

POST SHOW REPORT

24th Central Asian International Exhibition

Food Industry

November 2–4, 2022

Almaty, Atakent

Official
Support

РЕСМИ ҚОЛДАУШЫЛАР / ОФИЦИАЛЬНАЯ ПОДДЕРЖКА / OFFICIAL SUPPORT:



Қазақстан Республикасы Ауыл шаруашылығы министрлігі
Министерство сельского хозяйства Республики Казахстан
Ministry of Agriculture of the Republic of Kazakhstan



Алматы қаласының әкімдігі
Акимат г. Алматы
Almaty City Administration



Unity in diversity



СЕРІКТЕСТЕРІ / ПАРТНЕРЫ / PARTNERS



pro
barista

aT Korea Agro-Fisheries & Food
Trade Corporation

ҚОНАҚ ҮЙ СЕРІКТЕСІ / ОТЕЛЬ-ПАРТНЕР / HOTEL PARTNER:



AN IHG HOTEL



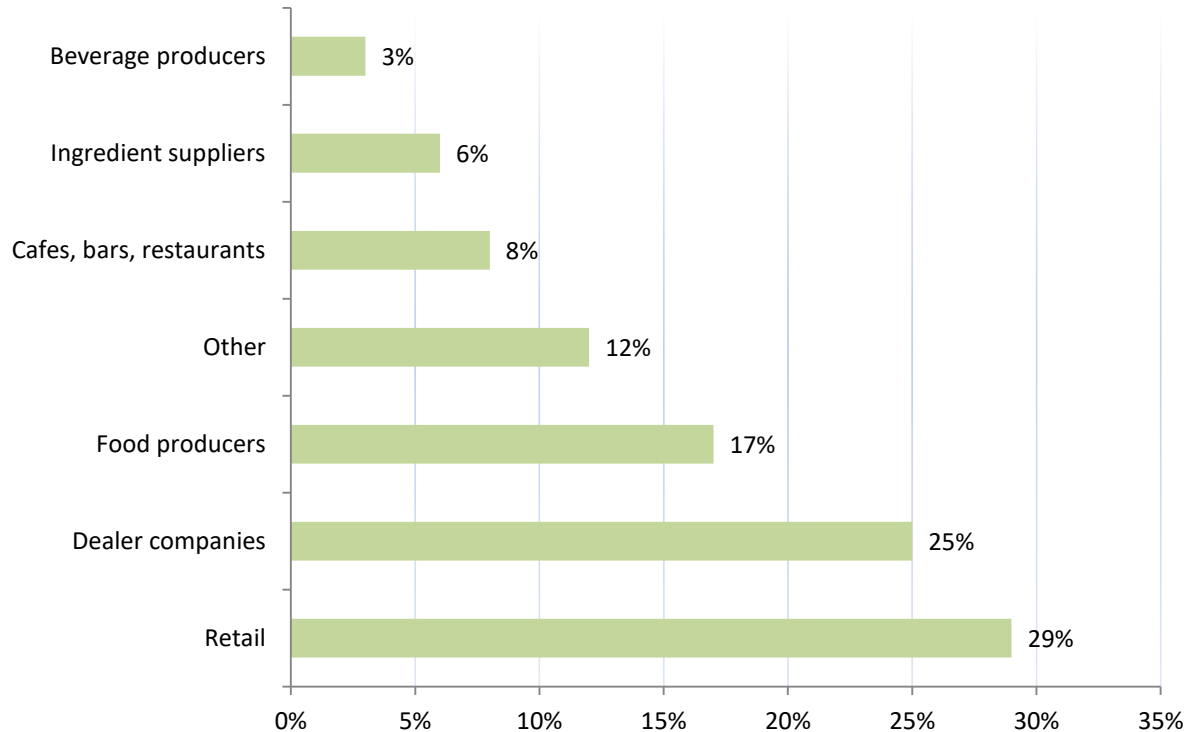
Visitors

by type of activity



6,282 specialists* from 36 countries

Type of activity of visitors

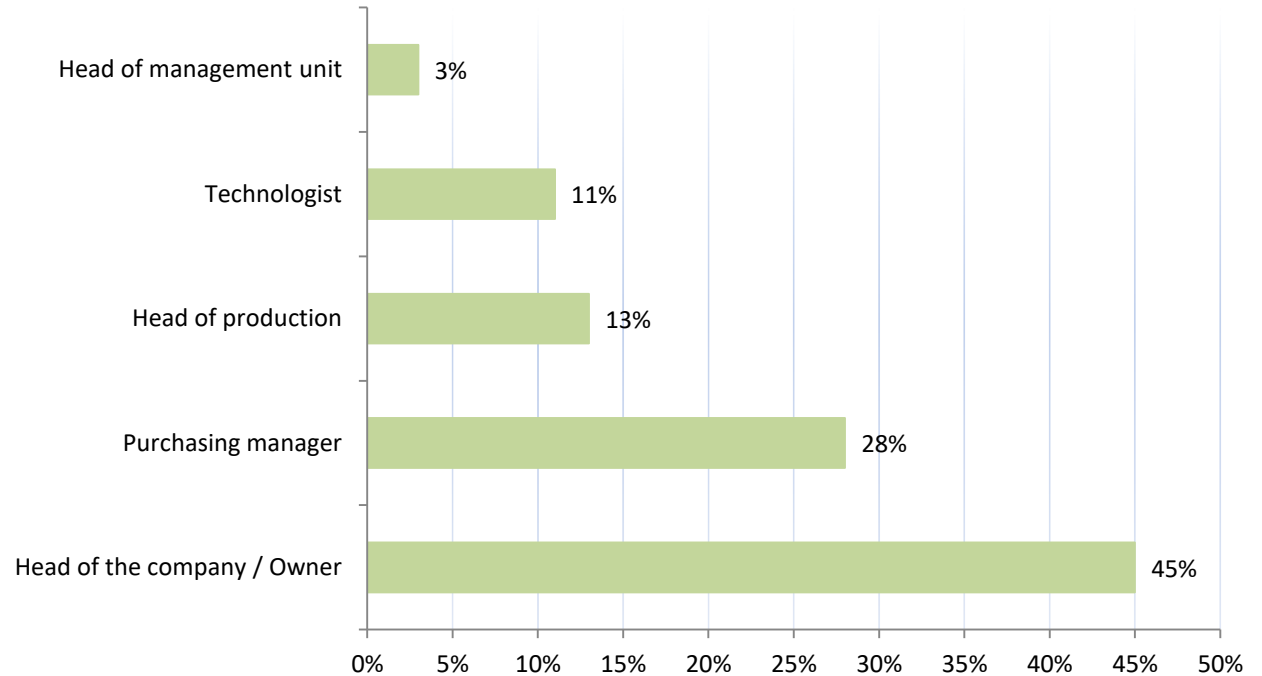


*In parallel with FoodExpo Qazaqstan, exhibitions on the following topics were held: Agriculture; Everything for hotels, restaurants, supermarkets; Packing, containers, labels; Service for cold logistics

Visitors profile



Level of position held:



Top 3 countries of visitors

Kazakhstan

Russia

Kyrgyzstan

89% of visitors were represented by enterprises of Kazakhstan

Visitors

interest at the exhibition



Sections of interest at the exhibition:

- ✓ Food products
- ✓ Food production equipment
- ✓ Food additives & ingredients
- ✓ Packing and packaging equipment
- ✓ Alcoholic, non-alcoholic beverages, tea, coffee
- ✓ Refrigeration equipment
- ✓ Transport and logistic
- ✓ Everything for bread baking (ingredients, equipment, inventory)
- ✓ Beverage production equipment
- ✓ Supermarket equipment

Visitors opinion:

...“We came to visit the FoodExpo Qazaqstan 2022 and AgroWorld Qazaqstan 2022 exhibitions. There are a lot of our current clients and perspective ones for the future. Our equipment is used in the production of packaging, and in the bottling of beverages. The composition of the participants and the exhibitions themselves are very good, we liked everything. We plan to participate with a stand next year, as we see a high interest of visitors to the exhibition in equipment. There are a lot of our partners here who use our equipment.”... **Stanislav Ponomarenko, SEW-EURODRIVE LLP**

Expo tour - Delegation from Kyrgyzstan

Date: November 4, 2022
Location: Atakent, Almaty

Expo tour - Delegation from Kyrgyzstan

To attract specialists to the agro-industrial complex, a Buyer program with a free transfer to the exhibition is organized.

