

# News story: The Mersey Beatles headline Astana Expo

The tribute band recreated the magic of the Fab Four as part of a British showcase promoting trade and culture in the region. The 2 performances drew full crowds. Their sets covered some of the most iconic tracks in pop history, including 'Can't Buy Me Love' and 'Hey Jude'.

The performances are part of a wider UK showcase in the closing weeks of Astana Expo 2017, to promote British culture, technology and innovation. UK participation at Astana Expo ends on 10 September.

UK Deputy Commissioner Sara Everett said:

The UK at Astana Expo has delivered a strong cultural and business programme, in this fast-growing economy.

The popularity of this concert highlights the UK's immense creative and cultural contribution to the world, making the creative industries one of our strongest and most vital sectors and leading the Confederation of British Industry to forecast the UK as the world's leading creative hub by 2025.

## **Mersey Beatles**

The Mersey Beatles are childhood friends who grew up in Liverpool. They had a record collection in common. The Beatles were at the top of their collections as they are to this day.

The friends have been recreating the sound of the Beatles since 1999. They were resident at The Cavern Club in Liverpool for 10 years and have since toured the world.

Steven Howard, Mark Bloor and Brian Ambrose attended secondary school together in Liverpool. David Howard and Steven Howard are cousins. Tony Cook, another friend from Liverpool, is the fifth Mersey Beatle. His keyboard skills make the hits of the later years come to life. The Mersey Beatles love of the Beatles music shines through in every performance.

## **British showcase at Astana Expo**

The Mersey Beatles were part of a British showcase across the Expo site and on the UK Pavilion that included:

- 22 August: Engineering Day in association with the [British Chamber of Commerce](#)
- 25 August: Arrival of the [British Bloodhound](#) at Expo, the fastest car in

the world

- 26 August: Jane Austen Day in association with the Astana Book Club

## **UK Pavilion at Astana Expo**

The UK is promoting the UK as a business partner of choice at Astana Expo 2017 through a Pavilion designed by UK architect Asif Khan with a team of British and international creative talent, and a British cultural programme.

### **The International Business Festival**

The Mersey Beatles Live at Expo was sponsored by The International Business Festival – the world's biggest business event. Hosted every 2 years in its home city of Liverpool, the festival captures the dynamism and diversity of the global marketplace.

Held across 3 weeks in June 2018, the third edition of the International Business Festival is set to be the biggest and boldest yet, with a programme focused on 9 key industry sectors including manufacturing, life sciences and culture, media and sport.

### **British Engineering Day at the UK Pavilion at Astana Expo**

[British Engineering Day](#), held in the UK Pavilion on 22 August, showcased British capabilities and excellence in manufacturing and engineering technologies. It provided a networking opportunity for British and Kazakhstani companies to build contacts and meet with potential partners and distributors to sell their services and goods.

### **Jane Austin Day**

Jane Austen Day, held on 26 August, celebrated the 200th anniversary of the renowned and internationally loved novelist. It was held in collaboration with PRObooks, a club consisting of over 900 active participants in Astana.

### **British Bloodhound**

[Bloodhound](#) was at the National Day Stage at Astana Expo until 5 Sept.

Bloodhound is an international education initiative based around a 1,000mph jet and rocket powered car. The primary aim of the programme is to inspire the next generation by showcasing science technology, engineering and maths subjects in the most exciting way possible, by setting a world land speed record and sharing the adventure along the journey.