



Africa goes on show in Russia and Ukraine

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Africa Showcase workshops will take place in Russia and Ukraine from August 28-30, in in Kiev, St Petersburg and Moscow.

According to event organiser On Show Solutions, both African partners and Russian buyers have shown unprecedented interest in this year's roadshow.

"Russia is a vast untapped market, but due to linguistic and cultural barriers, it is a challenging and expensive place for African products and DMCs to visit alone," said **Paddington Tucker** of Travel Advance, who manages the buyer recruitment for On Show Solutions. "We are delighted how year by year we are seeing progressive market stimulation and corresponding increase in visitor numbers from Russia to Africa," he added.

Tourism Update