



UNIVERSAL  
Conferences & Exhibitions



# ROAD TO ASIA

TOURISM ● HEALTH & WELLNESS ● TRADE

Asia, the world's economic growth engine, has undergone tremendous transformations in recent years. As we enter 2025, the Asian continent continues to offer promising investment opportunities and new challenges for businesses and investors alike.

Asia is characterized by the diversity of its economies and cultures, providing a dynamic business environment. Many Asian countries are experiencing rapid growth and development in various sectors, increasing the demand for goods and services. Technological advancements are also accelerating the pace of business and changing the rules of the game in many industries.

11-13 May 2025

JUMEIRAH MESSILAH  
BEACH HOTEL,  
BADRIAH BALLROOM





Asia is a major destination for citizens and residents of Kuwait.

Destination Asia: An Exceptional Journey in Trade, Tourism, and Healthcare

Special Invitation to the “Road to Asia” Exhibition

Discover a new world of opportunities at the heart of the Asian continent! We are pleased to invite you to attend the “Road to Asia” exhibition, the premier event that brings together entrepreneurs, investors, tourists, and those seeking medical treatment in one place.

## Three main sectors covering all aspects of cooperation:

### **TRADE:**

Showcase the latest products and services from across Asia. Build strategic partnerships with leading companies and manufacturers. Seize the opportunity to expand your business in the Gulf and Arab markets.

### **TOURISM:**

Discover the most beautiful tourist destinations in Asia. Learn about exclusive tourism offers and luxury hotels. Plan your next trip and enjoy a unique cultural experience.

### **WELLNESS :**

Benefit from the latest medical technologies and treatments available in Asia. Consult experts and explore alternative treatments. Get the healthcare you deserve at the best prices.

## What sets the “Road to Asia” exhibition apart?

**Global Gathering:** The exhibition brings together a select group of companies, government institutions, and experts from across Asia and the world.

**Unmissable Opportunities:** Seize the opportunity to make business deals, expand your network, and discover new investment opportunities.

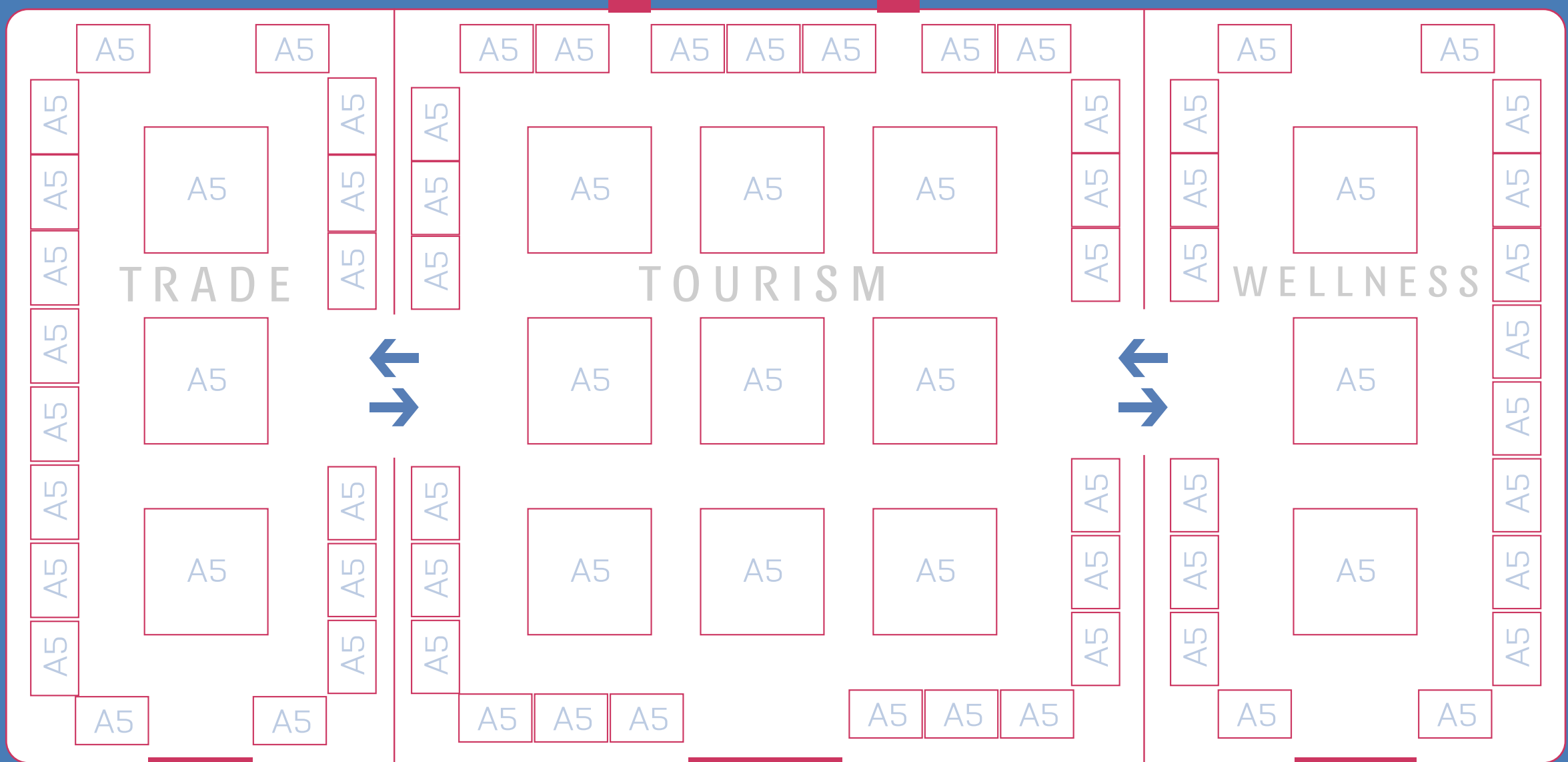
**Diverse Events:** The exhibition offers a variety of meetings and seminars covering various aspects of trade, tourism, healthcare ( B to B )

