**Embassy of India**

**Hanoi**

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**Press Release**

**Incredible India Tourism Roadshow**

Embassy of India, Hanoi, in partnership with the India Tourism Office for ASEAN region based in Singapore, and, the Vietnam National Administration of Tourism (VNAT) organized an ‘Incredible India Road Shows’ to promote Indian tourism in Hanoi today. The Ministry of Tourism of Government of India and the Ministry of Tourism, Culture and Sports of Government of Vietnam supported the event.

A delegation of 13 tour operators and destination management companies from India took part in the event. The Indian state of Rajasthan, which offers a variety of popular tourist attractions and known world-wide for heritage, culture and spiritual, wildlife, and wellness tourism was also showcased by the representative of the state government officials in the roadshow. About 50 tour and travel companies, tour agents, airlines representatives and other industry stakeholders from Vietnam participated in the roadshow. India’s diverse tourism products and services were presented to the local tour operators by the visiting delegation from India. In the B2B interactions, information about India’s tourism industry, tourism-related products and opportunity for joint collaboration with the Vietnamese counterparts in tourism sector were discussed.

Ambassador of India, H.E. Pranay Verma, and, the Vice Chairman of the VNAT, H.E. Mr Ngo Hoai Chung, jointly inaugurated the event. In his remarks, Ambassador Verma highlighted the growth opportunity in the tourism sector between the two countries. Vice Chairman of VNAT urged the tourism industry stakeholders of both countries to work in synergy to realise the true potential of the growth in the tourism sector. Mr Gyan Bhusan, Economic Advisor in the Ministry of Tourism of Government of India, also participated.

The roadshow is a part of celebration of year 2019 as the India-ASEAN year of tourism. The celebration was launched on the sidelines of ASEAN Tourism Ministers’ Forum held in Halong Bay in January, 2019. A number of initiatives have been taken by the Government of India to promote tourism between India and Vietnam. The e-visa facilities for the Vietnamese nationals and the planned direct flight connectivity between the two countries later this year is expected to increase two-way tourism between them.

Hanoi

26 August, 2019

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