

BUSINESS BRIDGE BETWEEN EUROPE AND ASIA

International exhibition of non-food
products for retail chains and marketplaces



**non-food
asia expo**

**November 9–11, 2023 | Kazakhstan
Almaty | EC Atakent**





NON-FOOD ASIA EXPO is a ground for effective communication and cooperation expansion between Europe and Asia, increase of household goods, household and professional chemicals, cosmetics and perfumery production volume, export and import, business development and conclusion of promising trade contracts between manufacturers and new partners from Eurasian countries.

The exhibition organizer is Mayer Expo Asia LLP (Kazakhstan).

Over 200 manufacturers and distributors from Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan, Belarus, Turkey, Russia and China will take part in the exhibition.

For the first time in Kazakhstan, thousands of new products and product lines will be presented in the following categories: tableware, household chemicals and cosmetics, plastic products, household goods, household appliances, interior items, home fragrances, gifts and goods for children, goods for the garden and cottage.

FEATURES AND BENEFITS OF NON-FOOD ASIA EXPO

- A unique business platform for establishing and maintaining cooperation with partners and suppliers.
- Increasing the export/ import volume and production of household goods, household goods, goods for children, interior items, textiles, and decor.
- Active business development and expansion of geographic presence through Eurasian partners.
- Organization of new supply channels, raw materials, equipment for suppliers in the CIS countries.
- Open opportunities to create alternative logistic chains with the regions of Central Asia and the SCO (Shanghai Cooperation Organization).

EXHIBITION PARTICIPANTS*

Exhibitions with the participation of European and Asian manufacturers, the largest wholesale companies, retail chains and distributors of Kazakhstan, and various regions of Central Asia.

Among the participants are Prokhim NPO, Khimetika, Metal Products Plant ZMI, Verde, Bytplast, GID GLASS, Empire design, Plastic Republic, Greenfield Rus, BZPI, Fabrik cosmetology, Norvin, Efko- Cascade, Amada Bio, NT Cosmetics, TD «Your Gold», China Strong Developer Trading Co LTD, Result.Pro, Pakhra, Polimerbyt, Dr.Clean, TOO KazbioChem, JobyHome, Zeta Plast LLP, Glorus-Nord, Sirius LLP, Bionics, Dohloks Technologies, ChebPlast, Grim St.Petersburg, Apraksin 44, Vita-Standard, OptRetail, Trade Mark LLP, Mikrokhim LLP, Flora, Rubus LLP Kazakhstan, Empire of Gifts, Turkmen Berk-Metal, Evren Mutfak Eşyaları, Arnest, Alam Sauda LLP, Ferverika, Dr. TOO. Green, Amina Trade, Rustabexport, LAKMA, AMC Chemical, Belaya Manufactura, TOO NC Kazakhstan, PC Bilal and many others.

**August 2023*



BUSINESS PROGRAM

On November 9th and 10th, within the framework of the exhibition there will be held

INTERNATIONAL FORUM ON THE DEVELOPMENT OF THE MARKET FOR NON-FOOD PRODUCTS IN CENTRAL ASIA COUNTRIES NON-FOOD ASIA EXPO.

Forum organizers: Foreign Trade Chamber of Kazakhstan under the NCE RK "Atameken" and Mayer Expo Asia.

Forum program:

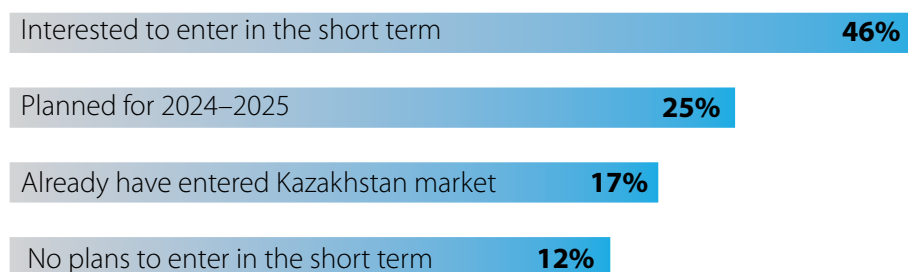
- Features of the Central Asia market: legislation, retail formats, development trends;
- Export potential and access to new markets: what needs to be taken into account
- Transformation of goods flows and alternative options for supplying countries
- New purchasing strategies and concluding direct contracts with foreign manufacturers
- Features of international banking payments
- Drivers of growth in international e-commerce
- Potential for the development of private labels in the markets of Central Asia

The following will share their expertise at the Forum:

- Madina Seisengalieva, Commercial Director, NielsenIQ Kazakhstan
- Daniyar Alshanbaev, General Director, Aurora Production Complex
- Oleg Pechenkin, Head of Representative Office in Kazakhstan, Russian Export Center
- Gennady Shestakov, Chairman of the Board of the ALE «Kazakhstan Association of Customs Brokers»
- Lyubov Kozmina, General Director, Drogerie Union
- Olga Kondratyeva, Purchasing Director, Schiever Uzbekistan
- Anatoly Demidenko, Head of the private label department, Korzinka (Uzbekistan)

EXHIBITION PARTICIPANTS SURVEY

Interest in entry into to the Central Asia markets:





International exhibition of cookware, household goods, plastic items and goods of social importance. The major on the territory of Russia and Eastern Europe trade exposition of non-food goods



International specialized exhibition of interior items, décor, home lights and textiles



International specialized exhibition of gifts, souvenirs, New Year, Christmas and festive products



Salon of toys and games



International specialized exhibition of goods for country life, garden design, flowers, lights and tools, picnic in a garden, furniture for garden and HoReCa



International specialized exhibition of professional and household chemicals, raw materials and ingredients



International specialized exhibition of cosmetics and perfumery, hygiene products, ingredients and packaging

mayer expo asia

ORGANIZER:

Mayer Expo Asia Kazakhstan

Tel.: +7 775 919 78 82

E-mail: nfa@mayer.kz

Web-site: www.non-food.asia

INTERNATIONAL BRANCHES:

France

Mayer International Project

Tel.: +33 663 26 63 55

E-mail: nfa@mayerprojects.com

Web-site: www.mayerprojects.com

Turkey

Go Fair Turkey

Mr Sercan Çalto

Tel.: +90 216 470 61 42

E-mail: sercan@gofairturkey.com

India

Comnet Exhibition PVT

Mr Prince Singh

Tel.: +91 8826798171

E-mail: princes@eigroup.in

China

Hk Huizhan Int'l Group Co., Ltd

Tina Lee

Tel.: +86-760-23887777 ext.8818

Mo6.: +86-13925320400

Email: project-d@hktexpo.hk

Web-site: www.hktexpo.com

www.hktexpo.hk

