



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)



Pic: International Mountain Museum

Visit the International Mountain Museum (IMM)

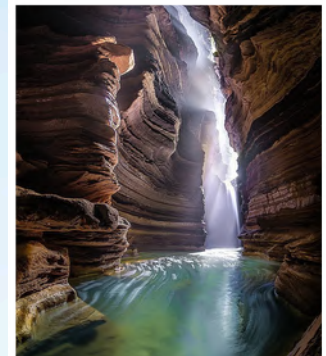
- **Time:** 1:00 PM
- **Activity:** Learn about the history, culture, and biodiversity of the Himalayas at the International Mountain Museum. Discover fascinating exhibits on mountaineering and the region's various ethnic groups.

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.



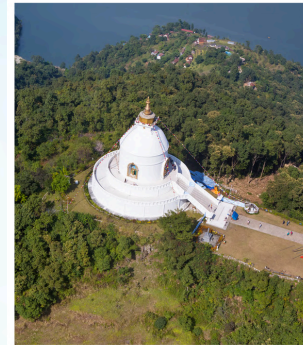
Pic: Davis Falls



Pic: Gupteshwor Mahadev Cave



Luncheon
Hosted by
Fishtail Lodge
(12:45-14:30 hrs)



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.
- **Drive for 5 minutes from the World Peace Pagoda for Hi-Tea and Refreshment, hosted by Raniban Retreat**—a small mountaintop eco-lodge nestled in the secluded hillocks of Raniban Forest.



Pic: Raniban Retreat

Drive to Pumdikot Shiva Temple for Sunset

- **Time:** 5:30 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.



Pic: Lord Shiva Statue, Pumdikot

FEBRUARY

23 2025

NATURE & ADVENTURE ESCAPE IN POKHARA

Complimentary For Adventure seekers (NICE 2025 International Guests)



Pic: Sunrise View from Sarangkot

Morning Sunrise at Sarangkot

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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



Pic: Fishtail Lodge, Pokhara

Luncheon hosted by Fishtail Lodge (12:45 -14:30 hrs)

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" and "Bungee Jump", hosted by HighGround Adventure Nepal. Experience the rush as you experience a (near) free-fall from a height of approximately 50m.



Pic: The SkyScreamer



Pic: Bungee Jump

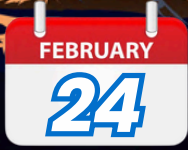
5:30 PM - Return to Hotel

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.



CONFERENCE

“NICE for MICE & More...”

Powered By:



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

Time	Programme
08:30-09:15	Gathering of Invitees / Delegates & Registration
09:15-09:30	Master of Ceremony welcomes Guests & Delegates
09:30-09:35	Welcome Speech by Mr. Khem Raj Lakai , Chairman-PATA Nepal Chapter
09:35-09:40	Welcome Remarks by Mr. Dhan Raj Acharya , Mayor-Pokhara Metropolitan City
09:40-10:10	Keynote Address by Prof. Kaye Chon, Dean and the Chair Professor-School of Hospitality and Tourism Management (SHTM) , the Hong Kong Polytechnic University & the Winner of the Famous Ulysses Prize from the UNWTO. Topic: Where Is the Blue Ocean? – Innovations and Leadership in Tourism and Hospitality.
10:10-10:30	Keynote Presentation by Prof. Dr. Wolfgang Georg Arlt, Founder & CEO – China Outbound Research Institute (COTRI) & Meaningful Tourism Center NICE2025 Goodwill Ambassador & Expert (China) Topic: China’s Outbound Tourism and Its Impact on South Asian Destinations
10:30-10:50	Fireside Chat with NTB CEO-Mr. Deepak Raj Joshi Moderator: Mr. Nabin Berry , Founder and CEO, Cross Section Media (India)
10:50-11:10	*** Refreshment/ Coffee Break ***
11:10-12:10	Plenary Session I: "NICE for MICE" Keynote Presentation by Mr. Noor Ahmad Hamid, Chief Executive Officer, Pacific Asia Travel Association (PATA) Speakers 1. Mr. Ranjit Acharya , Advertising & Marketing Professional Motivational speaker, Nepal. 2. Ms. Cathy Cui , Head of Guangzhou International Travel Fair (GITF), China 3. Dr. Narayan Prasad Regmi , Director General, Department of Tourism, Ministry of Culture, Tourism & Civil Aviation, Government of Nepal 4. Ms. Nandini Lahe Thapa , Sr. Director – Tourism Marketing and Promotion, Nepal Tourism Board 5. Mr. Greesh Bindra , Executive Vice President, The SURYAA New Delhi, India Moderator- Mr. Upaul Majumdar, Head of Practice – Tourism for South Asia at Dolma Consulting UK NICE 2025 Goodwill Ambassador (India)
12:10-12:35	Presentation on “Digital First initiatives to spur Tourism growth in Nepal ” by Mr. Sabbir Ahmed , Country Manager – Bangladesh, Nepal and Bhutan- VISA Inc.



