

## China-Bangladesh Tourism Promotion Conference successfully concludes

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Dhaka: The Embassy of China in Bangladesh, in collaboration with the Association of Travel Agents of Bangladesh (ATAB) and the Bangladesh National Museum, successfully organised the China-Bangladesh Tourism Promotion Conference in the capital on December 10, 2024.

At the conference, speakers highlighted the promising business opportunities in inbound and outbound tourism between China and Bangladesh. The discussions aimed to strengthen tourism cooperation and promote cultural exchange between the two nations.

Abu Tahir Muhammad Zaber, CEO of Bangladesh Tourism Board, attended the conference as the chief guest. He expressed his interest to work together for the development of tourism exchange between Bangladesh and China.

Li Shaopeng, Cultural Counselor of the Embassy of China in Bangladesh, also attended the conference. Shaopeng invited Bangladeshi tourists in China and hoped to enhance people to people contact and tourism as well as cultural exchange between the two nations.

Fatema Rahim Veena, Additional Secretary, Ministry of Civil Aviation and Tourism, and Ireen Farzana, Joint Secretary, Ministry of Cultural Affairs, were present on the occasion as special guests.

Fatema Rahim Veena emphasised on the prospects of China investing in Bangladesh's tourism sector.

ATAB President Abdus Salam Aref, Secretary General Afsia Jannat Saleh, and other members also participated in the conference.

Speaking on the occasion, Abdus Salam Aref, President of ATAB, said, the association is pleased to host this conference in collaboration with the Embassy of China in Bangladesh. He invited the Chinese government and businessmen to invest in tourism sectors of Bangladesh.

The event also featured cultural performances, a video presentation from Biman Bangladesh Airlines promoting the country's tourism, and a tourism photo/documentary exhibition. The photo exhibition will continue for the next five days.

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