

Final report
on the exhibition
HOUSEWARE

23-25 JUNE, 2025



About exhibition

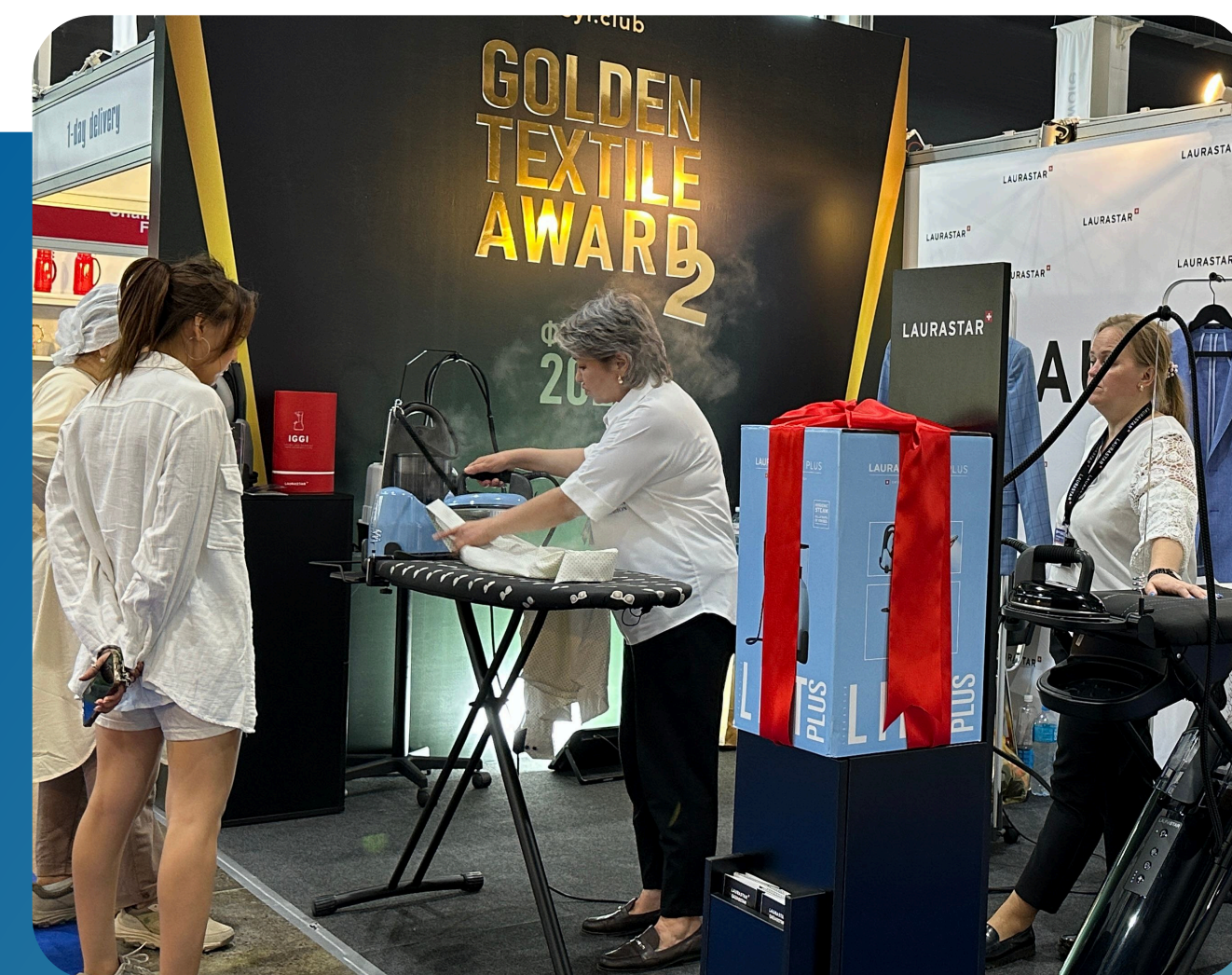
International exhibition of houseware, household, appliances and gifts

CENTRAL ASIA HOUSEWARE

— a unique event in Central Asia, which brings together manufacturers and distributors from different countries of the world for presentations of manufactured products and technological innovations in the houseware, household appliances, cleaning products, plastic goods, home accessories and gifts etc.

Aim of the exhibition

— create optimal conditions for demonstrations, establishing new business contacts, concluding export-import agreements, conducting market and competitiveness analysis, and creating a business in the Central Asian market.



