJING

### Press Release

The Embassy of Nepal in Beijing, in collaboration with the Nepal Tourism Board and Nepal Association of Tour and Travel Agents (NATTA) of Gandaki province hosted a tourism promotion event under the theme "Nepal Sales Mission 2024: Gandaki Province" at the Embassy today. The event aimed to develop network among tour and travel operators of Nepal and China.

In his welcome remarks, H.E. Mr. Bishnu Pukar Shrestha, Ambassador of Nepal to the People's Republic of China highlighted the major tourism attractions of Nepal and encouraged the participants to jointly cooperate to make the upcoming Visit Nepal Year 2025 a success, which was jointly declared by Nepal and China. He also urged the participants to build network as to enhance tourism cooperation between the two countries.

During the event, Mr. Kundan Sharma Mishra, Sr. Officer of the Nepal Tourism Board, made a presentation promoting Nepal as an attractive tourism destination focusing on Pokhara which is declared as the tourism capital of Nepal recently. Statements were also delivered by Mr. Hari Ram Adhikari, President of NATTA and Mr. Khim Bahadur Nepali, member of NATTA about Nepal's tourism potentials. The program was followed by an interactive B2B session.

The event was attended by approximately 150 participants including Nepali and Chinese tour and travel operators, business persons working in tourism sector as well as media representatives.

Embassy of Nepal  
Beijing  
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