

icaevents

Post Show Report



**The 26th Central Asian International
FoodExpo Qazaqstan Exhibition**

November 13-15, 2024

**Almaty, Kazakhstan,
Atakent IEC**

www.foodexpo.kz

Organizers:





The 26th Central Asian International FoodExpo Qazaqstan Exhibition

OFFICIAL SUPPORT AND PARTNERS



Akimat of Almaty city



Poland
tastes good



UNIQUE VISITORS: **7391**

EXHIBITION PARTICIPANTS: **383**

PARTICIPATING COUNTRIES: **30**

Austria, Azerbaijan, Belarus, Belgium, Hungary, Germany, Georgia, Egypt, Indonesia, Iran, Italy, Kazakhstan, China, Kyrgyzstan, Latvia, UAE, Palestine, Poland, Russia, Slovenia, USA, Thailand, Turkmenistan, Turkey, Uzbekistan, Ukraine, Switzerland, Sri Lanka, South Korea.

National stands: Austria, Belarus, Kyrgyzstan, Palestine, Poland, Sri Lanka, South Korea

Collective stands: Germany, Provinces of China

Collective stands of the regions of the Russian Federation: Adygea, Altai Territory, Bashkortostan, Karachay-Cherkessia, Karelia, Kuzbass, Chuvashia, Astrakhan, Vladimir, Voronezh, Kaliningrad, Kirov, Kursk, Murmansk, Nizhny Novgorod, Omsk, Perm, Tambov, Tomsk, Yaroslavl regions



SPECIAL EVENTS

The Retail Center

In 2024, more than 1,118 direct meetings with manufacturers were held at the Retail Center venue, covering the following categories:

- Confectionery products
- Groceries
- Vegetables, fruits, berries
- Tea, coffee
- Meat and sausage products
- Fish and seafood
- Dairy products
- Juices, water
- Alcoholic beverages

Retail networks and distribution companies from Kazakhstan, Kyrgyzstan, and Russia participated in the work of the Retail Center:



Qazaqstan



SPECIAL EVENTS

PROFESSIONAL COMPETITION – TASTING

The winners of the competition – holders of the exhibition quality mark – the gold medal – "Best Product FoodExpo Qazaqstan 2024":

- OJSC "Brest Meat Processing Plant"
- IP "Yasmin"
- LLP MPZ Bizhan
- IP Engel Stella Igorevna
- LLC "Alayku Organics"
- LLP "Damir AA"
- LLP "Kemmi Group"
- LLC "Management Company Vamin Tatarstan"
- OJSC "Grodno Meat Processing Plant"
- LLP "Best of the Best"
- JSC "Eurasian Foods Corporation"
- LLP "Koray Milk" with the brand "Belaya Reka"
- LLC "Bay Elim Company"
- IP "Taste of Childhood"
- LLP "DEP"
- LLC "Viva Choco"
- OJSC "Slutsk Meat Processing Plant"
- BARAKA №1
- LLP "Global Retail"
- LLP "Sweet Premium"
- LLP "Petropavlovsk Confectionery"
- LLP Meat Processing Complex "BIZHAN"
- LLP "Sultan Marketing"
- IP Agramanyan Artur Benidiktovich
- LLP "Os Foods"
- LLP "ViZaVi Company"
- LLC "Belfood Production"

Qazaqstan





VISITORS

VISITORS' FIELD OF ACTIVITY

■ Retail trade / food and beverage retail chains	45 %	■ Cheese production	1 %
■ Distribution / dealership company – food products	18 %	■ Poultry farm	1 %
■ Confectionery production	4 %	■ Agricultural farm (crop production)	1 %
■ Cafes, bars, restaurants	4 %	■ Agricultural farm (horticulture)	1 %
■ Distribution / dealership company – beverages	3 %	■ Fish production and fish products	1 %
■ Distribution / dealership company – ingredients	3 %	■ Grocery production	1 %
■ Dairy farming	3 %	■ Tea / Coffee production	1 %
■ Dairy production	3 %	■ Bakery production	1 %
■ Meat production	2 %	■ Snack production	1 %
■ Large industrial facilities (factories, deposits, etc.)	2 %	■ Non-alcoholic beverages production	1 %
■ Meat farming	1 %	■ Alcoholic beverages production	1 %
		■ Municipal institutions (schools, hospitals, sanatoriums, etc.)	1 %



