

डॉ. महेश शर्मा  
Dr. Mahesh Sharma



पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार)  
भारत सरकार  
नई दिल्ली

MINISTER OF STATE (INDEPENDENT CHARGE)  
OF TOURISM & CULTURE  
GOVERNMENT OF INDIA  
NEW DELHI

### Message

I am pleased to know that ITB Berlin has decided to join hands with an Indian partner, and do the first edition of Bharat International Tourism Bazaar (BITB). This augurs well for Indian tourism and it is my hope that this welcome step will bring greater awareness of Incredible India on the world stage.

ITB is a world leader in this business and their choice of India, over many other countries, is indicative of the growing power of Indian travel, that has been significantly boosted since the present government has taken charge. It is a befitting acknowledgement of Hon'ble Prime Minister, Shri Narendra Modi's success as a world leader, and of India increasingly being recognized for its growing economy and our ability to generate travel and tourism. India is fast becoming a world centre for tourism, and we hope this goes further with this event.

I gather from the brief shared by the organizers that the new show will explore different verticals in the tourism business, bring new age players and also provide an emphasis on both technology as well as quintessential Bharat.

This show is intended to touch all concerns in my portfolios of Tourism and Culture, as they come together to project what is Uniquely India.

I extend my best wishes to all those associated with the BITB and wish all the success in organising this first ever event in India.

  
(Dr. Mahesh Sharma)

New Delhi  
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301, परिवहन भवन, संसद मार्ग, नई दिल्ली-110001 दूरभाष: 91-11-23717969, 23710431 फैक्स: 91-11-23731506  
301, Transport Bhawan, Parliament Street, New Delhi - 110001 Tel : 91-11-23717969, 23710431 Fax : 91-11-23731506  
कैम्प कार्यालय : एच-33, सेक्टर-27, नोएडा-201301 (उ.प्र.) दूरभाष : 0120-2444444, 2466666 फैक्स : 91-1202544488  
Camp Office : H-33, Sector-27, Noida - 201301 (U.P.) Tel. : 0120-2444444, 2466666 Fax : 91-120-2544488

E-mail : dr.mahesh@sansad.nic.in

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