

ABOUT AUSTRIA CONNECT CENTRAL ASIA 2022

AUSTRIA CONNECT Central Asia is **the largest business event of the Austrian business community** in the CIS region and the flagship event of ADVANTAGE AUSTRIA, Austria's official foreign trade promotion organization. The event is supported by go-international, a joint initiative of the Austrian Federal Ministry for Digital and Economic Affairs and the Austrian Federal Economic Chamber.

AUSTRIA CONNECT Central Asia will be held from **June 1 to June 3, 2022** for the first time in Tashkent, Uzbekistan. The theme for this year's conference will be **'Rising Star Uzbekistan: New Opportunities along the Silk Road'**.

Uzbekistan has become a main **regional driving force** by initiating significant **transformations** in recent years: changing foreign policy priorities, liberalizing economy, reforming state administration and developing its labor market. All these political and economic initiatives as well as the increasing complexity of the world market require Austrian companies to rethink their **strategy and long-term goals in Central Asia**.

AUSTRIA CONNECT Central Asia provides participants and sponsors alike with an **excellent communication opportunity and networking platform**. We expect around **80 Austrian CEO's, managing directors, and local representatives** of Austrian companies to participate in this high-level event.

PROGRAM 2022

A well-structured **two-day program** is at the core of AUSTRIA CONNECT Central Asia 2022. Expert presentations and discussions will focus on various aspects to be considered when developing and/or reassessing your **business strategy for the Uzbek and Central Asian market**.

All topics, themes, and discussions are relevant to those with plenty of experience in Central Asia, as well as to those looking to enter the Central Asian market for the first time. Participants will gain an exceptional insight into the **current and future developments of Uzbekistan's economy** with a special focus on topics including **financing possibilities, marketing strategies, logistics approaches and legal aspects**. Even more importantly, we will look at the impact that these aspects have for international companies active in Central Asia.

At AUSTRIA CONNECT Central Asia we provide **effective networking events**, which create opportunities to **exchange views and experiences**. The event will kick off with a **cocktail welcome reception** on Wednesday, June 1, followed by the **conference day** itself on Thursday, June 2 including a **networking reception** in the evening of that day.

At the conference you will have the opportunity to **meet local authorities and companies**, listen to **speeches by international experts** and participate in **small-group workshops**. Coffee breaks and lunches provide additional platforms for individual exchange with local experts. On Friday, June 3, we will take you on an **excursion around Tashkent**.

POSITION YOUR COMPANY AT AUSTRIA CONNECT 2022

AUSTRIA CONNECT Central Asia is a non-profit event. Therefore we depend on YOU as our **sponsoring partner**. We offer you this unique event that is a must for representatives of Austrian companies in the CIS region and an outstanding opportunity for you to **showcase your company and your services to the Austrian business community**.

You may choose from a range of **sponsorship packages** tailored to your needs and interests. Please find all the details on the next page.

SPONSORSHIP PACKAGES

We offer the following sponsorship packages for our partners:

PLATINUM PARTNER	Sponsoring a key networking event (e.g. Welcome Cocktail) Package price as per individual agreement
GOLD PARTNER	EUR 4.000
SILVER PARTNER	EUR 2.000
BRONZE PARTNER	EUR 1.000
PRODUCT SPONSOR	Individual packages for supply of beverages or food items

Benefits for sponsoring partners

Supporting Partner

- Company name/logo will be mentioned in the conference booklet and in online media

Bronze Partner

- All benefits a Supporting Partner enjoys, plus:
- Company name/logo will be included in all promotional mailings prior to, during and after the event
- Cocktail table with company name/logo at networking events; possibility to place promotional material, flyers, roll-ups at the cocktail table.

Silver Partner

- All benefits a Bronze Partner enjoys, plus:
- Company name/logo will be included on roll-ups and backdrops used throughout the event
- Waiver of participation fee (300 EUR) for one person

Gold Partner

- All benefits a Silver Partner enjoys, plus:
- One page advertisement in the conference booklet
- Inclusion of your promotion material/goodies in our conference bag
- Waiver of participation fee for one more person (2 persons in total)

Platinum Partner

- All benefits a Gold Partner enjoys, plus:
- Inclusion of your company name at a sponsored Key Networking Event (e.g. 'XY Welcome Cocktail')
- Inclusion of your promotion material/goodies in our conference bag
- Individual presentation of your company and a speaking slot for a speech or other media showing (e.g. short film) at the Welcome Cocktail
- Waiver of participation fee for one more person (3 persons in total)