



**USAID**  
FROM THE AMERICAN PEOPLE



## CONTRIBUTION & PARTNERING PACKAGES

**FUTURE GROWTH:** TRADE, TRANSPORT & HORTICULTURE

USAID Competitiveness, Trade, and Jobs in Central Asia cordially invites you to participate as a partner and sponsor for The Seventh Annual Central Asia Trade Forum, one of the major international events for companies and exporters, that will take place at Rixos Almaty Hotel in Almaty, Kazakhstan, October 18-19, 2017.

## DEAR PARTNERS!



I am pleased to invite you to partner with the seventh annual Central Asian Trade Forum in Almaty, Kazakhstan. The theme of this year's Forum will be Future Growth: Trade, Transport, and Horticulture. We expect attendance of over 500+ government, business and civil society leaders from Central and South Asia and Europe.

The Central Asia Trade Forum has become an established brand name in the region and beyond. Over the past six years, more than 4,000 business executives, policy makers, and industry experts from over 25 countries have attended the Forum, increasing understanding of trade issues and promoting greater trade volume across the region.

This year's forum will focus on increasing the competitiveness of enterprises throughout Central Asia so that they can better compete in the global economy and provide jobs for the region's growing workforce.

A concurrent trade exhibition will bring together different technology, equipment, and service providers that have the capacity to lower production and transport costs in the region. As in the past, we will also provide practical business support for SMEs with an exporting workshop describing necessary steps, useful tools, and international certification requirements.

We look forward to your participation in this exciting event and your contribution to the advancement of regional trade cooperation!

Sincerely,

Geoff Wright, Chief of Party

USAID Competitiveness, Trade, and Jobs in Central Asia



## CENTRAL ASIA TRADE FORUM 2017

This year's Trade Forum will focus on increasing the competitiveness of enterprises throughout Central Asia so that they can better compete in the global economy and provide jobs for the region's growing workforce.

We plan interesting sessions aim to discuss the application of new technologies in border management and how modern technologies can help improve trade facilitation. In particular, electronic seals on containers, solar powered border equipment, surveillance drones and customs staff body cameras.

We expect attendance of over 500 government, business and civil society leaders from Central and South Asia and Europe.

## BREAKOUT SESSIONS

As a sponsor of breakout sessions, you will have prominent exposure during a key breakout sessions/roundtable on boosting the region's competitiveness and securing its long-term success.

### Sessions

- ✓ Transport and Logistics: Connecting Central Asia to Markets
- ✓ Challenges and Opportunities in Regional Trade. Public-Private Dialogue as a Solution
- ✓ Competitiveness of the Horticulture, Transport and Logistics Sectors
- ✓ Horticulture: New Market Opportunities
- ✓ Frontier Technologies with Crown Agents – **BOOKED!**
- ✓ Advanced Horticulture Trade
- ✓ Advanced Trade Logistics

### Targeted Seminars

- ✓ Business training on ISO – **BOOKED!**
- ✓ Women Entrepreneurship Development

## PARTNERSHIPS

A variety ways of partnerships and in-kind contributions are welcome, including:

- ✓ Official Travel Partner
- ✓ Beverages Partner for the Dinner

Please contact us to book a sponsorship package, discuss a customized contribution & partnering opportunity, or obtain more information.

## ABOUT THE PROJECT

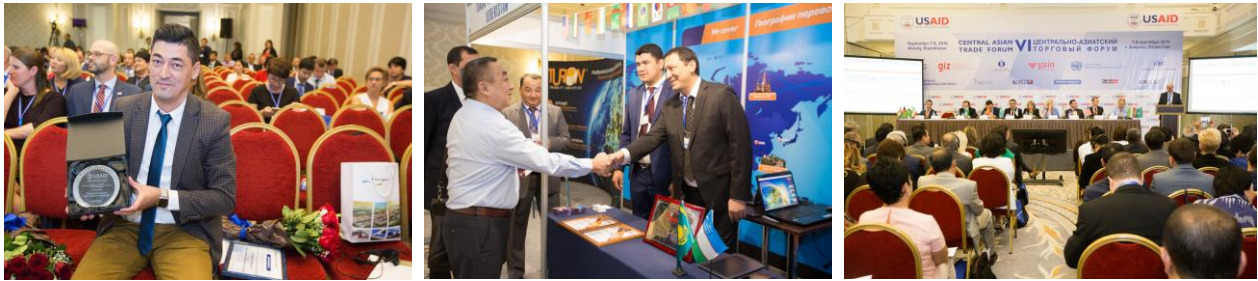
USAID Competitiveness, Trade, and Jobs in Central Asia aims to facilitate exports and employment in horticulture and strengthen transport and logistics services across the five Central Asian economies. By incentivizing firms to become more regionally competitive and by addressing cross-border impediments to trade, USAID helps to develop a more diverse and competitive private sector and generate export-driven growth.

