

POST SHOW REPORT

22-nd Central Asian International
Food Industry Exhibition

6-8 November, 2019
Almaty, Atakent

Official Supporters



РЕСМИ ҚОЛДАУШЫЛАР / ОФИЦИАЛЬНАЯ ПОДДЕРЖКА / OFFICIAL SUPPORT:



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Ministry of Agriculture of the Republic of Kazakhstan



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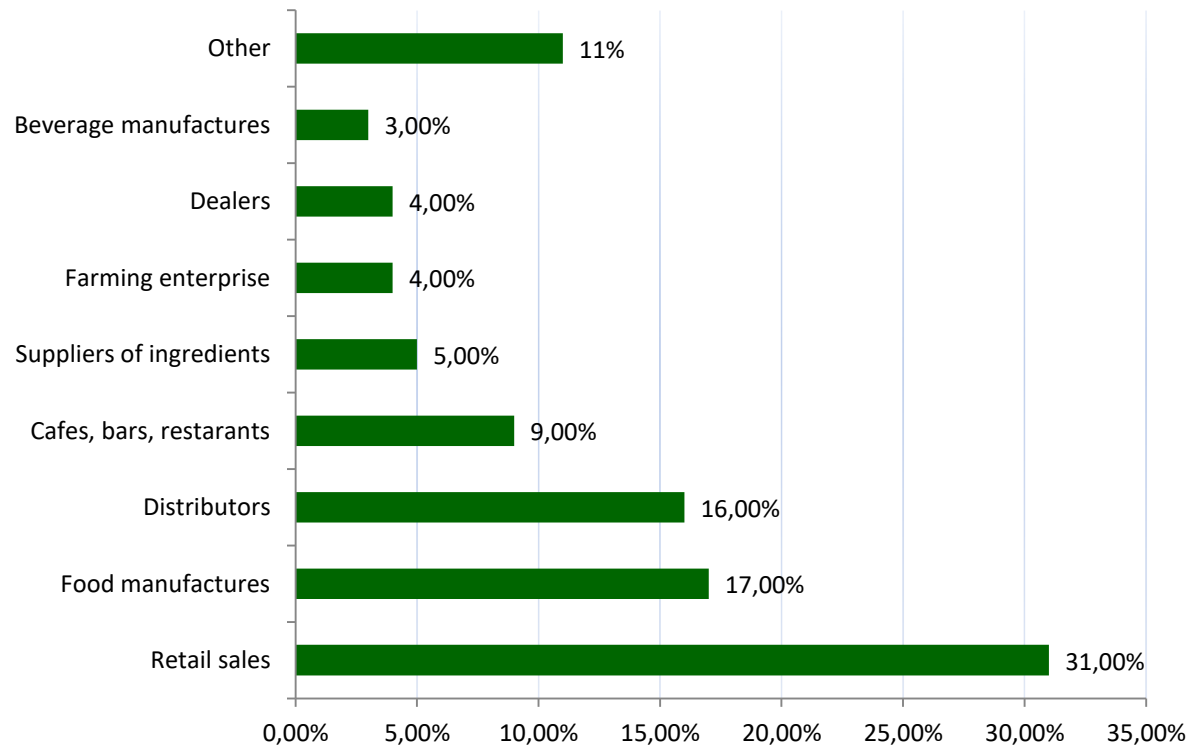


