

NEPAL INDIA CHINA EXPO



The First Tri-Nation Expo



Pokhara Event Center
Shrikrishna Marga, Bulaudi, Lakeside,
Pokhara, Nepal

February

24 25 26 2025

About NICE



NICE is a first-of-its-kind **tri-nation tourism expo** that will bring together tourism and hospitality stakeholders and organizations from the public and private sectors of the **three neighbouring nations—Nepal, India, and China**—onto a single platform to facilitate unparalleled networking and business opportunities, along with deep industry insights and inspirational experiences.

PATA Nepal Chapter, in collaboration with the **Nepal Tourism Board, Pokhara Tourism Council**, and **other key public and private sector partners and stakeholders** at the **local, provincial, national, and regional levels**, will organize the first tri-nation expo in **Nepal's tourism capital, Pokhara**, from **February 24th to 26th, 2025**.



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Why NICE?

-  Nepal is strategically located **between two of the world's largest economies**, offering a unique opportunity to serve as a bridge in **unlocking the tourism potential** of these nations. While bilateral trade initiatives between these countries are well-established, a **collaborative tri-national event of this nature has yet to be organized**, presenting a fresh and promising opportunity.
-  The main objective of organizing this expo is to bring together the **two emerging giant economies and tourism powerhouses, India and China**, to foster the untapped tourism potentials and integrated business opportunities with Nepal.
-  The event shall further help to consolidate the business relationship between the three countries, mainly in the field of tourism and hospitality.

Why join NICE?



Access High-growth Travel Markets

India and China are the most potentials and rapidly growing source markets with high value for Nepal; whereas Nepal with its location in between these two large source markets can contribute in bridging the tourism divide and potential among these countries.



Enhance Business & Build Network

Meet face-to-face with the decision makers or buyers and sellers including state, regional and local tourism agencies from the three closed neighbours-India, Nepal and China. Two full days of B2B Session (Buyers-Sellers Meet) offers 30 pre-matched appointments generated via PATA Nepal Chapter's specific business matching software.



Get Insights & Learn Novelty

One-day Conference during NICE will bring together experts, thought leaders, and professionals from both the private and public sectors across the region to discuss and share insights on contemporary issues, emerging trends, opportunities, and future prospects for tourism between Nepal, China, and India.



Experience Nepal

Experience the enchanting allure of Pokhara, Nepal's premier destination for adventure and tranquillity. The pre-expo Destination Experience Trips and organized tours around the host city offer the true essence of Nepal, providing a unique blend of nature, adventure, and culture, all embraced by the most hospitable people.

Program at a Glance

Feb. 20-21, 2025

Arrival of the delegates in Kathmandu

Saturday, Feb. 22, 2025

Fly to Pokhara

Or Drive to Pokhara (Enroute Luncheon and Rafting)

Sunday, Feb. 23

Registration | Booth Setup & Decoration
Complimentary Sightseeing Tours & Adventure Activities in Pokhara

Monday, Feb. 24

NICE Conference | Luncheon | Inauguration Ceremony & Welcome Dinner Reception

Tuesday, Feb. 25

Business Expo (B2B Meetings-Day 1) | Luncheon | Dinner Reception

Wednesday, Feb. 26

Business Expo (B2B Meetings-Day 2) | Luncheon | Closing Ceremony & Farewell Dinner Reception

Thursday, Feb. 27

Departure | Post Expo Tours (Optional)

The program is subject to change.

ENHANCE YOUR **MARKET SHARE** IN THE REGION ...



1000+ Participants from **THREE** Neighbouring Countries

150+ Regional Buyers

100+ Exhibitors | Sellers

50+ Media, Bloggers | Influencers

15+ High-Value Speakers | Thought Leaders

100s of Distinguished Guests, Delegates & Trade Visitors

Promote & Showcase your Business



BUYERS PROFILE



Outbound Tour Operators



Wholesalers, OTAs & Specialist Tour Operators



Prospective Investors & Influencers in Relative Travel Industries



Leisure + MICE



SELLERS PROFILE



Airlines



Travel Agents | Trekking | Adventure Companies



Transportation Services



NTO | State, City Tourism | Govt. Organizations



Hotels & Resorts



DMCs | Inbound Tour Operators



Travel Tech Companies

About the Event Venue:

Pokhara Event Center is a brand-new, premier venue designed to deliver extraordinary event experiences. With a mission to create unforgettable moments, it specializes in hosting weddings, corporate functions, and social gatherings. Conveniently located just 1.5 km from Lakeside-Pokhara, the heart of the tourist hub, the center offers state-of-the-art facilities and amenities for a wide range of events.

