

Dear Sir/Madam,

IMC Chamber of Commerce and Industry's Travel, Tourism and Hospitality Committee is organising an **Online Interaction on Multi-Pronged Strategies to Rebuild Tourism and Travel** scheduled on **Thursday, April 15, 2021** from **02.30 p.m. – 04.30 p.m.** on Zoom Platform.

The objective of this interaction is to have leaders from the Travel and Tourism Industry from India, Indonesia, Malaysia, Singapore, Sri Lanka, Thailand and United Kingdom to have a dialogue and share measures taken by each nation to rebuild tourism and enhance regional coordination for a sector that is going through its darkest hour in recent history.

Many countries are developing measures to build a more resilient tourism economy post COVID-19. These include preparing plans to support the sustainable recovery of tourism, promoting the digital transition and move to a greener tourism system and rethinking tourism for the future.

Encouraging news on vaccines has boosted hopes for recovery but challenges remain, with the sector expected to remain in survival mode until well into 2021.

Domestic tourism has restarted and is helping to mitigate the impact on jobs and businesses in some destinations. However, real recovery will only be possible when international tourism returns. This requires global co-operation and evidence-based solutions so travel restrictions can be safely lifted.

The survival of businesses throughout the tourism ecosystem is at risk without continued government support and although governments have taken impressive action to cushion the blow to tourism, to minimise job losses and to build recovery in 2021 and beyond, more still needs to be done.

IMC has invited eminent speakers from India, Indonesia, Malaysia, Singapore, Sri Lanka, Thailand and United Kingdom are invited for this online interaction, who are leading experts in the field of travel and tourism Industry and will deliberate on the subject matter.

The esteemed speakers are:

- 1. Ms. Rupinder Brar (IRS)**, Additional Director General (Tourism), Ministry of Tourism, Government of India
- 2. Mr. Sigit Witjaksono**, Director of Tourism Marketing - East, South, Central Asia, Ministry of Tourism and Creative Economy, Republic of Indonesia
- 3. Ms. Tricia Warwick**, Director - Asia-Pacific, Middle East and Africa, VisitBritain
- 4. Ms. Kimarli Fernando**, Chairperson, Sri Lanka Tourism
- 5. Mr. Sulaiman Suip**, Director, Tourism Malaysia, New Delhi Office
- 6. Mr. Vachirachai Sirisumpan**, Director, Tourism Authority of Thailand (TAT), New Delhi

Moderator: Mr. Mandeep S. Lamba, President - South Asia, HVS Anarock

The Online Interaction would be beneficial to:

- Travel agents
- Tour operators
- Online Travel Agencies (OTAs)
- Forex service providers
- Members from Aviation Industry.
- Cruise industry
- Other Industry Representatives that are either directly or indirectly connected to the tourism industry.
- Students, Faculty and stakeholders in Education, Learning and Development community.

Hence to partake many valuable takeaways from this session, **we cordially invite you to attend this event.**

Kindly note registration is mandatory. To register visit us at <https://www.imcnet.org/events-1103>

Once you register on above link, we will send you Zoom link to join closer to the event.

We do hope you will be able to seize this opportunity and participate on April 15, 2021.

Looking forward to your virtual presence.

With regards,

Ajit Mangrulkar
Director General