BRAHMAPUTRA
RIVER EXPEDITION 2010
CHINA / TIBET - INDIA - BANGLADESH
NAVIGATING THE SKY RIVER
The Tsangpo-Brahmaputra River –

- Flows through China, India and Bangladesh into the Bay of Bengal
- It is one of the highest and most challenging rivers in the world and is referred to as the “Sky River”
- Our Team will be the first in the world to travel the 2800 kms that makes up the total length of this mighty river
The Aim of the Project –

• Improve **environmental awareness** of the Brahmaputra
• Showcase potential for sustainable **eco-tourism**
• To **monitor & showcase** the **unique biodiversity** along the riverbanks
• To **reach out** to the people living by the river
Scientific Benefits —
(done by Scientist team member & Crew)

- GPS mapping of the river
- Wildlife study & a rapid river dolphin survey
- Water analysis at various stages
Rib Expedition & Adventure – Company Profile

- *Rib Expedition & Adventure*, founded by **Andy Leemann** in 2004 is based in Palma de Majorca, Spain.

- Andy Leemann has many **years of experience** as a professional skipper on *traditional* and *modern sailing vessels* and accomplished more than 100,000 nautical miles.

- In a world that is **running out of adventures**, *river expeditions* are the desire to find *uniqueness and unlimited horizons*.

- Previously completed river expeditions were on the *Zambezi, Orinoco, Ganga, Mekong & Amazon*.
The Expedition Team –

- Andy Leemann, Switzerland – Expedition leader
- Apal, India – Adventure & wildlife cameraman, Co-leader
- Leo Fahey, New Zealand – Boat Expert
- Andrew Weinberg, South Africa - Boat Expert
- Jed Weinberg, USA - River expert, logistics, photography
- Nishant Purohit, India – Media, communication
- Zorba Laloo, India – Logistics, media
- Dushyant Parasher, India - Nature & wildlife photographer
Previous Media Coverage

- **BBC World** features hour long film, on Zambezi Expedition which had repeat telecast on popular demand and seen in more than 150 countries

- **NDTV Special** – 24 hours. The story of the Ganga through the eyes of a unique river expedition that journeys from its source in the Himalayas to the Bay of Bengal
The Expedition –

- Duration of **50 days**
- Will begin on **1st October 2010** in Lhasa, Tibet
- 4.3m Inflatable boats powered by 40 hp outboard motors
- We will be the **first team in the world** to travel the entire Tsangpo-Brahmaputra river
Media Coverage for the Brahmaputra Expedition 2010

• **NDTV**
  - Travels with the Expedition to do a full feature.
  - Will probably be a Media Partner.

• **International & National journalists**
  - Travels with the Expedition to cover it first hand.
  - Exotica (Luxury Travel mag for 5 star hotels), The Pioneer, Dainik Jagran (3rd largest Indian newspaper in circulation, 17th in the world).
  - Coverage from maximum national print and TV media.

• **Large online following on Expedition website**
  - Daily photo’s.
  - Video uploads.
  - Write-ups as the Team journey’s down river for enthusiasts to live the experience with the crew.
Media Coverage for the Brahmaputra Expedition 2010

• Press Conference at the beginning and end of the Expedition.
  Example - Last year’s Ganga Expedition Press Con. In Delhi & Kolkata
    – Was attended and reported extensively by major newspapers and television channels.
    – Hindu, Hindustan times, Times Of India, Telegraph, Dainik Jagran, Outlook Traveller, Pioneer, PTI, NDTV, IBN, TV Today, and Sahara and India TV, Asian Age, Statesman, Indian Express, Aajkaal, Anandabazar Patrika, Bangalok, Akash Bangla, ATN Bangla, Zee Bangla, Kolkata TV, etc. International media like BBC World, CNN, El Paris, Das Magazin, Zurich were also present for both events.

• On the success of the last Expeditions and relevance of this Project, extensive International & National media attention is assured.
Partner Benefits

VISIBILITY

• Organisation name and logo visible on –
  – Boats, support cars and crew clothing.
  – All Press releases for the Brahmputra Expedition.
  – Banners for Press conferences and events.
  – Name, logo and webpage link prominently positioned on website.
  – Organisation recognition and acknowledgement in news letter and website.

