



Workshop, B2B Meetings, Educational Tour  
 21-27 April 2009  
 Program Proceedings:

- 21 April 2009 (Tuesday) Arrival of Italian, Slovenian and Vietnamese Delegates
- 22 April 2009 (Wednesday) Workshop: European Asian Integration in sustainable Tourism Management
- Venue: Olive Garden, Hotel Radisson  
 Press Conference, Hotel Radisson
- 08:00 Hrs  
 08:30 Hrs Registration of Participants  
 Moderator: Mr. Rajendra Bahadur Shrestha
- 09:00 Hrs Welcome Address – Mr. Dibya Mani Rajbhandari / EEC President  
 09:05 Hrs Address by – Acting Secretary Binod Adhikari, Tourism Ministry  
 09:15 Hrs Project Presentation – (Mr. Saverio D Eredita, INFORMEST – Italy – Project Leader)
- 09:30 Hrs Project Partner's Presentations  
 MIB - Italy  
 University of Primorska – Slovenia  
 TTNPC - Vietnam
- 09:45 Hrs Tea/Coffee Break
- 10:00 Hrs Sustainable management in tourism – conclusions of Nepalese market research - Case study presentation: »Sustainable tourism development by managing the prevention of the environmental biodiversity«) Mr. Zoran Hedžet - EU Expert
- 10:15 Hrs Doing business in tourism - Vietnam– Presentation on major opportunities, “products” (“destinations”) – Mr. Do Van Tinh, Expert
- 10:30 Hrs Doing business in tourism -Nepal– Presentation on major opportunities – Mr. Bhola Thapa, Vice President – EEC/Nepal
- 10:45 Hrs Presentation of the specific opportunities – “products” (“destinations”) – Mr. Diwakar Bickram Rana / Nepal Tourism Board
- 11:00 Hrs Floor discussions
- 11:15 Hrs Concluding remarks - CEO / Nepal Tourism Board
- 12:00 Hrs Lunch - (Hosted by EEC- Nepal)
- 13:00 Hrs Educational Tour (Pashupatinath Temple/ Bouddhanath Stupa)
- 19:00 Hrs Cocktail Dinner - Hosted by EEC Nepal, Hotel Radisson
- 23 April 2009(Thursday) Matchmaking Event (B2B Meeting)/Partner's Steering Committee Meeting
- Venue: Hotel Radisson
- 09:00 Hrs B2B Meeting (Foreign operators with Nepalese counterparts)
- 13:00 Hrs Partner's Steering Committee Meeting
- 13:30 Hrs Lunch - (Hosted by EEC- Nepal)
- 14:30 Hrs Educational Tour (Bungmati / Khokana)
- 19:00 Hrs Cultural Program / Dinner at Bhanchaghar– Hosted by NTB (Invitees Only)

<p>24 April 2009 (Friday)                  09:00 Hrs                   10:30 Hrs                   19:00 Hrs</p>	<p>Educational Tour – Pokhara                  Depart for Pokhara - by air (Vietnamese Participants will depart for Bangkok)                  Transfer to Hotel Grande, Pokhara                  Sight Seeing Educational Tour in Pokhara (Phewa Lake Boating / Peace Stupa / Mountain Museum / visit to Different Hotels / Paragliding / Ultra light aircraft ride / visit to Devi's Falls etc)                  Dinner - Hosted by EEC- Nepal, Grande Hotel Pokhara</p>
<p>25 April 2009 (Saturday)                   05:00 Hrs                  08:00 Hrs                    08:30 Hrs                   09:00 Hrs                  09:05 Hrs                   09:20 Hrs                   09:30 Hrs                  09:45 Hrs                   10:00 Hrs                   10:15 Hrs                  10:40 Hrs                   10:45 Hrs                  13:00 Hrs                  15:00 Hrs                  17:00 Hrs                   Evening</p>	<p>Workshop: European Asian Integration in sustainable Tourism Management                  B2B Meeting &amp; Educational Tour                  Travel to Sarangkote for sun rise viewing                  Breakfast</p> <p>Workshop: European Asian Integration in sustainable Tourism Management                  Venue: Grande Hotel, Pokhara                  Registration                  Moderator: Mr. Rajendra B.Shrestha                  Welcome Address- President (Pokhara Chamber of Commerce)                  Project Presentation – (Mr. Saverio D Eredita, INFORMEST – Italy – Project Leader)                  Project Partner's Presentations                  MIB - Italy                  University of Primorska – Slovenia                  Tea/Coffee Break                  Tourism opportunities in Pokhara – Mr. Baikuntha Prasad Acharya / NTB                  Sustainable management in tourism – conclusions of Nepalese market research - Case study presentation: »Sustainable tourism development by managing the prevention of the environmental biodiversity«) Mr. Zoran Hedžet - EU expert                  Floor Discussions                  Concluding remarks – Mr. Dibya Mani Rajbhandari – President EEC / Nepal                  B2B Meeting (Foreign operators with Nepalese counterparts)                  Lunch – Hosted by EEC- Nepal                  Depart for Kathmandu - by Air                  Sight seeing tour in Kathmandu (shopping and visit to Tourist Area -Thamel)                  Free</p>



