



جمهوری اسلامی ایران
وزارت امور خارجه



شماره : ۱۴۵۱/۲۶۳۳۹۹۴

تاریخ : ۱۴۰۴/۰۶/۲۴

زمان : ۱۶:۱۲:۵

پیوست : دارد

توسط شبکه پیام دولت دریافت شد
تاریخ : ۱۴۰۴/۰۶/۲۵
ساعت : ۷/۵

بسمه تعالی

جناب آقای صمدزاده صابر

مدیرکل محترم دفتر دیپلماسی اقتصاد مقاومتی

موضوع: نمایشگاه بین المللی تولیدکنندگان کالاهای منزل، لوازم خانگی و تجهیزات نظافت حرفه ای ۲۳ تا

۲۵ مرداد ۱۴۰۴ در آستانه - قزاقستان

باسلام و احترام؛

به پیوست کاتالوگ و اطلاعات مربوط به برگزاری نمایشگاه بین المللی تولیدکنندگان کالاهای منزل و لوازم خانگی به نام **housekeeping expo Kazakhstan** و نمایشگاه تخصصی بین المللی در حوزه مواد شوینده و تجهیزات نظافت حرفه ای موسوم به **clean expo astana** از تاریخ ۲۳ تا ۲۵ مهرماه ۱۴۰۴ (۱۷-۱۵ اکتبر ۲۰۲۵) در مرکز نمایشگاهی آستانه جهت ملاحظه و دستور اقدام مقتضی ایفاد می گردد .

علاقمندان برای شرکت در این دو رویداد نمایشگاهی می توانند از طریق مراجعه به سایت **housekeepingexpo.kz** به صورت برخط برای بازدید و یا برپایی غرفه ثبت نام نمایند

دریافت اطلاعات تکمیلی از طریق شماره تماس متصل به واتساپ +۷۷۷۱۷۱۸۸۰۹۷ و ایمیل **info@housekeepingexpo.kz** میسر می باشد.

علی اکبر جوگاز
سفیر جمهوری اسلامی ایران در آستانه

مرکز پانگولی اصل سازمان توسعه تجارت ایران
دبیرخانه مرکزی
شماره : ۹۰۴۸۵۷۹
تاریخ : ۱۴۰۴/۰۶/۲۵

رونوشت :

- جناب آقای گذاری مدیرکل محترم دفتر آسیای میانه، قفقاز، روسیه و سرپرست دفتر اروپا و آمریکا سازمان توسعه تجارت ایران
- جناب آقای عسگری معاون محترم امور بین الملل اتاق بازرگانی، صنایع، معادن و کشاورزی ایران
- جناب آقای بنایی فر معاون محترم امور بین الملل اتاق تعاون ایران
- جناب آقای عابدی رئیس محترم اتاق بازرگانی مشترک جمهوری اسلامی ایران و جمهوری قزاقستان

**International Exhibition of manufacturers of housewares',
household goods and interior accessories -Housekeepingexpo
Kazakhstan**

**International specialized exhibition of professional household chemicals
and equipment for professional cleaning – Clean Expo Astana
October 15-17. 2025, IEC "EXPO"
Astana, Kazakhstan**



www.housekeepingexpo.kz

Information :