Visitors Profile



5445 specialists* from 41 countries

Business activity of visitors

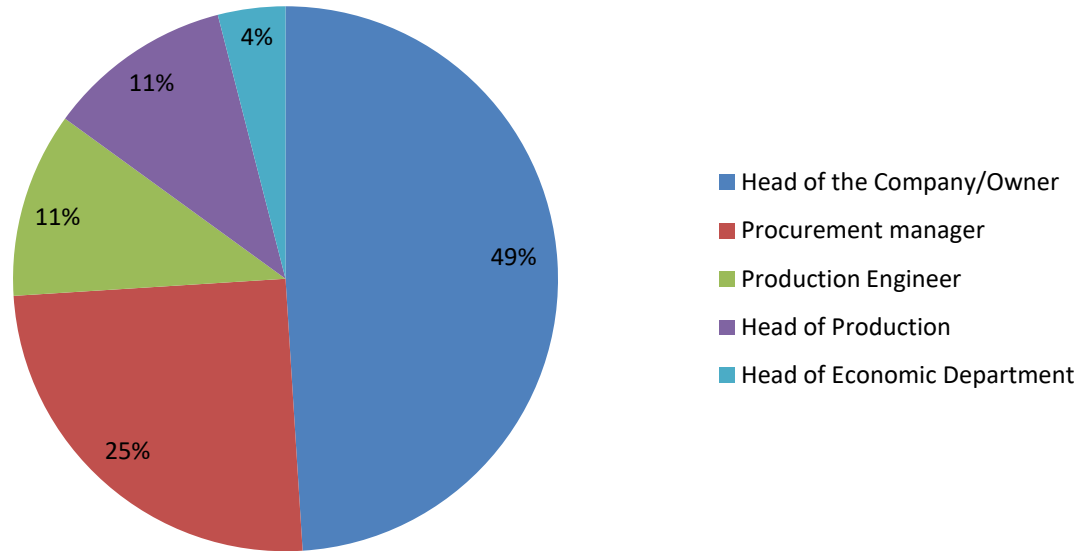


*Alongside FoodExpo Qazaqstan, the following exhibitions were held: Agriculture; Everything for hotels, restaurants, supermarkets; Packaging, packaging, label; Service for cold logistics

Visitors Profile



Job Titles:



TOP 3 visiting countries excluding Kazakhstan

Kyrgyzstan

Russia

Uzbekistan

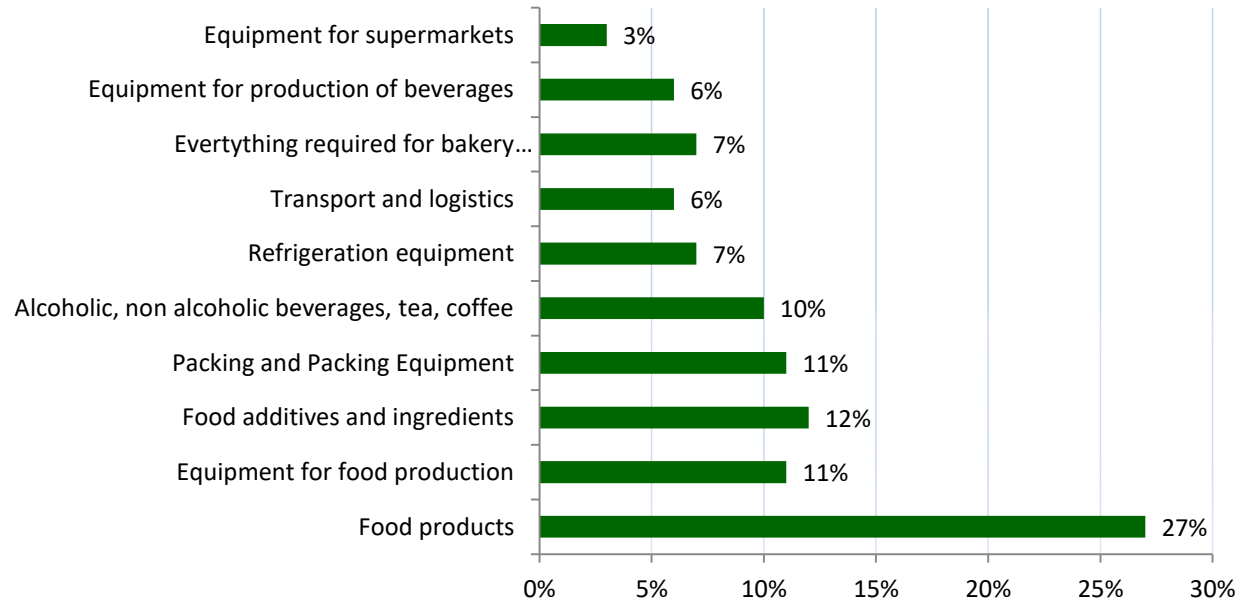
• 88% of visitors represented enterprises of Kazakhstan

Visitors

Key Areas of Interest



Key Areas of Interest:



Opinion of visitors:

..”It is not the first time we visit the exhibition. We always find something useful for us. Our company produces confectioneries, and we are interested in equipment, raw materials, aromatics. Besides, we are looking for business partners. The exhibition is always something new, and in a wide variety of goods and services, you can always find ideas for work and cooperation. The organization of the exhibition is excellent....

