

# Post Show Report Houseware 2023



[www.houseware.kz](http://www.houseware.kz)

The 20th International exhibition for Houseware, Household Appliances & Gifts «Central Asia Houseware 2023», the leading specialized exhibition of household items in the Central Asian region was held in Atakent exhibition center, Almaty city from 14 till 17 May 2023.



The goal of the exhibition - to create a single platform for establishing business contacts for development and promotion of companies.

Producers and distribution companies from Kazakhstan, Russia, Estonia, China, Belarus, Turkmenistan, Iran, India, Uzbekistan took part in exposition.



# Exhibition Themes

## ▶ Kitchenware

Cookware of various materials, kitchen tools, accessories. Cutlery, Small household appliances

## ▶ Tableware

Glass, crystal, porcelain, Dining sets, Tea and coffee services, Items for decoration and table setting, Premium class cookware, HoReCa, Plastic tableware

## ▶ Household appliances

Refrigerators, Freezers, dishwashers, Washing machines, household cleaning equipment, Cookers, hoods, Kitchen appliances for cooking, Kitchen appliances for making drinks, Climate technology, Processing of products, Built-in household appliances

## ▶ Household goods

Household plastic products, Accessories for home and bathroom, Items for cleaning

## ▶ Cottages & country rest items

Garden furniture, Lighting, Garden houses, Hammocks, BBQ facilities, Grills, Disposable tableware, Napkins, Swimming pools, Fountains, Bath and sauna, Hunting & fishing

## ▶ Textile

Tablecloths, Napkins, Kitchen towels, Aprons, etc., Textile for bathrooms, Carpets and floor coverings

## ▶ Gifts

Christmas themes and decorations, Pyrotechnics, Exclusive gifts, Gift wrap, Watches

Candles & Candlesticks, Fragrances, Art & Craft



## Exhibitors

The best proposals from household market leaders were presented by the following companies: Mayeri Industries AS, Nice Cooker, Zavod metalicheskikh izdeli, Guangdong Linkfair Household Co.Ltd, Foshan Sylon Electrical appliances Co.Ltd, ProfitPlastMetall, BelOMO Holding, Star Corporation, Glass Inc, Kostanayski zavod RTI, ZPI Alternativa, Lebiz Plastic, Sakura Electronics Group, Borisovski zavod Melallist, Cixi Meizhi Electric Appliance Co.Ltd, HSL, Banka Home, Microhim, etc.



The participants demonstrated cast aluminum cookware, ceramic crockery sets, porcelain dinner sets, pans, cauldrons, woks, granite grills, galvanized, plastic products, household chemicals and other goods for home.

## Exhibitors

- ▶ "Metallist" factory from Borisov is a Belarusian manufacturer of a wide range of goods under the GALA trademark, its products inspire and create gorgeous comfort atmosphere and warmth in every home.



Zavod metallicheskih izdelii (Factory of metal products) is a leading russian manufacturer of racks, hangers, shoe stands, stools and other goods to maintain order in the house.



Export support center of Altai Republic presented 3 companies from its region: Razvitie LLC has been presenting a new technology of wooden house construction since 2016, this is a wooden monolith with internal insulation or "Altai Warm House"; IE Kaporin produces the following products: tubs, gangs, buckets, churn, lagunets, fonts, phyto barrels made of Altai cedar under the brand "Altai cooper"; IE Tumaev / KedroTur produces souvenirs made of cedar.



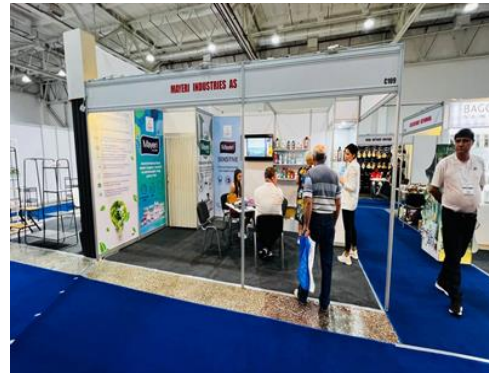
Holding "BelOMO" presents household goods on the market - electric dryers and electric juicers under trademark ASALODA



# Exhibitors



Mayeri Industries AS is the largest company which produce environmentally friendly hygiene products and household chemicals.