CONFERENCE

Cont...

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Lifetime
Experiences!

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By: **VISA**

12:35-14:00	*** Luncheon Break ***
14:00-14:45	<u>Plenary Session 2: "Unleashing the Power of Aviation"</u> <u>Speakers</u> <ol style="list-style-type: none">1. Mr. Kapil Kaul, CEO & Director- Centre for Asia Pacific Aviation (CAPA) India2. Mr. Vijay Shrestha, Vice Chairman Himalaya Airlines (H9)3. TBC- CAAN (Civil Aviation Authority of Nepal)4. Mr. Rajnish Kaistha, Senior Vice President – Indian Association of Tour Operators (IATO)5. TBC – Nepal Airlines Corporation (NAC) Chair- Mr. Vijay Poonosamy , Africa Aviation Lead Partner at Dentons Mauritius LLP and Aviation Group Chairman of World Tourism Network.
14:45-15:30	<u>Plenary Session 3: "High-Value Wellness with High-Volume Markets: Capitalizing on Global Trends on Health & Well-being"</u> <u>Speakers</u> <ol style="list-style-type: none">1. Dr. Birgit Trauer, Expert-Relational Intelligence and Well-being Tourism Board Member, Institute of Tourism Presentation on "Relational Intelligence and Well-being"2. Dr. Benjamin Taunay, Director-French Centre for Research on Contemporary China (CEFC) Presentation on "Wellness and Well-being in China"3. Dr. Narendra K Shetty – Chief Wellness Officer – Kshemavana4. Mr. Rajan Simkhada, Founder – Nepal Yoga Retreat Chair- Dr. Smritee Kala Pant , Executive Committee Member of PATA Nepal Chapter
15:30-15:50	*** Refreshment/ Coffee Break ***
15:50-16:35	<u>Plenary Session 4: "Expanding the MICE Horizon in Nepal: Beyond Conventions"</u> <u>Speakers</u> <ol style="list-style-type: none">1. Mr. Parash Khadka – Mr. Paras Khadka, Secretary –Cricket Association of Nepal (CAN) President-Bagmati Province Cricket Association Nepalese Former Cricketer2. Mr. Pradeep Khadka-Nepali Actor, Model, Scriptwriter, and Filmmaker.3. Mr. Nabin Berry, Founder and CEO, Cross Section Media (India)4. Mr. Mingma Sherpa, Chairman of Seven Summit Treks The first Nepali and the first South Asian to successfully climb all 14 peaks above 8,000 meters in the world.5. Mr. Girish Wankhede, Movie /Film Trade Analyst & Media Expert, Mumbai, India Moderator – Nisha Adhikari , an acclaimed actor, filmmaker, and fearless adventurer
16:35-16:55	<u>Validation Note / Conference Closing Remarks</u> By Respected Dipendra Purush Dhakal , Former Secretary – Ministry of Culture, Tourism & Civil Aviation
<i>***End of the Conference***</i>	
18:00 Onwards "NICE 2025 Inauguration Ceremony & Welcome Dinner Reception	



INAUGURATION CEREMONY & WELCOME DINNER RECEPTION

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

Time	Proposed Programme
17:00-18:00	Gathering of Invitees & Guests/ Delegates
18:00-18:15	Master of Ceremony initiates the program with Seating of all the Guests and Dignitaries
18:15-18:20	<p><u>NICE Promotion Video Display & Arrival of the Chief Guest</u></p> <ul style="list-style-type: none"> Honorable Minister for Culture, Tourism and Civil Aviation- Mr. Badri Prasad Pandey <p><u>Guest of Honor</u></p> <ul style="list-style-type: none"> Honorable Chief Minister of the Gandaki Province- Mr. Surendra Raj Pandey <p><u>Special Guests</u></p> <ul style="list-style-type: none"> Honorable Minister of the Ministry of Industry and Tourism, Gandaki Province- Mr. Mitra Lal Basyal Secretary of Ministry of Culture, Tourism and Civil Aviation- Mr. Binod Prakash Singh Mayor of the Pokhara Metropolitan City- Mr. Dhan Raj Acharya CEO of Pacific Asia Travel Association – Mr. Noor Ahmad Hamid Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
18:20-18:25	National Anthem of Nepal, India and China.
18:30	Welcome Remarks by Mr. Khem Lakai , Chairman, PATA Nepal Chapter
18:35	Remarks by Mr. Taranath Pahari , President, Pokhara Tourism Council
18:38	Remarks by Mr. Dhan Raj Acharya , Mayor of the Pokhara Metropolitan City
18:43	<p>Chief Guest inaugurates the NICE (Nepal India China Expo) by lighting the Traditional Nepali Lamp</p> <p>Launching of NICE Official Magazine Destination NEPAL- Video Presentation</p>
18:50	Remarks by Mr. Deepak Raj Joshi , CEO-Nepal Tourism Board
18:55	Remarks by Mr. Anand Jha , Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
19:00	NICE Cultural Performance & Welcome Dance
19:10	Remarks by the Special Guest- Mr. Noor Ahmad Hamid , CEO- Pacific Asia Travel Association (PATA)
19:15	Remarks by the Special Guest –Hon. Mitra Lal Basyal , Minister for Industry and Tourism, Gandaki Province
19:20	Cultural Showcase and performances
19:30	Remarks by the Guest of Honor – Hon. Surendra Raj Pandey , Chief Minister of the Gandaki Province
19:35	Remarks by the Chief Guest – Hon. Badri Prasad Pandey , Minister for Culture, Tourism and Civil Aviation, Government of Nepal
19:45-19:50	Closing Remarks by the Secretary of Ministry of Culture, Tourism and Civil Aviation – Mr. Binod Prakash Singh

