

Исх.№ 026020

«21» June 2024 г.



INTERNATIONAL EXHIBITIONS & CONFERENCES

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**To the Ambassador Extraordinary and Plenipotentiary of the Socialist Republic of Vietnam
to the Republic of Kazakhstan
Her Excellency Pham Thai Nhu Mai**

Your Excellency!

On behalf of the Kazakhstan exhibition company ITECA, please allow us to express our respect and address you regarding the exhibitions organised by our company in Kazakhstan.

ITECA is the leading organiser of conference and exhibition events in Kazakhstan, annually hosting over 25 expo events in Almaty, Astana, and Atyrau cities for 30 years. ITECA's thematic events cover 22 economic sectors, thereby ensuring a constant influx of business tourists to Kazakhstan and directly contributing to the development of the tourism industry. One of the flagship exhibition events is the KITF "Tourism and Travel" exhibition.

The KITF exhibition is the largest tourism event in Central Asia, boasting a high exhibition rating. It is held with the support of the Ministry of Tourism and Sports of the Republic of Kazakhstan, the Kazakh Tourism Association, the Akimat of the City of Almaty (the Almaty City Administration), embassies, and national tourism offices. It underscores the high significance of the exhibition and gives it international status.

The KITF 2024 exhibition was held for the 22nd time, traditionally in April, bringing together a record number of participants and visitors. 406 companies from 28 countries took part as exhibitors. The number of professional visitors covered 38 countries and amounted to 5,219 industry specialists.

The 23rd Kazakhstan International Tourism Exhibition "Tourism and Travel" KITF 2025 will take place on 23–25 April 2025 at the Atakent International Exhibition Centre in Almaty, Kazakhstan.

Based on the above, we invite you to:

- **Participate in the exhibition and kindly inform the Ministry responsible for tourism development, as well as companies and business organisations in your country, about the KITF 2025 exhibition.**
- **Assist in attracting your National Tourism Office and business organisations to participate in the exhibition.**
- **Form an official delegation to participate in all official and business events of the exhibition.**

We are confident that active cooperation with your Embassy within the framework of the KITF exhibition is an important step that will contribute to the dynamic development of tourism relations between our countries: both inbound and outbound tourism, and the development of the industry.

We express our respect and hope for fruitful cooperation!

Sincerely,
Boris Danilenko
Director of Iteca LLP

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**To the Ambassador Extraordinary and Plenipotentiary of the Socialist Republic of Vietnam to
the Republic of Kazakhstan
Her Excellency Pham Thai Nhu Mai**

Your Excellency!

On behalf of ITECA LLP and its Partner ICA Eurasia, we would like to express our honour to you.

For 30 years ITECA has been the leading organiser of industry exhibitions, conferences, and forums in Kazakhstan, which are supported by the relevant ministries and authorities of the Republic of Kazakhstan, Akimats, industry associations and unions.

The company annually organises about 26 expo-events in Astana, Almaty and Atyrau. ITECA thematic events cover 22 different sectors of the economy.

This year we have already hosted several events of the spring season and currently we are actively preparing for the upcoming autumn expo events.

As part of the 2023 year, our company has successfully conducted:

- 20 exhibitions and conferences in the following areas: oil and gas, construction, heating and ventilation, tourism, healthcare, occupational safety and health, mining and metallurgical complex, energy, transport and logistics, agriculture, HoReCa, food industry.
- More than 200 seminars and sessions were held in the frame of the exhibitions business program.

4,773 companies from more than 40 countries took part in these events, including 37 national groups and 44 collective expositions. More than 38,000 people from 47 different countries visited the exhibitions and more than 2,000 people participated as delegates.

About 50% of the participants of the events are foreign companies and this percentage is growing every year. The dynamics of the growth of foreign participants demonstrates interest in the Kazakh market, and their participation certainly contributes to strengthening international cooperation and economic development. International exhibitions help solve topical issues and play a significant role in the economy and investment policy of our states.

Considering the above, we kindly ask you to provide support and assistance in informing the Ministries, industry associations and businesses in Vietnam about the key and largest events in Kazakhstan (see Attachment №1), as well as to consider the full list of 2024 and 2025 events indicated in the calendar (see Attachment №2).

On behalf of the Organising Board, we would be glad to provide any assistance to ensure the effective participation of companies from the Socialist Republic of Vietnam, and:

- Provide the most prime space location.
- Organise the Days of the Socialist Republic of Vietnam within the interested exhibition or allocate time in the seminar area for presentations by companies from the Socialist Republic of Vietnam.
- Organise business meetings and negotiations with local specialists and industry experts.

We are sure that our cooperation will certainly contribute to an additional positive impulse to strengthen the development of trade and economic cooperation between our countries, as well as provide your country's business structures with a unique opportunity to enter a new market, expand sales geography, and increase exports together with brand awareness.

If necessary, we will be glad to discuss in detail all cooperation opportunities.

Best regards,
Boris Danilenko
Director of ITECA LLP

Attachment: Top key ITECA events; ITECA 2024 and 2025 exhibition calendar.

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