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## **Madhya Pradesh Pavilion Inaugurated at ATM Exhibition in Dubai | Madhya Pradesh | 10 May 2022**

### **Why in News?**

On May 9, 2022, The Madhya Pradesh pavilion was inaugurated at the Arab Travel Market (ATM) exhibition in Dubai.

### **Key Points**

- The state's culture and rich wildlife is being showcased to international travelers in the ongoing event at the Madhya Pradesh Pavilion.
- Shiv Shekhar Shukla, Principal Secretary, Madhya Pradesh Tourism Department and Managing Director of Madhya Pradesh Tourism Board said that last year a campaign was started by the Tourism Department in USA, UK, Europe, China, Middle East and Australia to encourage tourism in Madhya Pradesh.
- ATM 2022 has been inaugurated with the theme 'The future of international travel and tourism'.
- It is one of the largest travel and tourism events in the entire Middle East region as well as a platform for outbound and inbound tourism professionals, which is organized every year in Dubai.

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