



HAPPY NOWRUZ!

▲ Even if the reception in the Little White House on the Alster Lake had to be canceled, Honorary Consul Kourosh Pourkian (r.) delivered a typical Nowruz greeting to US Consul General Darion Akins: Sabzeh with a red bow!

Nowruz connects; Nowruz stands for joy and friendship, reconciliation and a new beginning! For more than 3000 years, people on the Black Sea, in the Caucasus region and Asia have welcomed spring with the Nowruz Festival. And since festivals and traditions are not abandoned at the borders, Nowruz is celebrated not only in Afghanistan, Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, as well as in the Kurdish parts of Turkey and Iraq, and regionally in India, Pakistan and China, but all over the world.

The USA, a country of integration par excellence, has long recognized the international character of the Nowruz Festival. Since 2009, the White House in Washington has been sending greeting messages to people celebrating Nowruz in the United States and worldwide. Hamburg's Honorary Consul Kourosh Pourkian also knows about the

treasure of the Nowruz festival. In 2011, he launched the Nowruz Forum in the city, which today is home to the largest Nowruz community on the European mainland with over 164,000 people celebrating Nowruz.

On the occasion of the 10th anniversary, the associated Nowruz reception was to take place for the first time in the „Little White House“ on the Alster Lake at the invitation of the host, US Consul General Darion Akins, on March 23. On March 24, Pourkian wanted to invite to the 10th Nowruz Economic Forum in the Chinese tea house „Yu Garden“.

The think tank for diplomacy, politics, business and science should meet under the patronage of Hamburg's First Mayor Dr. Peter Tschentscher and Daniel Günther, Prime Minister of Schleswig-Holstein as well as

Christian Pegel, Minister of Energy, Infrastructure and Digitalization in Mecklenburg-Western Pomerania. Regarding the new EU Central Asia strategy, the aim was to exchange ideas with the ambassadors of Kazakhstan, Tajikistan and Uzbekistan about the possibilities for cooperation in the areas of hydrogen, medical technology, infrastructure and tourism. The event was to conclude with a lavish Nowruz Cultural Forum with dance and music from Central Asia in cooperation with the Hamburg Cultural Authority. As a result of developments related to the Corona virus, all three events had to be cancelled.

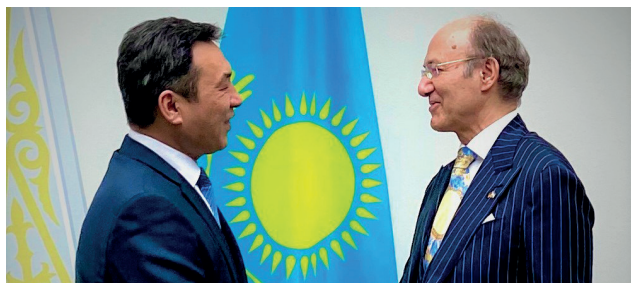
However, the joy of Nowruz with its peaceful message is immune to any virus and the bridge building between North Germany and the Nowruz Country not cancelled but only postponed, said Pourkian.



▲ At this year's New Year's reception in the town hall: Kourosh Pourkian (r.), Honorary Consul of the Republic of Tajikistan, with Hamburg's First Mayor Dr. Peter Tschentscher, who wishes everyone in Nowruz in Hamburg and around the world a happy Nowruz despite the current pandemic.



▲ Tajikistan's ambassador H.E. Sohibnazar Gayratsho hopes that this year's Nowruz as a millennium-old tradition will encourage to take a new start in harmony with nature and society.



▲ Anticipation of the Nowruz Forum in Hamburg: In February H.E. Nabijon Kasimov (l.), Ambassador of the Republic of Uzbekistan in Berlin, received Honorary Consul Kourosh Pourkian for a preparatory talk.



▲ Honorary Consul Kourosh Pourkian (r.) for preliminary talks with the Ambassador H.E. Dauren Karipov at the Embassy of the Republic of Kazakhstan in order to integrate Central Asia's largest economy into the Nowruz Forum.