



**PRESS RELEASE:** - March 6th 2018 - Cardiff, Wales

## **Things To Do In (TTDI) Nepal platform completion announced**

The Things To Do In ground-breaking online platform for businesses and tourism in Nepal was announced, bringing to Nepal and for companies in the UK seeking to link with Nepali businesses across a wide range of business areas, as well as those interested in visiting Nepal, was announced at the UK - Nepal trade and businesses event, which took place at the Royal Hotel, Cardiff.

This news of the platform's completion has great significance for projecting on the worldwide web / internet, Nepali expertise, resources and products of direct relevance to UK and Western markets and audiences, boosting sales, increasing visitors, and of course building the peoples-to-peoples' links that are key to employment generation and wealth creation for both countries.

With creation of the Nepali platform, the ability for companies and organisations to join is now enabled.

Within this initiative a direct social return will be provided to community projects and initiatives in Nepal through the UK Nepal Friendship Society (UKNFS) and its Nepal partner social inclusion orientated organisations. Businesses joining therefore show their care for community, while at the same-time create a boost for their business with the wealth & employment generation resulting for UK and Nepal. TTDI Nepal is therefore a powerful international-facing platform demonstrating private sector - business/ community partnership.

TTDI Managing Director, Mr Paul Nash provided information at the Cardiff Venue as part of the Wales-Nepal trade event arranged by UKNFS about the unique online platform:

*'We are very excited to announce we are ready to launch, "Things to do in Nepal" and it is our intention to help give maximum exposure to local "Businesses and attractions" with the focus on the promotion of Nepal as a Holiday and Tourist destination.*

*'We offer many benefits to Businesses in relation to online presence, we will link businesses and attractions between the UK and Nepal in a way that has not been achieved before, this will be a fantastic platform to network between countries.*

*"Things to do in" is the largest search term Worldwide for people and families visiting and new town city or country, as an example the search term "Things to do in London, is searched about 150,000 times per month.*

*'We are a local online business advertising directory and have thousands of page one search terms and thousands of visitors and business owners listed throughout our towns.*

*'In January I enjoyed a fantastic first visit to Nepal and Kathmandu and would like to show people and families in the UK how friendly the people of Nepal and how we were made to feel most welcome throughout our stay and to discover so many fascinating facts about Nepal which makes it an exceptional 'must do' country to visit, and also a fantastic place for doing business.*

### **NOTES TO THE EDITOR:**

- **UK Nepal Friendship Society (UKNFS)** is a not for profit organisation whose official patron is His Excellency the Ambassador of Nepal to the UK that exists to support the UK Nepali community working directly with key UK Nepali representation organisations on practical initiatives. In Nepal-UK relations UKNFS facilitates a range of projects including employment generation utilising business links between the two countries that are linked directly to social return at grass roots community level by UKNFS.
- **Things to do in Ltd.** - is a local on-line business and attractions advertising directory.