

شماره : ۹۹۵۴/۱۱۴۷۸۱۴

تاریخ : ۱۴۰۱/۰۱/۳۱

دارد

پیوست :



نماینده وزارت امور خارجه - اصفهان

به نام خدا

جناب آقای دکتر ایزدی

مدیرکل محترم میراث فرهنگی، گردشگری و صنایع دستی استان اصفهان
موضوع: برگزاری نمایشگاه بین المللی Qazaqstan live Fest قزاقستان

با سلام،

احتراماً نامه شماره ۱۱۴۵۷۶۶ مورخ ۳۰ / ۱ / ۱۴۰۱ اداره کل اوراسیای وزارت امور خارجه همراه با یادداشت سفارت قزاقستان در مورد برگزاری نمایشگاه بین المللی (Qazaqstan live Fest) با موضوع گردشگری و ورزش که قرار است در شهر نورسلطان از تاریخ ۲۷ لغایت ۲۹ خردادماه ۱۴۰۱ (۱۹-۱۷ ژوئن ۲۰۲۲) برگزار شود، جهت ملاحظه و هرگونه اقدام مقتضی به پیوست ایفاد می گردد.

شایان ذکر است نمایشگاه مذکور با هدف ارائه ظرفیت های قزاقستان در زمینه گردشگری، ورزش و تقویت روابط میان کارآفرینان قزاقستانی و خارجی برگزار و بر اساس اعلام سفارت قزاقستان در تهران، هزینه های سفر هوایی و هتل سخنرانان خارجی بر عهده میزبانان این نمایشگاه خواهد بود. اطلاعات بیشتر در سایت www.qaztourism.kz قابل دسترس است.

خواهشمند است دستور فرمایند مراتب به جهات ذیربط در استان اصفهان منعکس و این نمایندگی را از نتیجه مطلع نمایند.

علیرضا سالاریان
رئیس نمایندگی

رونوشت :

جناب آقای دکتر نقش معاون محترم هماهنگی امور اقتصادی استانداری اصفهان
جناب آقای کمیلی رئیس محترم سازمان صنعت، معدن و تجارت استان اصفهان
جناب آقای دکتر مرتضوی مدیرعامل محترم شرکت نمایشگاه های بین المللی اصفهان
جناب آقای گلشیرازی رئیس محترم اتاق بازرگانی صنایع، معادن و کشاورزی اصفهان
جناب آقای سهل آبادی رئیس محترم هیات مدیره خانه صنعت، معدن و تجارت استان اصفهان
جناب آقای تولائی رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی کاشان



جمهوری اسلامی ایران
وزارت امور خارجه

شماره : ۹۴۳/۱۱۴۵۷۶۶
تاریخ : ۱۴۰۱/۰۱/۳۰
زمان : ۱۰:۵۷
پیوست : دارد

به نام خدا

جناب آقای طلوعی

مشاور محترم وزیر و مدیرکل حوزه وزارتی و امور بین الملل وزارت میراث فرهنگی، گردشگری و صنایع دستی

موضوع: برگزاری نمایشگاه گردشگری در قزاقستان و دعوت از فعالان صنعت گردشگری کشورمان برای

شرکت در این نمایشگاه

با سلام؛

احتراما، سفارت قزاقستان با ارسال یادداشت پیوست از برگزاری نمایشگاه بین المللی (Qazaqstan live Fest) با موضوع گردشگری و ورزش در شهر نورسلطان از تاریخ ۲۷ لغایت ۲۹ خردادماه ۱۴۰۱ (۱۹-۱۷ ژوئن ۲۰۲۲) خبر داده است. این نمایشگاه با هدف ارائه ظرفیت های قزاقستان در زمینه گردشگری، ورزش و تقویت روابط میان کارآفرینان قزاقستانی و خارجی برگزار می شود. بنابر اعلام سفارت قزاقستان هزینه های سفر هوایی و هتل سخنرانان خارجی بر عهده میزبانان این نمایشگاه خواهد بود. اطلاعات بیشتر در سایت www.qaztourism.kz قابل دسترس است.

علیرضا حقیقیان

دستیار وزیر و مدیرکل اوراسیا

سفارت جمهوری قزاقستان در جمهوری اسلامی ایران با اظهار تعارفات خود به وزارت امور خارجه جمهوری اسلامی ایران احتراماً اشعار می دارد.