This year, at the invitation of ITECA, a Delegation from Kyrgyzstan, consisting of 50 specialists, arrived at the exhibition to negotiate with potential partners.

Representatives of the following companies visited the exhibition: Export Organic, Trade company, Sladkiy Kray, Nature products, Daam, IceProduct, Svezhest and many others



Participants

composition of participants



Total participants: 451 companies from **28** countries

Austria, Belarus, Belgium, Bulgaria, Germany, Georgia, Denmark, Israel, India, Indonesia, Iran, Italy, Kazakhstan, Kyrgyzstan, Netherlands, Poland, Russia, Slovenia, USA, Tajikistan, Turkmenistan, Turkey, Uzbekistan, France, Czech Republic, Switzerland, Sri Lanka, South Korea

National groups were represented by 9 countries



Belarus



Germany



Indonesia



Netherlands



Poland



Russia



USA



South Korea



Sri Lanka

Participants

feedback from participants



45% of visitors are company executives

“Our company is participating in the FoodExpo Qazaqstan 2022 exhibition not for the first time. Our assortment is widely represented in the market of Kazakhstan, we have been present in the local market for a long time. People recognize us, come, admire us, thank us, which is very nice for us. We came to meet with partners with whom we have been cooperating for a long time. There are no expansions in our plans yet. A development strategy is planned for the next year, but today we are already satisfied with the number of partners, we receive a lot of positive feedback. Our plant is one of the leaders in meat processing in Belarus, there is a large export to the markets of Russia and Kazakhstan...”



*Liliya Burkovskaya, Brest
Meat Processing Plant JSC*

92% of visitors consider visiting the exhibition important

“We are very pleased with the FoodExpo Qazaqstan 2022 exhibition, we are participating for the first time. There are a lot of people who interested us, we found those we were looking for. I spent time, money and effort for a reason. We will take part constantly, not only in Almaty, but also in other cities. There are many companies that want to work with us, who are interested in us, not only from Kazakhstan, but also from the CIS countries.”



Rifkat Isametdin, Empire Food

99% of visitors personally decide on cooperation or are a key recommender



Special events

professional competition-
tasting

Date: November 1, 2022
Location: Atakent, Almaty
Frequency: Yearly



Within the framework of the Competition, the quality mark of the exhibition - the Gold Medal – “The Best Product of FoodExpo Qazaqstan 2022” was awarded to the products of the following companies:

Sultan-Marketing LLP
Zhumabekov Ye.I. IE
BIZHAN Meat Processing Plant LLP
Kaz-Ir Agro LLP
Bolashak Bastau LLP
Brest Meat Processing Plant JSC
Kydyrbaeva Onimderi
Novyye Fermi LLC, Damate GoC
SWEET Ideas-KZ LLP
Engel Stella Igorevna IE
ViZaVi Company LLP
MINSK KRISTALL OJSC
Aksay Bakery Plant LLP
Russian Resource Company – Siberia LLC
Slutsk cheese-making plant JSC
Karat Moscow factory of processed cheese Joint Stock Company

DEP LLP
EMC Agro LLP
POMATTI LLC
Bakhus JSC
Tsin-Kaz LLP
Gold Product JSC
Baltic Confectionery LLC
First Brewery LLP
Yupekchi Economical Society
New REFINING GROUP LLC
Momavlis Meghvineoba LLC



FoodExpo Qazaqstan

RETAIL - DISTRIBUTOR - CENTRE

Retail Chains
Procurement Center -
Retail Center

more than 800 direct B2B negotiations between food/beverage producers and representatives of retail chains



светофор
магазин низких цен



magnum
cash & carry



Carefood

Date: November 3, 2022
Location: Atakent, Almaty
Founded: 1998
Frequency: Yearly



gal mart

www.volna.kz



Volna®
сеть магазинов



arbuz KZ



Retail chains from Kazakhstan took part within the framework of the work of the Retail Center

