



## Press Release

*ExpoNepal2024 officially starts in Brasilia.*

The Embassy of Nepal in Brazil has been organising **ExpoNepal** on 1-3 **March 2024** in Brasilia, the capital city. The inauguration of the Expo concluded today amid a special function held at Pier21, Asa Sul of Brasilia. The ceremony was attended by senior Government officials, business and tourism apex bodies, members of the diplomatic community, media and friends of Nepal. It featured National Anthems played live by flutist Mr. Milan Ghimire.

Welcoming the guests to the event, Ambassador of Nepal to Brazil Nirmal Raj Kafle shed light on the friendly bilateral relations between the two countries. Stating that Nepal is home to diverse flora and fauna and rich culture, the Ambassador stressed the need for expanding engagements encompassing all productive sectors. He assured the audience that the Embassy stands ready to facilitate connections among businesses and tour operators.

As the guest of honour, His Excellency Minister L lio Corr a, the Chief Justice of the Superior Labour Court of Brazil, appreciated Nepal's natural beauty, cultural heritage and the progress made towards achieving social justice. Minister Corr a is going to attend the Laureates and Leaders for Children Summit: Development and Peace to be held in Lumbini on 11-12 March 2024.

Congratulating the organisers for successfully hosting the event, Vice-Minister/Executive Secretary of the Ministry of Tourism Ms. Ana Carla Lopes expressed her commitment to contributing to the promotion of tourism between Nepal and Brazil. Mr. Everton Lucero, the Director for South and South East Asia at the Ministry of Foreign Affairs, highlighted the political, economic and cultural aspects of Nepal-Brazil friendship, while encouraging further collaborations on economic partnerships.

Addressing the gathering, Mr. Dipak Raj Joshi, the Director-General of the Confederation of National Industry (CNI) urged the Brazilian business community to seize the opportunity to connect with Nepal, a country ripe with potentials. Mr. Binod Sapkota, the Secretary-General of the Trekking Agents Association of Nepal (TAAN), looked forward to closely working with tourism associations of Brazil. The Deputy Secretary of International Relations of the District Federal and the President, Association of Travel Agencies of District Federal reaffirmed their commitment to continued partnership with Nepal for promoting culture and tourism.



The Embassy received cooperation from the Ministry of Foreign Affairs, Nepal Tourism Board (NTB) and CNI in preparation of the event. Similarly, the Brazilian government and agencies associated with trade and tourism extended necessary cooperation. The Expo is being coordinated by RockSiddhi Pvt. Ltd. from Nepal and Aria Travel Intelligence from Brazil.

“Journey to Mount Everest and Beyond” as the theme, the Expo aims to strengthen trade, investment, tourism and people-to-people contacts between Nepal and Brazil. Exhibitors are showcasing a wide range of Nepali products, including handicrafts, carpets, herbal products, and pashmina, with major travel agents promoting their tour packages among potential Brazilian travellers.

On the sidelines of the Expo, two B2B sessions brought together business and tour operators from both sides. The first B2B on trade promotion aimed to explore opportunities of exporting Nepali commodities to Brazil. CNI-Nepal made a presentation on Nepal’s trade and investment potentials. Similarly, the second B2B meeting held between travel agents from both sides discussed future partnerships to promote tourism. First Secretary/Deputy Chief of Mission Mr. Babu Ram Sigdyal presented an overview of Nepal’s tourism potentials.

Also today, CNI-Nepal and CNI-Brazil held a meeting with a view to establishing institutional linkage and contributing to investment promotion in Nepal. Director-General Mr. Joshi and Director of Industrial Development and Economy at CNI-Brazil Mr. Rafael Lucchesi led their respective delegations at the meeting.

**Embassy of Nepal, Brasilia, Brazil**

**Friday, 1 March 2024**