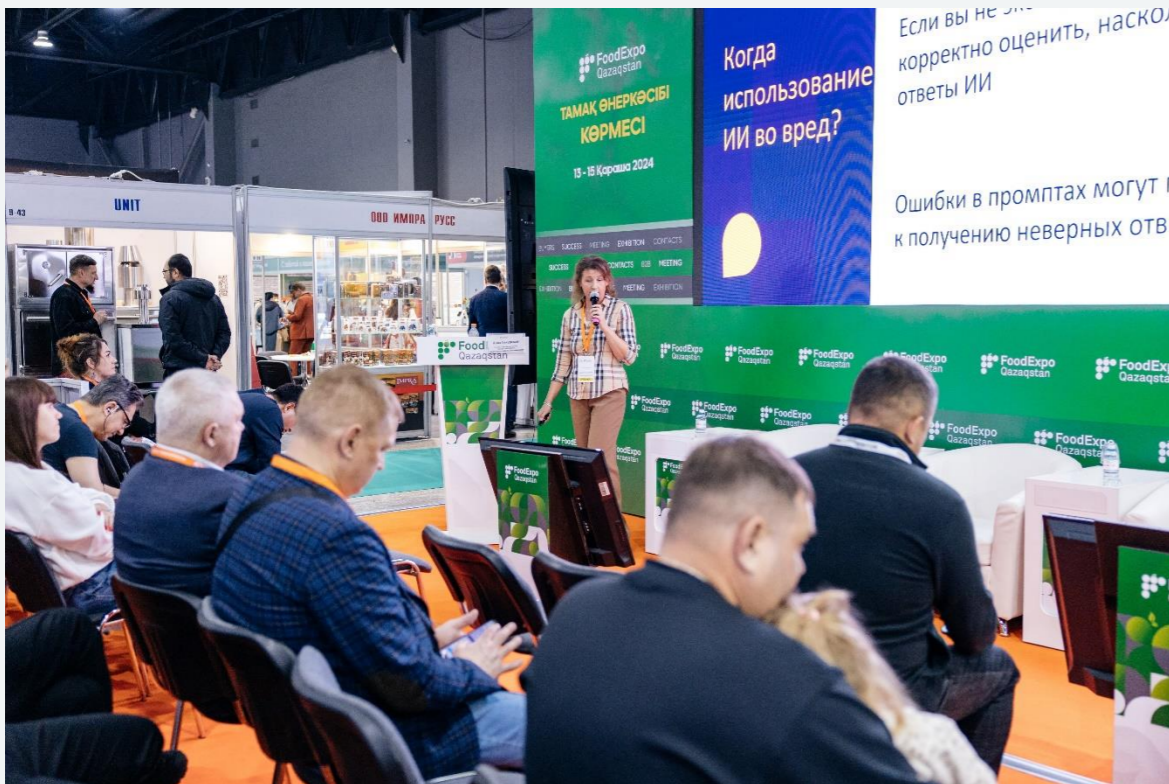


VISITORS

LEVEL OF THE POSITION HELD



- 46% CEO / Owner
- 17% Development Manager
- 15% Production Manager / Supervisor
- 10% Procurement Manager
- 9% Specialist (Technologist / Engineer / Agronomist / Chef)
- 3% Head of the Household Department



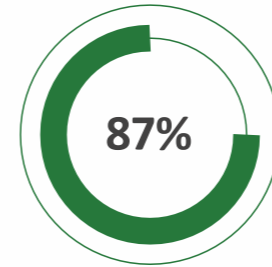
75%

The visitors personally make decisions about collaboration and are the key personnel.