• Organisation can give its name to the whole Expedition.
• Organisation recognition and acknowledgement in news letter and website.
• Organisation statement/presentation included in online, printed press kits.
• Organisation can use Brahmputra name/logo in promotions/campaigns.
Partner Benefits

MEDIA
- Events
- Leading international & national media coverage. (TV, print, online)
- Media coordinator to ensure coverage pre-, during and post-Expedition.
- Own Film/Photo team provides Footage & Photos for external/internal relations, film production and exhibitions.

MANAGEMENT
- CEO or Organisation Rep -
  - Delivers statements at Press Conferences.
  - Can be interviewed by leading National & International media.
  - Joins river crew for a period of time.
Partner Benefits

EMPLOYEES

- Designated employees
  - Can become part of Expedition team.
  - Can join the river crew for a period of time

FURTHER ACTIVITIES

- Expedition leaders and affiliates make presentations and speeches at the Partner’s functions, tradeshows, meetings, conferences.
- The Expedition Team will stop for Media/ Community/ VIP events for the Partner.
Media Coverage in past Expeditions

2009

• Kuoni Group – 8th Oct. ‘09
• Green Cross España
• Times of India – 20th Oct. ‘09
• World News – 21st Oct. ‘09
• The Telegraph – 22nd Oct. ‘09
• Financial Express – 25th Oct. ‘09
• Thaibdian News – 19th Oct. ‘09
• Bym News – 10th Aug. ‘09
• The Hindu – 19th Oct. ‘09
• Lakeland Boating – 12th Aug. ‘09
• Sourcews – 10th Oct. ‘09
• NDTV – Feature-”24 Hours”

2008

• Zambezi Expedition Highlighted at World Economic Forum
• VII Photo Agency Documents Zambezi Expedition - Photographers of world renowned photo agency VII document the Roll Back Malaria Zambezi Expedition.
• International Media Highlights Fight Against Malaria – (Al Jazeera International, AFP, ARD German TV, ARD German Radio, BBC World Service, Channel Africa, DW TV, dpa, Reuters TV, SABC Africa, SABC and Xinhua.)

*Please note that all reports from the various Media have not been mentioned here as they too numerous to list in detail.
Partners in past Expeditions
Partner Opportunities
PARTNER OPPORTUNITIES

- Expedition naming rights
- Planning and realisation of a boat trip on the Brahmaputra river, China – Tibet – India – Bangladesh (Source – Delta)
- Two Logos (25x12cm) on each boat and support car
- Partner can send journalists/ staff members/ VIPs at any given time to join.
- Expedition will stop for media/ community/ VIP events.
- Media outreach before, during and after the Expedition
- Media/ journalist management at event stops.
- Participation in kick-off and final press conference.
- Professional photographer produces images for media, exhibition, book use.
- Professional film team to produce HD material on the Brahmaputra.
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<th>Participation Costs</th>
<th>100,000 Euro</th>
<th>50,000 Euro</th>
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<td>Expedition Naming Rights</td>
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<tr>
<td>Planning &amp; Realisation of Expedition</td>
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<td>Yes</td>
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<td>Two Logos (25x12 cm)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Media outreach before/during/after</td>
<td>Max possible</td>
<td>Fewer</td>
<td>1</td>
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<td>Media management at event stops</td>
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<td>Yes</td>
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<td>Kick off &amp; Final press con. participation</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Pro - Photographer produces images</td>
<td>Yes</td>
<td>Yes</td>
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<td>Professional Film team</td>
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<tr>
<td>Professional HD video on the river</td>
<td>NA</td>
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<td>Has priority rights to buy film/photo</td>
<td>NA</td>
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For Further Details please contact -

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Voyage propels river tourism  
- Global team sails the Ganges

A STAFF REPORTER

A 2,500km voyage down the Ganga on inflatable boats by a Swiss explorer and his team has culminated in a river tourism drive by the state government and the Confederation of Indian Industry (CII).

Andy Leemann led 12 crew members from various countries who embarked on the journey at Gangotri, the source of the river, on September 14 and made their way to Calcutta on Monday, documenting climatic and ecological changes along the way.