We are delighted to announce that NICE 2025 will be held at the Pokhara Event Center.



Register Now to join this historic event !



Register as BUYER

Every Buyer delegate participating NICE must agree to accept a full business calendar with 100% pre-matched appointments with registered Exhibitors.

Package A: NRs. 30,000

[US \$ 225 / INR 18,999 / ¥ 1599]

Includes a Hosted Economy Class Flight via National Flag Carrier/ NICE Partner Airlines or reimbursable return economy class airfare to/from Kathmandu.

Limited to ONE buyer delegate per buyer organization. **Subject to approval by the Buyer's Qualifying Committee.**

Package B: NRs. 20,000

[US \$ 150 / INR 12,500 / ¥ 1050]

Per Buyer delegate, **No air ticket included.**

*****Subject to approval by the NICE secretariat** upon completing the registration process.***

SPOUSE/ADDITIONAL BUYER DELEGATE REGISTRATION = NRs. 40,000

[US\$ 300/ INR 25000/¥ 2200]

(Sharing a business calendar with the registered primary buyer delegate and must represent the same buyer organization.)

The registration fee includes:

- Hotel Accommodations on BB basis & Hosted meals (Subject to sponsorship)
- Arrival and Departure transfers to and from the official hotel
- Pre-expo complimentary sightseeing tour/ FAM Trips
- Access to the conference and all social functions including hosted luncheon and dinners

The registration fee for Buyers includes:

- 7 Nights Hotel Accommodations (2N in Kathmandu + 5N in Pokhara) on BB basis & Hosted meals
- Pre-expo complimentary sightseeing tour/ FAM Trips
- Arrival and Departure transfers to and from official hotel
- Official transfers from official hotels to all scheduled events & functions
- Participation to the Buyer hosted programs and activities

Register as SELLER/ EXHIBITOR

SELLER REGISTRATION NRs. 75,000 [US\$ 555]

- 1 Standard Shell Scheme booth
- 1 Delegate (Primary Delegate)
- 1 set of pre-matched appointments (30 appts.) with Buyers
- 1 Table & 3 Chairs, Fascia Board

The Booth confirmation shall be prioritized on a first-come, first-served basis with receipt of payment. All registered seller delegates will have access to the conference and all social functions including hosted luncheon and dinners.

The registration fee for international seller/exhibitor also includes Arrival and Departure transfers to and from the official hotel; and transfers from official hotels to all scheduled events and functions.

ADDITIONAL SELLER/EXHIBITOR DELEGATE NRs. 20,000 [US \$150]





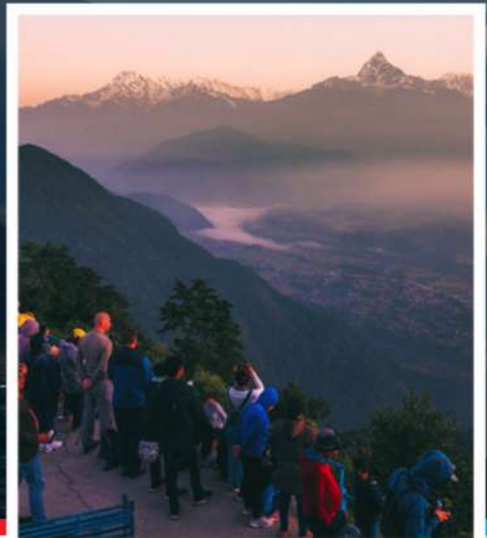
SUNRISE TO SUNSET IN POKHARA

A Full-Day Adventure and Sightseeing
with Majestic Himalayan Views!

Complimentary Only for NICE 2025
Buyers, Media and International Guests

Nestled in the lap of the Himalayas, **Pokhara** is a haven for nature lovers and adventure enthusiasts alike. This picturesque metropolitan city in central Nepal is often regarded as the tourism capital of Nepal, offering a blend of serene lakes, wellness retreats, cultural landmarks, and thrilling outdoor activities.

Situated at an elevation of approximately 822 meters, Pokhara is known as both the "City of Lakes" and the "Gateway to the Himalayas and Trekking," with three of the world's ten highest peaks—Dhaulagiri, Annapurna I, and Manaslu—dominating its skyline. In addition to its natural beauty, the city is emerging as a **premier destination for MICE tourism and leisure travel.**



Pic: Sunrise View from Sarangkot

Morning Sunrise at Sarangkot

- **Time:** 5:00 AM
- **Activity:** Start your day early with a visit to Sarangkot, a hilltop viewpoint renowned for its breathtaking sunrise views over the Annapurna Mountain Range. The sight of the first light hitting the snow-capped peaks is truly magical.

