



non-food asia expo

November 9-11, 2023

EC Atakent, Almaty, Kazakhstan

Business bridge between Europe and Asia. International industry specialized exhibitions in autumn 2023 in Kazakhstan!

NON-FOOD ASIA EXPO – A business bridge between Europe and Asia, new opportunities for business development, conclusion of promising contracts between Russian producers and new partners of Eurasian countries. This is a platform for communication between manufacturers of household goods, household and professional chemicals, cosmetics and perfumes with partners and customers from Eurasian countries. The event helps build strong relationships with existing and new partners, find new supply, logistics and operational opportunities for business development, share your experience, and completed projects with key market players and build the company's work in accordance with the latest trends and industry expectations.

The main advantages of the project:

- A stable alternative platform for continuing cooperation with partners and suppliers in the new conditions.
- Actual logical expansion of successful domestic projects HouseHold Expo, ChemiCos, BeautyChemiCos, ChemiCos Industry, Stylish Home. Objects & Tableware, ChristmasBox Podarki, Outdoor Dacha to the markets of Central and Central Asia.
- Active development and expansion of the geography of presence at the expense of Eurasian partners.
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- Organization of new procurement, raw materials, equipment for Russian channels suppliers.
- Open opportunities to create alternative supply chains with the regions of Central Asia and the SCO (Shanghai Cooperation Organization).

Participation in the exhibition will give a new impetus to the development of companies in the non-food sector, help compensate for situational losses, build new interaction schemes with partners around the world.

European and Asian exhibition partners have already confirmed their interest in the project.

Exhibitors – the formation of an exposition with the participation of European manufacturers from the UK, Germany, Italy, Poland, the Republic of Belarus, Turkey, France, the Czech Republic and Russia.

Exhibition visitors – the largest retail chains and distributors in Russia, Kazakhstan and other countries of the region

Within the framework of the forum, **the Trade and Economic Session “Russia – Kazakhstan”**. In focus will be held:

- Alternative procurement and supply chain systems, new sales channels.
- Procurement of raw materials and industrial equipment for Russian industries.
- Trends in logistics, creation of transporter hubs: new opportunities and challenges.

More about the project: <https://nonfood.asia/en/>

See you on November 9-11 in Almaty!

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