Svetlana Massayeva, chief technologist, Petropavlovsk - Konditer

Silver Partner

Fourteen Korean companies, producing food and beverages, took part in the collective stand of the Silver partner of the Exhibition aT Korea Korean agricultural and fishing trade association. They presented their products under Korean Food integrated brand. Also, aT Korea together with KoreanFood conducted a show for the guests of the exhibition and cooked Korean traditional dish Samgyetang (Korean chicken soup with ginseng)

Date: 6-8 November 2019
Venue: Atakent, Almaty



Expo-tour - Delegation from Kyrgyzstan

Date: 7 November 2019
Venue: Atakent, Almaty

Expo-tour - Delegation from Kyrgyzstan

The Buyers program with the free of charge transfer to the exhibition is organized to attract specialists of the agricultural complex.

This year, at the invitation of the ITECA company, the delegation from Kyrgyzstan consisting of 50 specialists, came to the exhibition to negotiate with potential partners.

The representatives of the following companies visited the exhibition: Food Industries OsOO, Zakup_online company, ProdSkлад OsOO, Bonjour confectionery shop, Shin Line Company, Slasti OsOO, Bishkek-Nan Company, Yrchiyeva Aizada IE, Grafskiy Company and others.



Exhibitors

Countries



Total number of Exhibitors: 326 companies from 29 countries

Belarus, Belgium, China, Denmark, France, Germany, Greece, India, Indonesia, Iran, Italy, Kazakhstan, Korea, Kyrgyzstan, Malaysia, Netherlands, Poland, Russia, Saudi Arabia, Slovenia, Sri Lanka, Switzerland, Sweden, Thailand, Turkey, United Arab Emirates, United States, Ukraine, United Kingdom

