

# KETHRA

*“Kethra” is an Arabic word, meaning “abundance”. We believe that the people in this country will experience the abundance of God’s grace.*

**GP Area:** Turkic-Arabic

**Top Religion(s):** Islam

**Population:** 34,432,000

**Number of People Groups:** 61

**Number of Unreached**

**People Groups:** 44

**Unique Cultural Aspects:**

- When people have you over, they’ll let you know when it’s time to leave by feeding you.
- It’s a late night culture, so people start to head out to meet late at night. Many spiritual conversations happen in the midnight hours.
- Men and women are separate in most social settings, even having separate entrances for men and women in homes. In places of worship and meals, men and women are separate as well.



\*Due to security guidelines, we cannot disclose the specific country name

# GREAT BRITAIN

(United Kingdom - U.K.)

*Ministries in the U.K. will focus on reaching the growing population of immigrants and refugees, while also equipping the Wesleyan Holiness Church U.K. to do the same.*

**GP Area:** Europe **Top Religion(s):** Christianity & Islam

**Population:** 69,415,000

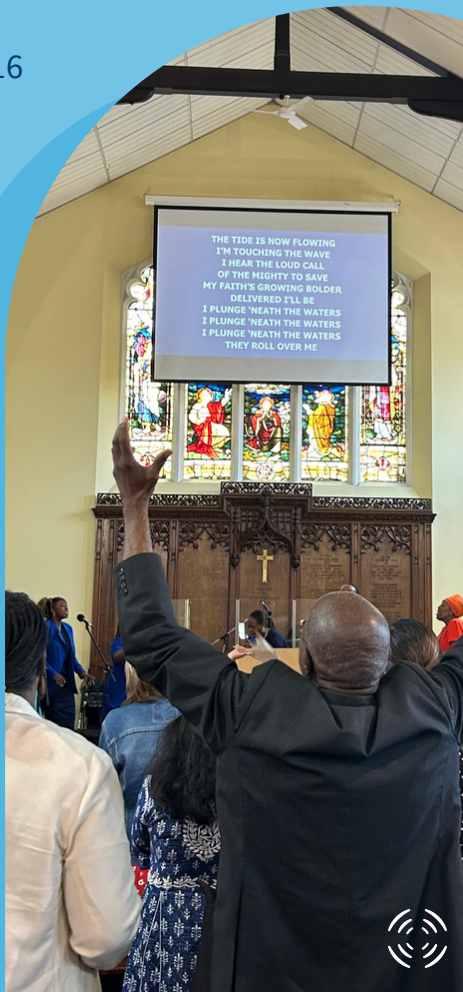
**Number of People Groups:** 116

**Number of Unreached**

**People Groups:** 37

**Unique Cultural Aspects:**

- The U.K. is filled with centuries-old churches and traditions, yet many of them now serve as tourist sites rather than active places of worship.
- People in the U.K. often value privacy and politeness, which can make building deep relationships slower, but trust is strong once established.
- 2024 saw an increase in non-EU immigrants seeking asylum in Britain. These communities are largely unreached by Christian ministry efforts.



# SOUTH ASIA

*Ministries in this country will focus on theological education for discipleship and pastoral training.*

**GP Area:** Asia-Pacific

**Top Religion(s):**  
Buddhism & Hinduism

**Population:** 788,000

**Number of People Groups:** 58

**Number of Unreached  
People Groups:** 57

## Unique Cultural Aspects:

This country's national identity is tied to Mahayana Buddhism, shaping daily life, government policies and spiritual worldview. There is also a strong sense of community and harmony.



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# SOUTHEAST ASIA

*Ministries in this country will focus on sharing Christ and making disciples through medicine and health.*

**GP Area:** Asia-Pacific

**Top Religion(s):**

Ethnic Religions & Buddhism

**Population:** 7,761,000

**Number of People**

**Groups:** 188

**Number of Unreached**

**People Groups:** 146

**Unique Cultural Aspects:**

This is a Communist country, making it challenging for the Gospel to spread. Any existing churches are controlled by the government.



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