



नेपाली राजदूतावास
Embassy of Nepal
Brussels, Belgium

Press Release
'From Mountain Peaks to Coastal Shores'

The Embassy of Nepal in Brussels, in collaboration with the Embassies of Bhutan, the Maldives and Sri Lanka, jointly organised a second edition of Joint tourism promotion event in Brussels today entitled *From Mountain Peaks to Coastal Shores*. The event brought together nearly hundred participants, including representatives of the European Union and the United Nations, ambassadors and members of the diplomatic corps based in Belgium, friends of Nepal and the participating countries, and media representatives.

Addressing the inaugural ceremony, H.E. Ms. Sewa Lamsal, Ambassador of Nepal to the BENELUX countries, welcomed the participants and highlighted Nepal's extraordinary natural beauty, cultural diversity, adventure activities, rich heritage, and wellness traditions. She particularly emphasized that Nepal would celebrate International Wellness Year 2027 and encouraged participants to visit Nepal to experience its unique spiritual and wellness offerings.

Mr. Dominic Porter, Deputy Managing Director at the European External Action Service (EEAS), attended the event as the Guest of Honour. In his remarks, he elaborated the EU's engagement with South Asian countries including Nepal and stressed the importance of sustainable tourism approaches.

The Ambassadors of the organising countries also shared brief remarks highlighting the unique features of their respective countries. These included Her Excellency Ms. Tshoki Choden, Ambassador of Bhutan; His Excellency Mr. Chandana Weerasena, Ambassador of Sri Lanka; and H.E. Uza. Fathimath Dhiyana, Ambassador of Maldives. Earlier, Ambassador of Bhutan welcomed all the participants on behalf of the organizing countries.

The formal programme was followed by vibrant cultural performances showcasing the unique traditions of each participating country. Nepal's captivating Lakhe dance, accompanied by traditional Dhime musical instruments, was well received and widely appreciated by the audience.

As part of the event, Nepal and the other co-organising countries set up dedicated tourism promotion stalls to showcase their respective destinations. The Nepali stall featured a range of promotional materials, including flyers, posters, and maps, Mithila art and handicrafts, Nepal-made products including Pashmina, tea, coffee among other. Tourism promotional videos were displayed in the background. Visitors showed considerable interest in Nepal as a travel destination, engaging with Embassy representatives and seeking information about travel opportunities and major tourist attractions across the country.



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The culinary offerings of the participating countries were another highlight of the event. Each country presented two traditional food items, providing participants with an opportunity to experience the region's diverse culinary heritage. The Embassy of Nepal served *Sel Roti* and *Chhoila*, both of which were warmly received and greatly enjoyed by the participants.

Towards the end of the programme, a raffle draw was held, and two lucky winners received gift hampers containing promotional items from all the organising countries.

Nepal, Bhutan, the Maldives, and Sri Lanka celebrated their diversity while appreciating the complementarity among them during today's event. They also reaffirmed their commitment to organizing similar joint events in the future.

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