10 countries where represented by National Groups



Belarus



Germany



China



Indonesia



India



Korea



Kyrgyzstan



Russia



Sri Lanka

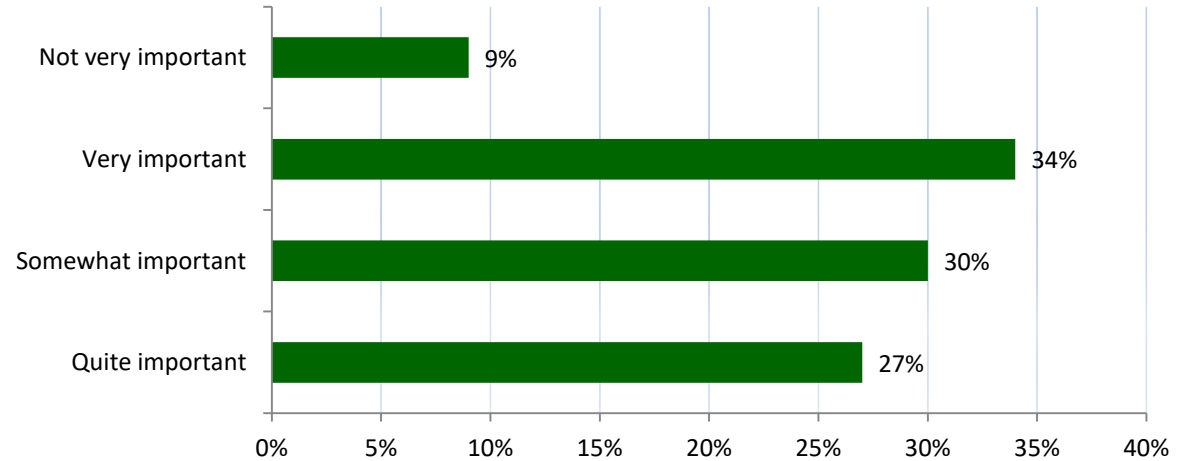


USA

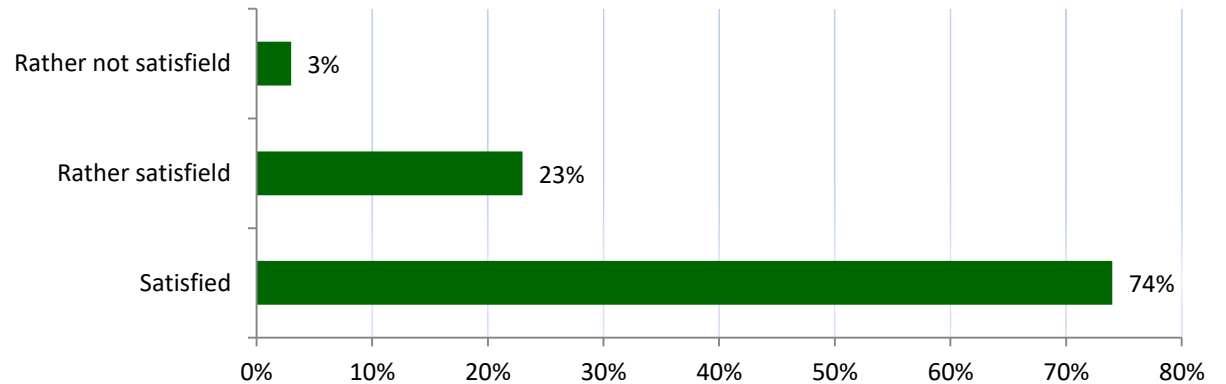
Exhibitors



Importance of participation in the exhibition



Overall satisfaction with the participation in the exhibition



Exhibitors Feedback



49% of visitors are Heads of companies

“We came to FoodExpo Qazaqstan to present our products. We are interested in a local market. The products from the South Korea are not well represented here. We hope, that Kazakhstani people will test our products and start to consume them. The results of the exhibition exceeded our expectations. Very good feedback. We have already concluded cooperation agreement with one of the companies and start active work. We also have negotiations with distributors, discuss logistic issues.”



*Djong Beng BUKHA Company
President, South Korea*

97% of visitors consider visiting the exhibition important

“FoodExpo Qazaqstan is an excellent exhibition, very useful, wonderful results. We met new partners, found distributors. The exhibition has gathered our direct customers - chains of major restaurants. So, we are very satisfied. We will definitely participate next year. Our experience shows that you should always be visible. This exhibition is a place to make conclusions, to meet your current partners.”



*Marina Demidova, Miratorg Export
Sales Director, Russia*

82% of visitors personally make a decision on cooperation or are the key persons to recommend cooperation



 **FoodExpo**
Qazaqstan
ЛУЧШИЙ ПРОДУКТ 2019

Special Event Tasting Competition

Date: 5 November 2019
Venue: Atakent, Almaty
Frequency: Annual



Within the framework of the competition, the quality mark of the exhibition -Gold medal - "The best product of "FoodExpo Qazaqstan 2019» are the products of companies :

Sultan Marketing LLP

DEP LLP

Alel Agro LLP

KEMMI GROUP LLP

JSC Alatau-Kus Poultry Farm

LLC Tomak NK

Concern Tsesna-Astyk

IP "Yasmin" Satybaldiev T.S.

LLC "Kant-Sut"

Foodmaster-Trade Company LLP

Aksay Bread Mill LLP

LLP "Maximum swing Corporation"

OJSC Slutsk Bread Products Plant

Grodno Meat Processing Plant

"Afanasyeva Leila Alimovna"

Chinkova Yuliya Viktorovna TM Tavria

Plant of the Kazakh Academy of Nutrition "Amiran"

Sut Bulak (TM Dairy Spring)

First Pivzavod LLP

ViZaVi company LLP

Formages Spilehofer SA

Babushkina Krynka

IP Useful products

LLP Shin-Line LLP

LLP Toyboss-KZ

LLC "ZVN"

Sweet Sloboda TM

Aquarius LLC

LLC "Wisterra"

Tea Center LLP

Brest Meat Processing Plant

NGO "One village, one product + 1"

LLC Agrolayn



FoodExpo Qazaqstan

RETAIL - DISTRIBUTOR - CENTRE

Special Event Retail Centre

Date: 7 November 2019
Venue: Atakent, Almaty
Frequency: Annual



More than **800 direct B2B-negotiations** between manufacturers of products and representatives of retail sales



INTERFOOD



iNMART



KORZINKA

Астықжан

Retail networks of Almaty , Nur – Sultan, Taraz, Pavlodar actively participated in the work of the Retail Center

Exhibition Programme

- ✓ Business Council of bakers and confectioners
- ✓ The closed industry meeting of the Club of Bakery and Confectionery Technologists
- ✓ Conference on Food and Confectionery Equipment from Europe by Anton Ohlert GmbH Company.
- ✓ Work with the suppliers of food and beverages in the field of corporate meal services
- ✓ Double B Eurasia Printing materials Educational program