نمایشگاه بین المللی «Qazaqstan Live Fest» از تاریخ 17 ژوئن تا 19 ژوئن 2022 با موضوع گردشگری و ورزش در شهر نورسلطان برگزار می شود.

هدف از برگزاری این نمایشگاه ارائه فرصت های قزاقستان در زمینه گردشگری و ورزش و همچنین تقویت روابط تجاری بین کارآفرینان قزاقستانی و خارجی است.

هزینه های سخنرانان خارجی برای سفر هوایی و اقامت در هتل بر عهده برگزارکنندگان نمایشگاه (طبق توافق) خواهد بود.

اطلاعات کامل نمایشگاه را می توانید در لینک <https://qaztourism.kz> دریافت کنید.
در این راستا، سفارت از آن وزارت محترم تقاضا دارد نسبت به اطلاع رسانی نمایشگاه پیش رو به نهادها، سازمان ها و محافل تجاری دولتی جمهوری اسلامی ایران مساعدت نماید.
در صورت وجود تمایل به شرکت در نمایشگاه مذکور خواهشمند است مراتب را به این سفارت اطلاع دهید.

سفارت موقع را مغتنم شمرده احترامات فائقه خود را به آن وزارت محترم تجدید می نماید.
ضمیمه: در 16 برگ

تهران، 23 فروردین ماه 1401

وزارت امور خارجه جمهوری اسلامی ایران

تهران



**EMBASSY OF THE REPUBLIC
OF KAZAKHSTAN
Tehran**

№30/153

Қазақстан Республикасының Иран Ислам Республикасындағы Елшілігі Иран Ислам Республикасының Сыртқы істер министрлігіне өз ілтипатын білдіреді және келесіні хабарлауды өзіне мәртебе санайды.

2022 жылғы 17-19 маусым аралдығында Нұр-Сұлтан қаласында «Qazaqstan Live Fest» атты туризм және спорт саласындағы халықаралық көрмесін өткізу жоспарлануда.

Көрменің негізгі мақсаты Қазақстанның туризм және спорт саласындағы мүмкіндіктерін таныстыру, сондай-ақ қазақстандық және шетелдік кәсіпкерлердің арасында іскерлік байланыстарды нығайту болып табылады.

Аталған іс-шараға қатысатын шетелдік спикерлер үшін әуе көліктік және қонақ үйде тұру шығындары көрменің ұйымдастырушы тарапынан төленеді (келісу бойынша).

Көрме туралы толық ақпаратты <https://qaztourism.kz> сілтеме арқылы алуға болады.

Осы орайда, жоспарланып жатқан көрме туралы ақпараты Иран Ислам Республикасының тиісті мемлекеттік мекемелеріне, ұйымдарына және бизнес топтарына жеткізуде құрметті Министрліктен қолғабыс көрсету сұралады.

Қосымша:
аталған, 16 н.

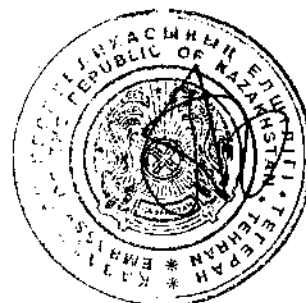
Көрмеге қатысу бойынша қызығушылық танытылған жағдайда, Елшілікке хабарлау қажет.

Елшілік осы мүмкіндікті пайдалана отырып, Министрлікке деген өзінің зор ілтипатын қайта растайды.

Тегеран қ., 2022 жылғы 12 сәуір

**ИРАН ИСЛАМ РЕСПУБЛИКАСЫНЫҢ
СЫРТҚЫ ІСТЕР МИНИСТРЛІГІ**

Тегеран қаласы



Dear Sir or Madam,

Let me take this opportunity to express my sincere respect on behalf of the organizing committee of the international exhibition Qazaqstan Live Fest, which will be held for the first time in the City of Nur-Sultan, Kazakhstan on June 17 - 19, 2022, on the territory of the international exhibition center EXPO.

