

Bangladesh grabs spotlight at Seoul Int'l Tourism Fair 2021

A Monitor Report

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Dhaka : Bangladesh Embassy in Seoul participated in the globally renowned Seoul International Tourism Fair (SITF) held on June 24-27 at the city's Convention and Exhibition Centre and grabbed the spotlight attracting 400 visitors to its booth.

SITF is the largest international tourism fair in South Korea. This year, 26 countries from across the world took part in the famous tourism fair.

Bangladesh has been actively participating in the fair since 2012. But this year due to the coronavirus pandemic, the ministry of civil aviation and tourism could not attend, hence the embassy of Bangladesh in Seoul represented the country instead.

SITF Chair Joong-mok inaugurated the fair on June 24. Bangladesh Ambassador to South Korea Abida Islam, envoys of other participating countries, Vice President of Korea Tourism Association, and other dignitaries were present during the inauguration ceremony.

After the inauguration, Shin Joong-mok, ambassadors and other dignitaries visited the pavilions and booths at the fair. Ambassador Abida welcomed them when they visited the Bangladesh booth and handed over traditional handicrafts of Bangladesh to Shin Joong-mok which were much appreciated.

During the four-day long fair, about 400 foreigners visited the Bangladesh booth and expressed great interest in learning more about Bangladesh's tourist spots.

Promotional leaflets, posters, brochures on attractive tourist places, and traditional handicrafts of Bangladesh were distributed among the visitors when they visited. Also, documentaries on various attractive tourist spots of Bangladesh were screened at the booth during the fair. Audio visuals highlighting Bangladesh's traditions and culture also garnered great response.

Visitors enjoyed taking photos with the mannequins dressed in traditional Bangladeshi outfits at the booth.

Bangladesh's successful participation in the 2021 SITIF Fair is expected to attract more foreigners to visit the country in the days ahead.