

INDIA - PARTNER COUNTRY AT ITB 2007

From 6th to 11th March 2007, at one of the world's largest travel trade show taking place in Berlin, the focus will be on its partner country – **India**.

As per an agreement entered into by the Ministry of Tourism, Government of India and Messe Berlin – the organizers of ITB, India will be the Partner Country at ITB 2007, being held from the 6th to 11th March 2007. The Partner Country at ITB is the focus of 5-6 million people for one week and can reach out to the largest audience – travel industry representatives, decision makers, press and potential travellers.

As a principal destination for business travelers and tourists, India has established a firm place in world tourism. Due to the country's political stability, its strong economy and an increasingly favourable business and investment climate, the growth prospects for the country in the sphere of tourism are substantial. ITB Berlin will provide the ideal platform for showcasing the country's unique tourism products and promoting India as a preferred tourist destination.

Opening Ceremony and Reception hosted by "Incredible India"

Cultural Programme at Opening Ceremony

- Classical Performance on instruments
- "Tree of Life" which showcases Indian art & craft in a contemporary manner
- Grand finale with a fusion performance of folk and classical dance forms—Langas & Mangiars, Kathak, Dera, Ras & Garba, Gotipua, Ghummar & Giddha, Pancholam, Mohini Attam, Kathakali, Bhangra, Siddidhamal

Cuisine

- North Indian
- Eastern Indian
- Coastal Cuisine
- Indian Desserts

Presentations on Wellness and Medical Tourism at the ITB Wellness Stage

7 th March 2007	1345 to 1415 hrs.	Kerala Tourism
8 th March 2007	1045 to 1115 hrs.	Indian Health Care Federation
9 th March 2007	1045 to 1115 hrs.	Indian Health Care Federation
10 th March 2007	1045 to 1115 hrs.	Taj Spas
11 th March 2007	1345 to 1415 hrs.	Taj Spas

Performances on the ITB Cultural and Book Stage

7 th March 2007	1100 to 1130 hrs.	Opening of the ITB Cultural Tourism and World of Books.
	1230 to 1300 hrs.	Folk Dance Performance - Siddidhamal
	1530 to 1600 hrs.	Folk Dance Performance - Langas Folk Dance Performance – Dera
8 th March 2007	1230 to 1300 hrs. 1530 to 1600 hrs.	Folk Dance Performance - Raas Folk Dance Performance
9 th March 2007	1500 to 1530 hrs.	Bhangra & Dera Performance
10 th March 2007	1330 to 1400 hrs. 1700 to 1800 hrs.	Odissi Dance by Gudrun Martins Performances of Pungcholam and Bihu during ITB Book Awards 2007

Presentations on Adventure & Youth Tourism

7 th March 2007	1130 to 1200 hrs.
8 th March 2007	1315 to 1345 hrs.
9 th March 2007	1200 to 1230 hrs.
10 th March 2007	1430 to 1500 hrs.
11 th March 2007	1130 to 1200 hrs.

Business Travel Days Seminar

8th March 2007 1300 to 1345 hrs.

Presentation on "The Business Travel Market in India – Perspectives and Growing Potential"

Participants: 1. Mr. Werner Heesen, General Manager, Passenger Sales India & Director South Asia, Lufthansa German Airlines, New Delhi

2. Mr. Ashwini Kakkar, Executive Vice President, Mercury Travels

India Pavilion

India Pavilion in Hall 5.2b in an area of 870 sq. mtrs. with participation of 17 State Governments / Union Territories, Air India, Indian Railways and over 50 Private Sector representatives as co-exhibitors.

The India Pavilion will reflect the theme "Colours of India" and will strengthen and further position the brand line "Incredible India".

For more Details Visit us at <http://www.ITB-Berlin.com>