**Don't miss the opportunity to participate in this exceptional event**

Types of participation		
principal sponsor 2 sponsors only	sponsor 15 sponsors only	Participant
<b>4000 KD</b>	<b>1800 KD</b>	<b>750 KD</b>
Free area in the exhibition. Prime Location. (25 sqm) - Logo on Advertisements - Dedicated Social Media Advertisement. - Logo on Entrances - Logo on mane screen banner - Logo on photo aria - Logo on Event Invitation - Logo on Banners distributed at the exhibition	- Free area in the exhibition. Prime Location. (25 sqm) - Logo on Advertisements - Dedicated Social Media Advertisement. - Logo on Entrances - Logo on photo aria - Logo on Event Invitation - Logo on Banners distributed at the exhibition	- Free area in the exhibition. Location. (2×3 sqm) - Logo on Advertisements - Dedicated Social Media Advertisement.

# FLOORPLAN

## JUMEIRAH MESSILAH BEACH HOTEL, BADRIAH BALLROOM



### Media outline & messages

- Destination Asia: A Journey of Trade, Tourism, and Wellness
- Special Invitation to the “Road to Asia” Exhibition
- Embark on a new era of opportunities at the heart of the Asian continent!
- We cordially invite you to the “Road to Asia” exhibition, a premier gathering for entrepreneurs, investors, tourists, and those seeking exceptional healthcare.

### Experience Asia’s Vibrant Landscape:

- **Trade:**
  - Explore the latest products and services from across Asia.
  - Forge strategic partnerships with leading companies and manufacturers.
  - Expand your business into the Gulf and Arab markets.
- **Tourism:**
  - Discover breathtaking destinations and exclusive travel experiences.
  - Explore luxury hotels and plan your next unforgettable journey.
  - Immerse yourself in the rich cultural tapestry of Asia.
- **Wellness:**
  - Access cutting-edge medical technologies and treatments.
  - Consult with renowned experts and explore alternative healing options.
  - Receive world-class healthcare at competitive prices.

**Join us at the “Road to Asia” exhibition and unlock a world of possibilities.**

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Please Feel Free to Reach out to our team with any questions you may have