



bmca

Qazaqstan Live Fest

Tourism, Sports and Active Lifestyle Exhibition

17–19 June 2022

IEC EXPO, Nur-Sultan, Kazakhstan



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

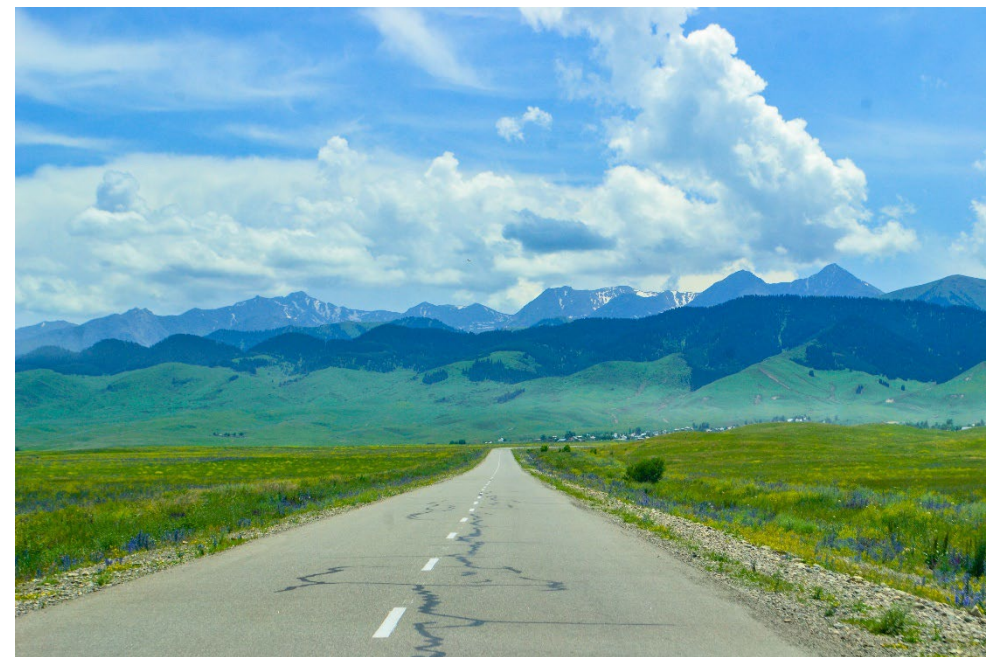
Anticipated results

- 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

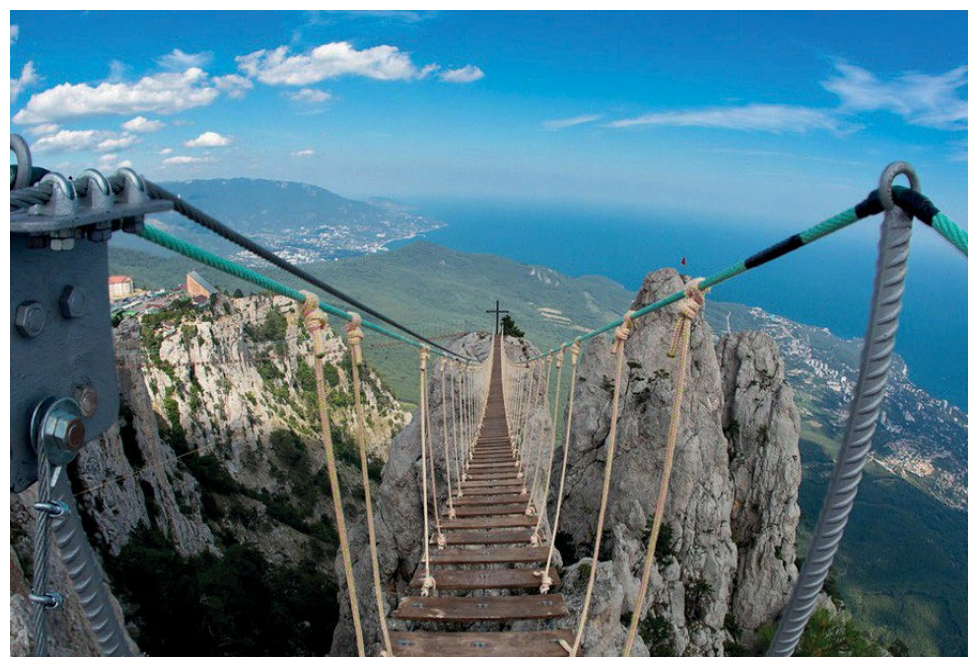


Exhibition sections

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



Caravanning



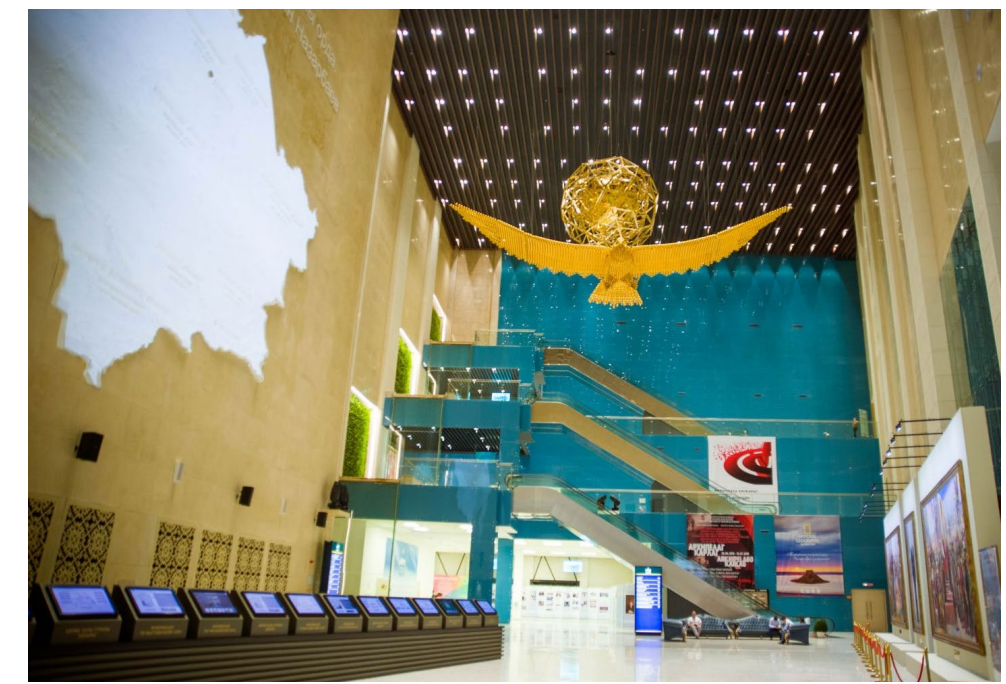
Rivers and Lakes



Spiritual Tourism



Thematic Tourism



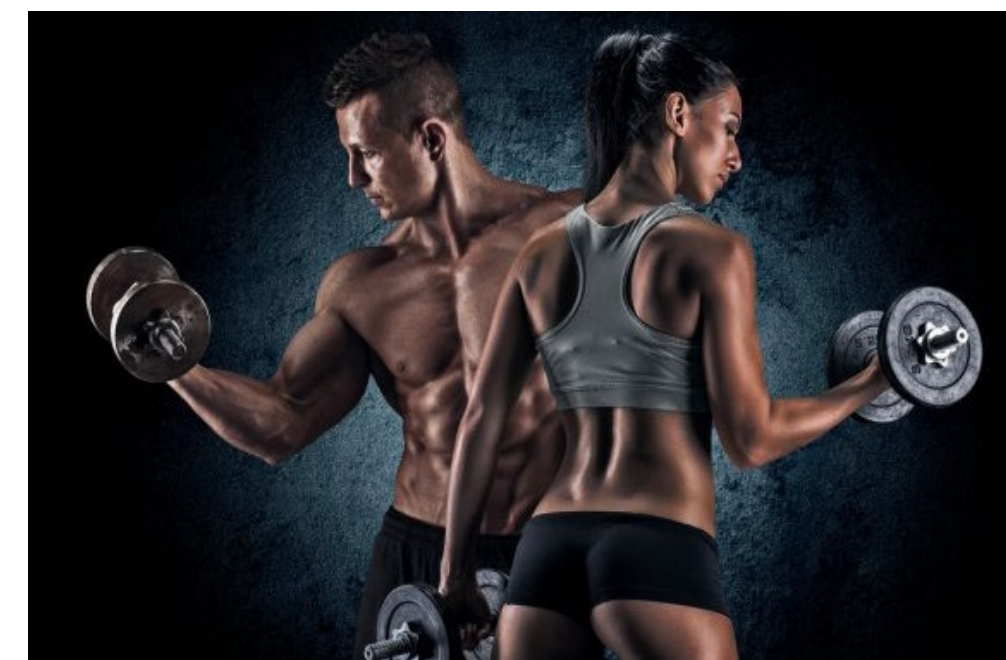
Museum and Main Sights