ZPI Alternativa is a leader in the production of plastic products for the home, kitchen, garden, backyard recreation, flowers, bathroom.



STAR Corporation is one of the leaders in the production of exclusive decorated glass products in Gus-Khrustalny, also produces premium class tableware.



Lebiz plastic produces polypropylene bags and high-quality plastic products for various aims, including household purposes.

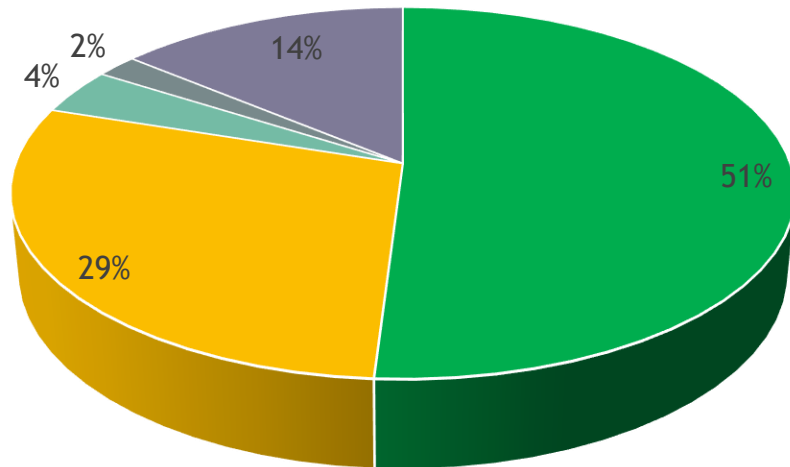


ProfitPlastMetal produces cast-iron cookware (frying pans, boilers, grills) under trademark BONIRON.

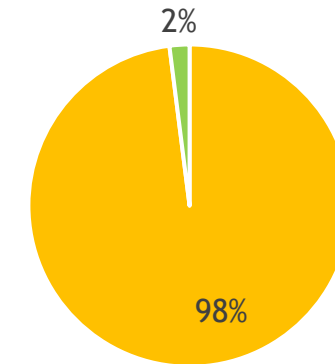
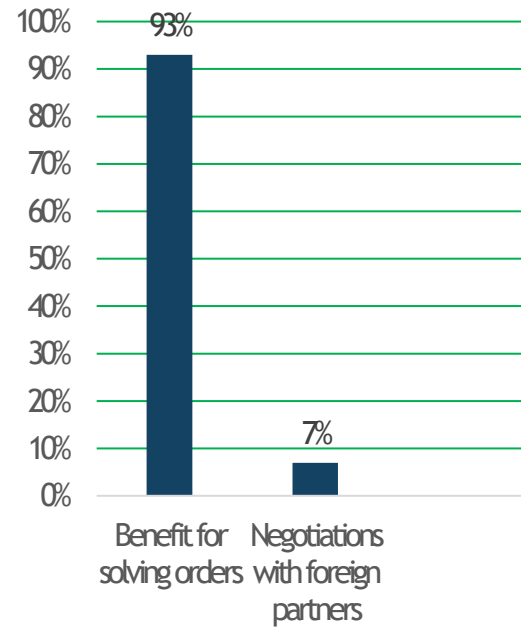
# Visitors

The exhibition in 2023 was visited by 5417 people. The number of representatives of industrial companies from other countries: Kyrgyzstan, Azerbaijan, Uzbekistan, Tajikistan and the neighboring region of Russia accounted 30% of the total number of visitors. A greater number of visitors, 70%, are specialists from cities of Kazakhstan.

93% of visitors consider visiting the Central Asia Houseware exhibition useful for solving questions about future orders of the company, 7% noted the need to communicate with foreign colleagues, exchange experiences. 98% of visitors plan to attend the next Houseware exhibition in 2024.