*** Followed by Cocktail Dinner Reception ***

FEBRUARY

25

NICE 2025- KNOWLEDGE FORUM

The Knowledge Forum at NICE 2025 will bring together professionals, experts, and partners from across the industry to share, exchange, discuss, and disseminate invaluable insights on a wide range of topics, including innovative products, cutting-edge services, contemporary market trends, and other valuable knowledge.

Tuesday, Feb. 25, 2025 | Venue : Annapurna Hall, Pokhara Event Center

Time	Proposed Programme
09:00-9:45	Gathering of Invitees & NICE Delegates
09:45-10:00	Opening of B2B Expo Ribbon Cutting
10:00 Onwards	Scheduled Business Sessions (For Buyers and Sellers) at Sagarmatha Hall and Expo areas at the Exhibition grounds.
11:00-11:15	Commencement of "NICE 2025- Knowledge Forum" Master of Ceremony welcomes Guests & Delegates Welcome Remarks by CEO, PATA Nepal Chapter - Mr. Suresh Singh Budal
11:15-11:35	Presentation about GITF 2025 By Ms. Cathy Cui, Head of Guangzhou International Travel Fair (GITF), China
11:35-11:55	"VISA Destination Insights: Supporting Tourism Ecosystem " by Mr. Anand Jha , Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
11:55-12:40	Workshop on "Meaningful Tourism " By Prof. Dr. Wolfgang Georg Arlt
12:40-14:00	Delegate Luncheon Venue: Makalu @ Pokhara Event Center
14:00-14:20	Tourism Industry Future and Technology, Virtual Travel By Mr. Jayson, United Tourism IP Route Developer at Mass United Tourism
14:20-14:40	International Roaming Service with Ncell by Mr. Kanchan Singh Karki and Mr. Manish Joshi
14:40-14:50	Expression by Nepal Pay QR
14:50-15:15	Coffee Break Venue: Dining Annex, Annapurna Hall
15:15-16:00	Workshop on "Sustainable Hospitality from Construction to Operation" By Dr. Peter Jeng, International SDGs Investor & Entrepreneur - REITs, Digital Economy & Banking, Global Health, Commodity Trading, Prefab & Modular Building, Green Fuels, Higher Education, Tourism, Public-Private Value Chains Partnership



NICE- BUSINESS EXPO [DAY 1 -B2B Sessions]



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

- 09:00-09:45** **Sellers-meet-Buyers Open Hall Session (Networking Session)**
Venue : Sagarmatha Hall @Pokhara Event Center
- 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)
Venue : Sagarmatha Hall + Exhibition Grounds @Pokhara Event Center
- 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)
Venue: Dining Annex/ Service Counter, Sagarmatha Hall
- 11:40-12:00 Appointment 5
12:00-12:20 Appointment 6
12:20-12:40 Appointment 7
- 12:40-13:40** **Delegate Luncheon**
Venue : Makalu @ Pokhara Event Center
- 13:40-14:00** **Networking Session (Sellers-Buyers Only)**
- 14:00-17:00** **NICE 2025 Business Session 2** (8 Appointments + Tea/Coffee Break)
Venue: Dining Annex/ Service Counter, Sagarmatha Hall
- 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)
Venue: Dining Annex/ Service Counter, Sagarmatha Hall
- 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 : Sagarmatha Hall @Pokhara Event Center

09:40-12:40

NICE 2025 Business Session 3 (8 Appointments + Tea/Coffee Break)
Venue : Sagarmatha Hall + Exhibition Grounds @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: Dining Annex/ Service Counter, Sagarmatha Hall

12:40-13:40

Delegate Luncheon
Makalu @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: Dining Annex/ Service Counter, Sagarmatha Hall

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 (18:30 Onwards)

NICE 2025 Closing Celebration

Venue : Club Catwalk, Lakeside, Pokhara
Dress Code: **Smart Casual**

*****The Party You Can't Forget -Lifetime!*****

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