

Uzbekistan Airways opens Uzbekistan for Southeast Asia

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From the four to the six of September, one of the largest tourist exhibitions of Malaysia – the Malaysian Association of Tour and Travel Agents Fair 2026 – took place within Kuala Lumpur.

The scale of the event impresses: about 150 thousand visitors, more than 2 000 exhibition stands, and over 280 participating companies. During the course of three days, the Malaysian Association of Tour and Travel Agents Fair united the representatives of the tourist industry, of the airlines, of the tourist agencies, of the national tourist organizations, and the travelers. Among the participants of the exhibition is Uzbekistan Airways, which presented the tourist potential of Uzbekistan upon the joint stand with the Committee of Tourism of the Republic of Uzbekistan. The participation of the national air carrier became an important part of the promotion of Uzbekistan upon the market of Southeast Asia. The guests of the exhibition received an opportunity to learn more about the tourist possibilities of the country, the cultural heritage of the country, the historical cities, and the routes for journeys.

An especial significance is the fact that between Uzbekistan and Malaysia a regular direct air communication according to the route of Tashkent – Kuala Lumpur already exists, which Uzbekistan Airways operates. At the same time, the airline continues to expand the possibilities for the passengers: from the end of October, the frequency of flights between Tashkent and Kuala Lumpur increases up to four times a week.

For Uzbekistan Airways, the participation within the Malaysian Association of Tour and Travel Agents Fair is not merely an opportunity to present the tourist potential of Uzbekistan, but also an important platform for the development of the international cooperation. Within the framework of the business program, the representatives of the airline conducted a series of meetings with the leading ticketing and tourist agencies. The main attention was paid toward the strengthening of the partnership relations and the expansion of the presence of the

national carrier upon the markets of Southeast Asia and of the Asia-Pacific region. Separate negotiations took place with Malaysia Airlines. The parties discussed the further development of the cooperation and the possibilities of the opening of new routes within the framework of the commercial agreements.

For Uzbekistan Airways, the development of such partnerships is an important part of the strategy of the expansion of the international route network and of the increase of the accessibility of journeys for the passengers. The participation within the Malaysian Association of Tour and Travel Agents Fair became for the airline already the 16th foreign tourist event of a similar format during the year 2026.

The promotion of Uzbekistan upon the international tourist platforms, the development of the direct air communication, and the strengthening of the partnerships with foreign companies create new possibilities for the growth of the tourist flow and of the business connections between Uzbekistan, Malaysia, and other countries of the Asia-Pacific region. Uzbekistan Airways continues to develop the international aviation connections, opening new possibilities for journeys and strengthening the positions of Uzbekistan upon the global tourist map.