



नेपाली राजदूतावास Embassy of Nepal

Geneva, Switzerland

Press Release

Embassy of Nepal in association with the NRNA, Switzerland held a destination promotion programme in Bern on Saturday, 1st July 2017, under the theme, 'Mountains: Connecting Cultures and Peoples'. The Guest of honour of the occasion, H.E. Mr. Johannes Matyassy, Chief of Asia and the Pacific Division, Federal Department of Foreign Affairs, Switzerland, inaugurated the programme. Representatives from the NRNA, and friends of Nepal; President of NORLHA (Swiss NGO working in Nepal), President of Swiss-Nepali Society, guests representing both government and non-government sectors, and Nepali community, with a total of about one hundred and fifty, were present in the programme.

The Nepali community in Switzerland felt happy at the presence of the Supreme Court Justice, Hon. Mr. Deepak Raj Joshi, who graced the occasion, and the high level study tour delegation led by him.

Ambassador of Nepal to Switzerland, H.E. Mr. Deepak Dhital gave opening remarks in the programme highlighting the positive developments in Nepal; accomplishment of inclusive Nepali Constitution, recent holding of successful local level elections. He expressed great optimism that conducive environment for economic development, lasting peace and stability are being created in Nepal. Touching on the prospects of economic development, he extended sincere gratitude to the Swiss government and the Swiss people for their continued generous support to Nepal. Underscoring that Nepal and Switzerland bear similar geographic features and cultures which are nurtured by the mountainous terrains, he said the Swiss experience and best practices in development could inspire the development course of Nepal. He pointed out that tourism promotion, green growth harnessing the rich bio-diversity available in the country, investment in industries of comparative and competitive advantage are some areas in which the Swiss innovation and creativity could be applied.

The Guest of Honour, H.E. Mr. Matyassy, while expressing happiness to be amidst Nepali community, mentioned that the Swiss people have special liking for the tallest mountains and the people living in its lap, which makes Nepal eternally close to Switzerland. Reiterating Swiss Government's commitment to its development partnership with Nepal, he also outlined broader areas of cooperation between Nepal and Switzerland.

Among other speakers in the programme, International Coordination Committee Representative of the NRNA, Dr. Binaya Shrestha presented his views on the need for stronger strategies by the Government of Nepal in order to make reforms for more competitive tourism industry in Nepal. The Honorary Public Relations Representative of the Nepal Tourism Board, Mr. Kamal Bhatta, gave a short presentation on the tourism attractions of Nepal. President of Swiss Nepali Society, Mr. Markus Ruckstuhl stressed on the importance of 'brain gain' for Nepal and requested the Nepali youths to invest in the long-term sustainable future of Nepal.



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Presentation of a video featuring natural beauty, heritage sites and culture of Nepal, showcase of Nepali dances, distribution of tourism promotion materials, along with serving a Nepali dinner to the participants were other highlights of the programme. First Secretary, Ms. Ranjita Dahal, gave vote of thanks to all who extended valuable support for organizing this programme.

The destination promotion programme was well received as most of the guests expressed praise for the hospitality extended and it is believed that the programme has contributed towards bringing Swiss-Nepali connections deeper and helped in overall publicity of tourism to Nepal.

Embassy/Permanent Mission of Nepal
Geneva, Switzerland
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