



सत्यमेव जयते

**Embassy of India
Jakarta**

PRESS RELEASE

Incredible India Evening

The Embassy of India in association with India Tourism Office, Singapore, organized “Incredible India Evening” on 2 March 2016 at Hotel Marriott in Jakarta. The event was inaugurated by Mr. Manish, Deputy Chief of Mission and was attended by prominent persons from Tour and Travel, Hotel and Airlines industry. Ms. Giri Adnyani, Director for International Marketing, Ministry of Tourism of the Republic of Indonesia.

Addressing the gathering, Mr. Manish said that tourism plays an important role in dissemination of information about culture and people of area. He said more than 19 million Indian nationals travel abroad annually but only 250,000 visit Indonesia while 7.5 million Indonesians travel abroad annually but only 21500 visited India last year. Speaking about countless tourism destinations in India, he said that India has variety of geographical features, climates, cultures, and cuisines which makes it top tourist attraction. He stressed the need for direct flight between India and Indonesia to give big boost to the tourism.

Ms. Giri Adnyani said that the Government of Indonesia has decided to participate in World Cultural Festival being held in New Delhi from 11-13 March 2016. She also informed that Government of Indonesia will be organizing PATA Travel Mart, which attracts more than 1000 delegates from 60 countries in September 2016. She said that the tourism between India and Indonesia is not commendable and the Joint Working Group on tourism should meet and discuss the ways to increase the bilateral tourism.

Mr. Rajendra Suman, Assistant Director, India Tourism Office, Singapore gave detailed information about tourism in India and development of MICE tourism, Golf Tourism and Medical tourism in India. Mr. Sarif Hidayat, Executive Editor, Rakyat Merdeka, who recently visited India on ASEAN India Media Exchange Program informed the gathering that one must visit Taj Mahal, Golconda Fort and Ramoji Film Studio when they visit India. Mr. Didiet Maulana, fashion designer, talked about similarities between Indian and Indonesian textile designing patterns to emphasize the cultural affinity that exists between two countries. Ms. Alisha Shamdasani and Ms. Elly Mustika narrated their experience of their recent visit to India. They spoke about shopping, culinary and Bollywood. Mr. Rajnish Kaistha, Director of Paradise Travels and Ms. Julia Gandhi, agent of Magadh Travels gave a power point presentation about the tourist places and hotels in India.

Given the cultural affinity between India and Indonesian the tourism between the two countries can be increased many folds. Government of India and Government of Indonesia have taken several steps in recent past to promote tourism.

Jakarta: 3 March 2016

