

## Press Release

13<sup>th</sup> February, 2023

### **TDAP wins the “Best Pavilion Activation- International” title at the New York Travel & Adventure Show, 2023**

TDAP wins the “Best Pavilion Activation – International” title at the New York Travel & Adventure Show 2023 which was held on 28<sup>th</sup>-29<sup>th</sup> January, 2023 at the Jacob Javits Convention Center in New York. The Show had participants from more than 175 countries.

Trade Development Authority of Pakistan (TDAP) and Pakistan Tourism Development Corporation (PTDC) co organized the participation of 20 companies from the tourism sector of Pakistan in two-day 'Travel and Adventure Show'. Along with the private sector, Provincial Tourism Departments also participated in the Show.

The aim of Pakistan's participation in the show was to attract foreign investors in the country's tourism and hospitality sector. TDAP, in collaboration with PTDC, has organized participation of companies from the tourism and the hospitality sector in the second International Tourism Exhibition. Earlier, a delegation of businessmen from the Tourism and Hospitality sector participated in the International Travel Expo at Ho Chi Minh City in Vietnam to promote Pakistani Buddhist Tourism.

TDAP remains committed to its objective of promoting exports of goods and services through ensuring participation of the relevant stakeholders in international exhibitions and seminars. The Services Division at TDAP has specialized sections for the promotion of important exportable services such as IT, E-Commerce, Tourism, Banking and Finance, Halal Services, Construction and Transport & Logistics.

### **TWEET**

TDAP wins the “Best Pavilion Activation – International” title at the New York Travel & Adventure Show 2023 which was held on 28<sup>th</sup>-29<sup>th</sup> January, 2023 at the Jacob Javits Convention Center in New York. TDAP and PTDC co organized the participation of 20 companies and provincial tourism departments to showcase Pakistan's rich tourism heritage at an international level.



Karachi, the 13<sup>th</sup> February, 2023