



Department of Tourism

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Press Release

Soft Power Club annual conference begins tomorrow

Minister Mohamed Riyas to inaugurate the two-day event; G20 Sherpa Amitabh Kant to participate

Thiruvananthapuram, February 15: Kerala Tourism will host the two-day annual conference of the Soft Power Club, a leading global organisation headed by Francesco Rutelli, the former Deputy Prime Minister of Italy, beginning tomorrow (February 16).

Tourism and Public Works Minister Shri PA Mohamed Riyas will inaugurate the conference at Travancore Hall, Technopark, at 9 am tomorrow.

At the inaugural session, Mr. Rutelli will introduce the Soft Power Club, while G20 Sherpa Shri Amitabh Kant will make a presentation on India and Shri Suman Billa, Principal Secretary, Industries & NORKA, will deliver the keynote address.

Tourism Secretary Shri Biju K will welcome the gathering.

"The club's annual meeting is organised in different regions of the world with cultural and heritage characteristics. This is the first time in India that a state is hosting the annual conference of the Soft Power Club," Shri Riyas said.

"By hosting the conference of the global organisation working to enable human development through art, culture and heritage, Kerala aims to highlight the state as a soft power hub."

The state will showcase its achievements in tourism, hospitality, IT, the local government system, the health sector, Kudumbashree, women empowerment, geographical diversity, historical and heritage features, art and cultural scene, secularism and media freedom.

Around thirty members of the Soft Power Club, including high-level officials, heads of international organisations, analysts, and experts in the fields of business, science, art, digital technologies and climate, are attending the conference.

They will discuss the contemporary perspectives of soft power and its role in improving the business ecosystem.

A panel discussion on "Soft Power: Why it Matters to Government, People and Brands" moderated by Shri Sanjeev Sanyal, Member of Prime Minister's Economic Advisory Council, will follow the inaugural session.



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State Electronics-IT Secretary Dr Ratan U Kelkar and Tourism Secretary Shri Biju K will lead the discussion on the role of soft power in the growth of tourism and cultural sectors. Italian Ambassador to India Vincenzo De Luca will participate in this session.

In the afternoon, there will be a discussion by the Soft Power Club members with GTech, a conglomerate of IT companies in Kerala.

After visiting Technopark, the team will meet Chief Minister Pinarayi Vijayan and, later, the Trivandrum Chamber of Commerce and Industry members.

On Saturday, at 9.30 am, Tourism Secretary Shri Biju K will make a presentation on Tourism in Kerala. In the afternoon, a presentation of the unique art forms of the state is also arranged for the club members who will be visiting places of interest in the state capital.

The club members, who arrived in the city yesterday, visited the Kovalam Arts and Craft Village, Museum, Kuthiramalika, and the ongoing Nishagandhi Festivalat Kanakakunnu.

The Soft Power Club envisions a world where soft power becomes an intrinsic part of our global narrative. It aims for committed deliberation and action to build a future focused on cooperation, security and development.

It draws ideas and experiences through such gatherings being organised in different parts of the world and implements them effectively to unite citizens, businesses, and communities worldwide to pursue shared objectives.

Ends