

Embassy of India

Seoul

PRESS RELEASE

**Uttar Pradesh Tourism Department participation in Korea International
Tourism Fair**

(19-22 July 2024)

The Embassy of India, Seoul and the State Government of Uttar Pradesh jointly participated in the 9th Korea International Tourism Fair (KITS) at KINTEX, Ilsan from 19-22 July 2024.

Ambassador of India to the Republic of Korea, Shri Amit Kumar, joined the opening ceremony on 19 July 2024 alongside Mr. Chang-su Jeong, Chairman of the Organization Committee, Mr. Dong Hwan Lee, Mayor of Goyang Special City, Mr. Oh Who Seock, Vice Governor of Gyeonggi Province and Mr. Min-hyeon Kyeong, President of Kangwon Domin Ilbo & the Korea Local Newspapers Association.

In his remarks Ambassador mentioned that India is a country with a very rich history, vibrant culture, natural beauty and wildlife. He said India has incredible diversity of languages, cuisines, clothing, architecture and religion and it is often said that whatever a tourist is looking for, can be found in India. He noted that several popular Korean TV shows had showcased the breathtaking landscapes, rich cultural heritage and the warm hospitality of the Indian people, including Uttar Pradesh. These include shows like 'tae-

eonan gim-e segye-ilju' (태어난김에 세계일주) and 'widaehan gaideu' (위대한 가이드). The latter was a five-episode documentary series broadcast by MBC Plus in June-July 2024.

Speaking about Uttar Pradesh Tourism he said that the State represents the microcosm of the rich heritage that India has to offer. There are 42 UNESCO World Heritage Sites in India including six in Uttar Pradesh. The State also has a rich heritage of Buddhism comprising six cities where Lord Buddha once lived and preached.

The dignitaries also inaugurated the Uttar Pradesh Tourism Booth where the visitors could see the display of Uttar Pradesh's architectural marvels, learn more about tourism and investment opportunities in the State of Uttar Pradesh through a Korean language brochure, learn about Buddhism from a Korean language brochure and Amar Chitra Katha titles such as the Buddha, Angulimal, stories from the Hitopdesha and others.

A presentation on Uttar Pradesh tourism with a special focus on the 6 cities of Kapilvastu, Sarnath, Shravasti, Kaushambi, Kushinagar and Sankisa was made before a packed audience at the KITS by Mrs. Ananya Agarwal, First Secretary, Embassy of India, Seoul on 21 July 2024. Incredible India videos dubbed in Korean language covering themes of Ayurveda and wellness, Yoga, cuisine and wildlife tourism were also played on the main stage before the audience.

Several countries from around the world participated in the Tourism Show.