Boating on Phewa Lake

- **Time:** 7:30 -9:00 AM
- **Activity:** After descending from Sarangkot, Enjoy a boat and glide across the calm waters of Phewa Lake. Visit the Tal Barahi Temple, located on an island in the middle of the lake.

Breakfast at Hotel

- **Time:** 9:00 -10:30 AM
- **Activity:** After boating, Walk or drive to your hotel for the breakfast and refreshment.



Pic: Boats on Phewa Lake

Cont...Pre Expo FAM Trip (Itinerary 1)

Davis Falls and Gupteshwor Mahadev Cave

- **Time:** 11:30 AM
- **Activity:** Visit the mesmerizing Davis Falls, a unique waterfall that flows directly into a deep, narrow gorge. Just across the road, explore the Gupteshwor Mahadev Cave, which houses a sacred Lord Shiva shrine.



Pic: Davis Falls



Pic: Gupteshwor Mahadev Cave

Visit the International Mountain Museum (IMM)

- **Time:** 1:00 PM
- **Activity:** Learn about the history, culture, and biodiversity of the Himalayas at the International Mountain Museum. Discover fascinating exhibits on mountaineering and the region's various ethnic groups.



Pic: International Mountain Museum

Luncheon at IMM Host (TBA)



Pic: World Peace Pagoda

Visit the World Peace Pagoda.

- **Time:** 3:00 PM
- **Activity:** After the Luncheon, Drive to World Peace Pagoda. This stunning white stupa offers panoramic views of Pokhara, Phewa Lake, and the surrounding mountains. Reflect on the tranquillity and peace the pagoda symbolizes.



Pic: World Peace Pagoda

Drive to Pumdikot Shiva Temple for Sunset

- **Time:** 4:30 PM
- **Activity:** Enjoy a scenic drive to Pumdikot Shiva Temple, where breathtaking sunset views await! Experience the vibrant colors of the sky as the sun dips behind the Himalayas, creating an unforgettable backdrop for your adventure. Capture the moment and soak in the serenity of this sacred site!

6:30 PM - Return to Hotel

Evening: Leisure Time / Stroll along Lakeside

Take a leisurely walk along Lakeside, where you can shop for souvenirs, listen to live music, or simply soak in the vibrant atmosphere under the starlit sky.





NATURE & ADVENTURE ESCAPE IN POKHARA

Complimentary For Adventure seekers (NICE 2025 International Guests)



Pic: Sunrise View from Sarangkot

Morning Sunrise at Sarangkot

- **Time:** 5:00 AM
- **Activity:** Start your day early with a visit to Sarangkot, a hilltop viewpoint renowned for its breathtaking sunrise views over the Annapurna Mountain Range. The sight of the first light hitting the snow-capped peaks is truly magical.

Boating on Phewa Lake

- **Time:** 7:30 -8:30 AM
- **Activity:** After descending from Sarangkot, Enjoy a boat and glide across the calm waters of Phewa Lake. Visit the Tal Barahi Temple, located on an island in the middle of the lake.



Pic: Boats on Phewa Lake

Breakfast at Hotel

- **Time:** 8:30 -9:30 AM
- **Activity:** After boating, Walk or drive to your hotel for the breakfast and refreshment.

Cont...Pre Expo FAM Trip (Itinerary 2)

Experience the Thrill:

Paragliding

- **Time:** 9:30 AM
- **Activity:** Drive to the adventure spot for an exhilarating **paragliding experience**, hosted by **Nepal Airsports Association (NAA)**. After registration and a safety briefing, the activity will begin. Once completed, there will be time for group photos, refreshments, and relaxation before departing for the luncheon.



Pic: Paragliding

Visit the International Mountain Museum (IMM)

- **Time:** 1:00 PM
- **Activity:** Learn about the history, culture, and biodiversity of the Himalayas at the International Mountain Museum. Discover fascinating exhibits on mountaineering and the region's various ethnic groups.



Pic: International Mountain Museum

Luncheon at IMM

Host (TBA)

Experience the Exhilaration on The SkyScreamer-AKA Giant Swing

- **Time:** 2:30 PM
- **Activity:** Drive to Hemja, 10 km north of Lakeside, to experience "The SkyScreamer", hosted by HighGround Adventure Nepal. Experience the rush as you experience a (near) free-fall from a height of approximately 50m.

Participants can also enjoy bungee jumping with an exclusive 25% discount for NICE delegates.



Pic: The SkyScreamer



5:30 PM - Return to Hotel

Evening: Leisure Time / Stroll along Lakeside

Take a leisurely walk along Lakeside, where you can shop for souvenirs, listen to live music, or simply soak in the vibrant atmosphere under the starlit sky.