Date: 6-8 November 2019
Venue: Atakent , Almaty



АҚПАРАТТЫҚ СЕРІКТЕС /
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www.hoteldcatalog.ru
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web portal for online exhibitions

Made-in-China.com
Connecting Buyers with Chinese Suppliers

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Техно.журнал

Информ Вест

WT

invest.kz

Kazakhstan Newsline
The National News Channel in English and Russian

EUROBAK

**world
monitor**



SERVICE FOR PARTICIPANTS

Venue: Atakent, Almaty
 Founded: 1998
 Frequency: Annual



Free publication of news about the company – participant and its products on event website in during the year and in segmented electronic mailings:

*Information about the company, novelty, special offers, competitive advantages of products and services

CELIKO POLISH PRODUCER OF FOOD AT THE FOOD EXPO QAZAQSTAN 2019

CELIKO as Polish producer of food products was founded in 1982 and since the beginning has been specializing in and developing food products, particularly **GLUTEN-FREE** dry food concentrates.

Company's further development headed towards the production of functional food, so called "healthy food, based on natural ingredients.

Nowadays **CELIKO** offers **GLUTEN-FREE** products:

- instant cocoa beverages (including hot chocolate drink)
- cocoa powder
- instant coffee beverages (like 3 in 1, 2 in 1, cappuccino)
- instant granulated fruit tea drinks and herbal beverages
- powdered sherbets for children
- flour mixes concentrates of cakes and breads in powder
- powdered desserts (e. g. puddings, jellies with agar etc.)
- baking additives



**NATURAL
FOOD INGREDIENTS**



FRUPP
HEALTHY AND TASTY
FREEZE-DRIED
FRUIT BARS AND SNACKS



Tools for attraction of visitors to participant's stand:

- *Banner for posting on the website of the company "Visit our stand"
- *Printed invitations for customers and partners
- *Electronic invitation for customers and partners

Participant's account

Venue: Atakent, Almaty
Founded: 1998
Frequency: Annual



Participant's account will allow the participant to:

- *Submit information about the company to the catalog
- *Download electronic invitation with a stand number and company name
- *Register employees of the company for reception of participant badge
- *Upload a logo for posting on the main page of the website and in online participant list
- *Download technical guide and logistics for the exhibition and more



We invite you to visit
our stand at the
FOOD INDUSTRY EXHIBITION

6 - 8 November 2019
Atakent, Almaty, Kazakhstan

FoodExpo
Qazaqstan

PROMOCODE:

Stand #

What does the exhibition give?

Venue: Atakent, Almaty
Founded: 1998
Frequency: Annual



Personal contact at the exhibition allows you to better understand the client, answer his questions, get contact information for feedback.

Visual representation of the product allows customers to personally evaluate it, try it in action, get an accurate idea of it.

Unique target audience. Exhibition allow you to be in the same space with the best representatives of the industry, in the focus of attention of customers, partners, government representatives, the media.

The effect of “neutral territory”. Exhibitions are characterized by a special atmosphere of psychological comfort, which favors establishment of contacts.

Multisensory impact on the target audience. Thanks to involvement of all five senses of a person – sight, hearing, touch, smell, taste – exhibitions make it possible to put a strong influence on customers.

Multifunctionality. Participation in the exhibition provides an opportunity to simultaneously solve a variety of business problems – marketing, production, advertising, image, communication.

ALONGSIDE EVENTS

Venue: Atakent, Almaty
Founded: 1998
Frequency: Annual



AGROWORLD KAZAKHSTAN – Agricultural exhibition

Main sectors:

- Fruit and vegetable growing
- Fruit and vegetable processing, storage, packaging
- Intensive gardens
- Greenhouses
- Irrigation
- Livestock
- Poultry
- Dairy farming
- Animal feed and feed mixes
- Veterinary
- Grain processing and storage
- Agricultural machinery

www.agroworld.kz

QAZPACK – Packaging exhibition

www.qazpack.kz

COLDCHAIN – Cold storage, transportation and services for cold logistics

www.coldchain.kz



We are waiting for you
at the exhibition 2021!

3 - 5 November, 2021,
10, 11 Pavilions,
Atakent, Almaty,
Kazakhstan

FOODEXPO QAZAQSTAN 2021

23d Central Asian International Food Industry Exhibition
“Food Industry”

International Offices Contact:



Anna Bychkova

Tel.: + 44 20 3545 9736

E-mail: anna.bychkova@ite-exhibitions.com

Book your stand!