

PATA

Pacific Asia Travel Association

NEPAL CHAPTER



NEPAL
TOURISM
BOARD



NEPAL INDIA CHINA EXPO

NICE

The First Tri-nation Tourism Expo

Feb. 22-25, 2020 | Kathmandu, Nepal

nepal



www.nicenepal.com

ABOUT NICE



Nepal India China Expo (NICE), a noble concept envisioned by PATA Nepal Chapter as the first tri-nation tourism expo, bringing together tourism and hospitality stakeholders and organizations from public and private sectors of the three neighboring countries namely: Nepal, India and China, on a single platform by facilitating all three nations with unparalleled networking and business opportunities, industry insights and inspiration.

Nepal is rightly placed geopolitically between the two giant economies and can contribute hugely in bridging the tourism divide and potential of these countries. These countries have arranged bilateral trade but have not organized such a tri-national event. 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 relationship between the three countries, mainly in the field of tourism and hospitality.

PATA Nepal Chapter, NTB and VNY2020 will jointly organize this first tri-nation expo to mark the National Celebration of Visit Nepal Year 2020 in the historic city of Kathmandu from February 22-25, 2020.

WHY JOIN NICE?



Access high-potential 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.



Build Business and 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. Two full day of B2B Session (Buyers-Sellers Meet) offers 30 pre-matched appointments generated via PATA Nepal Chapter's specific business matching software.



Get Insights

One-day Conference during NICE will bring together the experts, professionals from both the private and public sectors to discuss and share the insights on contemporary issues, nuances, latest trends, opportunities and future scopes of the tourism between India, China, and Nepal.



Experience Nepal

Have Lifetime Experience of Nepal with its unique blend of nature, adventure, and culture; embracing the most hospitable people during the Pre-mart Familiarization Trips, and Specific organized Tours.



Encourage the Next. Gen. / YTPs

We engage and encourage the next gen. / young tourism professionals of Nepali Tourism sector in volunteering role to assist foreign delegates, increase their network, learn with real interactions and practical engagements, inspiring them for their successful future endeavours.

ENHANCE YOUR MARKET SHARE IN THE REGION

NICE will bring together **1000+ participants** from 3 countries including **200+ Regional Buyers** (45% Chinese + 45% Indian + 10% Nepalese), **100 Exhibitors**, **50+ Media Invitees from India and China**, **15+ High-Value Speakers** and **Hundreds of Distinguished guests and Delegates** comprising of government officials, national and international guests, local tourism stakeholders, media delegates as well as trade visitors.

BUYERS PROFILE



Outbound
Tour Operators



Wholesalers &
Specialist Tour Operators



Prospective Investors
& Influencers in
Relative Travel
Industries



Leisure + MICE



Airlines



Travel Agents |Trekking|
Adventure Companies



NTO | State, City Tourism |
Govt. Organizations



DMC | Inbound
Tour Operators

EXHIBITORS/ SELLERS PROFILE



Transportation
Services



Hotels &
Resorts



Travel Tech
Companies

REGISTRATION:

BUYER REGISTRATION

Every hosted buyer delegate participating in NICE 2020 must agree to accept a full business calendar with 100% pre-matched appointments within the time frame of NICE 2020 Sellers as per the scheduled date and time.

HOSTED BUYERS NRs. 15,000 / USD 150

Limited to ONE delegate per buyer organization
(Subject to Buyer Qualification and Valid for Buyer Delegate registrations received with payment only)

The registration fee for Buyers (International) includes:

- Roundtrip Airfare (Subject to approval of Buyers Qualifying Committee)
- Hotel Accommodations 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 and functions
- Participation to the Buyer hosted programs and activities

SPOUSE/ ADDITIONAL BUYER DELEGATE

REGISTRATION NRs. 30,000 / USD 300

(Sharing a business calendar with the registered primary buyer delegate & 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

TENTATIVE PROGRAM

Feb. 15-21, 2020

- Pre-Expo Familiarization Trips and Sightseeing Tours

Saturday, Feb. 22

- Booth Setup & Decoration
- Registration
- Inauguration Ceremony & Welcome Dinner Reception

Sunday, Feb. 23

- Booth Setup & Decoration
- NICE Conference
- Luncheon
- Dinner Reception

Monday, Feb. 24

- Business Expo (Day 1)
- Luncheon
- Dinner Reception

Tuesday, Feb. 25

- Business Expo (Day 2)
- Luncheon
- Closing Ceremony
Dinner Reception

Wednesday, Feb. 26

- Departure
- Post Expo Tours (Optional)

The program is subject to change.

SELLER / EXHIBITOR REGISTRATION NRs. 50,000 / USD 500

The Registration Include:

- 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. 15,000 / USD 150

CONFERENCE DELEGATE NRS. 20,000 / USD 200

The registration shall be prioritized based on a first-come-first-served basis. The conference delegate will have access to the NICE Conference and all hosted social events and functions.

TRADE VISITORS REGISTRATION NRs. 3500

Trade visitors will have access to the Exhibition and hosted Luncheon on the 2nd day of expo (i.e. 25th February 2020) after 1 pm only.





Parent
Supporting Organization



Strategic Partners



Official Hotels and Event Venue Partners

Official Airline (Destination China)

Official Airline (Host Country)



Silver Sponsor



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