“There is great scope for soft tourism on the Ganga. By soft tourism, I don’t mean thousands of people but small groups of travellers who can be taken downstream to see nature at its best. Plus, there are river dolphins, rare species of turtles and birds, which we saw,” said Leemann.

The 55-year-old stressed the need to encourage river tourism and highlighted its potential benefits for those who live along the banks.

More such tours will be undertaken if the CII has its way. “The Ganga passes through only three states — West Bengal, Bihar and Uttar Pradesh. The CII and the Centre have great plans for tourism on the river. While Bihar has come on board, we are in talks with the UP authorities. Trade and investment is bound to follow. Foreign investors have shown great interest,” said Manab Pal, the chairman of tourism for CII, eastern India.

On September 24, an MoU was signed between river cruise company Pandaw Cruises India and the state tourism department. The RV Bengal Pandaw, designed like a colonial river steamer, left Calcutta on September 28 on its maiden trip down the Ganga to Varanasi, touching Howrah, Hooghly, Nadia and Murshidabad.

The 1,000km tour will cost a tourist between Rs 1,800 and Rs 1,900.
‘Ganga is sick, not dying’

Ananya Dutta

KOLKATA: Heaving three boats that weigh nearly a thousand kilograms over dried river beds, suddenly walking into a fair in an obscure village, a crewmember down for a week with a mild form of typhoid — such are the stories that members of the 35-day expedition along the length of the Ganga had to tell here on Tuesday. “The river is not dying, it is full of life,” said Andy Leemann, the Swiss boating expert who led the expedition that ended at Gangasagar in West Bengal’s South 24 Parganas district on October 17.

Birds and dolphins

Mr. Leeman’s crewmember Apal Singh claimed they saw thousands of birds and numerous dolphins on the 2,521-kilometre route from Gaumukh to Gangasagar.
Ganga expedition ends

ANANYA DUTTA
Swiss explorer on Ganga voyage

KOLKATA: Swiss adventurer Andy Leemann has led expeditions on the Amazon, Mekong, Orinoco and Zambezi. But his experiences of the last 35 days seem to have left him spellbound.

Leemann was leading the 15-member Ganges Expedition from Gangotri to the Bay of Bengal. The team traversed 2,521 km from Hardwar downstream in three 4.3 metre rigid inflatable boats. According to him, this is the first time such lightweight boats have been used for a Ganga expedition.

"The Ganga is a surprising river. For the first 500 km, it's a narrow stream. It turns huge after its confluence with the Yamuna. The wildlife is wonderful and the natural beauty breathtaking. The 'forgotten' people living on the banks are excellent," Leemann said after finishing his expedition in Kolkata on Monday.

The explorer and his teammates spent the nights in tents on the riverbank or in temples where they interacted with people. Leemann did not sound very happy with the way the river has been dammed up. He believes that a large number of people are being deprived of their share of the river water.
Riders to the Sea

Ananda Banerjee joins a part of the Ganga sailing expedition from Gomukh to Gangasagar as reinforcement and doesn't mind becoming one of the boatpeople, floating about forever.
Ganges EXPEDITION

Ghosts with glassfuls of almond milk going around. This motley procession, too, seems to have been pre-destined. Apparently, Apal was assisting Andy during an expedition in Zambezi and happened to mention the Ganga as part of casual conversation. So taken in was Andy with its historical, mythical and spiritual context that he decided he needed to ride the waters, if only to be part of their greatness.

Two new members join me as reinforcements, Gabriel and Jaja, while we bid farewell to the injured Lisa. Among a modest gathering of curious onlookers, the 12 of us set off marving down the Ganga on three AB inflatable boats, each propelled by 40 horsepower Yamaha engines. Andy leads with boat number one followed by our boat with Helge as captain while behind us is Leo helming his team on boat number three.

We are lucky to get a bright, sunny day as we zip ahead, knitting through the placid waters, the surf trailing us. Our fluorescent orange boats become the subject of much attention and curiosity as they have never been seen in these waters, used to more modest means of transport. People gather on the banks while children run along and wave us out, hoping we could carry their dreams forward.

