



Cultural Diplomacy Unveiled

AROUND THE WORLD: A JOURNEY THROUGH CULTURE

Celebrating Nations Through the Senses

WELCOME NOTE

Dear Esteemed Partner,

We are honoured to introduce Around the World: A Journey Through Culture, a bi-monthly series of immersive events designed to foster cultural diplomacy, strengthen international relations, and promote global connectivity through sensory experiences. Held every two months, this unique platform connects diplomatic missions, tourism boards, cultural agencies, and country representatives with Nigeria's diplomatic, business, and creative communities.

Whether you are an embassy, a national tourism board, a country without diplomatic presence in Nigeria, or a national export promotion agency such as NEPC, this series offers a distinctive opportunity to showcase your nation's heritage, stimulate trade and tourism, and deepen engagement with the Nigerian public.

We warmly invite your esteemed institution to participate and celebrate the richness of your culture on a prestigious platform.

ABOUT THE SERIES

Around the World: A Journey Through Culture is a bi-monthly interactive cultural event series that immerses audiences in global heritage through taste, music, craftsmanship, storytelling, and scent. Each edition is thematically curated to offer participating countries or cultural institutions a high-impact, memorable experience to promote cultural identity and diplomatic goodwill.

EVENT SERIES OVERVIEW

1. Around the World: In a Bottle

(Launch Event – June 26, 2025)

Theme: Drinks, Culture, and Diplomacy through Bottles

Experience: Embark on a global tasting journey across 6 continents wines, rums, teas, coffees, spirits, and more. Each sip shares the story of a nation's traditions.

2. Around the World: On a Plate

Theme: Culinary Diplomacy

Experience: Explore the world through small plates and signature dishes that capture the spirit and flavor of each nation.

August 2025

3. Crafts Across Continents

Theme: Artisanal Diplomacy

Experience: Explore living traditions through textiles, jewelry, pottery, and arts from around the globe.

October 2025

4. Sounds of the World

Theme: Musical Diplomacy

Experience: Feel the heartbeat of nations through live traditional and contemporary performances.

December 2025

5. The Scent of Nations

Theme: Fragrance and Cultural Identity

Experience: Discover the aromas that define nations perfumes, incense, and oils in an exclusive setting.

February 2026

6. Tales from Afar (Special Edition)

Theme: Storytelling Diplomacy

Experience: Journey through myths, legends, poems, and tales that have shaped national identities

April 2026

Participation Details (Free of Charge)

Participating nations or organizations are kindly asked to:

- Provide a minimum of 5-10 cultural items or experiences relevant to the event theme.

- Set up a simple branded stand (national flags, display materials, etc.).
- Assign a representative to engage guests.

Note: There is no participation fee. Only contribution of theme-relevant items is required.

Participating countries also get 2 VIP tickets and 4 regular tickets

Co-Hosting Opportunities

Institutions interested in elevated visibility may apply to become a Co-Host for an edition. Benefits include:

- Prime branding across all event materials and signage.
- Stand alone booth with country's culinary delight.
- Exhibition of products from country in the booth.
- VIP diplomatic invite privileges.
- Media recognition and co-branded PR.
- Receive 6 VIP tickets and 20 regular tickets

Co-Host Criteria:

- Strong cultural showcase.
- Commitment to active promotion and community engagement.

Why Participate?

- Showcase national heritage in a high-profile setting.
- Engage directly with Nigerian cultural influencers, media, and consumers.
- Promote cultural diplomacy, tourism, and trade.
- Build long-term partnerships with Nigerian and global stakeholders.

We welcome embassies, national boards, and cultural organizations globally to express interest in representing their countries at these landmark events.

Tickets?

Ticket sales for events is available at www.nttevents.com

Contact Us

Email- events@nttglobaldestinations.com

Call -07050548066

PAST CULTURAL DIPLOMACY EVENTS



DESTINATION ARGENTINA- ONE SIP AT A TIME- AUG 2021



NAI-JAMAICAN CULINARY FUSION, AUGUST 2022

PAST CULTURAL DIPLOMACY EVENTS



DESTINATION BRAZIL CULTURE NIGHT FOR BICENTENNIAL ANNIVERSARY OF INDEPENDENCE- SEPT 2022



DURBAR FESTIVAL, KANO STATE JUNE 2023

PAST CULTURAL DIPLOMACY EVENTS



NORTHERN NIGERIA CULTURE PRESENTATION - NOV 2023