

ASIA IS VERY CLOSE

International Exhibition of Non-Food Products

NON-FOOD ASIA EXPO 2023

Almaty | Kazakhstan

9 - 11 November 2023.



From 9 to 11 November 2023, the International Exhibition of Non-Food Products **NON-FOOD ASIA EXPO 2023** will be held at the Atakent Exhibition Centre (Pavilion 10).

**non-food
asia expo**

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

[NON-FOOD ASIA EXPO](#) is a topical extension of successful domestic projects of HouseHold Expo, Stylish Home. Objects & Tableware, ChristmasBox Podarki, Toy Market, Outdoor Dacha, ChemiCos, BeautyChemiCos and ChemiCos Industry to the EAEU markets.

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

NPO Prokhim, KhimEtika, ZMI Metal Products Plant, Vita-Standard, Bytplast, GID GLASS (Sole Proprietor M.Yu. Trifonova), EMPIRE DESIGN (Monde design), Plastic Republic, Greenfield Rus, BZPI, Fabrik cosmetology, Norvin, EFKO Cosmetic, Amada Bio, NT Cosmetics, TH "Vash Gold", SDT (China, Strong Developer Trading Co LTD), Resultat.Pro, Pakhra, TOO Zeta Plast, Glorus-Nord, Sirius TOO (Sirius Pharma TOO), Bionix (Volgograd Region Export Support Centre), Tekhnologii Dokhloks, CHEBPLAST, Grim SPb, Apraksin 44 (Sole Proprietor V.V. Ilyichev), OptRetail, TOO Trade Mark, TOO Mikrokhim, Flora (Shanghai Tang Dynasty Cultura Exhibition Co., LTD), TOO Rubus Kazakhstan, Grant Adal, Empire of Gifts, Turkmen Berk-Metall, Evren Mutfak Eşyaları, Arnest, TOO Alam Sauda, Ferverika, TOO Dr. Green, Factory Ksonas, Amina Trade, Rustabexport, LAKMA, AMS Chemical, Belaya Manufaktura, TOO NC Kazakhstan (NC Kazakhstan), PK Bilal, VERDE, and many others.

PARTICIPATE

VISIT

► New products and premieres

On the website of the exhibition partner, you can already find the [premieres and new products](#) of the exhibitors of **NON-FOOD ASIA EXPO-2023**:

[EMPIRE DESIGN](#) – home fragrances;

[VERDE](#) – cleaning kits;

[Bionix](#) – laundry detergents;

[Vita-Standard](#) – dietary supplements (Magniy-Standard drink);

[Tekhnologii Dokhloks](#) – insecticides;

[Factory Ksonas](#) – laundry gels;

[KhimEtika](#) – stain removers, laundry detergents, dishwasher

tablets;

[CHEBPLAST](#) – watering hoses;

[EFKO Cosmetic](#) – laundry gels.

► Business programme

On 9 and 10 November, **THE INTERNATIONAL FORUM ON THE DEVELOPMENT OF THE NON-FOOD MARKET IN CENTRAL ASIA NON-FOOD ASIA EXPO** will take place within the framework of the exhibition. Organisers of the **Forum**: Mayer Expo Asia and the Chamber of International Commerce under the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken"

The programme includes:

- Features of Central Asian markets: legislation, retail formats, development trends;
- Export potential and access to new markets: what needs to be considered
- Transformation of commodity flows and alternative supplier country options
- Peculiarities of import of non-food products into the Russian Federation
- New procurement strategies and direct contracts with foreign manufacturers
- Peculiarities of international bank settlements
- Drivers of international e-commerce growth
- Potential for CTM development in Central Asian markets

The Forum will feature the expertise of:

- **Madina Seysengalieva**, Commercial Director, NielsenIQ Kazakhstan
- **Daniyar Alshanbayev**, Director General, Production Complex "Aurora"
- **Oleg Pechenkin**, Head of Representative Office in Kazakhstan, Russian Export Centre
- **Gennady Shestakov**, Chairman of the Council of the Association of Legal Entities "Kazakhstan Association of Customs Brokers"
- **Lyubov Kozmina**, Director General, Drogerie Soyuz
- **Olga Kondratyeva**, Procurement Director, Schiever Uzbekistan
- **Anatoly Demidenko**, Head of Private Labels Department, Korzinka (Uzbekistan)

FORUM PROGRAMME

► Opportunities and advantages of NON-FOOD ASIA EXPO

1. A unique business platform for establishing and maintaining cooperation with partners and suppliers.
2. Increase in exports, imports and production of home goods, housewares, products for children, interior furnishings, textiles, and decor.
3. Active business development and geographic expansion through Eurasian partners.
4. Organisation of new channels of purchases, raw materials, equipment for CIS suppliers.
5. Open opportunities for alternative supply chains with Central Asian regions.

Meet new products live and discuss terms of future purchases with direct manufacturers!

[Accommodation in hotels](#)

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Organiser

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