

icaevents

# Post Show Report



 **InterFood**  
Astana

**25**  
YEARS

25th Kazakhstan International  
EXHIBITION «FOODSTUFFS, DRINKS,  
INGREDIENTS, PACKAGING AND EQUIPMENT  
FOR FOOD INDUSTRY»

**28-30 MAY 2025**

Astana, Kazakhstan  
«EXPO» IEC

[interfoodastana.kz](http://interfoodastana.kz)

Organisers





25th Kazakhstan International  
**EXHIBITION «FOODSTUFFS, DRINKS,  
INGREDIENTS, PACKAGING AND EQUIPMENT  
FOR FOOD INDUSTRY»**

**OFFICIAL SUPPORT AND PARTNERS**



Astana Development Center



Astana Development Center



DAMU Entrepreneurship Development Fund

**UNIQUE VISITORS 1916**

**EXHIBITORS 81**

**EXHIBITING COUNTRIES 10**

Belarus, Bulgaria, Germany, Kazakhstan, China, Kyrgyzstan, Moldova, Russia, South Korea, Ukraine.

**COUNTRIES OF VISITORS 23**

Australia, Azerbaijan, Algeria, Bulgaria, Hungary, Germany, Netherlands, India, Spain, Italy, Kazakhstan, Canary Islands, Kenya, China, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Turkey, Uzbekistan, Finland, France, Japan.



## VISITORS

# VISITORS' ACTIVITY

- **28%** Retail trade / retail chains of food products, beverage
- **13%** Distributor / Dealer Company of food products
- **8%** Cafes, bars, restaurants
- **4%** Confectionery production
- **4%** Distributor / Dealer Company of equipment
- **4%** Large industrial facilities: factories, deposits, etc.
- **3%** Meat production
- **3%** Distributor / Dealer Company of beverages
- **2,5%** Distributor / Dealer Company of ingredients
- **2%** Dairy farm enterprise
- **2%** Production of bakery products
- **2%** Dairy production
- **1,5%** Meat farm enterprise
- **1,5%** Poultry farm
- **1%** Municipal institutions: schools, hospitals, sanatoriums, etc.
- **1%** Horticulture farm enterprise
- **1%** Production of soft drinks
- **1%** Production of alcoholic drinks
- **1%** Grocery production
- **1%** Crop farm enterprise
- **1%** Production of fish and fish products
- **1%** Tea / coffee production
- **1%** Snack production
- **0,5%** Cheese production
- **12%** Other



## VISITORS

### VISITORS' LEVEL OF SENIORITY



- **36%** Head of the Company / Owner
- **26%** Production Manager
- **19%** Development Manager
- **10%** Purchasing Manager
- **10%** Specialist (Technologist / Engineer / Agronomist / Chef Cook)
- **5%** Head of the Economic Department

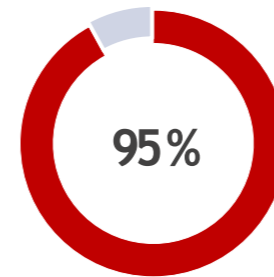
**92%** of visitors personally make decisions about cooperation or are a key recommending person

**91%** came to find/purchase B2B goods and services and obtain information

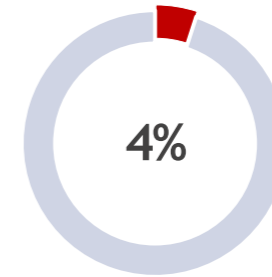


VISITORS

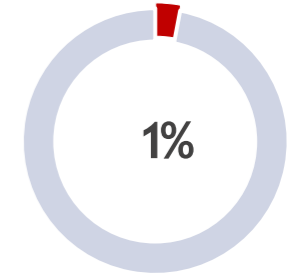
**VISITORS' GEOGRAPHY**



KAZAKHSTAN



CIS COUNTRIES



INTERNATIONAL



**Cities of Kazakhstan:** Aktau, Aksu, Aktobe, Almaty, Astana, Atyrau, Zharkent, Zhezkazgan, Karaganda, Kokshetau, Kostanay, Kyzylorda, Pavlodar, Petropavlovsk, Rudny, Semey, Talgar, Taraz, Temirtau, Uralsk, Ust-Kamenogorsk, Shymkent, Shchuchinsk.