There is not much human habitation as we head towards Dalmau. While the respective captains try to find the right water channels for a smooth passage, for me it becomes a great learning experience of how a river flows. In its onward journey, it steadily cuts along one side of the bank and then, on the other side, with the relief of a distressed porter. I see the various layers of top soil as the mud cliffs break, crumble and mix with the current. The river literally batters rocky cliffs but they stand unperturbed except getting a bit wet, as if enjoying it on the other side. From this stretch onwards, dolphins spring in and out, sometimes in twos, sometimes in fours. Or is it that the acrobatic duo is changing its positions to befuddle us? Whatever. These lovely blite creatures leap up, bottle-shiny in a flash of brilliance. Sometimes an entire school surfaces, a splash-splish by about 10 dolphins, probably gorging after a meal. The locals revere dolphin as a mythical pillar, and continues to service a local economy here.

By 5 pm, we have the historic ghats of Varanasi in sight, a good nine-hour ride. Before entering the ghats, we slow down to have a good view of the impressive Itmad-ud-Daulah and the mythical Saraswati. Being one of the holiest places in the country, there is always a fair number of prayer mongers and feeding the gulls which swoop and flap around us. Sangam is the perfect microcosm of the continuity of the universe, life giving way to death which in turn becomes life. In fact, life and death are like the two rivers here, conjoined twins with a different purpose, presented by the Saraswati, the trinity as we know it. Ceremonial puja to cremation sites, everything is on in full swing as we tackle the strong currents of the two river systems that often have us in a mad tangle. The cross currents take a toll on Andy's engine and we park ourselves on one of the sand banks to check if everything is alright. This sand bank is massive, a mini island if you wish, with a beach. This forwards so voluminous with all the silt from the higher reaches that it just lets itself be carried in a gush and rolling wave, languid and flat. The next day there's a change in plan. We realise that instead of the scheduled night halt at Mirzapur, we would be able to reach Varanasi and Thus, the next day do we begin the marathon home run without too many diversions, not even the dolphins. There is a significant melt into human density as we negotiate small fishing and ferry boats. Our eddies swamp the water hawking a small shoal of curves that is very inviting but a heap of ancient ruins that grinds us to a halt. We discover Ahkhpur. Not the Ahkhpur where we discover a marvelous old temple, the Mekong or the Zambezi.

This is an abridged version of a piece from the "Exotica" section of the "Voyages" magazine available in all rooms of select five-star hotels chains across the country.
GANGES EXPEDITION 2009 JOURNAL

by Andy Leemann

In the late summer of 2009, experienced expeditionary Andy Leemann led an inspired and intrepid team on a truly memorable ‘Ganges Expedition’. His account of the events, along with his own personal reflections, is contained in this, his journal...

06.09.09 Delhi
On arrival in Delhi, my co-expedition leader Apal was not at the airport as he had promised – he had overslept. Apal and the team had been working day and night to turn what seemed like an almost impossible dream into a reality – the Ganges Expedition.

I spent the next three days with Apal, Monu and Nishant buying all the necessary equipment, food supplies etc. and getting the Yamaha outboard 60 hp engines serviced and running.

13.09.09 Delhi-Rishikesh
At 8 am the expedition crew left Delhi in two cars arranged by Distant Frontiers-Kuoni India, and headed for Rishikesh, the holy city for Hindus and a famous pilgrimage centre. We drove for the next two days, admiring the lower Himalayas.

15.09.09 Gangotri
We reached Gangotri where we met our porters, and the next day we set off towards Gaumukh, the source of the Ganges. We enjoyed beautiful weather as we tracked along the Bhagirathi river valley, but unfortunately the whole team started to suffer from altitude sickness.

18.09.09 Gaumukh
Fortunately we reached the source of the Ganges, 4000 metres above sea level, on 18th September. The ice-cold water from the Gangotri Glacier inspired us to take a dip. Leo and I led the way, and

Expedition crew at the source.
N30 55 32E 790 04E 475 - 3965 metres

“Rahul Narayana - a busy berth

The WWF teamed up with great enthusiasm, and were informed that the expedition crew were invited to their typical Anchal lunch, and that afterwards we would have time to look at their work.

