

Regional Office, Asia

27 June 2019

Dr Arief Yahya M.Sc
Minister of Tourism
Medan Merdeka Barat St
No. 17 Central Jakarta
Indonesia

Dear Minister Arief

Appreciation

Please permit us to extend our warmest appreciation to you for sending Dr Anang Sutono, Senior Advisor to the Minister for Economy and Ministry of Tourism to speak on eTourism at the UNESCAP Asia Pacific Business Forum on 21 June 2019 in Port Moresby, PNG.

His speech was well received and he was featured in UNESCAP social media card on his view on the importance of supporting SMEs in eTourism.

Dr Anang's view on digital technology was very well received: He said digital technology has incredible potential to support SMEs in the tourism sector. Digital tourism is going to power the future in Indonesia; we're supporting the ability of young entrepreneurs in the tourism sector to harness digital technology through Indonesia's "Wonderful Start Up Academy".

Without doubt, Dr Anang would have given you an update on the success of his participation. He has left a deep footprint on Indonesia's efforts in supporting SMEs in eTourism. This augurs well for future engagement of Indonesia in this sector.

May we also extend our best wishes to you and your Ministry in developing eTourism and our joint efforts to advance SDG.

We look forward to your Ministry's continued support of our activities in the region and your participation and that of Dr Anang in our future events.

With warmest appreciation.

Yours sincerely


Mrs Lee Ju Song
Executive Director
ICC Asia