



**Special Promotion of Northeast India and Kerala/Ayurveda
during INDIA WEEK HAMBURG 2021**

Dear Sir/Madam,

North East India comprises of eight states: Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The North East is a true frontier region with over over 5000 km of border with Bhutan, China, Myanmar and Bangladesh. One of the most ethnically and linguistically diverse regions in Asia, each state has its distinct cultures and traditions. The lushness of its landscape, the unlimited range of opportunities for adventure tourism, the range of communities and geographical and ecological diversity makes the North East quite different from other parts of the subcontinent. Each state is a traveler's paradise, with picturesque hills and green meadows which shelters thousand of species of flora and fauna. The states provide unique scopes for angling, boating, river cruises, rafting, trekking and hiking. There are a number of wild life sanctuaries and national parks where rare animals, birds and plants which will surely provide fascinating insight to the visitors.

2. As part of India Week Hamburg 2021 (8-14 Nov 2021), The Consulate General of India will be organizing a **Special Promotion of North East India on Thursday, 11 Nov 2021 from 1000 hrs onwards**. The event will be curated by ZEITO (Zamans East India Travel-Odyssey) and will include performances from *Summersalt*, a fusion-rock band from Shillong, known as the Rock Capital of India, and capital of the state of Meghalaya. Details of the event are as follows:

Event: “Wonderful Northeast: Unexplored Paradise”

Date: Thursday, 11 November 2021 (1000 hrs. onwards CET)

Venue: Consulate General of India, Kohlhöfen 21, 20355 Hamburg

ZEITO will be available for B2B meetings at the Consulate from 1000 to 1600 hrs on Friday, 12 Nov 2021. You can contact them for an appointment and further details at: zeitotravel@gmail.com You can also enjoy a full concert of the band *Summersalt* at Kampnagel Hamburg on Sunday, 14 Nov 2021, from 1900 hrs onwards. *Summersalt* will also be performing at Hard Rock Cafe Hamburg on 17 Nov, as well as in Bremen (6 Nov) and Hannover (7 Nov).

3. Kerala, also called *God's Own Country* and known for its rich culture and heritage, is one of India's most attractive tourist destinations. Kerala is a visual treat for tourists with its sunny beaches, famed backwaters, serene hill stations, roaring waterfalls, great greenery, large tea & spice plantations and large coconut groves offering a wonderful experience for visitors. Kerala is also famous for Ayurveda, which originated around 5,000 years ago in India. It is the oldest healthcare system in the world and offers a completely natural way of treatment that offers holistic wellness of mind, body and soul by detoxifying the human body with the help of herbal combinations and remedies. Mr. Hans Koehler will be curating a special promotion of Kerala and Ayurveda on 11 Nov 2021 from 1900 hrs onwards. For more details, contact: Margarete.Hans.koehler@t-online.de Details of the event are as follows:

Event: Special Promotion of Kerala and Ayurveda


Date: Thursday, 11 November 2021 (1900 hrs. onwards CET)

Venue: Consulate General of India, Kohlhöfen 21, 20355 Hamburg

4. We look forward to welcome you to these events on 11 November 2021. Come experience and learn about North East India, Kerala and Ayurveda. Entry is free and you can also enjoy Indian snacks.

5. You can register for the above events at: com.hamburg@mea.gov.in Kindly specify the event which you will be attending.

With warm regards,



John H. Ruolngul
Consul General