Qazaqstan Live Fest is an international tourism, sports and active lifestyle exhibition. The main goal of the Qazaqstan Live Fest project is a systematic and integrated development of tourism and sports in Kazakhstan based on the existing natural climatic conditions, historical achievements and traditions, using the best world practices of the modern tourism and sports industry.

In this regard, the regions of Kazakhstan will be widely represented at the Qazaqstan Live Fest exhibition promoting their own tourism products, demonstrating infrastructure and new tourist routes under the slogan Kazakhstan. Must visit.

Qazaqstan Live Fest will become a project that unites the B2B and B2C market segments, serve as a unique communication platform for effective cooperation between experts from the tourism industry, government and business, travel bloggers, as well as specifically those who are targeted by the entire industry - fans of travel, outdoor activities and sports.

The event will be held with the official support of the Ministry of Culture and Sports of the Republic of Kazakhstan and the National Company "Kazakh Tourism".

A rich business program is planned within the framework of the exhibition: seminars, meetings, and presentations in the demonstration and conference zones, trainings and tests in the zone of sports activities.

A large-scale running event will be take place on June 19, in collaboration with Qazaqstan Live Fest - Nur-Sultan Half Marathon 2022. The expected number of participants is 3000 - 3500.

We would like to invite you to take part in Qazaqstan Live Fest as an exhibitor. We will be happy to offer your company the most productive participation option in order to represent the company in the most efficient way before, during and after the exhibition.

For our part, we will do our best to ensure that the contact with the media, B2B visitors and customers is comfortable, transparent and beneficial.

We bring to your attention the presentation of the Qazaqstan Live Fest exhibition so that you could augment your opinion about the project.

We are open to listening to your wishes and discussing possible options for participation of your Company in the tourism, sports and active lifestyle exhibition Qazaqstan Live Fest 2022.

Best regards,

For participation in the exhibition, please contact the organizers:

Alibek Adambek

alibek.adambek@bmca.kz

Mob +7701943 1893



bmcq

Qazaqstan Live Fest

Tourism, Sports and Active Lifestyle Exhibition

17-19 June 2022

IEC EXPO, Nur-Sultan, Kazakhstan

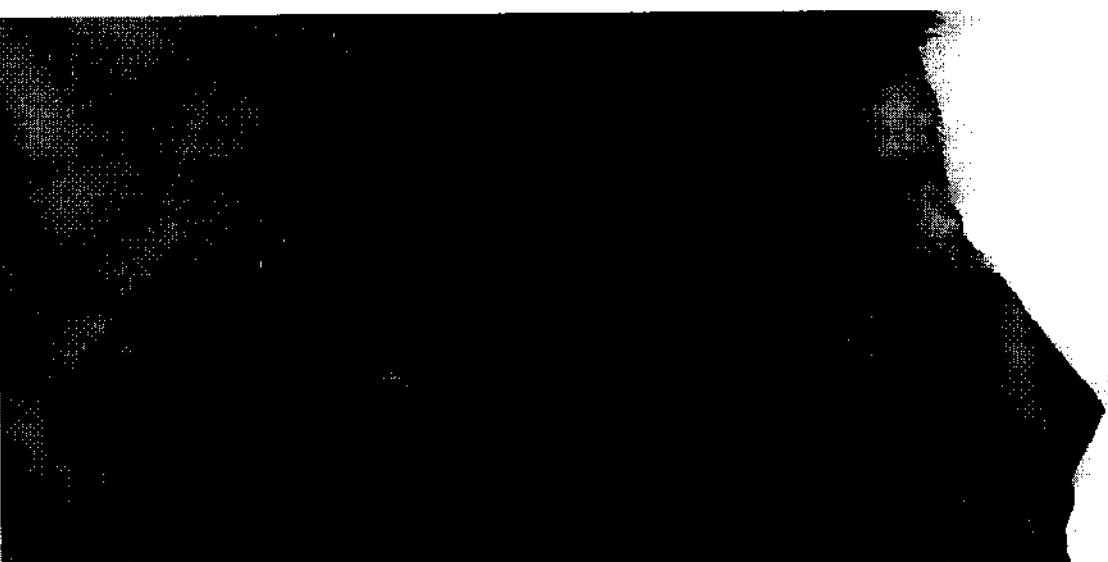


QLF
Qazaqstan
Live Fest

About the project

The background

- The tourism potential of Kazakhstan possess huge opportunities for the development of all-season tourism for both domestic and foreign markets
- A combination of natural landscapes and climatic conditions that create a unique environment for year-round tourism
- Significant government support, which provides benefits and subsidies for investors, as well as financing the development of engineering infrastructure
- Current and planned programs of infrastructure and territorial development of Kazakhstan regions
- Increasing of the share of people interested in sports and healthy nation as the basis for the well-being of Kazakhstan