Lunch break

The night the police appeared and told us that it was unsafe for us to sleep here – all whites had to go to a hotel! The police came and said that the police had to stay there for the night. The police asked us to stay there, and we went to our tent and slept there.

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Excerpt from – “RIB International”

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This is the story of a specialised medical team from Roll Back Malaria, a group of worldwide reporters and two experienced river explorers who undertook a unique and unprecedented project to bring hope and aid to forgotten peoples dangerously exposed to malaria.

Logistics and financial support for this extraordinary adventure came from six countries, development agencies, private companies and significant personal donations. Two years of strenuously coordinated efforts and fantastic support made the Zambezi Expedition a reality, proving that properly planned and coordinated action from all sides can achieve more than we might ever dream of.

whilst the international reporters following this unique adventure gave voice and an eye to the world. Experienced explorers were also needed to plan the expedition, as the quest required great bravery and a deep knowledge of the waters. The Zambezi, with its 1,835 kilometres (1,140 miles) from Lake Kariba to the Indian Ocean, is the fourth longest river in Africa and offers a vast challenge and chance for exploration. From Lake Kariba’s 853 metres (4,900 feet) above sea level, the river drifts for about 3,000 kilometres before splitting into a huge delta and finally reaching the ocean. It descends from central to south-east Africa, passing through the wet and green plains of the Zambezi Valley, where 2,000,000 people live in the delta, and the savannahs of the Linyanti and Chobe river systems.

The Zambezi river is at the heart of one of the largest wildlife reserves in the world, with the famous Victoria Falls on its banks. The river is divided into three sections: the Upper, Middle and Lower. The Upper and Middle sections are known for their large waterfalls and rapids, while the Lower section is characterized by its vast riverbed and wetlands. The river supports a diverse array of wildlife, including crocodiles, hippos, elephants, and a variety of bird species.

The Zambezi Expedition is not just about adventure and exploration. It is also about raising awareness about the importance of preserving the natural environment and the need to combat malaria and other health challenges in the region. The expedition aims to inspire young people to pursue careers in science, technology, engineering, and maths (STEM) and to promote the importance of conservation and sustainable development.
buffaloes and hyenas, is abundant both in and along the river. The area includes several national parks and Victoria Falls, the largest sheet of falling water in the world. However, development and tourism in the area are held back by malaria, a disease that kills over one million people a year – most of them in Africa, and most of them children and pregnant women – at an average of one death every 30 seconds.

THE ADVENTURE BEGINS
March 28. Finally, the expedition starts. More than 200 villagers are gathered on a small bridge 40km from the source to watch us drop the Avon 42m RIBs, driven by Yamaha outboard 40hp 2-strokers, into the river. There are only five of us in two boats for the first stretch, as it is too risky for the rest of the team; the birds will join us later. Ready, set, off.

For a couple of kilometres we drift along the small river, ducking low beneath some branches, but for most parts we have to wade and push the Avon RIBs through the mass of branches and submerged logs. The river is uncharted and the river surface is a minefield of pointed branches and sharp rocks. More and more often we must portage or swim with the boats.

At certain points the course gets so rough that we have to portage the boats through the bush, clearing our way through with machetes across the heavy vegetation, while carrying 700kg of material. Villages are away from the river to avoid cross, so there’s no population around, and most times it’s just us five carrying boats and equipment. It takes us about two to four hours to clear up one kilometre and carry everything through.

and keep going. We have to keep going.

We’ve been navigating for three days when we come across the first waterfalls. We portage the boats again, find a camping area, set up our tents and try to get some rest. To our dismay, we suddenly spot millions of legs crawling over our tents and we realize we have come under attack from killer ants. They’re crawling all over the place, the tents, the food, the equipment, the boats. Everything is being eaten and destroyed by the ants – it’s like nothing we have ever seen before. We shower and realize that, at this rate, these tiny creatures will leave no trace of us at all by early morning. We end up spending the night sitting by the fire on aluminium chairs, our feet up to avoid the bites. Meanwhile, they continue to attack everything in an endless cycle and eventually we are left with nothing but.

Next morning we put the boats in the water and get out of there. We go along for some 600 metres and then lose sight of the river in front of us. We’re puzzled and don’t know which way to go... but not for long. As we edge

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