

NEPAL INDIA CHINA EXPO



POKHARA
NEPAL

February
24 25 26 2025

The First Tri-Nation Expo

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.

Welcome to Nepal's tourism capital, Pokhara—a premier destination for nature, culture, adventure, health and wellness, and tranquility.

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 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

Experience the enchanting allure of Pokhara, Nepal's premier destination for adventure and tranquility. 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

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.



Register Now
to Join this Historic Event

Learn More



+977-9851236780



NICE@PATA.org.np



www.NICE.PATA.org.np

Enhance Your Market Share in the Region...



1000+
PARTICIPANTS
from THREE
Neighbouring
Countries

200+
Regional
Buyers

100+
Exhibitors
| Sellers

50+
Media,
Bloggers |
Influencers

15+
High-Value
Speakers |
Thought
Leaders

100s of
Distinguished
Guests,
Delegates &
Trade Visitors

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.

The registration fee for Buyers (International) 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

Buyers Profile



Outbound Tour Operators



Wholesalers, OTAs & Specialist Tour Operators



Prospective Investors & Influencers in Relative Travel Industries



Leisure + MICE, Trade Professionals

Sellers / Exhibitors Profile



Airlines



Hotels & Resorts



Travel Agents | Trekking | Adventure Companies



DMCs | Inbound Tour Operators



Transportation Services



NTO | State, City Tourism | Govt. Organizations



Travel Tech Companies

Register as an 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]

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pata_nepal



+977-9810125465



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