**DISCOVER ATTRACTIONS**

**UTALII AFRICA TOURISM EXPO** is a leading organisation in Uganda focusing on technology in the tourism industry. It's two primary activities are ; conferences & events providing members with the latest thinking in tourism tech and great networking opportunities. **UTALII AFRICA TOURISM EXPO** also has industry-wide tech standards and services helping tourism companies to improve business efficiency and effectiveness. It also collaborates and supports trade professionals around the world to promote the tourism offered among international audiences to help build memorable experiences for exhibitors. **UTALII AFRICA TOURISM EXPO** encourages lively exchange among exhibitors by developing new ideas, perspectives and innovations in the tourism industry.

**TALK TO PROFESSIONALS**

**UTALII AFRICA TOURISM EXPO offers a human touch to speak directly with people on ways to explore new destinations in the tourism industry with the help of information from pamphlets, on what to and how to get around, resulting into a great adventure. It also ensures to meet with clients to discuss all major details of the upcoming exhibit, including the theme, events and promoted products. Research is also done on the client , their brand , products produced , the type of customers they are likely to attract and other details that may be relevant to the concept.**

**PURPOSE**

has witnessed remarkable growth

during the period 1990-2015 and beyond because of its rich tourism infrastructure comprising hotels, tourism

activities and tourist attractions. Second, it is important that Dubai Expo draws on the experiences and

expectations of prior events and can apply lessons learnt from the Milan and Shanghai Expo events. Third,

that Dubai Expo 2020 can enable Dubai to build on its established image for excellent infrastructure,

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**UTALII AFRICA TOURISM EXPO** has witnessed a remarkable growth during the period (…………) and beyond because of its rich tourism infrastructure comprising hotels , tourism activities and tourist attractions. It’s also important that it draws on the experience and expectations of the prior event and can apply lessons learnt. It also enables to build on its established image for excellent infrastructure , attractions and hotels with affordable amenities. Social changes are also expected to occur because of cultural exchanges during the Expo.

**Why participate in the exhibition?**

**UTALI AFRICA TOURISM EXPO** offers several benefits to your business at trade shows. Unlike other marketing activities, exhibitions and trade shows offer a wide platform for brands to showcase their products, services and communicate their key message to a more receptive audience.

As an esteemed exhibitor participation can help you meet with customers who are pro-actively looking for a deal, which will result in you being able to collect more leads .

Participating in an exhibition will enable you to market your brand to a broader crowd and make them aware of your product and service. According to the type of industry, an exhibitor can carry out shows and gain business or general feedback about their offering before they release it to the general public.