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Tashkent, Uzbekistan (UzDaily.com) — Uzbekistan's tourism potential was prominently featured at ITE Hong Kong 2025 (International Travel Expo), one of Asia's largest travel exhibitions, held at the Hong Kong Convention and Exhibition Centre (HKCEC).

The national stand, organized by the Committee for Tourism of the Republic of Uzbekistan, was among the most eye-catching at the event. Visitors were introduced to the country's rich cultural heritage, unique traditional crafts, and modern travel routes that highlight Uzbekistan's diversity and appeal as a tourist destination.

The stand's vibrant atmosphere was enhanced by live national music and displays of Uzbek hospitality, attracting strong interest from industry professionals, airline representatives, investors, and media from across Asia and beyond.

During the exhibition, Uzbekistan's delegation held several business meetings with international partners, including the Chairman of the Culture and Tourism Committee of Hong Kong. The discussions focused on expanding tourism exchanges and strengthening bilateral cooperation in the travel sector.

Uzbekistan's participation in ITE Hong Kong 2025 marks an important step in promoting the country on the global tourism map and increasing its visibility among international travelers.

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