

Uganda showcases tourism at China expo

BY KARIM MUYOBO

KAMPALA. Uganda's Embassy in Beijing has mounted a major tourism and investment showcase at the ongoing Tourism Plus Expo in Shanghai, using the international platform to market the country's wildlife, culture and business opportunities to a global audience.

The three-day exhibition, which opened on Sunday and runs until today at the Shanghai World Expo Exhibition and Convention Centre, has brought together tourism stakeholders, investors and exhibitors from across the world.

At Uganda's pavilion, visitors are being taken to displays of authentic cultural artifacts, locally made products and live dance performances aimed at promoting the country as the "Pearl of Africa."

Officials at the embassy said the exhibition is part of broader efforts to strengthen tourism and trade ties between Uganda and China while positioning Uganda as a preferred destination for international travellers and investors.

"The expo provides a strategic platform to position Uganda as a premier travel destination, renowned for its unique wildlife, breathtaking landscapes and warm hospitality," embassy representatives said.

The pavilion, strategically located within the exhibition space, features a mix of visual displays, traditional crafts and promotional material highlighting Uganda's national parks, mountain gorillas, diverse wildlife and rich cultural heritage.

Cultural dancers performing live at the stand attracted large crowds, with organisers saying the performances were intended to give visitors a first-hand experience of Uganda's diverse ethnic traditions.

In a statement yesterday, the embassy said participation in the expo is expected to help Uganda attract new tourism markets, forge partnerships with international travel stakeholders and promote investment in the hospitality sector.

This is not the first time Uganda has used major exhibitions in China to market its tourism and trade interests.

Last November, the embassy, together with the Consulate in Guangzhou and officials from the Ministry of Trade, Industry and Cooperatives, also participated in the China International Import Expo in Shanghai, where Uganda's pavilion drew significant interest through cultural performances and tourism promotion.

The latest showcase comes as Uganda intensifies efforts to grow tourism arrivals and foreign exchange earnings through destination marketing and cultural diplomacy.

Uganda is widely known for attractions such as mountain gorilla trekking, savannah wildlife, the River Nile and a growing eco-tourism sector.

The Tourism Plus Expo is one of China's leading travel and hospitality trade exhibitions and attracts thousands of visitors and exhibitors.