INTERNATIONAL
FORUM-EXHIBITION

ExpoGoods Central Asia

food non-food production & service

June 11–13, 2025

Astana, Kazakhstan, IEC «EXPO»

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ATAMEKEN

mayer expo asia

INTERNATIONAL FORUM-EXHIBITION EXPOGOODS CENTRAL ASIA

The largest event in the retail industry calendar of the Central Asia and the Caspian region countries.

The target audience of the Forum business program are business owners, government agencies, top management of companies, managers and middle management.

Participants will take part in B2B and B2G business meetings, discussions, business contacts, informal communication, as well as the negotiations about new partnership agreements.

The Forum will include plenary sessions, expert sessions, conferences, presentations and round tables devoted to technologies and innovations in the retail chains work, marketing, fashion retail, e-commerce, HoReCa, logistics, ESG, banking retail, commercial real estate, international markets and HR.

The exhibition area of the forum is dedicated to the development of export and import in consumer goods and strengthening of international economic integration.

EXPOGOODS CENTRAL ASIA is an effective platform for dialogue between industry companies, government bodies, associations and business communities.

- Largest retail chains
- E-Commerce
- FMCG companies
- Manufacturers and suppliers of food and non-food products
- Suppliers of HoReCa products
- IT and service companies
- Representatives of executive and legislative authorities
- Development
- Suppliers of raw materials, equipment, packaging
- Banks and telecom
- Industry associations and unions

