



November 21 –23, 2024

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



**EC Atakent | Almaty | Kazakhstan
pavilion 11**

NON-FOOD ASIA EXPO will once again show premieres and new products from different countries of the world in Almaty

From November 21 to 23, the 3rd international exhibition of consumer goods for retail chains and marketplaces NON-FOOD ASIA EXPO Almaty 2024 will be held in the Atakent Exhibition Center 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».

Exhibition [Non-Food Asia Expo](#) – an effective tool for expanding the geography and volume of sales, increasing the customer base and building relationships with the largest retail chains and marketplaces of the EAEU countries.

Once again, wholesale buyers from Central Asia will meet with key and new suppliers of household goods and get acquainted with hundreds of new products manufactured in Kazakhstan, Kyrgyzstan, China, the Republic of Belarus, Russia, Iran, Turkey and Japan.

During the 3 days of work, visitors will be presented with more than 300 brands from leading market players and direct manufacturers, including: All-Trade, Alam Saud, Belemsa, Bytplast, Stupino Chemical Plant, RB Brands, Cleanco, Bi Group, EFKO, NTM, Miras Distribution, Joby Home, Alpika, Kallos Volga, IQ- Cosmetic, Asian Cosmetics, Homa Industrial Group Company, TELLI ONDIRIS, VI&Company, Semily Kazakhstan, Evren, Raduga and others.

The exhibition premieres will be presented in the following categories:

- tableware, household goods, household
- goods, home appliances
- textiles for home, kitchen, bathroom, bedroom
- household and professional chemicals, car chemicals
- cosmetics, perfumes, personal hygiene, hair care products, nail care, interior and decor
- items, home fragrances
- goods for summer cottages and country recreation
- gifts, souvenirs, New Year and holiday products, toys and
- games, goods for children, stationery

Especially for wholesale buyers, suppliers will offer special conditions when concluding contracts, which will be valid only from November 21 to 23, and will also tell visitors about the possibilities of contract manufacturing for creating their own brands.

Program of events «Doing business in the countries of the EAEU and Asia»

An obligatory element of the Non-Food Asia Expo exhibition has become **Consulting Center**. Participation in the work of the consulting center is a unique opportunity for participants and visitors to receive consultations on import and export issues to the countries of the EAEU and Asia. Among those providing consultations are: logistics companies, government agencies and specialized associations, banks and financial companies, customs brokers, certification centers, legal and consulting companies, consultants on working with foreign suppliers.

With the exhibition consultants you will be able to discuss complex logistics, transit zones, financial settlements, cooperation issues for the organization and development of business: from raw materials, packaging and equipment for production, to registration of trademarks, certification of goods and composition of products to entering marketplaces and retail chains, development of a partner network and business using the franchising model.

The preliminary program of the Consulting Center «Doing Business in the EAEU and Asia» consists of two areas:

1) round tables, where industry leaders will discuss new supply chains in Central Asian countries, as well as the latest cases and insights from the industry.

Round table "Organization of commodity flows in the countries of the EAEU and Asia" (November 21)

- Peculiarities of export and import. Transit zones
- Certification of foreign trade transactions
- State export support programs
- Logistics and customs brokerage services (insurance of international cargo)
- Peculiarities of working with countries with complex logistics: what to consider
- Financial settlements: opening accounts, conducting financial transactions

Round table "Strategies of cooperation for organizing and running a business" (November 22)

- Introduction to the business environment and investment potential of Kazakhstan
- Raw materials, packaging solutions, equipment – search for partners and organization of deliveries
- Intellectual property. Registration of trademarks. Certification of goods and compositions of final products
- Increasing distribution channels – regional marketplaces, online stores and retail chains
- Marketing, AI
- Registration of a legal entity/representative office in Kazakhstan

2) b2b negotiations sessions with retail chains «buyer – supplier», where manufacturers will be able to personally present their products to the buyer.

The following retail chains have been invited to participate in the negotiations: Magnum (Kazakhstan), Galmart (Kazakhstan), Small (Kazakhstan), Anvar (Kazakhstan), Ideal Market (Kazakhstan), Cosmart (Kazakhstan), Lider (Kazakhstan), Arbus (Kazakhstan), Korzinka (Uzbekistan), Novex (Russia), Drogerie Soyuz (Russia), Slata (Russia), Maria-Ra (Russia), Narodny (Kyrgyzstan), Globus (Kyrgyzstan), Bravo (Azerbaijan), Olivia Beauty&Care (Azerbaijan), Rakhat Market (Azerbaijan), Grandmart (Azerbaijan), Araz (Azerbaijan), Bazarstore (Azerbaijan) and others.

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Get to know new products «live», discuss the terms of future purchases directly with direct manufacturers, build new logistics chains with countries of the region!

JOIN US NON-FOOD ASIA EXPO!

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