

# **Uzbekistan Airways at SITF-2023 exhibition**

**2023 8 May**

Seoul International Travel Fair is the largest comprehensive travel fair to promote the tourism, travel and culture of each participating country. SITF is the only international exhibition in Korea, which is directly participated and sponsored by local and foreign prestigious tourism organizations, providing a platform for the exchange of experience, as well as the expansion of international cooperation.

During the fair, representatives of the airline held negotiations with the Korean aircarrier Jeju Air on possible commercial cooperation, gave several interviews to local media to strengthen the Uzbekistan Airways brand in the South Korean market. With the support of local sales agents, various competitions were organized among visitors with a drawing of corporate prizes from Uzbekistan Airways.