Total population of the Central Asia countries

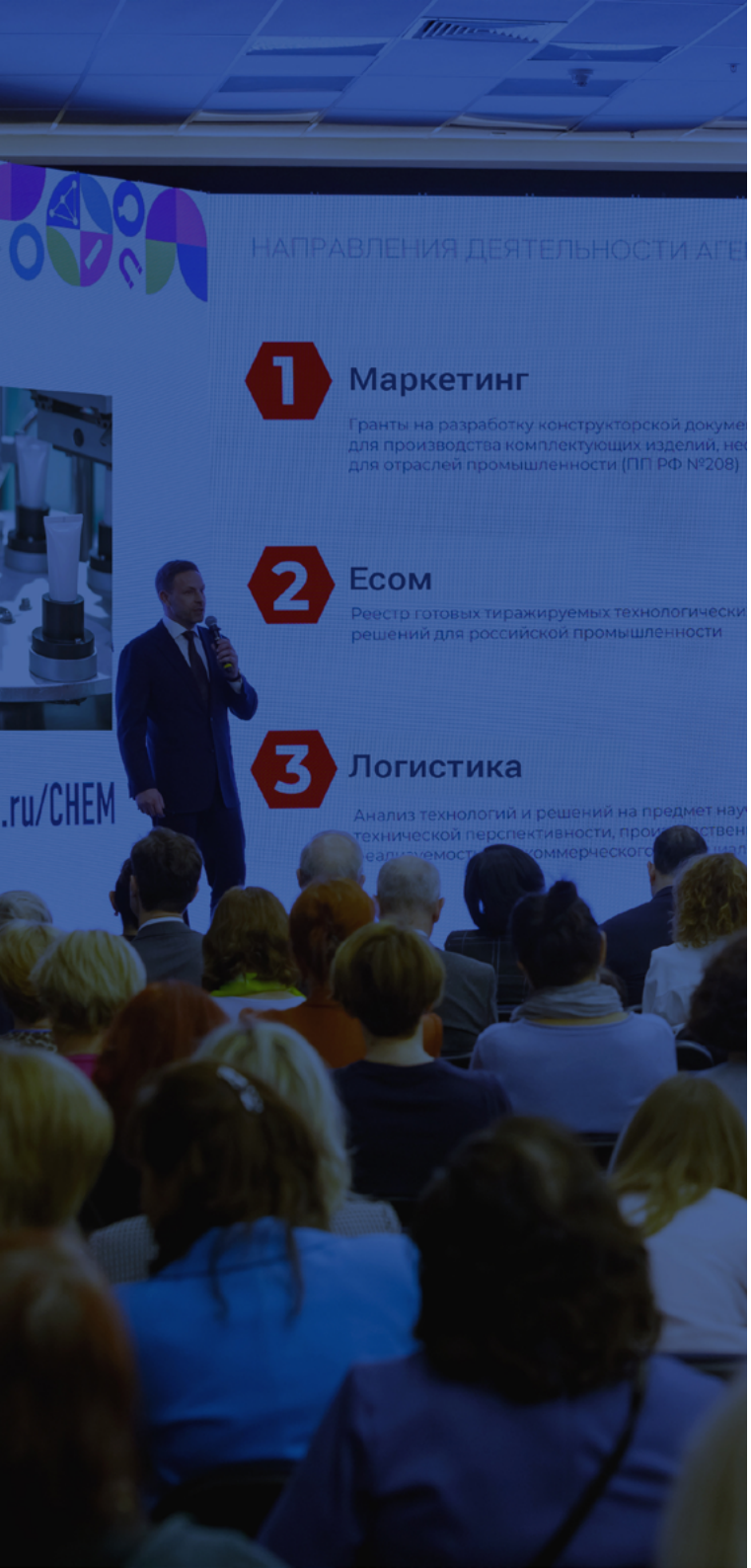
81,2 million

Representatives of the following countries are invited to take part in the Forum:

- Azerbaijan
- Iran
- China
- Mongolia
- UAE
- Russian Federation
- European Union countries
- Turkey

MAIN PARTICIPATING COUNTRIES

- Kazakhstan (population 20.1 million)
- Uzbekistan (population 37.3 million)
- Kyrgyzstan (population 7.2 million)
- Tajikistan (population 10.3 million)
- Turkmenistan (population 6.3 million)



BUSINESS PROGRAM OF THE FORUM

The Forum will include plenary sessions, expert sessions, conferences, presentations and round tables.

The Forum's target audience are business owners, representatives of government bodies, top management of companies, managers and middle management

MAIN TOPICS:

- Marketing
- E-commerce
- Logistics
- HR
- Banking retail
- Franchising
- HoReCa
- Fashion
- Beauty
- Commercial real estate
- Suppliers and manufacturers
- Safety in retail
- Technologies and innovations
- Trade equipment
- Legal
- ESG
- Organics

SPECIAL EVENTS:

- International Retailers' Days
- HoReCa Congress
- Special session «Anti-counterfeit»

Special event:
INTERNATIONAL RETAILERS' DAYS

MAIN TOPICS

- current analytics of the FMCG market in Central Asian countries
- sales dynamics in modern trade channels by product categories
- product categories management and their development in retail
- FMCG companies development strategies
- issues of protecting the rights of the copyright holder in the context of imports to the countries of the region
- presentations from suppliers of consumer products

ExpoGoods
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BUYER PROGRAM
INTERNATIONAL RETAILERS' DAYS

The Buyer Program is a unique set of solutions and opportunities for organizing the most effective work of buyers during the exhibition.

Representatives of retail chains from Central Asian countries, the Caspian region, EU countries, Russia, China and many other countries will conduct personal b2b meetings with suppliers in the framework of personal negotiation sessions, get acquainted with companies at their exhibition stands, and share expertise at business sessions.

Among the participants of the buyers' program and visitors of the exhibition: Magnum (Kazakhstan), Korzinka (Uzbekistan), Bravo (Azerbaijan), Dobrotsen (Belarus, Kazakhstan, Russia), Drogery Soyuz (Russia), Carefood (Kazakhstan), Small (Kazakhstan), Toimart (Kazakhstan), FixPrice (Russia, Kazakhstan), Solnechny (Kazakhstan), Komus (Russia, Kazakhstan), TOO Prima Distribution (Kazakhstan) and many others.

Within the framework of the special theme of International Retailers' Days, the participants will include the largest federal, regional retail chains and marketplaces in Russia: Ozon, Spar, Stockmann, X5 Group (Russia), Wildberries, Avito, Azbuka Vkusa, Auchan, Belorusskaya Kosmetika, VkusVill, Vprok, GLOBUS, Detsky Mir, Gold Apple, KOMANDOR, Lenta, Leroy Merlin, L'etoile, Magnit, Maria-Ra, Metro, M.Video/ Eldorado, JSC Russian Railways, Ulybka Radugi, O'KEY, OBI, Parfum Trade, Rigla, SAMSON PHARMA, SVETOFOR, SberMarket, Tvoy Dom, TD GUM, SAMOKAT, Ural Airlines, TSUM, Chetyre Lapy, Chitai-Gorod, Yandex Market and many others.