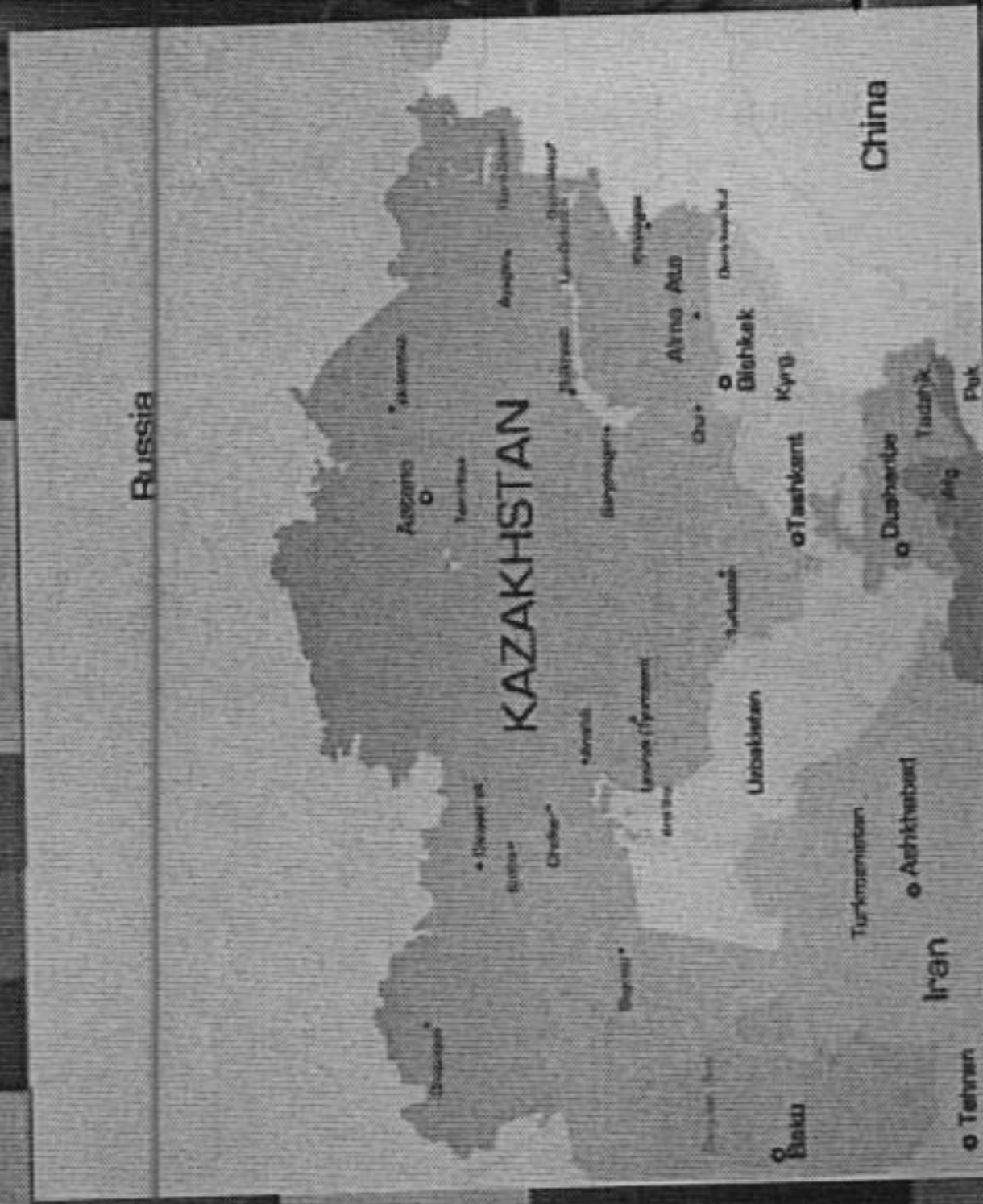
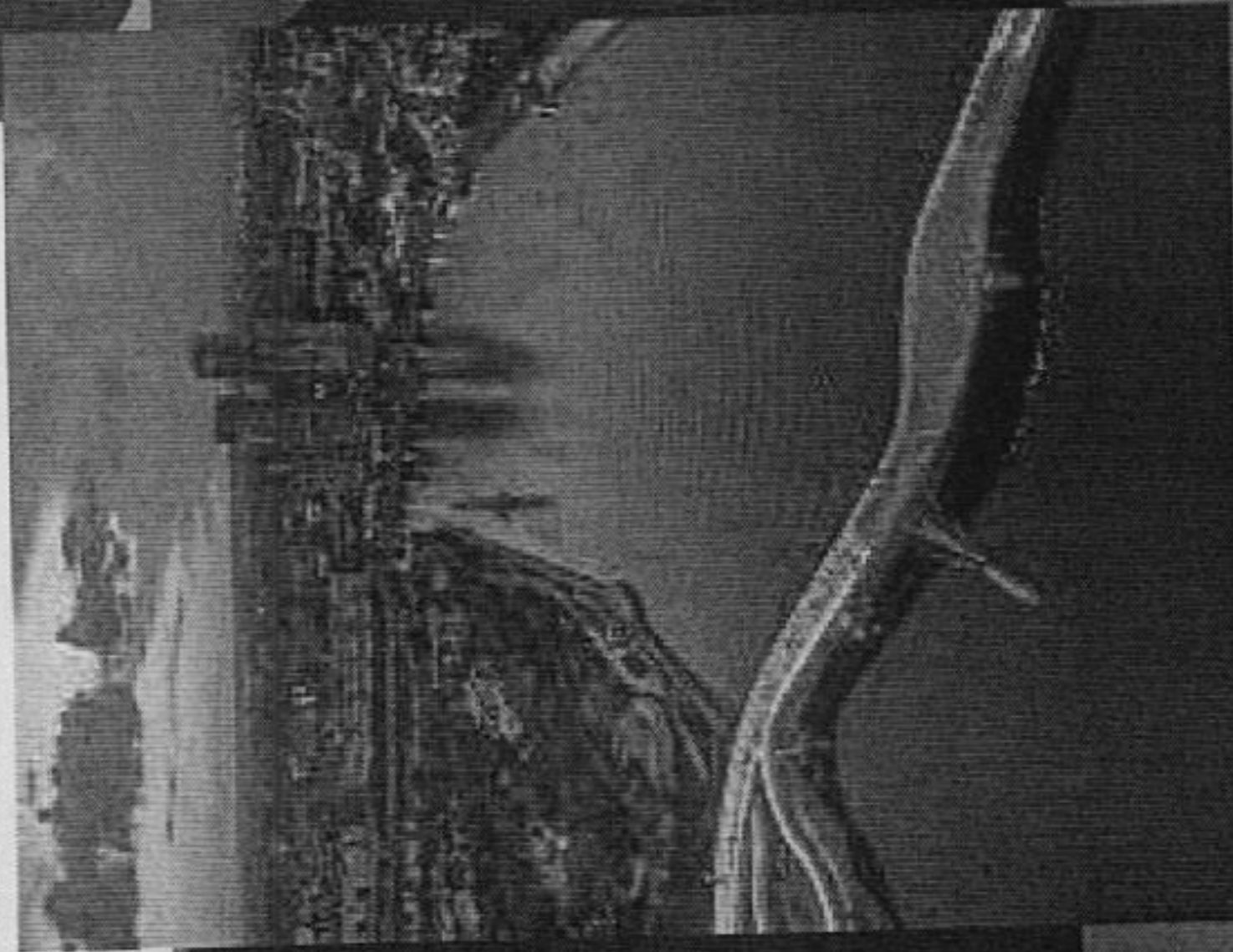
Our company is an experienced organizer of successful international b2b exhibitions and business projects in the segment of consumer and industrial products. Our team consists of professionals in the field of organizing exhibitions who love their job and work for the result. Exhibitors receive full support from stand selection to dismantling.