## OPPORTUNITIES FOR 2017

GOLD \$30,000+	SILVER \$10,000+	BRONZE \$5,000+
<ul style="list-style-type: none"> <li>✓ Opportunity to co-develop and co-host a forum session or roundtable</li> <li>✓ Opportunity to be a speaker at the session/roundtable</li> <li>✓ Opportunity to deliver a 20-minute speech or presentation during once of the Forum's plenary sessions (content of the speech or presentation to be agreed upon and approved by organizer)</li> <li>✓ A full page colorful advertisement in the Forum's Program Book</li> <li>✓ Booth space (2x2m) at Forum's exhibition to display informational material and/or commercial products</li> <li>✓ Sponsor promotional materials or company brochure inserted into delegates' bags</li> <li>✓ Sponsor's logo (with hyperlink to sponsor's website) and description of the Sponsor organization displayed at the Forum's website</li> <li>✓ Logo placement on main Central Asia Trade Forum banners and signage</li> <li>✓ Promo video clip to appear at screens 3 times on the screen in conference breaks time</li> <li>✓ Two Roll-up banner stands with organization information displayed in prominent locations</li> <li>✓ VIP seats and prominent exposure at the Networking Reception</li> </ul>	<ul style="list-style-type: none"> <li>✓ Opportunity to be a speaker at the session/roundtable</li> <li>✓ Opportunity to deliver a 15-minute speech or presentation during once of the Forum's plenary sessions (content of the speech or presentation to be agreed upon and approved by organizer)</li> <li>✓ ½ page colorful advertisement in the Forum's Program Book</li> <li>✓ Booth space (2x2m) at Forum's exhibition to display informational material and/or commercial products</li> <li>✓ Sponsor promotional materials or company brochure inserted into delegates' bags</li> <li>✓ Sponsor's logo (with hyperlink to sponsor's website) and description of the Sponsor organization displayed at the Forum's website</li> <li>✓ Logo placement on main Central Asia Trade Forum banners and signage</li> <li>✓ Promo video clip to appear at screens 2 times on the screen in conference breaks time</li> <li>✓ Two Roll-up banner stands with organization information displayed in prominent locations</li> <li>✓ VIP seats and prominent exposure at the Networking Reception</li> </ul>	<ul style="list-style-type: none"> <li>✓ Opportunity to deliver a 10-minute speech or presentation during once of the Forum's plenary sessions (content of the speech or presentation to be agreed upon and approved by organizer)</li> <li>✓ ¼ page colorful advertisement in the Forum's Program Book</li> <li>✓ Booth space (2x2m) at Forum's exhibition to display informational material and/or commercial products</li> <li>✓ Sponsor promotional materials or company brochure inserted into delegates' bags</li> <li>✓ Sponsor's logo (with hyperlink to sponsor's website) and description of the Sponsor organization displayed at the Forum's website</li> <li>✓ Logo placement on main Central Asia Trade Forum banners and signage</li> <li>✓ Promo video clip to appear ones at screens on the screen in conference breaks time</li> <li>✓ A Roll-up banner stands with organization information displayed</li> <li>✓ VIP seats and prominent exposure at the Networking Reception</li> </ul>

## FLASHBACK 2016

The Central Asia Trade Forum “Export Potential and Trade Development: New Challenges and Opportunities in Central Asia” attracted national and regional corporations, companies and attendees from more than 14 countries across Asia and Europe. The attendees represented small and medium enterprises, government agencies, international organizations, embassies and business associations, including large-scale Central Asian companies.



The Sixth Central Asia Trade Forum, Almaty, Kazakhstan, 2016.

PHOTO CREDIT USAID

More than 500 participants took part in plenary sessions, master classes, roundtables, a trade exhibition, business-to-business meetings, a fashion show featuring South and Central Asian designers, and an award ceremony.

Participants from the Samarkand Horticulture Forum 2017 and the Central Asia Trade Forum 2016 looked for opportunities to increase exports and trade in the region, signing nearly \$50 million in letters of intent to conduct future trade deals.

## THE LAST YEAR SPONSORS



## THE LAST YEAR MEDIA PARTNERS



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