



**United Nations**  
Convention to Combat  
Desertification



UNCCD  
**COP16**  
Riyadh | 2024



# Mongolia Pavilion at the UNCCD COP16

**Date: 02 - 13 December 2024**

**Location: Riyadh, Saudi Arabia**

## MONGOLIA PAVILION AT THE UNCCD COP16 GREEN ZONE

The Green zone pavilion is an opportunity for participants to have a taste of Mongolia through the country's newly launched "GoMongolia" nation-branding campaign. The brand's slogan is "MonGOLia, Always Moving".

Mongols will greet you with open hearts in this nearly nomadic setting in the Green Zone to showcase its beautiful nature, unique culture and endless opportunities.

Mongolia witnessed many positive economic results, and a favorable investment environment was created. As part of the comprehensive tourism promotion policy, the government successfully implemented the liberalization of air transport, making it possible to operate flights to 155 destinations in 42 countries. Domestic flight routes were increased, and prices were reduced. Through focused foreign advertising, content about Mongolia reached 155 million people worldwide. Consequently, Mongolia attracted 650,000 tourists, generating USD 1.2 billion in revenue from the tourism industry. The positive perception of Mongolia increased by 40 percent, the foreign reputation grew, and for the first time, Mongolia made it to the list of countries recommended for travel, s emphasized by the Prime Minister.

<https://mecc.gov.mn/en>

<https://forest.gov.mn/website/home.aspx>

<https://mocsty.gov.mn/en>

<https://mfa.gov.mn/en/>

