

PRESS RELEASE

of the Tashkent International Tourism Fair "Tourism on the Silk Road" TITF-2024

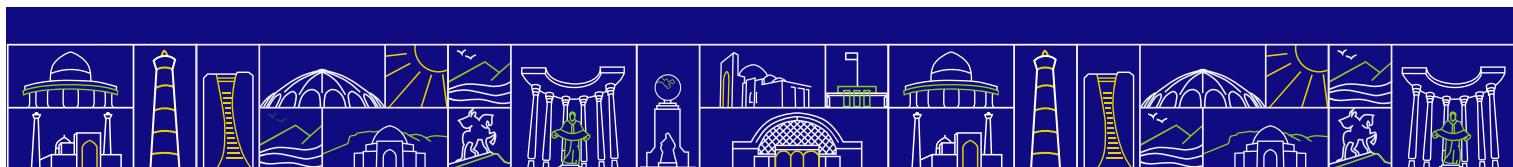
From 21 to 23 November 2024, the 29th Tashkent International Tourism Fair "Tourism on the Silk Road" will be held in Tashkent. The fair is organized by the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan, the Tourism Committee, the State Unitary Enterprise "National PR-centre," the company "Team & Co Group." Traditionally, the general partner of the event is the national airline Uzbekistan Airways, which provides comprehensive support and assistance in organizing the exhibition at the highest level. This year, the Tashkent International Tourism Fair will be held for the first time at the "CAEx" International Exhibition Center (Central Asian Expo Uzbekistan).

The Tashkent International Tourism Fair is a major information event that promotes tourism products and establishes business contacts and contacts for cooperation. Over the past three decades, the TITF has proven itself as one of the most prominent events in the field of tourism and is the largest event in Central Asia, which is held annually with the official support of the UNWTO.

In 2023, TITF received more than 1,500 participants from both local and international organizations, 15 foreign and more than 50 local tour companies under the Hosted buyers' program, as well as more than 13,000 visitors from 30 countries of the world. In addition, last year's fair marked the signing of more than 8 thousand agreements and more than 20 thousand negotiations between representatives of the tourism industry. The impressive figures that show the importance of the TITF as a catalyst for the development of tourism.

This year, the fair will bring together tourism business experts from all over the world and will be useful to all representatives of this sphere: employees of leading tourism and transport companies, the largest hotel networks, diplomatic corridors, educational institutions in the field of tourism, as well as representatives of MICE tourism.

The feature of the TITF -2024 will be the participation of new exhibitors from the regions of the Russian Federation, such as the Republic of Altai and the Vladimir region, as well as new companies from Georgia, the Czech Republic and the Federal Republic of Germany. These companies, along with exhibitors working in new areas, including



cruise travel, will significantly expand their international presence at the exhibition and create unique opportunities for establishing business contacts and concluding partnership agreements.

Also, this year, the participation of the Ministry of Culture and Tourism of the People's Republic of China deserves special attention, which will be presented for the first time under the National Pavilion of China within the framework of the TITF-2024. Their presence at the TITF-2024 highlights the growing importance of international cooperation in the field of tourism and culture, as well as opens up new opportunities for strengthening cultural and economic ties between Uzbekistan and China.

Participation in the TITF-2024 provides many benefits for both tourism industry professionals and travel enthusiasts:

- Business transactions;
- Search for new partners;
- Supporting industry development;
- Promotion of tourist products;
- Familiarization with new trends;
- Marketing research.

At the same time, the reforms carried out in the field of tourism in Uzbekistan in recent years have contributed to the attraction of the largest companies and representative offices to Uzbekistan, the increase of incoming and outgoing passenger flow and outbound tourism, as well as the growth of demand for all types of tourism services.

Don't miss the opportunity to become a participant in the largest international tourism event, and the opportunity to open your own tourism business, as well as establish international cooperation with professionals in the global tourism industry.

Anyone can become a visitor to TITF-2024 and familiarize themselves with the rules for visiting the event by registering online on the website www.titf.uz.

