



नेपाली राजदूतावास
Embassy of Nepal
Brussels, Belgium

Press Release

Embassy Participates in the Brussels Holiday Fair

The Embassy of Nepal participated in the annual Brussels Holiday Fair jointly organized by City of Brussels and FISA International at Brussels Expo from 2-5 February 2017.

The Fair provided the Embassy with a unique opportunity to showcase Nepal's natural beauty and rich cultural heritage including through its historical, artistic, architectural, cultural and religious artifacts. Banners, placards, posters and flyers depicting diverse range of tourism products Nepal caters to the tourists were displayed at the Embassy's stall.

Videos and documentaries appealing the potential tourists to 'make Nepal their next holiday destination' were played throughout the event. Local Nepali artists belonging to diverse cultures performed during the event. Their cultural attires and performances including traditional Nepal dances entertained the visitors with Nepal's unique art and music.

Thousands of visitors visiting the Embassy's stall were given information on tourism and travel in Nepal.

Themes of this year's four-day Fair were 'city trips' and 'wedding and honeymoon'. The Fair was therefore also an occasion for visitors to meet with national government and private travel industry representatives and learn about a wide array of holiday destinations suitable for those themes. Potential tourists travelling to Nepal were also encouraged by the Embassy officials and other volunteers at the Nepal stall with particular emphasis on Nepal's suitability for both city trips as well as wedding and honeymoon purposes.

Brussels Holiday Fair is the largest tourism event in Belgium and is deemed to be unique in terms of an extensive face to face communication platform.

The Embassy was informed that over one hundred and thirty thousand people visited the Fair in order to observe and experience a 'global show' of culture, music, art and food.

The Embassy worked closely with Non-Resident Nepali Association, Belgium, Nepali entrepreneurs, artists, media persons and volunteers from various Nepali community organizations for the broader and effective participation in the Fair. The Embassy appreciates the spontaneous support received from all community members as well as volunteers and thanks them for their contribution to make Nepal's participation in the Fair a success.

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