The project goal

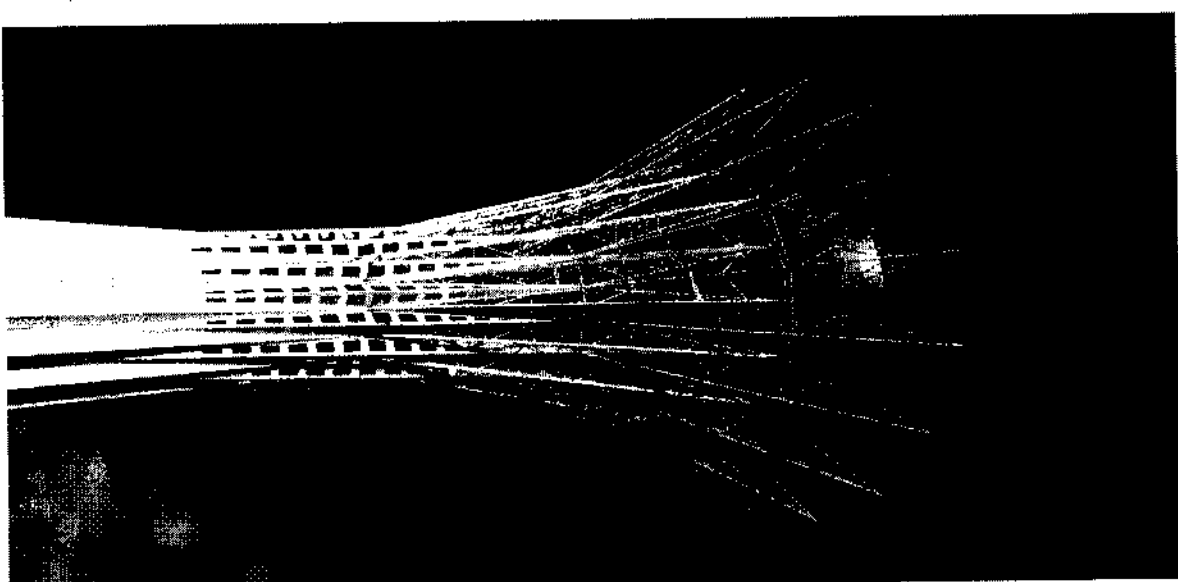
Systematic and integrated development of all-season tourism in Kazakhstan based on the existing natural and historical benefits and national traditions using the best world practices of the modern sports and tourism industry.

Tasks

- Renovation of the general tourism infrastructure: hiking, horse and bicycle routes, camps, recreation centers, hotels, resorts and related infrastructure
- Popularization and promotion of active (mountain, hiking, bus, car) tourism in Kazakhstan
- Social support for the development of sports tourism in Kazakhstan
- Recovery of the security system and the professional training system
- Creation of modern high-tech information services aimed at the development of tourism and sport

Anticipated results

- Creation of a unique international exhibition as a new point of attraction and demonstration of the sports tourism prospects in Kazakhstan and Central Asia
- Increase the domestic and international tourist flows
- Improving the facilities and services of sports tourism
- Building a good investment climate and a positive image among international investment institutions and tourists



Exhibition sections

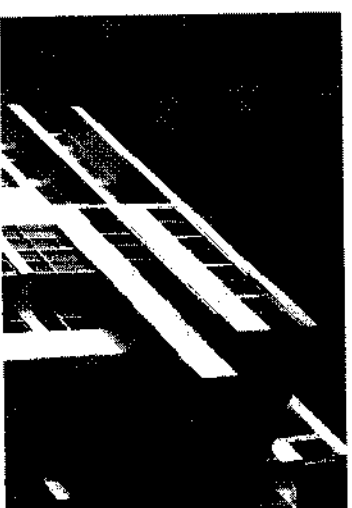
The exhibition is divided into more than 15 thematic zones according to the most popular directions:



Tourism and Recreational Cluster



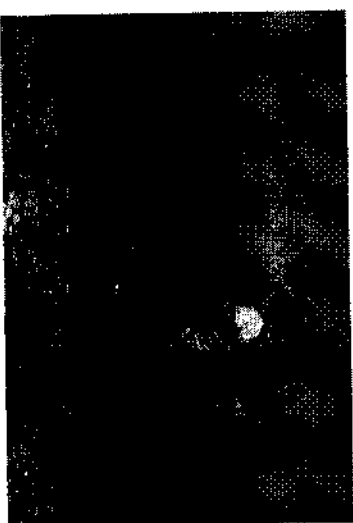
Mountain Resorts



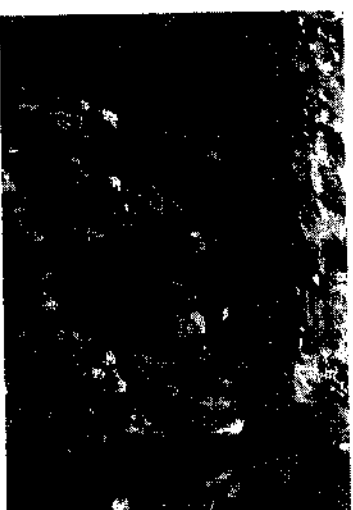
Accommodation



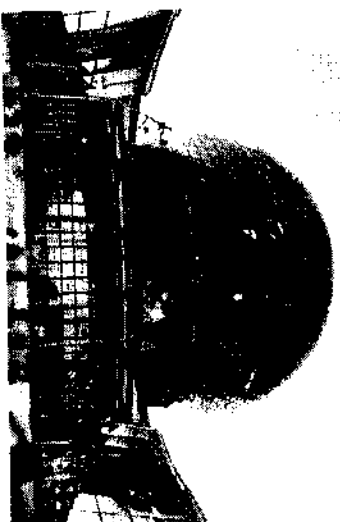
Winter Sports



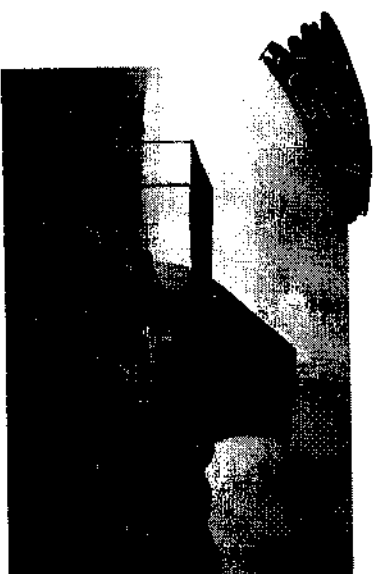
Summer Sports



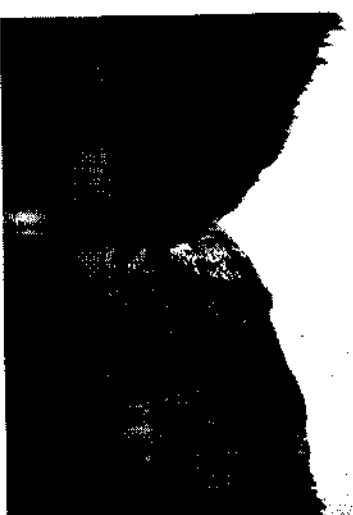
Hiking, Trekking



MICE Tourism



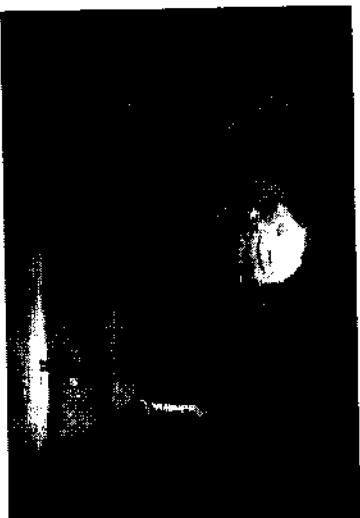
Caravaning



Rivers and Lakes



Spiritual Tourism



Thematic Tourism



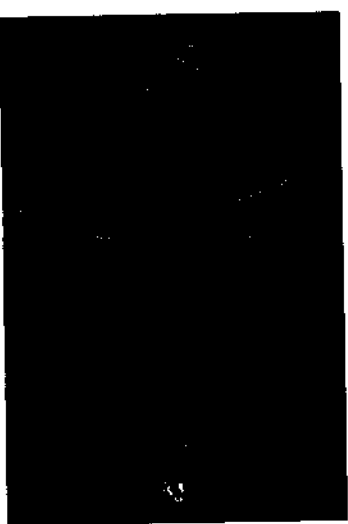
Museum and Main Sights



Extreme Sports



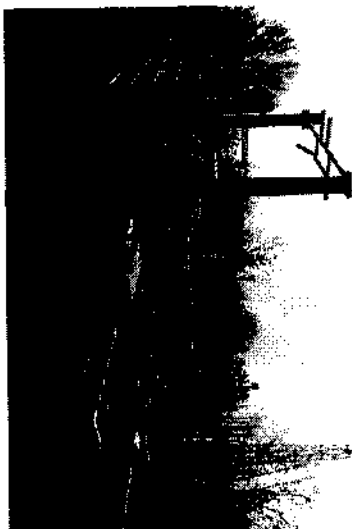
Runs and Marathons



Fitness and Healthy Lifestyle



Sports Nutrition



Public Sports



Sports Medicine



Sports and Tourism Goods



Sports equipment, clothes and shoes



Sports Accessories

Business Program

The exhibition is followed by a rich 3-day business program consisting of conferences, round tables and panel discussions.



Collaboration

Nur-Sultan Half Marathon

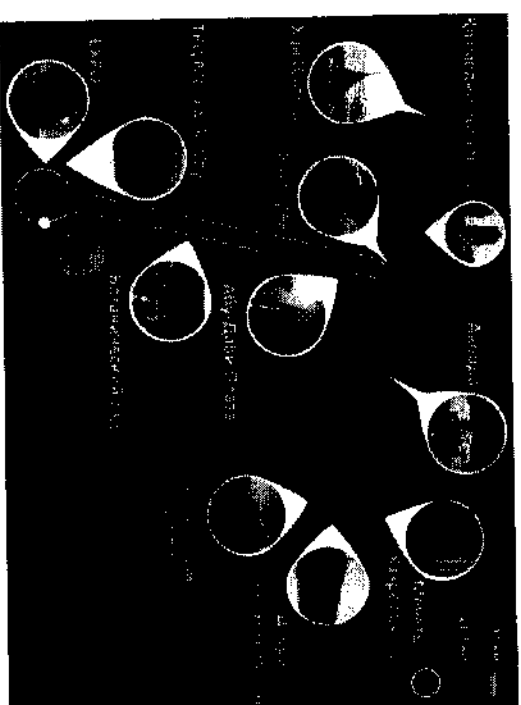
The famous Almaty Marathon goes beyond the region. This year it will be held in Nur-Sultan jointly with Qazaqstan Life Fest on June 19, 2022.

- The largest running event in Kazakhstan
- Expected number of participants - 3,500 people
- Start and finish point – IEC EXPO
- 2 distances: 10 km and 21 km
- The route runs through the main sights of the city

**NUR-SULTAN
HALF MARATHON**



21.1



Collaboration

UIPM Global Laser Run
City Tour

The city tour of Laser Run competitions will be held for the first time in Nur-Sultan jointly with Qazaqstan Life Fest on June 18, 2022, according to the UIPM International competition calendar.

- The latest novelty in UIPM sports (International Union of Modern Pentathlon)
- Laser Run combines running and laser gun shooting
- The format of the competition is available to everyone: children 6+ can participate
- Expected number of participants - 1000 people
- Two categories – ELITE and OPEN – allow both professionals and enthusiasts to take part
- Exciting competition in the urban environment

LASEIRUN
UIPM



Exhibitors

As part of the exposition of each zone, there are also service companies, including:

- National and regional tourism organizations
- Tour operators and travel agents
- Airlines and air agencies
- Hotels, boarding houses, sanatoriums
- Trade Associations and Organizations
- Insurance and banking services in tourism
- Information technology in tourism
- Medical tourism

Among the exhibitors will be also sports departments, federations and associations, technology developers for the sports industry, manufacturers of sports equipment, clothing, footwear, accessories, food, as well as dealer companies and retail chains.