FEEDBACK

## VISITORS

### SECTIONS THE VISITORS WERE INTERESTED IN:

- **20%** GROCERY
- **19%** PACKAGE AND LABEL
- **18%** MEAT PRODUCTS
- **18%** CONFECTIONERY AND BAKERY PRODUCTS
- **17%** DAIRY PRODUCTS
- **17%** EQUIPMENT FOR THE FOOD INDUSTRY
- **16%** PACKAGING EQUIPMENT
- **16%** SOFT DRINKS
- **16%** COFFEE
- **15%** INGREDIENTS, SPICES
- **15%** SEMI-FINISHED PRODUCTS
- **14%** CONSUMABLES FOR THE PRESS AND PRINT
- **13%** FISH AND SEAFOOD
- **13%** FRUITS, BERRIES, VEGETABLES, NUTS
- **13%** FATS AND OILS
- **13%** TARE
- **12%** TEA
- **11%** HYGIENE OF PRODUCTIONS / FARMS
- **11%** ALCOHOLIC DRINKS
- **9%** HONEY
- **9%** SPECIAL FOOD
- **8%** EGGS
- **6%** OTHER
- **4%** INDUSTRY ASSOCIATIONS
- **3%** STATE AGENCIES / MANAGEMENT



## EXHIBITORS

**97%**

consider the exhibition important for business

**90%**

positively estimate ROI from the exhibition

**83%**

are satisfied with the quantity of their stand visitors

**83%**

are satisfied with the quality of their stand visitors

**73%**

signed contracts and reached agreements within the framework of the exhibition

## EXHIBITORS

### EXHIBITORS FEEDBACK



*This is our third time participating, and we are excited to once again take part in InterFood Astana. The exhibition has far exceeded our expectations. Consumers are very satisfied with our products — especially our delicacies. We have had the chance to share our unique taste and introduce more people to our factory. We operate the largest poultry complex in Kazakhstan, which includes full-cycle production: raising livestock, deep processing, and delicacy production. We have already made preliminary agreements for the purchase of our products, including our cooked and smoked meats, as well as our raw materials for processors and retail chains. We definitely plan to participate again next year, as the exhibition has proven to be productive — not only for us, but for everyone involved.*

**EVGENY ISAKOV,  
RTS SHYMKENT, ORDABASY KUS LLP**



*This is our first time participating in the Astana exhibition, and we are lucky to be part of its anniversary edition. Overall, everything has been great — the organizers are always in touch and very helpful in resolving any issues. Among the visitors are our existing clients, which gives us an opportunity to meet and discuss current matters face to face. We have also connected with new potential clients — hotels, restaurants, and even everyday shoppers who now know more about our company and where to find our products. We have submitted a preliminary application to participate again next year, and we hope everything goes smoothly so we can return.*

**OLGA SMIRNOVA, DEPUTY DIRECTOR,  
ELITEFOOD – KO LLP**



*This is our first time participating in an exhibition, and it's been an amazing experience. Everything is going really well — much better than we expected. We were surprised by the large number of visitors and how much interesting our products were. We have had the chance to speak with everyone, explain what we do, offer samples — and the feedback has been excellent. The event itself is vivacious, with lots of passionate people and fresh products. It is especially nice to see so many Kazakhstani producers here — it shows that our local industry is strong and growing, which contributes directly to our national economy.*

**DMITRY ISAROV, DIRECTOR,  
GREEN VITAMIN**





SPECIAL EVENT

## RETAIL CENTER - Retail Network Purchasing Center

The **Retail Center** is a platform for direct negotiations with representatives of retail chains on the issue of supplying products to the shelves of leading stores in Central Asia.

Every year, retail chains and distribution companies from Kazakhstan, Kyrgyzstan, and Russia took part in the activities of the Retail Center.



