

# Iran to launch tourism roadshow in India

TEHRAN – Iran is set to hold a tourism roadshow in India, spanning three major cities: Delhi, Mumbai, and Hyderabad, scheduled to take place in early September.

“Following some successful roadshows in Southeast Asia, as indicated by reports, we have planned the roadshow in India running for five days from September 5,” Moslem Shojai, who presides over the ministry’s foreign tourism marketing and development office, told ISNA.

During this event, he further elaborated, the private sector representatives from both countries will engage in face-to-face meetings, videos and clips showcasing Iran will be displayed, and government tourism officials will be present to sign cooperation documents.

The five-day roadshow builds on previous events held in Southeast Asian countries such as Malaysia, Indonesia, and Vietnam, from June 29 to July 6.

“We have carefully selected these countries and have been consulting on this for months,” Shojai highlighted, adding that the execution has been



entrusted to the tourism industry community, and the ministry will serve as the policymaker and planner while also providing financial support for part of these roadshows.

As mentioned by the event organizers, the neighboring Arab countries, Iraqi Kurdistan region, and Russia are among the future destinations to host tourism roadshows.

This initiative marks a continuation of Iran’s efforts to boost its tourism sector following the recent visa waiver agreements with a number of countries, including India.

According to organizers, the promotional event, which will be followed by Iran’s participation in the Mumbai Tourism Exhibition, is part of a broader strategy to enhance Iran’s global tourism presence.

The 4th edition of ITB India will take place from September 11 to 13 at Mumbai’s Jio World Convention Centre.

This three-day business-to-business travel and tourism trade fair for India has been put together to bring different facets of the International Travel Market.

Every segment of tourism will be represented at this international travel and tourism exhibition with industry leaders, important buyers, and key service providers from across the world meeting and interacting in one place.

ITB India is intended to be more than a travel trade show but rather an important platform where the most influential organizations in the International and Indian Travel and Tourism industry can meet, build strong partnerships, or strengthen existing bonds.