



## ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION

Permanent International Secretariat

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### PRESS RELEASE ON 36<sup>TH</sup> INTERNATIONAL TOURIST FAIR HOLIDAY & SPA EXPO 2019 (Sofia, 14-16 February 2019)

BSEC PERMIS participated with a separate Stand in the 36<sup>th</sup> International Tourist Fair *Holiday & SPA EXPO 2019*, held from 14 to 16 February 2019 in Sofia.

The aforementioned Fair is the main Tourism event in Bulgaria, attracting leading local and foreign companies. This year, more than 370 exhibitors from Bulgaria and 24 other countries participated.

For the first time ever, the BSEC PERMIS was able to participate in a similar event, after the kind invitation and offer of a small stand by the Organizer, the Prime Expo Co., with the valuable support of the Bulgarian Ministry of Tourism. BSEC PERMIS requested from Member States to provide, whenever possible, a small stand that can be used in order to present the BSEC region as an all-in-one attractive tourist destination.

Information on the activities of the BSEC Organization in the field of Tourism and on other initiatives affiliated to this sector was provided to the visitors.

This new experience proved very successful for enhancing the visibility of the BSEC Organization among a wider public and for presenting the tangible results of the cooperation among BSEC Member States in the Tourism sector.