



November 21 – 23, 2024

Supported by Ministry of Trade and Integration of the Republic of Kazakhstan



EC Atakent | Almaty | Kazakhstan
pavilion 11

POST-RELEASE

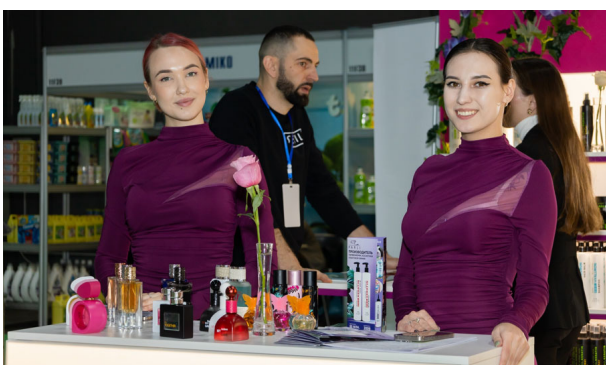
From November 21 to 23, the 3rd International exhibition of consumer goods for retail chains and marketplaces NON-FOOD ASIA EXPO Almaty 2024 was held at the Atakent Exhibition Centre with the support of the Ministry of Trade and Integration of the Republic of Kazakhstan and the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken".

On November 21, at 12:00, the opening ceremony of the exhibition was attended by Aizhan Adilovna Bizhanova, **First Vice Minister of Trade and Integration of the Republic of Kazakhstan**, and Timur Zeilovich Zharkenov, **Deputy Chairman of the Board, Member of the Board of the National Chamber of Entrepreneurs "Atameken"**.



During the 3-day event, more than 300 brands from Hungary, Vietnam, Germany, India, Iran, Italy, Kazakhstan, Kyrgyzstan, China, Pakistan, Poland, the Republic of Belarus, Russia, Thailand, Turkmenistan, Turkey, Uzbekistan, France, South Korea and Japan were presented to visitors. More than 100 participants announced premiers and novelties in product categories at their stands: household chemicals, cosmetics, household goods, tableware, gifts, goods for children, goods for beauty and health.

The exhibition was attended by more than 3,000 specialists – wholesale and retail buyers, manufacturers, distributors and exhibitors from Kazakhstan, Russia, China, Kyrgyzstan, Uzbekistan, Turkey, Abkhazia, Latvia, India, Iran, South Korea and Japan.



Among the participants were the leading manufacturers and distributors of Kazakhstan, including: ALL-Trade, Astana peakzone, Capable Group, CLEANco professional cleanliness, Doctor Clean KZ, Elamina, EMPIRE, ERC Distribution Kazakhstan, JAPAN QUALITY TRADE, JM-CORPORATION, Koreanshop, Lucrum Star, Microhim, P.T.Z., RB Brands, Satbayev University, SONA lab & Acvee Market, TANDEM DISTRIBUTION, TELLI ONDIRIS, VI&Company, YesOff Group, Alam Sauda, Almaty Expertise, AROMAT, Ademi-Ai plus, Maolin Company, Kazdinfarma, Miras Distribution, NANODENT KAZAKHSTAN, Raduga, SAMI COSMETICS, Utaria LTD, YuTS-KAZAKHSTAN, as well as foreign companies – BAZHOU YIYANG HOUSEHOLD PRODUCTS CO., LTD, Foshan Shunde Ouyashi Illumination Electric Apparatus Co., Ltd, GUANGDONG WIREKING HOUSEHOLD SUPPLIES CO., LTD, Guangzhou Realink Expo Co. LTD, Harford Houseware Limited, HUA DE FENG PLASTICS PACKAGING CO., LTD, Huzhou Xinlong New Materials Technology Co., Ltd, JIANGMEN XINKAICHENG STAINLESS STEEL PRODUCTS CO., LTD, KAIPING GENRIM SANITARY ENTERPRISE CO., LTD Langfang Jinxiangyu Electric Appliance Co., Ltd, Ningbo Souder Electric Appliance Co., Ltd, PRECISION SHUNDE ELECTRIC APPLIANCE FACTORY, SCS GROUP, SHENZHEN ONSONGOOVI TECHNOLOGY CO., LTD, YANGJIANG QI MENG INDUSTRY AND TRADE CO., LTD, YIWU DSP KITCHENWARE CO., LTD, YONYAN ELECTRIC GAS TECHNOLOGY CO., LTD, Zibo Shengongyuan Import and Export Co., Ltd, YANGJIANG QI MENG INDUSTRY AND TRADE CO., LTD, YIWU DSP KITCHENWARE CO., LTD, YONYAN ELECTRIC GAS TECHNOLOGY CO., LTD, Bi Group, Evren, Homa Industrial Group Company, Plastic Republic, YORK PL, ADRIANO, IQ Cosmetics, Alam Sauda, Arassa Onum, Belamsa, Bytplast, Dali-Yug, DomBytChim, Image-Borovichi, Kallos Volga, KRYPTEN, METKOM SHUISKAYA TABLEWARE, TM Dream, Mopexbel, M-plastic, NTM, Prof-Press, TECHMARKET, Stupinsky Chemical plant, Uzmetkombinat, Homver, Chasprom, EFKO COSMETICS, YARATAM COSMETICS, etc.



Program of events

One of the key components of the Non-Food Asia Expo exhibition was the **Consulting Center "Doing Business in the EAEU and Asian countries"**, within which on November 21 and 22 the following events were held:

- Round table **"Arrangement of commodity flows in the EAEU and Asian countries"**
- Round table **"Collaboration strategies for organizing and running a business"**

Speakers of the business program were Eurasian Economic Commission, KazakhExport, KTZ Express, NC KAZAKH INVEST, Halyk Bank of Kazakhstan, Sona Lab, Strategy&, Center for Digital Economy Development (Kazakhstan), KPMG Law, Center for Trade Policy Development "QazTrade", and Satbayev University.



Participation in the work of the consulting center is a unique opportunity for both participants and visitors to receive advice on import and export to the EAEU and Asian countries from logistics and financial companies, consultants working with foreign suppliers and specialists from certification centers.

Buyer – Supplier B2B negotiation sessions with retail chains

During the first two days of the exhibition, buyers from retail chains of Kazakhstan, Uzbekistan, Azerbaijan and Russia held 256 meetings with suppliers who presented their products and unique commercial offers to them. The **b2b negotiations** were attended by representatives of the Kazakhstan networks, such as Magnum, Abumi, Toimart, Dobrotsen, Solnechny, Carefood, Delicious Basket, Fix Price, Flip.kz, Ak-Kayin, as well as Bravo (Azerbaijan), Korzinka (Uzbekistan) and Drogeri Union (Russia).

Supported by the Ministry of Trade and Integration of the Republic of Kazakhstan and the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken"



Exhibition partner
Registration sponsor



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