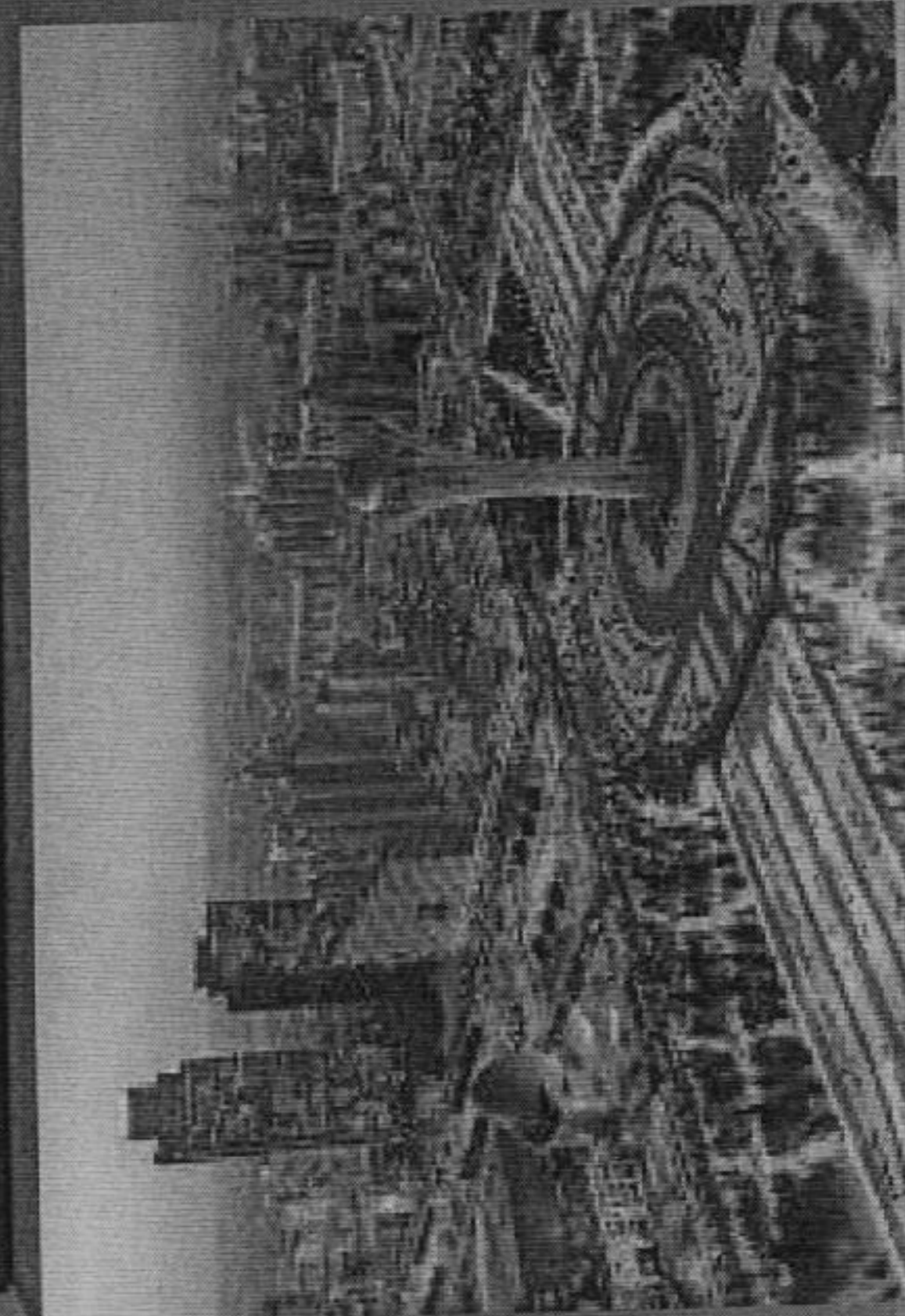
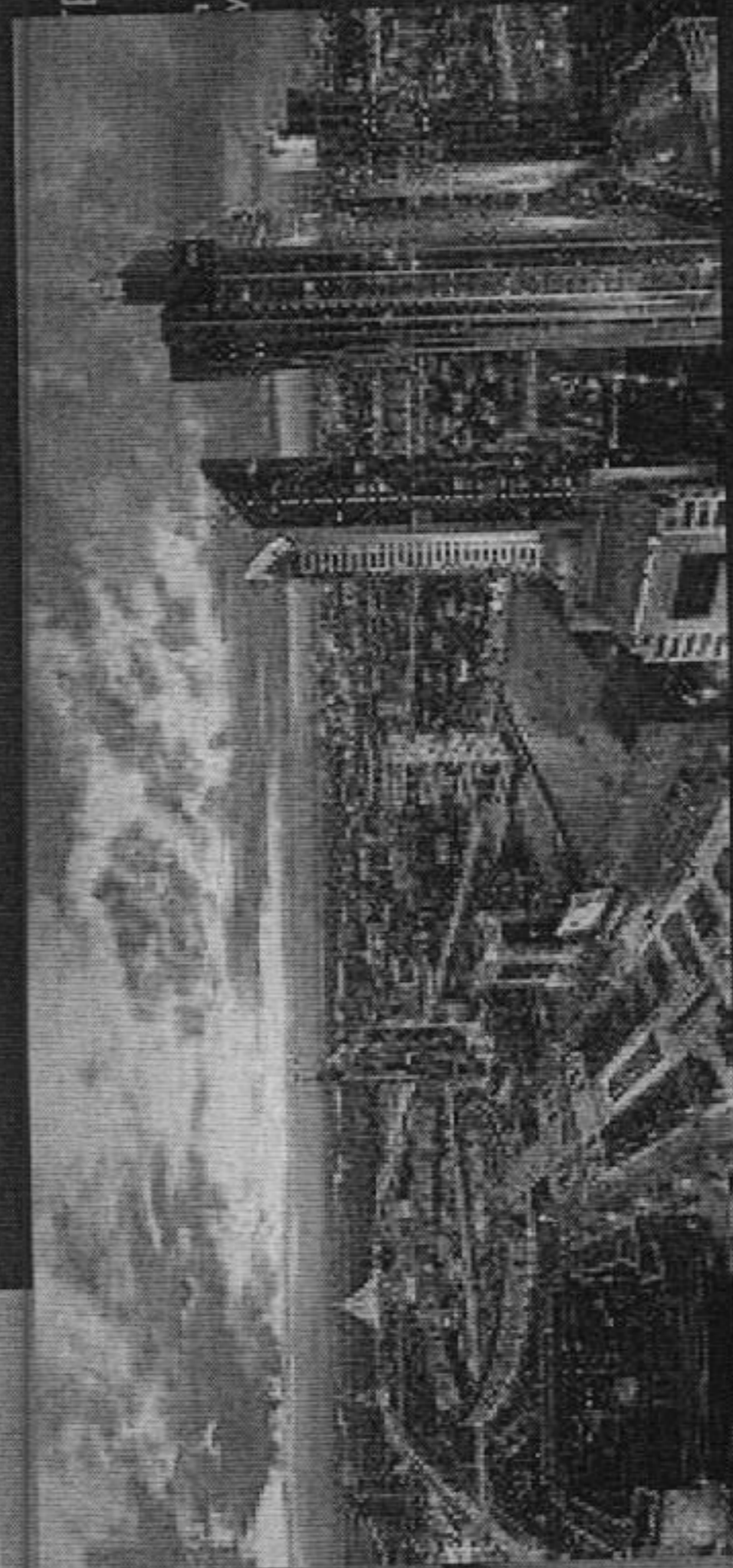
The Housekeepingexpo Kazakhstan & Clean Expo Astana exhibitions will be held for the third time in the capital of Kazakhstan, in Astana, at the EXPO IEC. This exhibition will allow you to improve cooperation with Kazakhstan.

