



International Fairs **AgroExpo Uzbekistan** & **FoodExpo Uzbekistan**

The GO Uzbekistan Mission!

The **GO EST Agency of international mediation**, being co-organizer promotes and coordinates foreign participations in **AgroExpo Uzbekistan** and **FoodExpo Uzbekistan** Trade Fairs taking place in Tashkent on May 14th -16th year 2013.

In aspiration to develop foreign companies' presence on the Russian (CIS) market **GO EST** recommends this exciting opportunity to widen your presence on emerging markets of the Central Asia!

Welcome Agricultural Producers, Groups and Associations!

Enterprises are invited to participate in the Fairs that are a great opportunity to gain the capacious market of an emerging agricultural country of Uzbekistan and neighbouring. The Fairs cover basic components of agricultural production, including demonstration of agricultural machinery and equipment for agro-industrial complex, agro chemistry, seeds, breeding animals, veterinary medicaments, mixed fodders, services for agro-industrial complex, food processing, packaging and production technologies as well as a great variety of agricultural and food&beverage products, such as grain, fruits&vegetables, oils, meat and poultry, dairy products etc.

The Organizers enjoy the official support of key supervising State structures and organizations.

OPTIONS:

- Individual independent participation
- Adhesion to the **GO Uzbekistan mission** coordinated by the **GO EST Agency**: support and organizational and linguistic assistance to the Fair (**interpreting on stand not included**)
- Collective participation: sharing of common area of the Country (for the participants of the **GO Uzbekistan mission** only) (*in case the minimum number of 5 participants for a Country is reached*)

The **GO Uzbekistan mission** pack: **500 euro not subject to VAT** (1 enterprise, 1 Fair, up to 2 persons) *includes:*

- communication with the Organizer in every phase of preparation
- resolving organizational questions/eventual problems
- interpreting of the catalogue text in Russian
- presentation letter (1 page) redacted in Russian commercial language
- assistance in sample sending (in interaction with the forwarder)
- hotel booking
- meeting at the airport
- transfer in hotel, check-in & check out
- assistance in recruiting of interpreters/receptionists on stand
- supervising&accompaniment in the tour to a fabulous city of Samarkand (if ordered)
- **interpreting on stand is not included**

Optional:

- organization of B2B meetings

GO EST



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THE ADVANTAGES of the adhesion to the **GO Uzbekistan mission**:

- communication facilitating with the Uzbek Organizer of the Fair and the receiving structures;
- possibility to start a commercial collaboration with the **GO EST Agency**: representation, participation in market entry strategic programs (Russia & ex USSR countries), agency relations, a joint venture establishment, partnership).
- the **GO EST Agency** is able to provide an external office service for CIS countries in outsourcing (upon request).

FREE from organizers:

- Zarexpo LLC provides floor-space for participants who produce or sell equipment for food industry to make workshop session, master class or presentation of their products
- There will be established a nomination for "Best Product of the Exhibition" for participants – producers of food and beverages. The chair consists of independent experts, representatives of The Association of Companies of Food Industry of Uzbekistan and representatives of the Uzstandart agency. The competition for best product was successfully led on FoodExpo Uzbekistan – 2012. The main prize won the Euro Food Trade Company.
- For purpose of making the participation yet more effective Zarexpo invites a high qualified business trainer. There will be hold a training for effective selling for 1 worker of marketing department of each company 2 weeks before the Exhibition opening.

The registration and participation fees to the **AgroExpo** or **FoodExpo Uzbekistan** Fairs are to be paid to the Organizer ZarExpo according to the stand type and square ordered (min 6 m², the registration fee is obligatory) (see the attached information on costs and participation advantages).

In case of an independent participation and contact of the Uzbek Organizer you are kindly requested to mention being invited by the GO EST Agency.

Expiry dates:

Participation in the **GO Uzbekistan mission**: within 25th of April 2013.

Participation in the **GO Uzbekistan mission** with a collective exposure: within 23th of April 2013.

Exposure payment, application forms and updating: within 25th of April 2013.

Similar programs are previewed for all international Fairs in Russia/CIS.

(costs and programs modifiable for every Fair)

Please don't hesitate to make future requests

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