

BUSINESS BRIDGE BETWEEN EUROPE AND ASIA

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



November 9–11, 2023
Kazakhstan, Almaty
EC Atakent

Post release

First results of NON-FOOD ASIA EXPO 2023 summarized

From November 9 to 11 the Atakent Exhibition Centre (Almaty, Kazakhstan) for the first time hosted the International Exhibition of Non-Food Products NON-FOOD ASIA EXPO 2023. More than 3,850+ industry professionals attended the 3-day event. Preliminary data shows that about 250 contracts for 2024 goods procurement have been concluded during the exhibition working days.

Buyers from Azerbaijan, Spain, Italy, Kazakhstan, Kyrgyzstan, China, Latvia, Mongolia, UAE, the Republic of Belarus, Russia, Tajikistan, Turkey, Uzbekistan, and Japan visited the exhibition. The largest retail chains and wholesale companies of the region Arbutz group, Abumi, Anvar, Technodom, Comfort DIY, Dobrotsen, EVRIKA, Caregood/GRAND RETAIL, Carrefour Mongolia, Galmart/Galmart.kz, Magnum cash&carry, Small, Best Asia, Komandor, OKEY, Comfort Distribution, Toymart, FLIP KZ, Oasis Group Distribution, Borosil also got acquainted with the goods presented at NON-FOOD ASIA EXPO 2023.

The exhibition success approved the trend for consumer goods market request growth in Central Asian countries. NON-FOOD ASIA EXPO presented the most popular product lines from manufacturers and distributors of Belarus, Denmark, India, Iran, Spain, Kazakhstan, China, Kyrgyzstan, Norway, Poland, Russia, Turkmenistan, Turkey, Uzbekistan, France.

Over 100 companies presented their premieres and novelties 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 garden and cottage. At the exhibition, buyers experienced hundreds of both new and well-known [brands](#) in person. And they concluded contracts with special terms, taking into account special prices valid only during the exhibition period.

Among the exhibitors: [AMC Chemical](#), [Unicum](#), [EMPIRE DESIGN](#), [EMPIRE](#), Evren Mutfak Eşyaları, Fabrik cosmetology, GID GLASS, GI Factory, [JAPAN QUALITY TRADE \(TAMIKO & JOBY\)](#), KazbioChem, [NT Cosmetics](#), LLP [Doctor Green](#), LLP [NC KAZAKHSTAN, P.T.Z.](#), [VERDE](#), CHANGJI NAFINE DAILY CHEMICAL CO., LTD, Hefel tospeed imp & exp co LTD, Tandiry.Kz, Yangjiang Manjia Industry&Trade, Zhejiang Free Trade ZonaCitioty, Hoz Group, DunDun Group Co LTD, Happy Life Limited, Donsun Commercial & Trading Co, Sanlida Electrical Technology Co., Ltd, Zhejiang Zhenghong Kitchenware, Ningbo HOZ TRADING CO., LTD, Canton Tuotown Knif Company, Zhejiang dingyo Trading, [Yiwu Ligan Import And Export Co., Ltd](#), [Abrasive Technologies](#), Arnest, Business Entity Bagtly zamana, [Belaya Manufaktura](#), ["Borisov Plastic Products Plant"](#), [Bionix](#), [Bytplast](#), [Vita-Standart](#), [Glorus Nord](#), Greenfield Rus, [AZMAK LLP](#), [Borosil CIS](#), [UCJ Kazakhstan](#), [ZMI Metal Products Factory](#), [Key Chemicals](#), MOPEXBEL, Norvin, NPO Prokhim, [PAHRA](#), Pak Simin, PK [Bilal](#), [PLASTIC REPUBLIC](#), [Polimerbyt](#), Resultat.Pro, Rustabexport, Sirius Pharma Limited Liability Partnership, [JSC Stupino Chemical Plant](#), TH Grass, [Dohlox Technologies](#), Top Grill LLP [Rubus Kazakhstan](#),

[TradeMark LLP](#), [Zeta Plast LLP](#), [Alam Sauda LLP](#), [Microhim](#), [Turkmen Berk-Metal](#), [Xonas Factory](#), [ChemEtika](#), [CHEBPLAST](#), [EFCO Cosmetic](#) and many others.

The [new range](#) of household goods was presented in the following categories:

- [Kitchen utensils and cookware](#)
- Household chemicals: [laundry detergents](#), [dish washing](#), [cleaning products](#)
- [Household and cleaning supplies](#)
- [Goods for beauty and health](#)
- [Decoration and interior products, gifts](#)
- [Goods for cottages and country rest](#)
- [Goods for children](#)
- [Storage systems](#)

On November 9 and 10, a [Conference on the non-food market development in Central Asian countries was held](#) with the support of the Foreign Trade Chamber at the National Chamber of Entrepreneurs of the Republic of Kazakhstan (Atameken).

The main topics of the Conference were market development trends in Asian countries, assortment development and e-commerce, state support measures for non-resource exports, building a mutually beneficial partnership between the countries of the region, customs and tariff regulation and the results of zero customs duties, potential for the Private Label Brand development in the markets of Central Asia, optimal logistic solutions and much more. Representatives of Almaty Akimat, NielsenIQ Kazakhstan, KazTrade, Qaz Textile Industry, PC "Aurora", Association of manufacturers of perfumes, cosmetics, household chemicals and hygiene products, Kazakhexport, Kazakh Invest, Olbo, Aromagroup and other experts spoke at the conference.

Within the **Buyer – Supplier** negotiation session exhibitors and retail chains from Mongolia, Russia and Kazakhstan held 85 meetings in an atmosphere of business activity and high efficiency.

NON-FOOD ASIA EXPO is an international platform for finding new reliable customers, suppliers and partners, uniting buyers and manufacturers from all over the world in the non-food market. Trade development, growth of economic ties between the countries of the Eurasian region, new logistics chains for export and import of consumer goods and services are the main opportunities for the business community of Central Asian countries.

[NON-FOOD ASIA EXPO](#) expands its geography. In 2024, the exhibition will be held 2 times: in spring on May 21 -23 in Tashkent, Uzbekistan and in autumn again in Almaty, Kazakhstan on November 21 - 23, 2024.

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