



Press Release
on

Celebration of 15th International Everest Day

नेपाली राजदूतावास
Embassy of Nepal
Berlin, Germany

The Embassy of Nepal in Berlin hosted a program on 30 May 2022 at Sheraton Offenbach Hotel in Frankfurt in coordination with the Honorary Consulate General in Frankfurt and German Asia Business Circle to mark the 15th *International Everest Day, 2022* with the theme of “*Everest: Peak of the World; Pride of Nepal*” coinciding with the completion of 69 years of the first ascent of the Mt. Everest by Sir Edmund Hillary from New Zealand and Tenzing Norgay Sherpa, then a Nepali citizen on 29 May 1953.

The program begun with welcome and introductory remarks that included a presentation on tourism products and services of Nepal by Mr. Bodo Krüger, the Honorary Consul General of Nepal in Frankfurt and Chairman of Asia Business Circle which was followed by opening remarks from H.E. Ram Kaji Khadka, Ambassador of Nepal to Germany where he shared the stories of successes and records being made on the Everest but at the cost of environment. He informed the audience about the impact of climate change in the Everest region including the increased frequency of avalanches, glacial lake outbursts, pollution, garbage, overcrowding of people and urged them to create awareness among the stakeholders. He also touched upon political, economic and social developments including the pandemic and the response of the Government of Nepal.

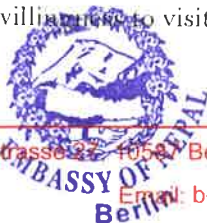
An interesting presentation titled “*New wave of tourism after the pandemic; which way Nepal has to go from GIZ point of view*” made by Dr. Andreas Hofmann, Economy and Tourism Section, GIZ society for international cooperation attracted the attention of participants. In his presentation, he focused on the forward and backward linkages of tourism industry in Nepal and the opportunities it creates to multiple sectors of the economy. H.E. the Ambassador also utilized the platform through his presentation titled “*Investment Opportunities in Nepal*” where he highlighted the status of FDI inflow in the country, the importance FDI for industrialization, employment generation and export promotion while shedding light on the importance of FDI, policy, legal, institutional and regulatory arrangements made by the Government of Nepal very recently for attracting FDI in the country and also urged the participants to consider making investment in Nepal.

Another presentation titled “*Establishing and Dealing with Asian Business Partners Using Nepal as an Example*” was made by Mr. Jens Konrad, Director, Customer Care, Monotype GmbH, Berlin who has a business investment and partnership with UBA Solutions Pvt. Ltd., Kathmandu that deals with IT solutions including software development, cloud services, e-commerce, embedded systems, digital advertising and brand engagement. He provided a very positive image of Nepal regarding the investment opportunities and also the rate of return of investment. He also maintained that visiting Nepal as tourist does not only provide opportunity either for adventure or leisure but also an opportunity to explore business potentials. At the end of the program, a short presentation was made by Ms. Elmut Rossner, a board member of German Asia-Pacific Business Association, Hamburg who is coordinating a possible visit of German business delegation to Nepal on 25-30 September 2022. She highlighted the duration, purpose and tentative format of the program for the proposed business delegation to Nepal.

The program was followed by a networking dinner where the Ambassador had introduction and conversation with some of the potential investors and tourism entrepreneurs who expressed their willingness to be part of our endeavors. On the occasion, the Embassy also displayed and distributed tourism promotional materials.

Earlier yesterday, H.E. the Ambassador had a meeting with the Mayor of the City of Frankfurt am Main Dr. Nargess Eskandari Grünberg at her office. They had very fruitful exchanges regarding the possibility of cooperation between Kathmandu Metropolitan City and Frankfurt am Main in areas of culture, education, women rights, health, trade and businesses. She expressed her readiness to support Nepali cultural promotion in her city and also expressed her willingness to visit Nepal.

Berlin
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