

Posted: 13 June, 15:17

Belarus first presents its national stand at ITE 2025 in Hong Kong

Belarus has presented its national stand for the first time at the International Travel Expo ITE 2025 in Hong Kong, which opened in China on June 12th, the National Tourism Agency of Belarus reports



“The National Tourism Agency, the Sports and Tourism Department of the Grodno Regional Executive Committee, travel operators Prime Tour and Time Voyage, the Minotel chain of hotels and restaurants, and the new Waldorf Astoria Minsk Hotel are all represented at the stand,” the agency reported. “The stand is decorated with elements of traditional Belarusian vystinanka, which was added to the UNESCO Intangible Cultural Heritage List in 2024. This allows us to present the unique culture of Belarus vividly and attract the attention of visitors.”

The grand opening of the exhibition and the Belarusian stand was attended by Belarus' Consul General in Hong Kong Tatyana Kharlap, Secretary for Culture, Sports and Tourism of the Hong Kong Government Law Shuk-pui and Chairman of the Hong Kong Tourism Board, Dr. Peter Lam.



"The first two days of the exhibition are devoted to business meetings in the B2B format," the national agency noted. "Belarus is represented in the sector of new niche areas, which puts it in a favourable position compared to other participants. Many tourist operators from Hong Kong and the southern Chinese provinces are showing interest in Belarus alongside countries such as Russia and Uzbekistan, which have good air links."



A Belarusian workshop is scheduled to be held on June 13th as part of the forum, enabling participants to learn more about Belarus' tourism potential and establish new business contacts.

This year's International Travel Expo (ITE) is being held from June 12th-15th at the Hong Kong Convention and Exhibition Centre (HKCEC). Leading travel operators from Europe and Asia are offering their programmes, while representatives from hotels and restaurants all over the world are demonstrating the main advantages of their establishments. IT companies are also presenting the latest achievements in telecommunications technologies for the travel industry.

PHOTOS: WWW.BELARUSTOURISM.BY

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