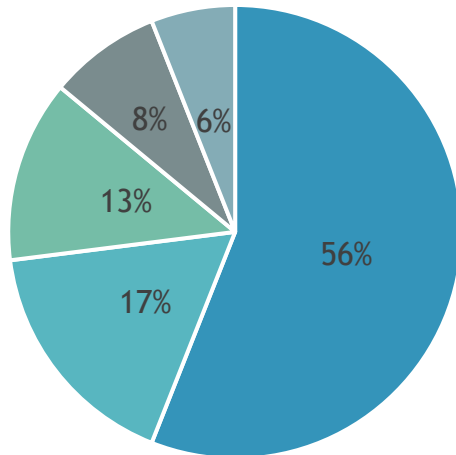
- Almaty
- Other regions of Kazakhstan
- Kyrgyzstan
- Uzbekistan
- Foreign countries



- Decided to visit the next exhibition
- will think

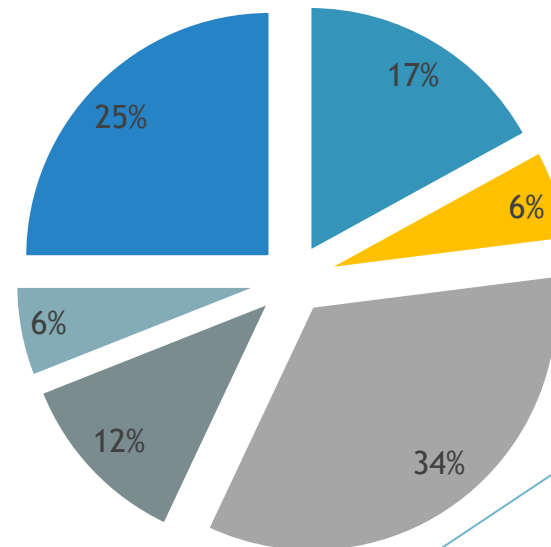
## PURPOSE OF VISITING THE EXHIBITION

- Search for products or services for business
- Personal interests and goals
- Obtaining general industry information
- Promotion of own goods and services
- Educational goals



## ACTIVITY TYPE OF COMPANIES VISITING THE EXHIBITION

- Trading networks, markets
- Distributors
- Bulk buyers
- Hotels, restaurants
- State organizations
- Retail Buyers





# ADVERTISING CAMPAIGN



The key to success in any exhibition is to establish the necessary business connections.

By participating in this exhibition, you can be sure that all business representatives will definitely attend this event for searching new offers and future suppliers.

To attract potential partners, the organizers have developed a special advertising campaign:

Contextual advertising **Google Yandex**



Instagram



Telemarketing - invitation call for the exhibition and business program  
SMS – sending

VIP mailing - inviting specialists

E-mailing - more than 8,000 professional contacts

Buyer program - VIP delegation from Shymkent and Bishkek.

Outdoor advertising - billboards, banner at Sectoral Bazaar.

Radio advertising



TV advertising

**Promotion at exhibitions:** The team of organizers visited specialized exhibitions in Kazakhstan and abroad, distributing brochures and informing participants about the upcoming Central Asia Houseware 2023 exhibition.



# SERVICE FOR PARTICIPANTS

*In order to increase the effectiveness of participation, the organizers provided free service.*

- ▶ Free publication of news about the products presented on the official Instagram “Events” page during the year.

Special tools to attract visitors to the exhibitors' booths:

- ▶ E-invitation for customers and partners
- ▶ Call-center
- ▶ Sms-notifications
- ▶ E-mailing



housewareexpokz

Пилот MC  
посуда и кухонные аксессуары

CENTRAL ASIA  
houseware

20 крупных компаний

Один из крупных интернет магазинов в России

Участник в Международной Выставке

Статистика

Продвигать публикацию

Нравится reklamexpo.kz и еще 2

housewareexpokz ♦ Компания ООО «Пилот MC»- является участником выставки Central Asia Houseware с 29 мая по 01 июня 2022 года.  
📍 ВЦ «Атакент» 10 павильон, Алматы, Казахстан.  
Приглашаем посетить нашу выставку и познакомиться с лидерами на рынке ✓  
#выставкапосуды#centralasiahouseware#exhibition#kazakhstan#столовыеприборы#кухонныеаксес



## See you next year!

Central Asia Trade Exhibitions company  
grateful for effective work of all participants and  
visitors of the last exhibition.

See you next year at Central Asia Houseware 2024!