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Support by



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POST-RELEASE

The NFA Expo-2025 International Exhibition Presented a Wide Range of New Products and Technologies for Retail in the EAEU Countries

From 26 to 28 November, the 4th International **NFA Expo-2025** – the key non-food retail exhibition for retail chains and marketplaces – was held at the Atakent Exhibition Center in Almaty, Kazakhstan. The event was officially opened by **Aizhan Bizhanova**, First Vice Minister of Trade and Integration of the Republic of Kazakhstan.

Interest in the exhibition continues to grow: this autumn, **the number of visitors increased by 23%**, while the number of exhibitors rose by 30%. Over **4,740 industry professionals** attended the exhibition and its business program over the three days. More than **130 companies** took part, presenting products from Kazakhstan, the United Kingdom, Italy, China, the UAE, Pakistan, Russia, Turkey, Belarus, Thailand, Uzbekistan, France, Sweden, Japan and other countries.

Among the exhibitors of 2025: 2K, ADIKA, ADIL GROUP ASTANA, All-Trade, ALMA, AQWAKO3, ARNA NOVA, BARAKAOIL / BARAKAOIL, HASHMI / HASHMI, Codexplore, Dekor Vinil, DPD, Elements Skincare by Dr. Z, H.A.Brieger / brand Dzintars, JOBY TM, KEON, Kleesoft LLP, KSC-PLAST, LIBY BABY ELEMENTS, LAFARFOR, LM, LUNA EIGHT, Microhim LLP, Minidino, Nexera Group, PROHIM, QS PLASTIK SANAYI VE TICARET A.S., Rano Komfort Service, TANDEM CO. LTD, TS Kitchen, Qixian Huirong Glassware Co., Ltd, Qixian Seefully Glass Co., Ltd, Qixian Weizun Glass Products Co., Ltd, Shanxi Dahua Glass Scientific Co., Ltd, Shanxi King Glass Co., Ltd, Vodiyy Kimyo Sanoat (Aprel), Waseela_official, ZETA, AMS Kemikal, Aroma Nota, Bioniks, Bytplast, Viridi Group, Vitamin Garden, Gross, Igry Lesa, Izhsintez-Khimprom, Klassik, Kuznya Podarkov, LEX, Mega Toys, Nauka Tekhnika Meditsina, Parafarm, Parus, PKKM-pro, Plastik Republic, Povolzhsky Processing Center, Politeks, Rezultat.pro, SdelanoPcheloy, Starkoff, Turan-micro, KhimByt, KhimTorg and many others.



Specialized Exhibition **HouseHold Expo & HouseTech Central Asia-2025**

Within the project, an expanded exhibition of manufacturers from China was presented, showcasing products from the provinces of Zhejiang, Shandong, Sichuan, Shanxi, Guangdong, and Jiangsu, including the direct manufacturers: YIWU TOP EASE IMP.&EXP. CO., LTD, DEZHOU MUJIN BUILDING MATERIAL CO., LTD, Ningbo Klinsmann Intelligent Technology Co., Ltd, Guangzhou Fresh World Electrical Appliance Co., Ltd, YANGJIANG KEYHOME HARDWARE FACTORY, ZHONGSHAN LONGYI ELECTRICAL APPLIANCE CO., LTD, Hainan Kunyuan Life Technology Co., Ltd, Zhongshan FFT Co., Ltd, LIANYUNGANG ARK INDUSTRIAL CO., LTD, JIANGMEN XINHUI HUAYIN METALS FACTORY CO., LTD, ZHEJIANG HONGHAI COMMODITY CO., LTD, Guangzhou Lanjieya Daily Chemical Co., Ltd, HUARUN TRADE CO.LTD. XIANJU ZHEJIANG CHINA, GUANGDONG GDA VALVE TECHNOLOGY CO., LTD, GUANGZHOU TSONG ELECTRIC CO., LTD, GUANGZHOU HONGTIANLI HOTEL SUPPLIES CO., LTD, Guangdong Youkai Technical Co., Ltd, Sichuan Lampure Daily Commodity Co., Ltd, Yangjiang Hailian Hardware&Plastics Products Co., Ltd, Sunshine (Guangzhou) Ltd., NINGBO EAST CLEANING TOOL CO., LTD, Guangdong Zoncenway Electric Technology Co., Ltd, Changhe Travelware Co., Ltd, Norstat Electrical Manfactruing CO., LTD, INNOVATION SHINE LIMITED, ZHAOQING CITY ECOWARE KITCHENWARE TECHNOLOGY CO., LTD, Ningbo Runchen Intelligent Technology Co., Ltd, NINGBO PANEL ELECTRIC APPLIANCE CO., LTD, NINGBO KAIBO GROUP CO., LTD, Huizhou Xinyi Electric Appliance Co., Ltd, HOMELIKE(SHUNDE) ELECTRICAL MFG. LTD, Zhongshan Richeng Washing Products Co., Ltd..

The **Retail Tech section** was presented in an expanded format, bringing together regional marketplaces, IT, and logistics companies such as Wildberries, Luna8 (SaaS platform), Codexplore, DPD, ARNA NOVA, among others.

53 companies showcased over a hundred new products of the season at the «Novelty Gallery».

63% of exhibitors presented private label (PL) and contract manufacturing capabilities to retailers and brand owners.

Event Program

During the exhibition days, exclusive closed b2b meetings «Buyer -Supplier» were held for exhibitors. Representatives of major retail chains, distributors, and marketplaces participated, including: Magnum, Small, Flip.kz, Office-expert, Cosmart, AMK, CU Central Asia, Wildberries (Kazakhstan); Semya, Maria-Ra (Russia); KorzinkaGo, United Distribution (Uzbekistan); Olivia (Azerbaijan). Buyers held over 300 meetings with exhibitors.





The exhibition is supported by the Ministry of Trade and Integration of the Republic of Kazakhstan and the National Chamber of Entrepreneurs «Atameken».



Upcoming Events - Invitation to Participate LLP Mayer Expo Asia invites companies to take part in upcoming events in Kazakhstan:

- **15 April 2026** – Mid-Season Industry Conference «**Private Label in Central Asia: From Contract Manufacturing to Promotion**»
Best Western Plus Atakent Park Hotel, Almaty
- **25–27 November 2026** - 5th International **NFA Expo-2026**
Atakent Exhibition Center, Almaty

Organizer: LLP Mayer Expo Asia

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