

Helping Businesses Grow Across the CIS: ITE and Iteca Forge Strategic Partnership

New alliance connects Russian exhibitors with high-value buyers from Uzbekistan and Central Asia

UNITED ARAB EMIRATES, October 2, 2025 /EINPresswire.com/ -- Businesses exhibiting at ITE events will now gain direct access to thousands of new buyers across Central Asia, thanks to a strategic partnership between [ITE Group](#) and [Iteca Exhibitions](#) Uzbekistan. The new alliance strengthens trade connections across the CIS and helps companies grow in one of the world's fastest-developing regions.

New Buyer Access in Central Asia
Through this agreement, Iteca's established audience in Uzbekistan—over 4,500 exhibitors and 113,000+ annual visitors across 14 industries—will be engaged with ITE's flagship exhibitions in Moscow and Krasnodar. The partnership opens a significant new pool of qualified Central Asian buyers for ITE's exhibitors.

How the Partnership Works

- **Joint Promotion** – ITE and Iteca will cross-promote key exhibitions in Moscow, Krasnodar, and Tashkent through their databases and networks.
- **Combined Expertise** – ITE brings three decades of leadership in the Russian/CIS exhibition



ITE Group - Working For Your Success

market; Iteca adds 30 years as Uzbekistan's premier exhibition organiser and UFI member.

- Boosted Attendance – The collaboration is designed to drive professional visitor numbers from Uzbekistan and neighbouring CIS countries to ITE's Russian events.

Why It Matters for Exhibitors

- Expanded Reach – Direct connections with a high-potential audience of Uzbek and Central Asian buyers.
- Greater ROI – More qualified visitors mean more leads, sales opportunities, and market insights.
- Stronger Regional Network – Direct connections with decision-makers from a fast-growing Central Asian economy.



About ITE Group

- Scale – Organises 30+ major annual events across Russia and the CIS.
- Audience – Attracts 500,000+ professional visitors and 10,000+ international exhibitors each year.
- Network – Global agent network across 150 countries; 2 million+ business contacts.
- Digital Platforms – ITE Connect platform with 71,000+ active users supports year-round engagement.
- Sectors – Construction, Logistics, Tourism, Food & Beverage, Electronics, Agriculture, Industrial Equipment, and more.

About Iteca Uzbekistan

- Market Leader – Leading international exhibition organiser in Uzbekistan since 1995; UFI member since 2007.
- Portfolio – 20+ annual exhibitions covering 14 key sectors.
- Audience – Over 4,500 exhibitors from 57 countries and 113,000+ visitors annually.
- Reputation – Strong government support and a proven record in driving trade and investment.

A Stronger CIS Growth Platform

This new alliance creates a powerful growth channel for companies exhibiting at ITE events in Russia. By delivering broader, more diverse and highly relevant audiences from Central Asia, it strengthens cross-border business links and unlocks new opportunities for trade and investment across the CIS.

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