

UP tourism pavilion shines at Busan Int'l Buddhism Expo

TIMES NEWS NETWORK

Lucknow: UP Tourism's pavilion at the ongoing two-day-long Busan International Buddhism Expo 2025 has attracted people from various walks of life.

"Our pavilion emerged as a vibrant hub of cultural connection, spiritual dialogue and international collaboration. Visitors ranging from Korean monastic leaders and cultural delegations to travel industry professionals engaged deeply with the state's rich Buddhist heritage, reaffirming UP's position as the heart of the global Buddhist circuit," said Jaiveer Singh, minister for culture and tourism UP.

Key travel discussions unfolded and plans began taking shape for dedicated pilgrimage itineraries to India, with Uttar Pradesh as the focal point. Interest from several Korean temples and Buddhist organisations already translated into tentative plans for group pilgrimages, including delegations of about 25 Korean visitors in Oct 2025 and over 50 in Nov 2025.

The minister said that events like the Busan Expo help in carrying forward the



“ Our pavilion emerged as a vibrant hub of cultural connection, spiritual dialogue and international collaboration

JAIVEER SINGH

Minister for culture and tourism, Uttar Pradesh

message of Buddha to the world while inviting the world to walk that path in the land where it began. "The successful participation of Uttar Pradesh Tourism in the Busan International Buddhism Expo 2025 reaffirms its farsighted approach, where tourism is not merely about travel but about creating transformative experiences that connect people, histories and spiritual legacies across continents," said Mukesh Kumar Meshram, principal secretary, tourism UP.