Special Project



Sports Activity Zone

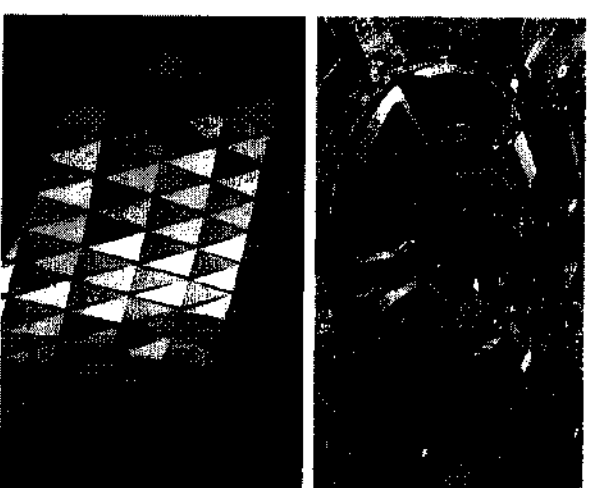
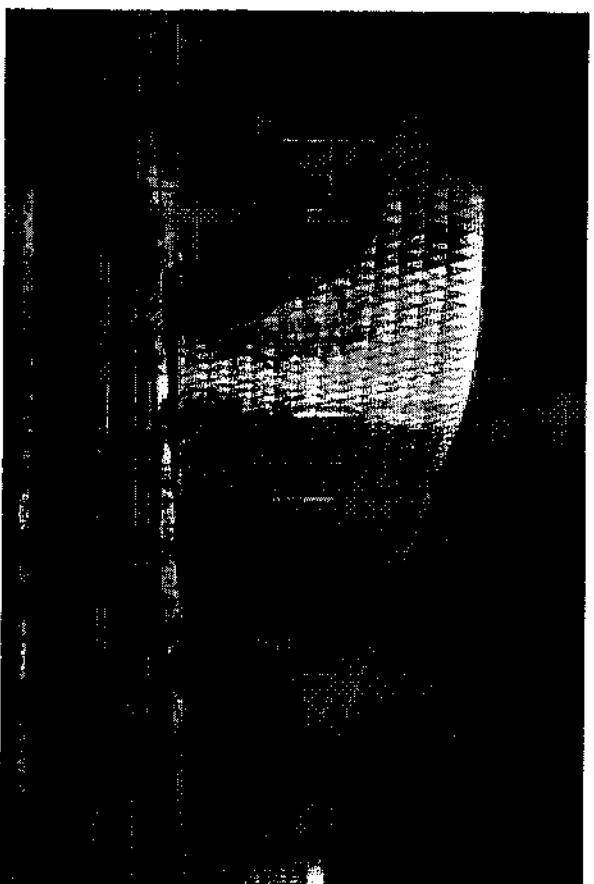
- The best fitness trainers will hold their workshops at the exhibition
- Nur-Sultan Half Marathon
- City tour of Laser Run competitions
- Live and online workshops by the ambassadors of the leading sports brands of clothing and equipment
- Golf tournament at the forum site
- Ski simulator and much more

Venue

Qazaqstan Live Fest will run in the new international exhibition center "EXPO"

The exhibition hall meets the highest international standards and is equipped with modern means of communication, utilities and convenient driveways. The columnless design of the pavilion allows both standard and exclusive stand construction.

- Total area of the IEC – 23,179 m²
- Exhibition hall area – 12,000 m²
- Ceiling height – 12 m
- Number of conference rooms – 6
- Conference hall area – 765 m²



See you at the exhibition

Organizers:

BUSINESS MEDIA CENTRAL ASIA (BIZNES MEDIA TSENTRAL AZIJA)

Tel: +7 717 264 22 10

Contacts:

Ainagul Mailybayeva

T: +7 777 246 36 36

E-mail: ainagul.mailybayeva@bmca.kz

bmca

business media central asia