

INTERNATIONAL EXHIBITION

May 21–23, 2024

Uzbekistan

Tashkent | Uzexpocenter

**BUSINESS BRIDGE
BETWEEN EUROPE AND ASIA**



**non-food
asia expo**



TASHKENT

POST-RELEASE

The Non-Food Asia Expo exhibition was successfully held in Tashkent. More than 2,500 specialists found new high-quality products in the main categories of non-food products.

From May 21 to 23, the 2nd international exhibition of non-food products for retail chains and marketplaces NON-FOOD ASIA EXPO Tashkent 2024 was held in UzExpocentre, Tashkent, Uzbekistan.

For the first time in Tashkent, hundreds of new products and product ranges were shown to wholesale buyers and sellers in categories - dishes, household chemicals and cosmetics, plastic products, household goods, interior items, home fragrances, Christmas products, gifts and goods for children, goods for the garden and summer cottage.

Over 140 brands and new product lines produced in Azerbaijan, India, Kazakhstan, Kyrgyzstan, China, Republic of Belarus, Russia, Turkmenistan, Uzbekistan, France, Switzerland, Sweden, Estonia and Japan were presented at the stands of the exhibition participants.

The exhibition was visited by **2500+ buyers** from Afghanistan, Indonesia, Iran, Spain, Kazakhstan, China, Kyrgyzstan, UAE, Republic of Belarus, Republic of Korea, Russia, USA, Tajikistan, Turkmenistan, Turkey and Uzbekistan.

Among those who visited the exhibition were representatives of the largest retail chains and wholesale companies of Uzbekistan: Korzinka, Makro, bi1, M Cosmetic, Uzum Market, Home market, Vsye dlya doma, Olma, Fix Price Uzbekistan, Allgood, Kansler, Tut.uz, 24stroy.uz, Uyda, Depsto, Kantsmir, Komus of Uzbekistan and the Balton Trading region, Amid (Tajikistan), Narodny (Kyrgyzstan), Best Asia (Kyrgyzstan), KhozTorg (Russia), Officemag (Russia), Arti-M (Russia), Elcity (Russia), Aykoproff (Russia) and others.

Among the exhibitors were manufacturers and distributors: ASM – GRUP, Capable Group, Careso (Xiamen) Industrial Co., Ltd, Cremative, ElkaDe, ETHNO COFFEE, Fabrik Cosmetology, FUNZONE, GI-FMCG, Invest-Projekt & Trade e.K., JIANGMEN CHANGWEN COOKWARE & KITCHENWARE CO., LTD, KUKMARA, Mari Pharm, Patula, PROHIM, Siberina, TANDEM.CO.LTD, TATARINVEST (MAYERI), VELLARTI, Abrasivniye tehnologii (LEMON MOON), ADRIANO, AZERJAN, Alternativa, ZPI, BEST PAPIR, Bytplast, VERDE, VIPEKO, Doktor Robik, GREENFIELD RUS, Dali-Yug, METAL PRODUCTS PLANT, Cleaning



Service, STAR CORPORATION, LINROG, MEGAPOLIS, Meridian, MopexBel, M-plastica, NZFP, NMP, NTM, POLIMERBYT, RusTabExport, Stupinsky Chemical Plant, TD Grass, Partnership for the Production of Steel Products named after Zavyalov, Trademark «DREAM», Tsin Est Trade, Ural Tree and Toy, Ksonas Factory, Khrustalniy Zvon KPK, ChelyabKhimSintez, EFKO COSMETIC and others.

During the exhibition period, wholesale buyers had the opportunity to take advantage of special conditions while concluding contracts, as well as consider offers of contract manufacturing to create their own brands.

NEW PRODUCTS AND PREMIERES OF THE YEAR

New products and bestsellers NON-FOOD ASIA EXPO in the categories:

- Cosmetics, hygiene products, dietary supplements and health products
- Household chemicals and auto chemicals
- Tableware and accessories for table setting
- Products for children, gifts, souvenirs, Christmas and holiday products
- Products for summer cottages, country recreation and floriculture, garden furniture
- Cleaning products, household goods and storage systems



BUSINESS PROGRAM

International Industry Conference on the development of the non-food market in the countries of Central Asia was held on May 21 and 22. Delegates and speakers of the conference - Association of E-Commerce of Uzbekistan, Association of Customs Brokers of Uzbekistan, Association of Exporters of the Republic of Uzbekistan, Marketing Association of Uzbekistan, Uzum Market marketplace, Korzinka retail chain, MA'NO Branding, Zurashvili Branding, NPO «Prokhim» - discussed current issues of distribution in countries of Central Asia, development of e-commerce and creation of private labels.

The speakers shared their expertise on the following issues:

- Specifics of export and import of products in different countries (Uzbekistan, Kazakhstan, Russian Federation, etc.).
- How to enter the market of Uzbekistan: 10 recommendations a manufacturer should take into account
- Analysis of industry diffusions: how trends in related industries affect household chemicals and cosmetics and how to convert this to your advantage
- Features of introducing a new brand to the market: how to express yourself and win consumer loyalty.
- Prospects of the e-commerce development. Marketplaces, specialized online stores, own online stores of manufacturers and retail chains.



- Creation of private labels in the middle and premium price segments: brand concept, approach to design and composition, promotion features.
- Development of your own brand vs private label production. How to assess the potential of your own resources to satisfy customer requests.
- Digital economy of Central Asian countries through the consumers' eyes. As part of the "Buyer – Supplier" negotiation session exhibition exhibitors and retail chains from the Central Asian region had about 130 personal B2B meetings in the atmosphere of business activity and high performance.

Next **NON-FOOD ASIA EXPO** will be held in Kazakhstan from **November 21 to 23th, 2024** in the Atakent Exhibition Center.

We invite you to take part in the 3rd international exhibition of non-food products for retail chains and marketplaces **NON-FOOD ASIA EXPO** – an international platform for finding new reliable customers, suppliers and partners, uniting buyers and manufacturers from around the world in the non-food products market. The development of trade, growth of economic connections between the countries of the Eurasian region, new logistics chains for the export and import of consumer goods and services are the main opportunities for the business community of Central Asian countries.



Organizer: Mayer Expo Asia (Kazakhstan)

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