



08 September 2025

ARQA ART | International art fair
Riyadh, Kingdom of Saudi Arabia
October 29 to November 1, 2026.
Phone: +1 866-997-0278

His Excellency Erkki Keldo

Minister of Economic Affairs and Information Technology
Ministry of Economic Affairs and Communications of the Republic of Estonia
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**Subject: Invitation to Represent the Republic of Estonia at ARQA | Riyadh 2026
– Platinum Pavilion Opportunity –**

Dear Excellency Minister Keldo,

Trusting this e-mail finds you in good health. I am writing on behalf of the Executive Committee of ARQA | Riyadh 2026, to extend a formal invitation to your esteemed ministry and the Republic of Estonia to take part in a rare and limited opportunity at one of the most prestigious cultural showcases in the Middle East.

ARQA is not simply an art fair; it is an international stage of artistic diplomacy and cultural dialogue. Inspired by the cultural ambitions outlined in Vision 2030, and in harmony with the transformation led by His Royal Highness Crown Prince Mohammed bin Salman; ARQA offers a high-level platform for institutional networking, national presence, and elite visibility.

Held in the heart of Riyadh from October 29 to November 1, 2026, ARQA will host some of the world's most influential collectors, cultural investors, and diplomatic representatives in an environment designed for acquisition, legacy building, and global engagement.



We are pleased to offer your country the opportunity to participate as one of only a few Platinum Exhibitor Nations, with access to a 200 sqm pavilion in our most prestigious exhibition sector. The cost of the space is \$700 USD per sqm, and includes:

- A custom-designed booth curated by our Artistic Director (modifiable)
- Wall system with 60 linear meters of exhibition walling
- General lighting, electricity, and high-speed internet
- 1 executive desk, 4 guest chairs, and a private storage room
- A dedicated immersive art gallery and Penthouse in the Metaverse, where your delegation can host media partners and invite the public to explore your exhibition virtually — with presence running over one year
- International visibility reaching over 130 million targeted media impressions across premium global platforms
- A diplomatic spotlight interview focusing on your country's cultural or creative economy
- A featured double-page advertisement in the official ARQA publication

Furthermore, Platinum Countries will have first right of refusal to host a Private Pre Viewing Event; a closed-door session exclusively for their invited collectors, dignitaries, and buyers, available to only eight nations per year.

Participation in ARQA | Riyadh 2026 is by invitation only, and spaces are extremely limited. Should your Ministry express interest, our team will be pleased to schedule a private consultation and share the preliminary floor plan and logistics.

We would be honored to welcome the Republic of Estonia to the ARQA Platinum Circle and look forward to exploring ways we can position your nation's culture, tourism, and creative sectors on the global stage.

Looking forward to hear from you, I remain yours.


Karlyn Joyce Furigay

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