26 April 2009(Sunday)	Educational Tour – Bhaktapur
07:00 Hrs	Breakfast
08:00 Hrs	Educational Tour- (Bhaktapur Durbar Square)
13:00 Hrs	Lunch - (Participants have to arrange themselves)
14:00 Hrs	Educational Tour Continue (Patan Durbar Square / Swambhunath / Kathmandu Durbar Square)
17:00 Hrs	Meeting with Minister of Tourism and Civil Aviation, Hon'bl Hishila Yami
Evening	Free
27 April 2009 (Monday)	Participants depart for their respective countries
06:00 Hrs	Breakfast
07:00 Hrs	Transfer to AIRPORT

Note: ENTRY FEE is required to enter heritage sites in Nepal, each participant will be required to pay the same

Activity 6: 5- DAY MISSION IN NEPAL (WORKSHOP- MATCHMAKING- EDUCATIONAL TOUR)

(Workshop – B2B Meeting – Education Tour)  
 21-27 April 2009

A 30 - member business delegation from Italy, Slovenia and Vietnam, under the on-going European-Asian Integration in Sustainable Tourism Management (ASIAN TOUR PROJECT) visited Nepal from 21 to 27 April, 2009 to take part in the workshop, B2B meeting and education tour. The delegation which arrived in Kathmandu on April 21 stayed at Hotel Radisson.

Program Proceedings of April 22, 2009

1. Press Meet

The next day on April 22, a press meet was organized in the morning by the host organization, European Economic Chamber (EEC) Nepal in order to promote the event to the general public and specialized target groups. The press meet was addressed by Mr. Dibya Mani Rajbhandari (President, EEC-Nepal), Mr. Saverio D Eredita (INFORMEST – Italy), Mr Zoran Hedzet (EU Expert – Slovenia), Ms Francesca Ghersinich (MIB School of Management, Italy), Mr. Ales Lipnik (University of Primorska – Slovenia), Mr. Bholu Thapa (VP, EEC-Nepal) and Mr. Binayak Shah (Secretary General, EEC-Nepal). Specific information related to the Asian Tour Project and 5 – Day Mission in Nepal were given to the media (press, radio, TV) of national, regional and local levels.

2. Workshop – Kathmandu: European Asian Integration sustainable Tourism Management

After the press meet, a workshop was conducted in Hotel Radisson on April 22 at 9 am which was attended by the business delegation and officials of Nepal Government and private sector tourism entrepreneurs. There were almost 100 participants in the workshop. The workshop was run with the following program itinerary.

09:00 Hr	Welcome Address – Mr. Dibya Mani Rajbhandari / EEC President
09:05 Hrs	Address by – Acting Secretary Mr. Binod Adhikari, Ministry of Tourism, Nepal Government
09:15 Hrs	Project Presentation – (Mr. Saverio D Eredita, INFORMEST – Italy – Project Leader)
09:30 Hrs	Project Partner's Presentations MIB - Italy University of Primorska – Slovenia TTNPC - Vietnam
09:45 Hrs	Tea/Coffee Break
10:00 Hrs	Sustainable management in tourism – conclusions of Nepalese market research - Case study presentation: Sustainable tourism development by managing the prevention of the environmental biodiversity) Mr. Zoran Hedžet - EU Expert
10:15 Hrs	Doing business in tourism - Vietnam– Presentation on major opportunities, “products” (“destinations”) – Mr. Do Van Tinh, Expert
10:30 Hrs	Doing business in tourism -Nepal– Presentation on major opportunities – Mr. Bholu Thapa, Vice President – EEC/Nepal
10:45 Hrs	Presentation of the specific opportunities – “products” (“destinations”) – Mr. Diwakar Bickram Rana / Nepal Tourism Board
11:00 Hrs	Floor discussions
11:45 Hrs	Concluding remarks – Mr. Subhash Niraula, Acting CEO / Nepal Tourism Board
12:00 Hrs	Lunch - (Hosted by EEC- Nepal)

### 3. Educational Tour

The business delegation under educational tour did visit major destination places of tourist interest in and around Kathmandu. They visited the famous Hindu temple Pashupatinath and later the Bouddhanath Stupa. A Cocktail Dinner was organized in honor of the visiting delegates by EEC Nepal at Hotel Radisson.