Business program

- ✓ AgriFood Forum “Food Security: Transformation of Business Strategies in a Changing Environment”
- ✓ Seminar: “FMCG market trends in Eastern Europe - what is useful for Kazakhstani business to know”
- ✓ Session “New Reality, Survival Instructions: Logistics, Packaging, Marketing”
- ✓ Conference on materials and technologies: the most important components in the packaging and label production chain - from the development stage and design trends to post-print processes
- ✓ Seminar “Biaxplen productive portfolio and key applications of BOPP films”
- ✓ Presentation of Intellitrade: supply of BaltInk materials and products

Date: November 2-4, 2022

Location: Atakent, Almaty



АҚПАРАТТЫҚ ҚОЛДАУШЫЛАР / ИНФОРМАЦИОННАЯ ПОДДЕРЖКА / MEDIA SUPPORT:

БАС АҚПАРАТТЫҚ СЕРІКТЕС / ГЕНЕРАЛЬНЫЙ ИНФОРМАЦИОННЫЙ ПАРТНЕР / GENERAL MEDIA PARTNER:

Information Support



РЕСМИ ЖАРНАМАЛЫҚ СЕРІКТЕС / ОФИЦИАЛЬНЫЙ РЕКЛАМНЫЙ ПАРТНЕР / OFFICIAL ADVERTISING PARTNER



Service and tools for participants

Location: Atakent, Almaty
Founded: 1998
Frequency: Yearly

Free publication of news about the participating company and its products on the event website throughout the year and in segmented email newsletters:

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



CENTRAL ASIAN INTERNATIONAL FOOD INDUSTRY EXHIBITION

+7 727 258 34 34 | CONTACTS KZ RU EN Q

1-3 NOVEMBER 2023

Almaty, Kazakhstan ☒ "Atakent" IEC ☒ 42, Timiryazev str.

EXHIBITION

PROGRAM

FOR EXHIBITORS

FOR VISITORS

MEDIA CENTRE

NEWS

PRESS RELEASES

MEDIA ABOUT EXHIBITION

MILLANO GROUP IS A POLISH COMPANY WITH OVER 35 YEARS OF EXPERIENCE IN THE PRODUCTION OF THE HIGHEST QUALITY CHOCOLATE

Millano Group is a Polish company with over 35 years of experience in the production of the highest quality chocolate. Using valuable gifts of nature from around the world and carefully choosing ingredients, the company creates an intense, unique taste of chocolate. Millano Group is one of the largest enterprises in the food industry (confectionery industry) both in Poland and in Europe. Thanks to three production centers and independent, modern technological lines, the company is able to offer its trading partners a wide range of products:

- widely developed chocolate confectionery, among others: hard chocolates, with toppings and stuffed in many flavors, chocolate boxes with stuffed pralines, stuffed bars, "Cat Tongues", eggs, balls and many others;
- a wide range of sweets: fudges, hard caramels, sparkling caramels, chocolate covered toffee and others;
- jellies and jelly beans in various flavors and forms;
- original, personalized packaging designs;
- dark, white, milk chocolate with various fillings - from traditional nut, strawberry, coffee to mojito or lime with mint;
- masses produced based on UTZ, RSPO, Fair Trade and ISO 22000 certificates;
- various types of packaging: foil, carton, can, label;
- delivering products to every part of the world.

Tools for attracting visitors to the participant's stand:

- *Banner for placement on the company's website "Visit our stand"
- *Printed invitations for clients and partners
- *Electronic invitation for clients and partners
- *Product posts on the official FOOD Events page in Facebook



Personal account

Location: Atakent, Almaty
Founded: 1998
Frequency: Yearly



The participant's personal account will allow the participant:

- *To submit information about the company to the catalog
- *To download e-invitation with stand number and company name
- *To pre-register company employees to receive a participant badge
- *To upload the logo for placement on the main page of the website and the interactive list of participants
- *Download technical manual and logistics for the exhibition and more



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

2-4 November 2022
ATAKENT, ALMATY, KAZAKHSTAN

 **FoodExpo**
Qazaqstan

PROMOCODE:

Stand #

We are waiting for you in
Almaty, Kazakhstan

November 1 - 3, 2023

9, 10, 11 pavilions,
Atakent Exhibition Center

Organizers:



FOODEXPO QAZAQSTAN 2023

25th Anniversary Central Asian International Exhibition

FOOD INDUSTRY

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Book your stand now!