

## Central Asia Export Promotion Showcase

### Presentation & Degustation of Central Asian High Quality Agricultural Products

- Date: 22 June 2022, 10:00
- Venue: Landtagssaal Palais Niederösterreich, Herrengasse 13, 1010 Vienna
- Organizer: Hilfswerk International in cooperation with the Embassies of Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- Products: fresh fruits (melon), dried fruits (apricot, prunes, melon), nuts (walnuts, peanuts), liquorice root, honey from Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan

Central Asian countries are major fruit growing markets and known for very good and ecologically clean soil and favourable climatic conditions. Central Asian fruits are well known for their high natural sugar levels and rich taste and are believed to have higher nutritional qualities than competitive products. Fergana Valley, Turkestan and the fruitful land between the rivers Amu Darya and Syr Darya are only the most famous regions for apricots, melons, grapes, peaches, plums and apples, walnuts and other products with unique taste.



The event is part of Hilfswerk International (HWI) Programme for Economic Development in Central Asia. Since 2008, with the know-how support of Austrian partners, such as Quality Austria, Austrian Agricultural Cluster (AAC), EcoPlus Business Agency Lower Austria, Austrian Chamber of Trade (WKO), HWI has been enhancing the capacity of food producing and processing small and medium enterprises. As a result, many Central Asian food producers and exporters are certified and capacitated to present their products to the Austrian market.

The event offers Austrian buyers from supermarkets, wholesalers, and food processors an exclusive opportunity to meet Central Asian producers and exporters and taste the unique products from Central Asia. Moreover, Austrian companies have the rare chance to talk with representatives of state agencies for export promotion, trade departments of embassies, as well as business intermediaries, who are important cooperation partners in trade facilitation.

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