Program Proceeding of April 23, 2009

#### 1. B2B meeting in Kathmandu

A B2B meeting was organized in the Dhuku Hall of Hotel Radisson where 10 Italian tourism entrepreneurs, 6 Slovenian tourism entrepreneurs, 5 Vietnamese tourism entrepreneurs and 55 Nepalese tourism entrepreneurs took part in a very productive one-to-one business meeting. The list of business delegation and company profile from Italy, Slovenia & Vietnam and Nepalese Tourism Entrepreneurs based in Kathmandu is appended in the end of this report under Annex I, Annex II, Annex III and Annex IV respectively.

In the evening they enjoyed the Cultural Program and participated in Dinner at Bhanchaghar which was hosted by Nepal Tourism Board.

Program Proceeding of April 24, 2009

#### 1. Educational Tour of Pokhara

The business delegation of Italy and Slovenia along with the EEC-Nepal officials flew to Pokhara by air and the Vietnamese Participants departed for Bangkok from Kathmandu at 1230. The members of the delegation were transferred to Hotel Grande, Pokhara.

In the afternoon, the delegation took part in the Educational Tour of Pokhara. They visited Devi's fall, Tibetan Refugee's camp, Phewa Lake, Peace Stupa, and Mountain Museum. Few delegates enjoyed Paragliding and Ultra light aircraft ride.

In the evening a cocktail Dinner was hosted by EEC-Nepal where dignitaries of Pokhara also participated.

Program Proceedings of April 25, 2009

#### 1. Workshop – Pokhara: European Asian Integration sustainable Tourism Management

After travel to a scenic place Sarangkote for early sunrise viewing, the business delegation took part in the workshop which was conducted in Hotel Grande on April 25 at 9 am which was attended by the foreign delegation and private sector tourism entrepreneurs of Pokhara. There were 50 participants in the workshop. The workshop was run with the following program itinerary.

08.30 hours	Registration of participants (Tea / coffee were served)
0900 hours	Welcome Address- Mr. Man Kaji Makaju, President (Pokhara Chamber of Commerce)
0905 hours	Project Presentation –Mr. Saverio D Eredita, INFORMEST – Italy – Project Leader
0920 hours	Project Partner's Presentations MIB - Italy University of Primorska – Slovenia
0930 hours	Tourism opportunities in Pokhara – Mr. Baikuntha Prasad Acharya / NTB
0940 hours	Sustainable management in tourism – conclusions of Nepalese market research - Case study presentation: Sustainable tourism development by managing the prevention of the environmental biodiversity) Mr. Zoran Hedžet - EU expert
10.00 hours	Floor Discussions (Moderation by Mr. Rajendra B. Shrestha)
10:30 hours	Concluding remarks – Mr. Dibya Mani Rajbhandari – President EEC / Nepal

## 2. B2B meeting in Pokhara

A B2B meeting was organized in the meeting Hall of Hotel Grande where 10 Italian tourism entrepreneurs, 6 Slovenian tourism entrepreneurs and 28 Nepalese tourism entrepreneurs from Pokhara took part in a very productive one-to-one business meeting. The list of business delegation and company profile from Italy, Slovenia and Tourism Entrepreneurs of Pokhara is appended in the end of this report under Annex V.

## 3. Departure from Pokhara to Kathmandu

After taking Lunch the business delegation departed for Kathmandu by air and were transferred to Hotel Radisson in Kathmandu. The members went for sight seeing tour of Kathmandu, shopping and visit to Tourist Area in Thamel.

## Program Proceedings of April 26, 2009

### 1. Educational Tour – Bhaktapur

The whole day was devoted to educational tour to Bhaktapur Durbar Square, Patan Durbar Square, Swayambhunath, and Kathmandu Durbar Square.  
During their stay in Nepal the business delegation also had the opportunity to meet and brief the Minister of Tourism and Civil Aviation, Hon'bl Hishila Yami on their fact finding mission to Nepal.

## Program Itinerary of April 27, 2009

The delegation departed for their respective countries on April 27, 2009.