IEC«EXPO»

INTERNATIONAL EXHIBITION CENTER



ORGANIZED BY



Exhibition sections:

DISHES

Cookware and accessories
Serving utensils
Gift tableware
Professional tableware
Decoration and tableware
HoReCa

KITCHEN

Utensils for cooking from various materials
Kitchen tools, accessories
Hinged systems, household appliances for the kitchen
Tablecloths, napkins, kitchen towels, aprons and more

HOUSEHOLD GOODS

Home and bathroom accessories
Cleaning items
Plastic products for the home

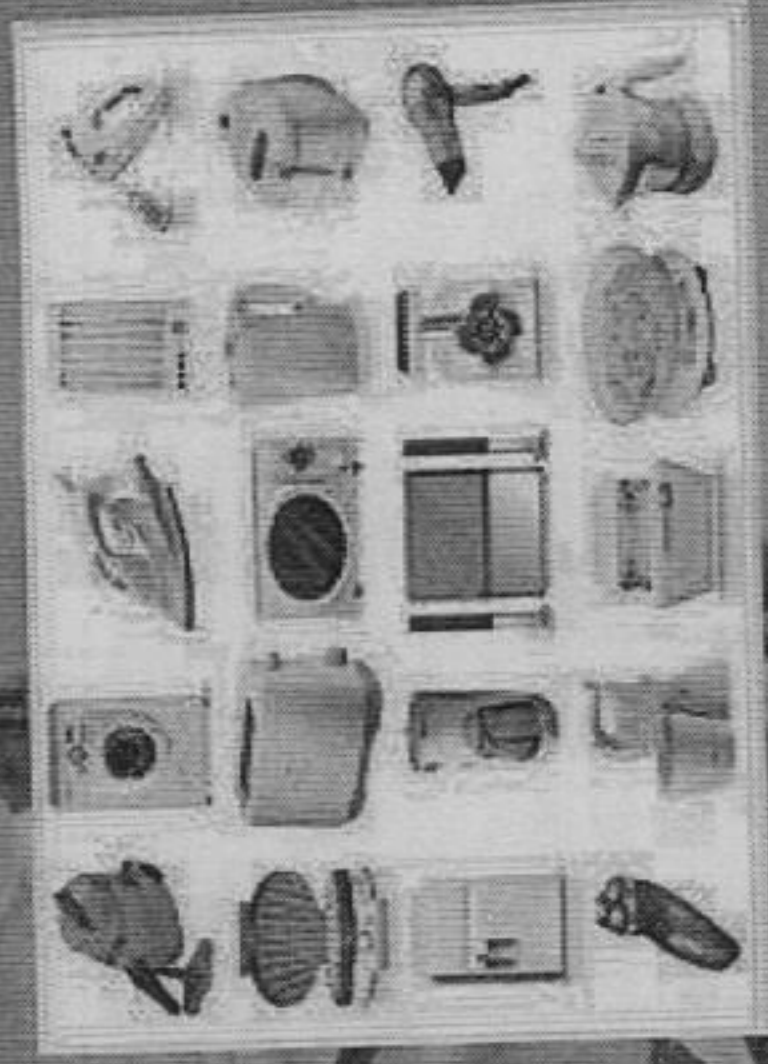
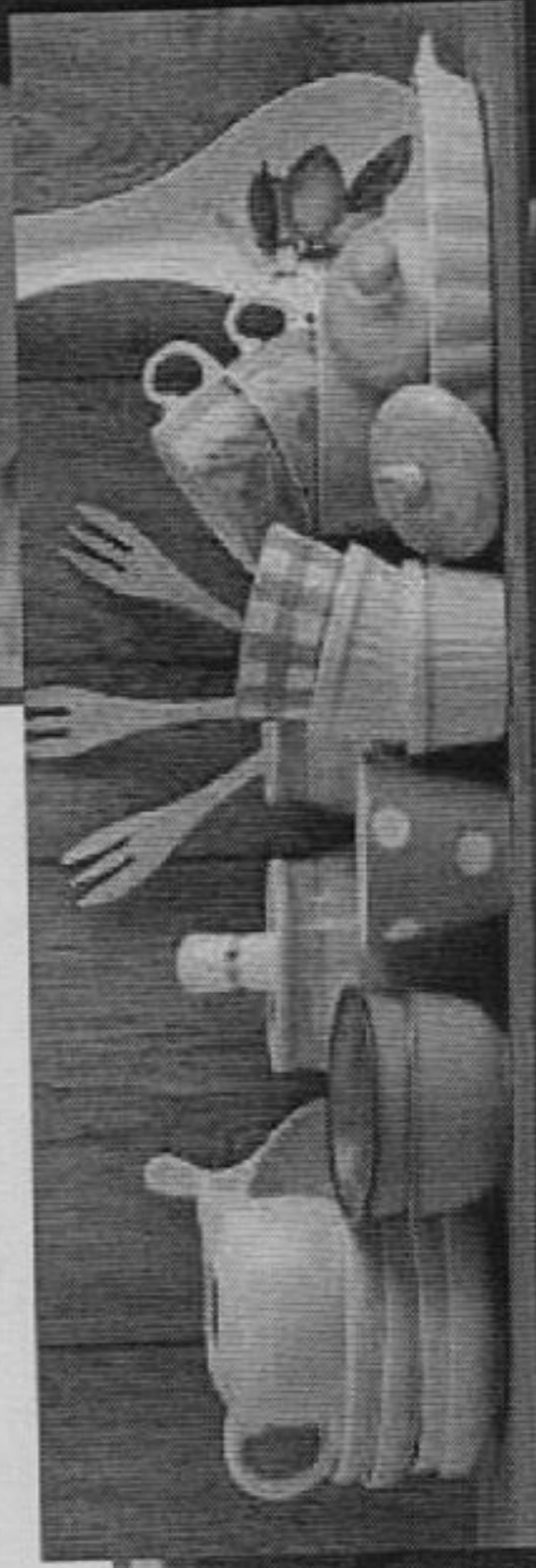
Wiping materials

