Press Release

07th March, 2023

**TDAP and PTDC showcase the tourism potential of Pakistan in world’s leading travel trade Show - ITB Berlin, 2023**

Trade Development Authority of Pakistan (TDAP) and Pakistan Tourism Development Corporation (PTDC) jointly organize the participation of provincial tourism departments and 13 companies from the tourism sector at ITB Berlin - the largest travel trade Show in the world.

The ITB Berlin (Internationale Tourisms-Börse Berlin) is the world's largest tourism trade fair which is held in Germany every year welcoming around 10,000 exhibitors and 160,000 visitors from more than 180 countries and regions. A total of 13 private sector companies and 4 provincial tourism departments including KPK, Sindh, Balochistan, Gilgit-Balitistan along with PTDC and TDAP are part of delegation that represents Pakistan at the Show.

Owing to the continuous efforts of TDAP and PTDC, a joint delegation of public and private sector stakeholders is attending the event to showcase the tourism potential of the country after an interval of 14 years. The aim of Pakistan's participation at the fair is to attract foreign investors in the country's tourism and hospitality sector while ensuring maximum B2B linkages. With the commencement of the fair on the first day, the Pakistani Pavilion is already attracting trade visitors, exhibitors, tour operators and trade delegates.

TDAP, in collaboration with PTDC, has organized participation of companies from the tourism and the hospitality sector in this third 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. In January, the relevant stakeholders form the tourism industry participated in the Travel and Adventure Show, New York to promote Adventure tourism while winning the “Best New Exhibitor” and “Best Pavilion Activation - International” Awards.

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**

Trade Development Authority of Pakistan (TDAP) and Pakistan Tourism Development Corporation (PTDC) co organize the participation of provincial tourism departments and 13 companies from the tourism sector at ITB Berlin - the largest travel trade Show in the world. The ITB Berlin (Internationale Tourisms-Börse Berlin) is the world's largest tourism trade fair which is held in Germany every year welcoming around 10,000 exhibitors and 160,000 visitors from more than 180 countries and regions.

Karachi, the 07th March, 2023