

**Memorandum of Cooperation on Tourism
between
the Japan Tourism Agency
and
the State Tourism Agency of the Republic of Azerbaijan**

The Japan Tourism Agency and the State Tourism Agency of the Republic of Azerbaijan (hereinafter collectively referred to as "both sides" and individually as the "side") have expressed a desire to enhance the friendly relationships between the citizens of both countries, and have made the following proposals to facilitate the economic development and increase the potential of tourism in both countries.

Section 1

In the field of the development of tourism exchange, both sides will strengthen the activities of direct contact between the tourism authorities for developing tourism exchange between both countries.

Section 2

In the field of the promotion of tourism products:

1. Both sides will exchange experience relating to the implementation of national marketing strategies and information relating to the tourism sector.
2. Both sides will exchange various tourism PR materials that they have each produced.
3. Both sides will cooperate with each other with regard to activities to popularize the tourism products of their own country using the media, the Internet, SNS, etc.
4. Both sides will facilitate communication among experts who specialize in tourism.
5. Both sides will promote mutual participation by agencies related to tourism and tourism providers from both countries in international tourism expositions and other events in the tourism sector.

Section 3

Both sides will exchange information on statistics in the tourism sector, the development of tourism infrastructure, and other information which will contribute to the development of tourism exchange between both countries.

Section 4

Both sides will continue to cooperate within the framework of the United Nations World Tourism Organization (UNWTO).

Section 5

This Memorandum of Cooperation:

1. Will not give rise to legal rights and obligations under the provisions of international law. Nothing in this Memorandum of Cooperation is to be interpreted and performed as a legal obligation or financial commitment of both sides.
2. Will continue for (5) years from the date of signature, and, unless either side gives notification in writing to the other side of its intention to terminate it three (3) months before the end, the duration will be automatically extended for a further one (1) year.

Section 6

With regard to revision and modification to this Memorandum of Cooperation, either side may propose a revision or modification to this Memorandum of Cooperation. Such a revision or modification to this Memorandum of Cooperation will require the mutual consent of both sides in writing.

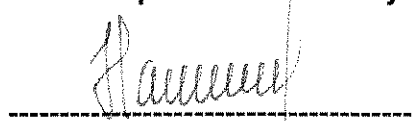
Signed on 13th/ December / 2022 in two originals, in the English language.

For
the Japan Tourism Agency



WADA Koichi
Commissioner
of the Japan Tourism Agency

For
the State Tourism Agency
of the Republic of Azerbaijan



Fuad Naghiyev
Chairman
of the State Tourism Agency
of the Republic of Azerbaijan