



## Embassy of Nepal/Mission of Nepal to the European Union Brussels, Belgium

### Press Release

The Embassy has been promoting Nepal through posters highlighting Nepal's natural and cultural aspects in twenty (20) different public trams plying in Brussels Capital Region. For this campaign, which started on 16 August 2016 and will come to an end on 29 August 2016, the Embassy signed a contract with JCDeaux, an international advertising agency that has won a 12-year contract to operate advertising spaces in buses, trams and metros of STIB (Society of Intercommunal Transport in Brussels), Belgium.

As per the contract, the Embassy provided promotional images of Nepal, received from Nepal Tourism Board, for four different posters each of which has been displayed in five public trams in Brussels. These posters have been captioned "Welcome to Nepal, the Birthplace of Lord Buddha", " Naturally Nepal, Once is not Enough", "Mount Everest, Top of the World: Nepal's Unique Treasure", and "Nepal: Always Attractive and Safe Destination for Tourists" respectively.

The campaign is also expected to spread the message that Nepal is naturally and culturally beautiful and safe as always. Such advertising campaign is also expected to be an impactful medium in grabbing the attention of passengers travelling by trams as well as the mobile public audience outside the trams. The Embassy believes that this advertising will be able to disseminate the desired message through wider creative possibilities of promotional posters displayed in the vehicles that also have geographical flexibility.

Embassy of Nepal /  
Mission of Nepal to the EU, Brussels  
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