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



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



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

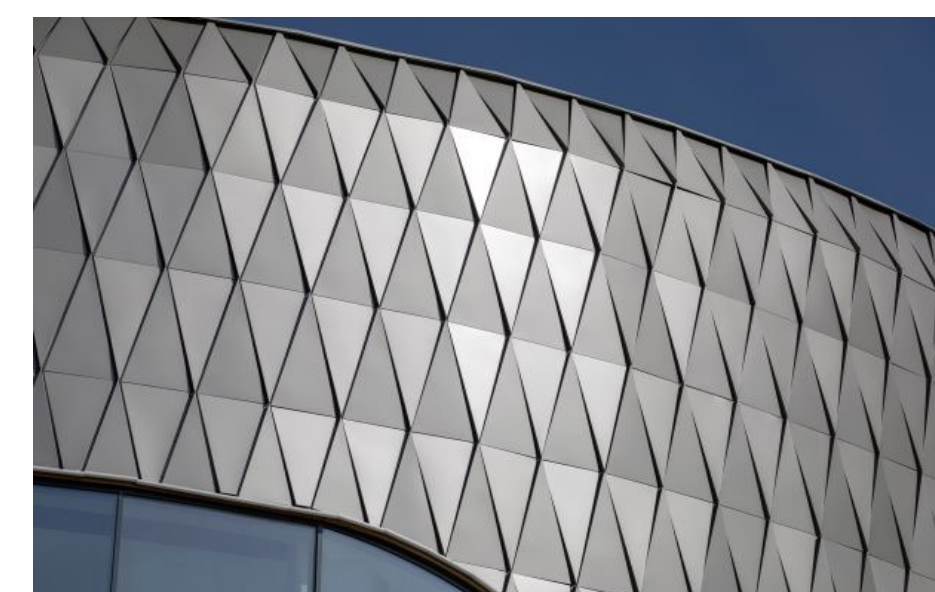
- The best fitness trainers will hold their workshops at the exhibition
- Nur-Sultan Half Marathon
- City tour of Laser Run competitions
- Live and online workshops by the ambassadors of the leading sports brands of clothing and equipment
- Golf tournament at the forum site
- Ski simulator and much more

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:

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