ACCESSORIES AND DECORATIONS FOR THE HOME:

Souvenir products
Paintings
Interior products
Fragrances and candles for the home

SANITARY AND HYGIENIC PRODUCTS

Toilet paper
Paper towels, napkins, handkerchiefs
Cotton-hygienic products and personal hygiene products
Wet wipes for any purpose



Audience

Exhibitors

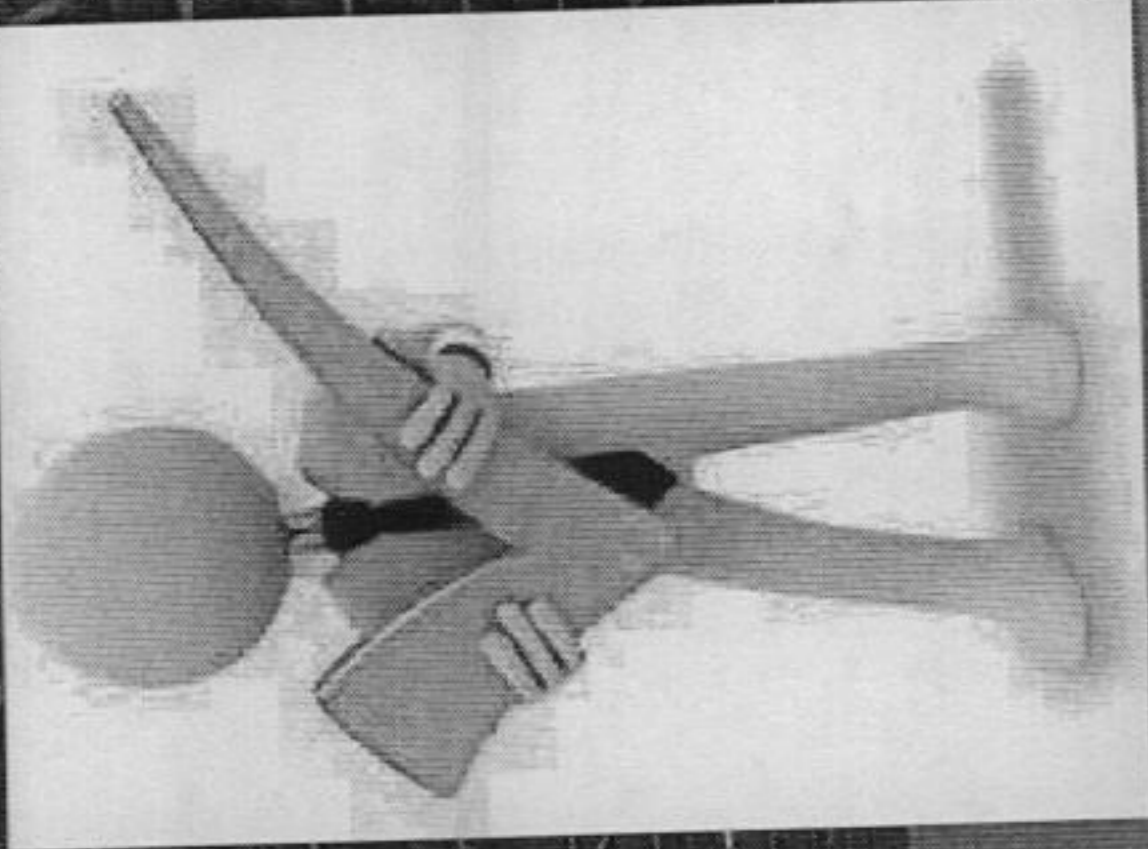
- ❖ Manufacturers
- ❖ Suppliers of tableware and household goods
- ❖ It is expected that the exhibition will be attended by companies from Kazakhstan, Russia, Germany, Turkey, Poland, Uzbekistan, Switzerland, Italy, Iran, Japan, China and other countries.