Special event:
HORECA CONGRESS

PROGRAM

Professional platform for hospitality industry specialists, where participants get to know advanced business management technologies through practical business cases of leading experts-practitioners in the field of restaurants, hotels and tourism facilities.

Speakers will share the secrets of effective management, talk about relevant tools for increasing profits, consider current trends and reveal key issues facing businesses today.

MAIN TOPICS

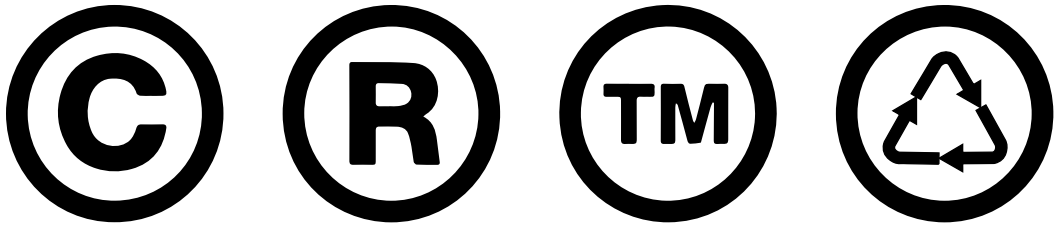
- Modern technologies and trends in the hospitality industry.
- Best world practices for creating and developing a business in the HoReCa sector
- Strengthening loyalty through brand collaboration
- Digital reality. What can be used in work?
- Developing personnel in the hospitality industry.

Special event:
ANTI-COUNTERFEIT

Another large-scale event of the forum will be the special session Anti-counterfeit.

MAIN TOPICS:

- The situation on the market of illegal turnover of products
- Issues of protection of rights of the copyright holder
- Use and protection of the trademark
- Implementation of digital marking in the countries of the region, its effectiveness and possibilities for further development
- Customs control measures to protect against the import of counterfeit products



The ExpoGoods exhibition is a meeting place for manufacturers and suppliers of FMCG goods with government officials and wholesale and retail enterprises to discuss business growth opportunities, expansion of distribution channels and strengthening of international ties of the Central Asian countries.

Key sections of the exhibition exposition

ExpoGoods Central Asia
food non-food production & service

FOOD GOODS & HORECA

Food and beverages, food additives and dietary supplements

OUTDOOR HORECA

Equipment and outdoor fittings for verandas, restaurant terraces and outdoor events

NON-FOOD GOODS

Home and interior goods, tableware, household chemicals, cosmetics and personal hygiene, goods for children

PRODUCTION&SERVICE

Raw materials, equipment, packaging, logistics, services for business

FORMATS OF PARTICIPATION IN THE FORUM-EXHIBITION

	«OPTIMUM» PACKAGE	«BUSINESS» PACKAGE	«EXCLUSIVE» PACKAGE
Exhibitor badge	3	4	5 or more
Delegate badge with the access to all conference-halls	2	3	3
Presentation of the company's products in pitch sessions for retail chains and distributors – 10 min.	-	+	+
Information block about the company in the supplier catalogue	+	+	+
Advertising block about the company in the supplier catalogue	-	1/2	1/1
Opportunity to participate in personal B2B negotiations with buyers from retail chains	+	+	+
Participation in the «Gallery of New Products» – onsite & online promotion	1 new product	3 new products	3 new products
Participation with an exhibition stand	Standard equipped stand 9 sq.m.	Standard equipped stand 12 sq.m.	The area for exclusive construction over 15 sq.m.

