

Anil Wadhwa
Ambassador



EMBASSY OF INDIA

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Rom/Com/229/03/2017

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Subject-Inviting participation in 'India Tourism Promotion & Investment' Events at Rome and Verona, Italy

Dear *Mr. Jankar,*

The Embassy of India in Rome in association with India Tourism Office, Milan and Air India (Rome & Milan) is planning to organise two India tourism promotion and investment events at Rome and Verona, Italy on 28th February and 1st March 2017. The idea is to promote tourism to India and also to seek Italian investment in developing tourism infrastructure in India. In 2016, this Embassy in Rome had organised four tourism promotion events at Rome, San Marino, Milan and Venice where the Indian tour operators discussed promotion of tourist destinations in each country with their Italian counterparts.

2. The Embassy will invite 100 Italian companies (tourists agents, tour operators, companies from hospitality sector, venture capitalists, urban developers, media) to participate both at Rome and Verona. The Embassy will also invite tour operators, members of Hotel Association of India (HAI), National Restaurants Association of India (NRAI) and officials from department of tourism of state governments of Rajasthan, Gujarat, Maharashtra, Goa, Tamil Nadu, Karnataka, Kerala, Chhattisgarh, Assam, Manipur, West Bengal, Odhisa and Uttar Pradesh to participate and hold interaction/discussion with the Italian companies for promoting tourism to India and to their respective states. A tentative programme for the events on both days event is enclosed at Annexure-A.

3. The event will provide a platform for Indian tour operators, hotels and prominent restaurants to discuss with their Italian counterparts business deals to promote tourism to both countries and also to seek partnership in investment in developing tourism infrastructure in India. Italy is now covered under e-visa regime by GOI and the e-visas are being extended to all kinds of travellers. It is expected that this event will help in creating awareness among the local tour operators about tourist friendly measures taken by the Indian government and also to offer India as an alternative tourists destination to their Italian clients. Embassy will keep you posted on the list of Italian companies who will participate at both the cities from time to time so that Indian companies can plan their business discussions in advance.

4. The Embassy in Rome, on its part, will provide visa assistance and hotel bookings for Indian participants at Rome and Verona. IATO (Indian Association of Tour Operators) being an important association of Indian tour operators is requested to circulate the information on this event among its members and plan for a large participation. For any information related to both the events, you

may write to the Commerce Wing of the Embassy on
com.wing@indianembassy.it and commercial@indianembassy.it.

With regards,


Anil Wadhwa

Mr. Pranab Sarkar
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Swagatam Tour Pvt Ltd, New Delhi

Copy:
Mr Rajeev Kohli
Senior Vice President, IATO
Creative Travel Pvt Ltd, New Delhi

Mr Rajiv Mehra
Vice President, IATO
Uday Tour & Travels Pvt Ltd

Mr Lally Mathews
Honorary Secretary, IATO
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