Business Visitors

- ❖ Wholesale companies, distributors
- ❖ Specialized stores for home and garden goods, tableware, decor, textiles
- ❖ Purchasing departments of retail chains and supermarkets
- ❖ HoReCa (hotels, restaurants, cafes, etc.)
- ❖ Wholesale companies supplying the HoReCa market
- ❖ Online shopping



Advantages

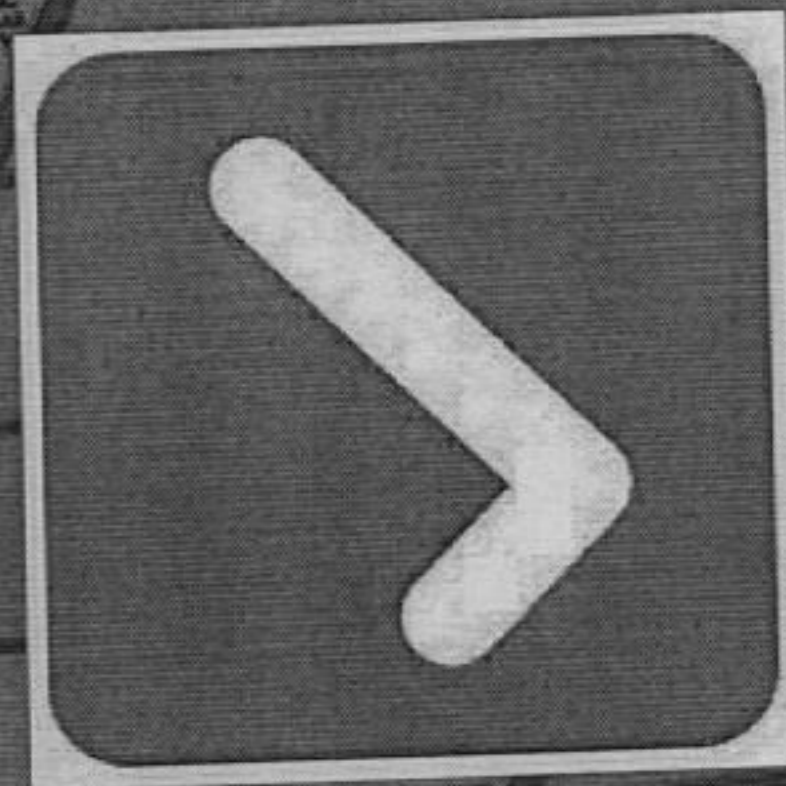


Exhibitors

- ❖ Over 2500-3000 professional visitors
- ❖ Increase awareness and improve your brand reputation
- ❖ New business contacts and increased sales
- ❖ Market analysis

Visitors

- ❖ All Brands in one place
- ❖ Wide range of products
- ❖ Unique events for professionals
- ❖ Ideas for inspiration
- ❖ Opportunity to communicate with the first persons of the companies



EXHIBITION is the only tool that affects on all five human senses, giving you the opportunity demonstrate a product, answer a question, remove objections, and most importantly build relationships with their customers and potential clients.

Advertising for the exhibition



Our company has carefully studied the market of Kazakhstan and is ready to offer you advertising tools that may be useful to you.

What types of advertising do we use:

- ❖ *Internet advertising, contextual advertising (in all social networks)*
- ❖ *Direct Advertising (Direct contact may involve either a personal presentation of the advertised offer or a remote presentation, such as by mail, telephone, or other means)*
- ❖ *Print Advertising (flyer, booklet, catalogue, poster)*
- ❖ *Promotional Activities*
- ❖ *Outdoor advertising (Outdoor Advertising) (billboards, city board, posters)*
- ❖ *Radio advertising (Radio Advertising)*
- ❖ *Promotion at specialized places (exhibitions, forums)*

The main goal of advertising is to increase the volume of sales of services and goods.

Organiser



HOUSE KEEPING
CleanExpo

EXPO

Our company TOO "Kaziron Trade" tries to develop your company and improve relations between partners for each exhibitor. In turn, we will be happy to help in organizing a business program within the framework of our exhibition, visa support, PR - campaigns to attract visitors to the stand and, of course, in the construction of stands.

Venue of the exhibition:

IEC "EXPO", Astana,
Street: Mangilik EI, 53/1

Tel.; +7 (727) 310 19 18
Tel.; +7 (771) 718 80 97
Tel.; +7 (771) 708 08 08(WhatsApp)
email.; info@housekeepingexpo.kz,
manager@housekeepingexpo.kz,
Web.; www.housekeepingexpo.kz
Almaty, Kazakhstan.

