

Ministry of Tourism participates in the 3 day China International Travel Mart at Kunming, China with the opening of Indian Pavilion at CITM

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With a view to increase Tourism & Trade between India and China, the Ministry of Tourism, Government of India in collaboration with Confederation of Indian Industry (CII) is participating at **China International Travel Mart (CITM)** organised from **15-17 November 2019** at **Kunming, China**.

The India Pavilion at CITM was inaugurated today i.e 15th November 2019 by **Ms. Rupinder Brar**, Additional Director General, Ministry of Tourism, Govt. of India and Mr. Dipak Haksar, Chief Executive, ITC Hotels & Chairman CII National Committee on Tourism & Hospitality along with other members.

Tourism is emerging as a vital link between **India and China**, fuelled by an increasing level of bilateral trade, business and governmental cooperation between the two sides. The future of tourist travels between the two countries which represents 40 percent of the world's population continues to be promising based on the current trajectory of growth.



Government of India is keen to attract more travellers from China as part of its “Act East” and “China Ready” strategies.

CITM is one of the largest Travel shows in Asia that offers innovative ideas and concepts for travel in Asia. The objective of the large India Pavilion set up at CITM is to promote India's varied tourism products and services including the Buddhist Circuit, so as to attract Chinese travellers to visit India. The event will help to strengthen tourism and trade between both countries and facilitate Business to Business (B2B) and Business to Government (B2G) meetings.

The event will also bring together various tour operators from India and other service providers like travel agents and hotel operators who will get an opportunity to interact with their counterparts in China and develop help build stronger tourist circuits between India and China.

A strong 35 member delegation is visiting CITM comprising of prominent Indian tourism players (Hoteliers, Travel agents, Airlines, Railways amongst others). The Indian heritage will be showcased at the India Pavilion during CITM 2019 through classical dance performances and Yoga.

The CITM has come at the end of series of successful Incredible India roadshows organised by the Ministry of Tourism, Government of India in three cities in China, namely, Chengdu, Chongqing and Kunming from November 12-14, 2019.

NB/AKJ

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