# BUSINESS PROGRAM

## Plenary Session

“Accelerated Development of Kazakhstan’s Food and Processing Industry: Investments, Sustainability and New Financing Sources”

### SESSION PARTNER



#### Discussion topics:

- What role should the government play in the development of the processing industry and the stimulation of national product output?
- What obstacles do small and medium-sized businesses face in developing processing, and which incentives truly work?
- How can a deep processing project be implemented in the context of the Kazakhstani market: lessons, risks, and resources?
- How does the sustainable development of rural areas affect the growth of agro-processing and local production?
- How can the interests of global brands and national producers be synchronized: competition or cooperation?



TAYSHYTAEV ZHENIS  
Acting Director of the Atameken  
RCE RK Astana



SVETLANA NAZARYUK  
Director of the Astana Regional Branch, JSC  
“Damu” Entrepreneurship Development Fund



KONSTANTIN FEDORCHUK  
Director of Supply Chain for PepsiCo Belarus, the  
Caucasus, and Central Asia



SANZHAR KARIMBEKOV  
Founder of QazAgroFood



## BUSINESS PROGRAM



**EXPERT TALKS** *“From Factory to Shelf Without Losses: Methods to Prevent Losses in the Supply Chain”*

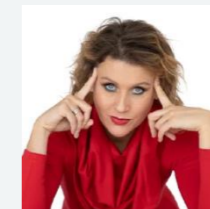
**IGOR CHUMARIN**  
Renowned international expert in retail loss prevention, Consulting Agency for Retail Loss Prevention, Russia

**EXPERT SESSION** *“A Sales-Driven Presentation for the Category Manager”*

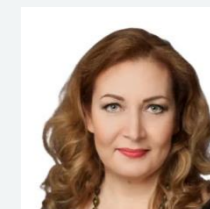
**BUSINESS LECTURE** *“Scaling Sales: A Strategy for Working with Distributors”*

**WORKSHOP** *“AI as a Tool to Increase ROI in Food Product Marketing”*

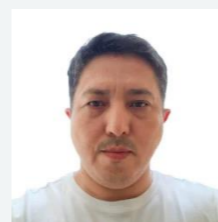
**MASTER CLASS** *“How a Small Brand Can Outsmart Giants and Build a Loyal Audience?”*



**ANNA BAKURSKAYA**  
Founder of Red Business Consulting, 25 years+ in assortment management



**ELENA RIVKINA**  
Partner at Red Business Consulting, Sales expert



**BAURZHAN AMIRKHANOV**  
Director of "Document KZ" LLP



**GULSHAT AMIRKHANOVA**  
Senior Lecturer at the Al-Farabi Kazakh National University

**PRESENTATION** *“Developing a Digital Twin of a Food Industry Enterprise Using AI and IIoT Technologies”*






## TASTING COMPETITION

### WINNERS

#### Meat Products


 *Kazmyasoprodukt LLP*

#### Meat and Sausage Products


 *Ayan-Ozat LLP*

#### Meat Products and Canned Meats

 *Kalinkovichi Meat Processing Plant JSC*

 *Bijan Meat Processing Complex LLP*


#### Sauces and Fats & Oils

 *Eurasian Foods Corporation JSC*

#### Water

 *Keremet Su SKE LLP*

#### Semi-Finished and Pasta Products

 *Maksimalny Razmakh Corporation LLP*

#### Bakery and Confectionery Products

 *Skif Trade LLP*

# WE ARE WAITING FOR YOU AT INTERFOOD ASTANA 2026!

13-15 MAY 2026

26th Kazakhstan International

EXHIBITION «FOODSTUFFS, DRINKS,  
INGREDIENTS, PACKAGING AND EQUIPMENT  
FOR FOOD INDUSTRY»



[interfoodastana.kz](http://interfoodastana.kz)



**Aloyna Aprosimova**

Event Director

[Alyona.Aprosimova@iteca.events](mailto:Alyona.Aprosimova@iteca.events)

+7 727 258 5526

+7 701 721 5410



food\_events\_qz



foodeventskazakhstan

**Olessya Drokina**

Project Manager

[Olessya.Drokina@iteca.events](mailto:Olessya.Drokina@iteca.events)

+7 727 258 3434

+7 708 714 5793

Batyr Yuldashev

Project Manager

[Batyr.Yuldashev@iteca.events](mailto:Batyr.Yuldashev@iteca.events)

+7 727 258 34 48

+7 707 773 14 40



BOOK YOUR STAND