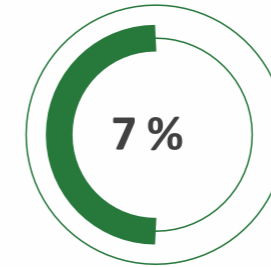


VISITORS

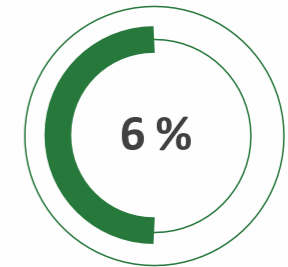
GEOGRAPHY OF VISITORS



KAZAKHSTAN



CIS COUNTRIES



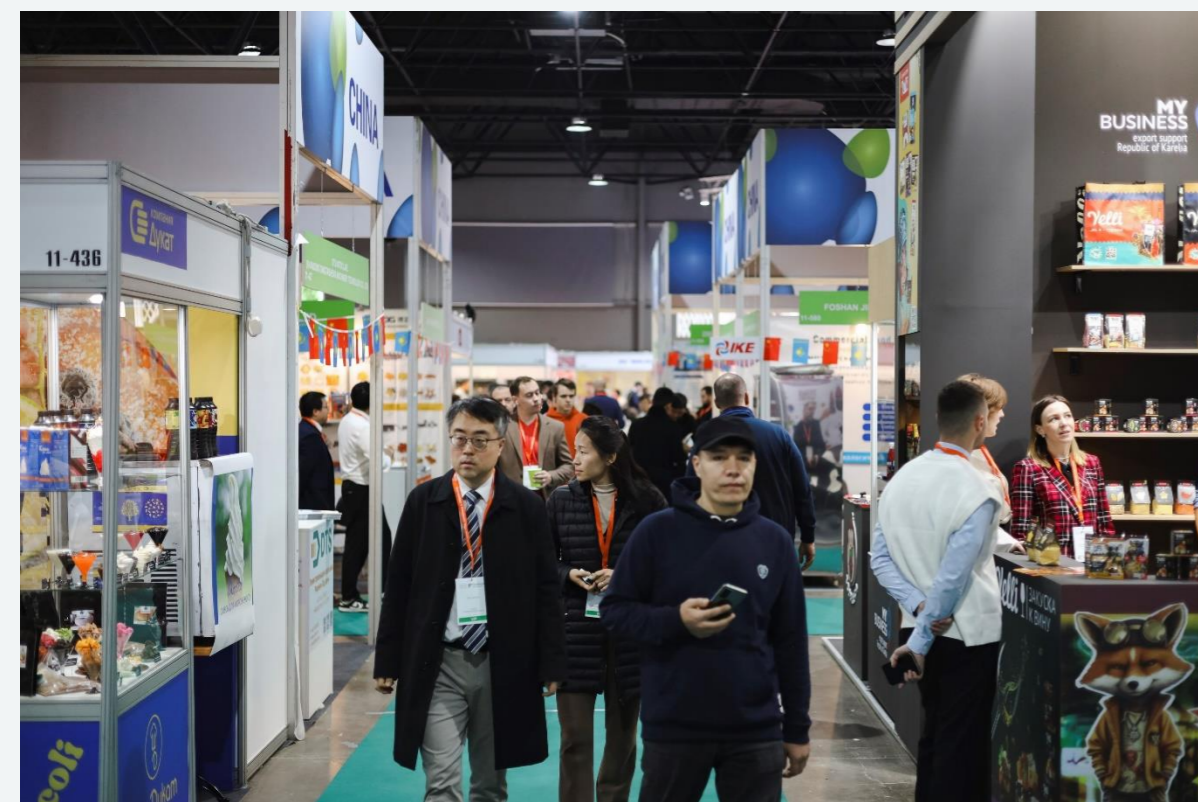
FAR ABROAD



VISITORS

RATING OF SECTIONS THAT INTEREST VISITORS

■ CONFECTIONERY AND BAKERY PRODUCTS	11 %	■ INGREDIENTS, ADDITIVES, SPICES	4 %
■ GROCERY	8 %	■ HONEY	4 %
■ EQUIPMENT	8 %	■ STORAGE, TRANSPORTATION	3 %
■ DAIRY PRODUCTS	6 %	■ COFFEE AND COFFEE EQUIPMENT	3 %
■ PACKAGING	6 %	■ EGGS	2 %
■ FRUITS, BERRIES, VEGETABLES, NUTS	5 %	■ PRODUCTION / HOUSEHOLD HYGIENE	2 %
■ MEAT PRODUCTS	5 %	■ MARKETING & ADVERTISING	2 %
■ HEALTHY FOOD	5 %	■ GOVERNMENT ORGANIZATIONS, EMBASSIES	1 %
■ ALCOHOLIC BEVERAGES	5 %	■ CONSULTING	1 %
■ FATS AND OILS	4 %	■ BANKING AND FINANCIAL SERVICES	1 %
■ FISH AND SEAFOOD	4 %	■ TRADE, INDUSTRY ASSOCIATIONS	1 %
■ SEMI-FINISHED PRODUCTS	4 %	■ DESIGN AND CONSTRUCTION OF BUILDINGS	1 %
■ NON-ALCOHOLIC BEVERAGES	4 %		





PARTICIPANTS

92%

They consider the exhibition important for business development

93%

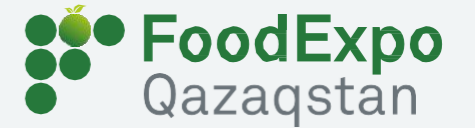
They will recommend participation to partners

62%

Confirmed or plan future participation

PARTICIPANTS

FEEDBACK FROM PARTICIPANTS



“

This is our first experience participating in this exhibition, and I believe it is a great opportunity for Palestinian products to be here in the Kazakhstani market. As for the interest in our products, since this is our first experience, we have already noticed some interest in our goods here in Kazakhstan. We hope that in the future we will be able to make deals with businessmen from Kazakhstan. We plan to participate in many exhibitions next year. As for Kazakhstan, we may participate in this exhibition again.

Yousef Allaham, Export Promotion Manager