Note: We have limited seats for this program, and confirmation will be prioritized on a first-come, first-served basis upon registration confirmation to our international delegates.



NICE CONFERENCE

"Theme- NICE for MICE & More..."



Monday, Feb. 24, 2025 | Venue : Sagarmatha Hall, Pokhara Event Center



NICE Conference: Program -TBA

The NICE Conference, themed 'NICE for MICE & More,' will bring together experts, thought leaders, and professionals from both the private and public sectors across the region to discuss and share insights on contemporary issues, emerging trends, opportunities, and future prospects for tourism between Nepal, China, and India.



In the Evening (6:00 PM Onwards)

NICE Inauguration Ceremony & Welcome Dinner Reception

Venue : Pokhara Event Center | More details: TBA



NICE- BUSINESS EXPO

[DAY 1 -B2B Sessions]



Tuesday, Feb. 25, 2025 Venue : Pokhara Event Center

09:00-09:45	<u>Sellers-meet-Buyers Open Hall Session (Networking Session)</u> <i>Venue : TBA</i> B2B Briefing	
09:45-10:00	Opening of B2B Expo Ribbon Cutting	
10:00-12:40	NICE 2025 Business Session 1 (7 Appointments + Tea/Coffee Break) <i>Venue : Sagarmatha Hall @Pokhara Event Center</i>	
	10:00-10:20	Appointment 1
	10:20-10:40	Appointment 2
	10:40-11:00	Appointment 3
	11:00-11:20	Appointment 4
	11:20-11:40	All Delegates Tea/Coffee Break (20 Min) <i>Venue: TBA @Pokhara Event Center</i>
	11:40-12:00	Appointment 5
	12:00-12:20	Appointment 6
	12:20-12:40	Appointment 7
12:40-13:40	<u>Delegate Luncheon</u> <i>Venue : TBA @ Pokhara Event Center</i>	
13:40-14:00	<u>Networking Session (Sellers-Buyers Only)</u>	
14:00-17:00	NICE 2025 Business Session 2 (8 Appointments + Tea/Coffee Break) <i>Venue : Sagarmatha Hall @Pokhara Event Center</i>	
	14:00-14:20	Appointment 8
	14:20-14:40	Appointment 9
	14:40-15:00	Appointment 10
	15:00-15:20	Appointment 11
	15:20-15:40	All Delegates Tea/Coffee Break (20 Min) <i>Venue: TBA @Pokhara Event Center</i>
	15:40-16:00	Appointment 12
	16:00-16:20	Appointment 13
	16:20-16:40	Appointment 14
	16:40-17:00	Appointment 15

*****End of the Day 1 : B2B Meetings*****



NICE- BUSINESS EXPO

[DAY 2 –B2B Sessions]



Wednesday, Feb. 26, 2025 Venue : Pokhara Event Center

08:45-09:40	Sellers-meet-Buyers Open Hall Session (Networking Session) Venue : TBA @Pokhara Event Center	
09:40-12:40	NICE 2025 Business Session 3 (8 Appointments + Tea/Coffee Break) Venue : Sagarmatha Hall @Pokhara Event Center	
	09:40-10:00	Appointment 16
	10:00-10:20	Appointment 17
	10:20-10:40	Appointment 18
	10:40-11:00	Appointment 19
	11:00-11:20	All Delegates Tea/Coffee Break (20 Min) Venue: TBA@Pokhara Event Center
11:20-16:20	Trade Visitors Walk Around	
	11:20-11:40	Appointment 20
	11:40-12:00	Appointment 21
	12:00-12:20	Appointment 22
	12:20-12:40	Appointment 23
12:40-13:40	Delegate Luncheon @Pokhara Event Center	
13:40-16:20	NICE 2025 Business Session 4 (7 Appointments + Tea/Coffee Break)	
	13:40-14:00	Appointment 24
	14:00-14:20	Appointment 25
	14:20-14:40	Appointment 26
	14:40-15:00	Appointment 27
	15:00-15:20	Appointment 28
	15:20-15:40	All Delegates Tea/Coffee Break (20 Min) Venue: TBA @Pokhara Event Center
	15:40-16:00	Appointment 29
	16:00-16:20	Appointment 30
	End of the B2B Meetings	
16:30	Transfer to the Hotel to freshen up!	

In the Evening (6:00 PM Onwards)

NICE Closing Ceremony & Farewell Dinner Reception

Venue : TBA

Become a NICE Partner:

Collaborate and Support this Historic Event!

NICE

NICE Partners and Supportive Organizations

In Collaboration with



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TOURISM
BOARD



Strategic Partners



Airline partner
(Domestic)



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