

indonesia

COMES TO LONDON!

TRAFALGAR SQUARE TO WELCOME A SPECIAL “HELLO INDONESIA” EVENT
SUPPORTED BY THE MAYOR OF LONDON



7th May 2014 – One of London’s most iconic landmarks, Trafalgar Square, will soon transform into an exotic land as it showcases the vibrant culture and traditions of Indonesia. Running for one day only, visitors to central London can experience the sights, sounds and flavours of this fascinating archipelago at a unique “Hello Indonesia” celebration supported by the Mayor of London, on Saturday 31st May 2014.

This visually-stimulating **FREE** festival will celebrate the unique cultural destination of Indonesia – the world’s largest archipelago comprising over 17,000 islands – with a lively programme of entertainment scheduled throughout the day. From 10am-6pm, visitors can enjoy traditional performances from Balinese dancers, Javanese Gamelan and talented musicians playing unique instruments such as the angklung and sasando – flown over especially for the occasion!

Londoners and sightseers to the capital will also have a fantastic opportunity to sample the very best of Indonesian cuisine, with an array of gastronomic delights cooked by a native celebrity chef and London’s leading Indonesian restaurant.

With 20 booths dotted around the square, visitors to the event will also be able to shop for wonderful handicrafts and unique items including exotic jewellery, authentic Batiks (learning how to draw Batik themselves) and local ingredients to recreate Indonesian delicacies in the comfort of their own homes. Exhibitors include the Ministry of Tourism and Creative Economy for Indonesia, and the Embassy of the Republic of Indonesia in London, as well as the country’s national carrier Garuda Indonesia, among others.

“We are incredibly excited to be bringing a wonderful slice of Indonesian culture to central London,” comments Esthy Reko Astuty, Director General of Tourism Marketing at Ministry of Tourism and Creative Economy. “The UK market is of huge importance to Indonesia and we are encouraging consumers of all ages to join us at this free festival and learn more about this culturally-rich gem in

South East Asia, with dynamic entertainment that we hope will enthral and inspire every visitor passing through Trafalgar Square.”

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About Indonesia

The Republic of Indonesia is the largest archipelago in the world, comprising more than 17,000 tropical islands fringed with white sandy beaches. Among the most well-known islands are Bali, Java, Kalimantan (formerly Borneo), Papua, Sulawesi (formerly Celebes), Sumatra, and the Maluku Islands (or better known as Moluccas, the original Spice Islands). The destination offers richly diverse cultures and heritage, beautiful beaches and ecotourism along with green rainforests to trek through and deep blue pristine seas to dive and swim, and the warmest, most hospitable people on earth to welcome UK visitors.

www.tourism-indonesia.co.uk

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