

## C O N C E P T

### of the international exhibition of national products "Made in Uzbekistan"

**I. Name of the exhibition:** International exhibition of national products "Made in Uzbekistan"

**II. Organizers:** Coordination of the organization and holding of the international exhibition of national products "Made in Uzbekistan" and all related events is assigned to the Ministry of Investments and Foreign Trade of the Republic of Uzbekistan.

**III. Date and venue:** October 23-25, 2019, pavilions No. 3, 4 and Atrium No. 2, JSC NEC "Uzexpo-center", Tashkent.

**IV. Frequency:** Annually.

**V. Goal and objectives of the exhibition:** Demonstration of export-oriented products of domestic enterprises, establishing sustainable and long-term cooperation with foreign partners, as well as early formation of a portfolio of solid export contracts

**VI. Event participants:** Participants in the event are industry enterprises, business associations and financial institutions, as well as entrepreneurs, whose participation is ensured by the Chamber of Commerce and local government authorities.

**Visitors:** Major consumers of domestic products, trading companies, as well as representatives of the main foreign trade partners of Uzbekistan, including from the EU, China, Russia, Ukraine, Kazakhstan, the United Arab Emirates, Afghanistan, the Republic of Korea, etc.

### **VII. Sections.**

The exhibition will include the following thematic sections:

- Mining sector;
- Oil and gas sector;
- Chemical industry;
- Pharmaceutical Industry;
- Automobile manufacturing and engineering sector;
- Electrotechnical industry;
- Building construction materials;
- Textile and leather-footwear industry;
- Agriculture sector and food industry;
- Tourism;
- Financial institutions;
- Arts and crafts.

The exposition of the exhibitors will be constructed on an industry-wide basis by using full-scale exhibits, models, modern audio and video materials.

### **VIII. Exhibition framework.**

The following events will be held during the exhibition:

- Presentations of the export potential of sectors of the national economy;
- Fashion show of textile products;
- Demonstration of the manufacturing process of handicraft products and national cuisine;
- Exposure of domestic goods at the exhibition and fair bidding of the “UzEX”;
- Bilateral negotiations with foreign companies;
- Registration of signed contracts.

### **IX. Information support.**

It is planned to carry out a wide advertising campaign of the exhibition using the following advertising tools: print media, advertising and information videos in local and foreign media, outdoor advertising, advertising printing products, as well as placing the logo and banner of the exhibition on government websites and websites of official missions abroad. It is also necessary to post on the electronic trading platform “tradeuzbekistan.com” a full list of participants and exhibits in the form of a virtual fair with specification and price, program of events, etc., as well as with the possibility of applying for participation in the event.

The advertising campaign will be carried out in two directions:

- promotion of industry departments, business associations and enterprises of the Republic of Uzbekistan to participate in the exhibition;
- attraction of leading foreign companies, potential importers of Uzbek products, representatives of government agencies, professional and public organizations, as well as diplomatic missions of foreign countries and international organizations accredited in the Republic of Uzbekistan.