



For Immediate Release

June 24, 2020

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Uzbekistan Launches Economic Development Campaign *Central Asian Nation Seeks to Attract Investment, International Trade*

Washington – The Republic of Uzbekistan’s Export Promotion Agency has hired Xenophon Strategies, Inc. to launch a campaign to promote economic development and international trade. The campaign will focus on the attractive business climate brought about by sweeping governmental and societal reforms undertaken by the Administration of President Shavkat Mirziyoyev, who was elected in 2016.

“Uzbekistan has been undergoing profound changes over the past four years and the nation is open for business,” said Xenophon CEO David Fuscus. “Xenophon is honored to help this great nation bring their message of change and development to audiences in the United States and Europe.” The European portion of the campaign will be handled by Cometis AG, Xenophon’s sister agency in Wiesbaden, Germany.

The campaign will be branded as *Journey of Change* and will focus on economic development across the economy that has created a favorable investment climate. At the core of the campaign will be an Environmental, Social and Governance report which will look at all sectors of the economy and the impact of the government’s wide-ranging reforms. The campaign will be centered on the website www.ChangeInUzbekistan.com which will be launched by the end of summer.

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