



UNWTO and EXPO-2017 Agree to Cooperate on Sustainable Tourism Promotion

June 14. Madrid – The United Nations World Tourism Organization (UNWTO) and National Company “Astana EXPO-2017” have signed a Memorandum of Cooperation.

The document was signed at an official ceremony at the Madrid headquarter of the organization by Akhmetzhan Yessimov, Chairman of the Board of NC Astana EXPO-2017, and Taleb Rifai, Secretary-General of UNWTO.

“We expect that “EXPO-2017” will bring a large number of visitors to Kazakhstan. Therefore, we have focused our efforts on training personnel in the service industry,” reported Mr. Yessimov following the signing of the memorandum. *“We are counting on UNWTO’s support and assistance in holding training sessions for Kazakhstan tour operators.”*

The parties agreed to join forces to promote sustainable tourism within the framework of “EXPO-2017”. The memorandum provides for participation of NC Astana EXPO-2017 representatives in the UNWTO task force meetings under the Silk Road program, education of instructors who will be training EXPO-2017 guides and arrangement of training sessions for tour operators.

The parties are also working on the organization of a joint conference on “Tourism and Future Energy”, which will take place in late June 2017 and will be attended by the ministers of tourism of UNWTO member states. Within the framework of the Exhibition, *“We hope that all member states of UNWTO will take part in the event and showcase innovative solutions in sustainable tourism,”* emphasized Mr. Yessimov.

The exposition is expected to include about 3 thousand themed and entertainment events. “EXPO-2017” will become a new fascinating destination for tourists from all over the world.

The EXPO-2017 tourism product encompasses visits to the exposition, the country's natural and cultural attractions, including 12 nature parks, and UNESCO World Heritage sites. It also has special destinations, such as the Baikonur Cosmodrome. The sale of package tours including tickets for the exhibition is due to start in July 2016.

About “EXPO-2017” in Astana

The International Specialized Exhibition “EXPO-2017” with the theme “Future Energy” is an expositional and recreational event that will take place between June 10 and September 10, 2017 in Astana. The exhibition will last 93 days and will be one of the most spectacular cultural venues in 2017.

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