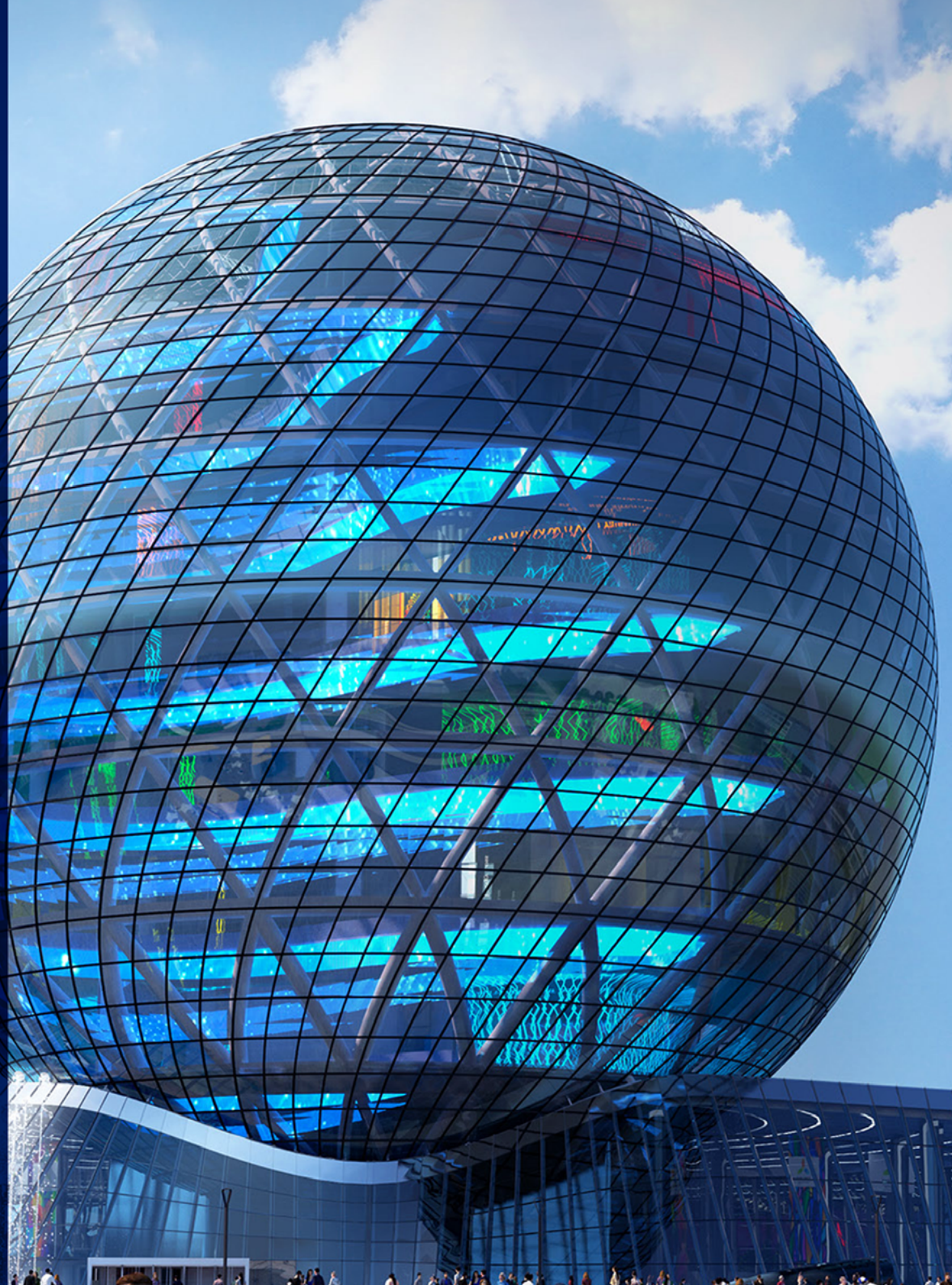
Mayer Expo Asia LLP is an organizer of international industry exhibition and congress events.

Our projects supported by Ministry of Trade and Integration of the Republic of Kazakhstan, NCE «Atameken».

The company's mission is to assist in the development of the economy of Kazakhstan by organizing exhibition events, business forums and conferences.

The Mayer Expo Asia Company promotes the expansion of trade turnover, the unification and strengthening of interests between manufacturers, distributors and consumers of goods and services, the exchange of experience, trends and tendencies, the solution of urgent business problems.

Organizer:

Organizer-operator: mayer expo asia

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