



Report on
VIETNAM-INDIA TOURISM PROMOTION MEET
8 December 2023 at Hotel Residency Towers, Chennai

FICCI-Tamil Nadu State Council in association with **Embassy of the Socialist Republic of Vietnam in India (Political Section)** organized the **Vietnam-India Tourism Promotion Meet** held on **8 December 2023 at Hotel Residency Towers, Chennai**, saw the convergence of tourism enthusiasts, industry experts, and representatives from both countries. The event aimed to foster collaboration and exchange between Vietnam and India in the realm of tourism, exploring the vast potential and business opportunities present in the sector. Around 100 tourism professionals, Industry representatives, government officials participated and benefited.

The proceedings commenced with a gracious welcome address by **Mr. SRIHARAN BALAN**, Managing Director of Madura Travel Service (P) Ltd & Group. His warm greeting set the tone for the event, emphasizing the importance of cooperation and synergy between Vietnam and India in fostering tourism development.

Following the welcome address, **His Excellency Mr. NGUYEN THANH HAI, Ambassador of the Embassy of the Socialist Republic of Vietnam**, Enlightened the gathering with insights into the rich cultural heritage, natural beauty, and economic significance of Vietnam. He provided a comprehensive overview of Vietnam, highlighting its unique attractions and inviting the audience to explore the diverse offerings of the country.

Mr. ELAVARASAN, Sales Manager, Viet Jet and **Mr. GRAHAM E. COOKE**, President & Founder, Viet Travel, made a detailed presentation on Potential Business Opportunities on Vietnam Tourism provided valuable insights into the emerging trends, investment prospects, strategic partnerships and various new avenues for the growth and development within Vietnam's tourism industry.

Caption (L to R):

Mr. SRIHARAN BALAN, Managing Director of Madura Travel Service (P) Ltd & Group, **His Excellency Mr. NGUYEN THANH HAI**, Ambassador of the Embassy of the Socialist Republic of Vietnam, **Mr. ELAVARASAN**, Sales Manager, Viet Jet, **Mr. GRAHAM E. COOKE**, President & Founder, Viet Travel