Palestine Trade Center

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“

We are participating in this exhibition for the first time, as our center was established relatively recently. Today, about 16 companies from various sectors are represented at the exhibition. The exhibition has always been important and a priority for us. It is a great opportunity for us to find distributors and partners, as well as representatives of retail chains. We are pleased that the scale of the exhibition meets our expectations, and we hope that next year it will be even better. We will definitely participate next year, so look out for us!

Aiperi Dzhailoobayeva, Head of the Export Promotion Department
«Kyrgyz Export»

”

“

We participate in this exhibition every year. This year, I would like to note that the number of visitors has noticeably increased. More people means, accordingly, more opportunities for our sales and growth. Interest in our products has been shown, and as participants for several years, we know that our target audience is the one that attends such exhibitions, as they are interested in our products and the theme of the exhibition itself. We plan to participate next year and in the years to come, as we have been taking part in your exhibition since the very beginning of our operations, and of course, we will continue to exhibit with a stand

Rishat Kassimov, Sales
YANS

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**WE LOOK FORWARD TO SEEING
YOU AT THE EXHIBITION!**

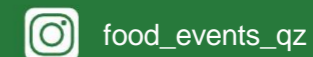
2025

November 12 – 14

**27th Kazakhstan International Exhibition 'Food Products,
Beverages, Ingredients, Packaging, and Equipment for the
Food Industry**



www.foodexpo.kz



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