



Media Release

9 March 2020

Know India Seminar in Sao Paulo

The Consulate General of India, Sao Paulo, in collaboration with the India Tourism Office, New York organized a tourism promotion event titled `Know India Seminar` on 5th March 2020 at Hotel Transamerica in Sao Paulo. 50 people attended the event, which included representatives of the local tour agencies, media and officials from the State of Sao Paulo.

2. Consul General, Mr. Amit Kumar Mishra gave the welcome address and highlighted some facts about India being a sought after travel destination of the world owing to its unique history and culture. Mr. Mishra mentioned about the proposals for new tourist visa policies between the India and Brazil and stressed on the role it will play in creating people-to-people linkages and nourishing and strengthening the relationship over the years. Consul, Mr. Naresh Sharma made shared details of Indian visa policy, especially highlighting the e-visa process which is increasingly used by international tourists, including Brazil.

3. Mr. Roman Francis Perera, representative from India Tourism Office, New York, gave a detailed presentation on `Incredible India` and sensitized the audience about the new developments taking place in the Indian tourism sector. He shared how India is a year round travel destination having myriad touristic options available for all kinds of travelers such as culture, adventure, cruise, Golf, luxury, wildlife, and wellness. Ms. Cristiani

Cury from Indo-Asia tours, which supported the event, also made a presentation titled *'India – A Travellers Paradise'* in Portuguese language, which was much appreciated by the audience.

4. The Brazilian artists added an artistic element to the evening through the classical Indian dance performances. Ms. Iara Ananda Romana performed a Bharatanatyam dance showcasing *'Forms of Shiva'* and Ms. Lana Okada showcased the Odissi style of dance. Everyone enjoyed the colourful cultural performances, which was complemented with Indian cuisine served for dinner.

Some photographs of the event is attached herewith.







