

Ethiopian Tourism Promotion Seminar held in Beijing

Ethiopia Embassy, Beijing, 14 April 2014- Ethiopian Tourism Promotion Seminar was held at the Ethiopian Embassy in Beijing last Thursday, April 10. 8 Ethiopian tour operators, representatives from 33 Chinese tour operators and members of the Chinese media as well as the Ethiopian community in Beijing participated on the seminar.



Mr. Assefa Biset, Acting Head of the Ethiopian Embassy in Beijing, on his opening remarks said, the event is “one of a series of engagements by the Ethiopian Embassy in Beijing focused on familiarizing Ethiopian tourist attractions and creating a platform for establishing partnerships among Ethiopian and Chinese tour operators.”

Mr. Yonas Desta, Director General of the Ethiopian Authority for Research and Conservation of Cultural Heritage made a detailed presentation of the major Ethiopian tourist attractions and the Ethiopian tourism potential.

Mr. Wang Wei presented Ethiopian Airlines and its tour and travel arm Et-Holidays for cooperation with Chinese tour operators on behalf of the Ethiopian Airlines Office in Beijing.

The Ethiopian and Chinese tour operators have shown strong interest to partner and grow Ethiopia-China relations in the tourism sector. Some of the Ethiopian tour operators present managed to find partners and representatives while others have been in the market for several years.



The event offered participants the opportunity to taste authentic Ethiopian food and witness Ethiopian Coffee Ceremony.

The Ethiopian Delegation from the Ministry of Culture and Tourism led by Mr. Yonas Desta and the Ethiopian Tour operators also took part on the annual Chinese Outbound Travel and Tour Market (COTTM) held in Beijing from 9 to 11 April /2013.



China has a rapidly growing outbound tourism market. According to official Chinese sources, the country registered eighty three million out-bound Chinese tourists making China the number-one international tourism market last year. Official statistics also show that about one million Chinese tourists visited Africa annually in recent years.