Exhibition sections

Houseware

Household appliances

Garden and outdoor living

Household cleaning products

Household goods

Gifts and Souvenirs



Advertising campaign



**Banner
advertising**
in search bar



**Target
advertising**
in social media



**Email,
SMS & Messenger
Outreach**



Call-center
calling the target
audience



Radio advertising
on the most popular
stations



City advertising
billboards
in high-traffic locations

Also...

- Our employees took part **in specialized events** to exchange experiences with colleagues and to announce Houseware – 2025 exhibition
- Each year, we attract industry-specific governmental and commercial organizations as **official and informational support**.



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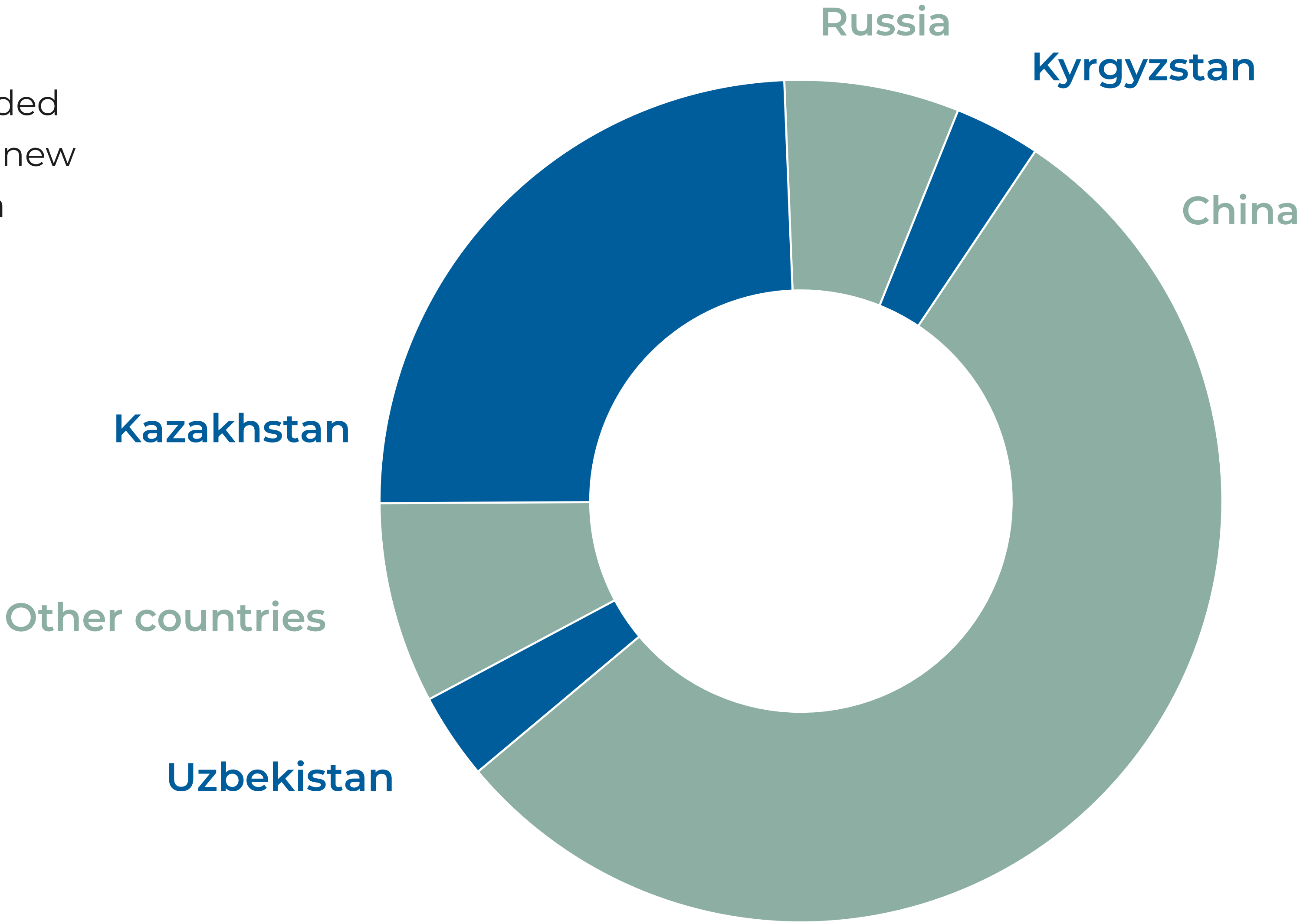


Посуда

Exhibitors

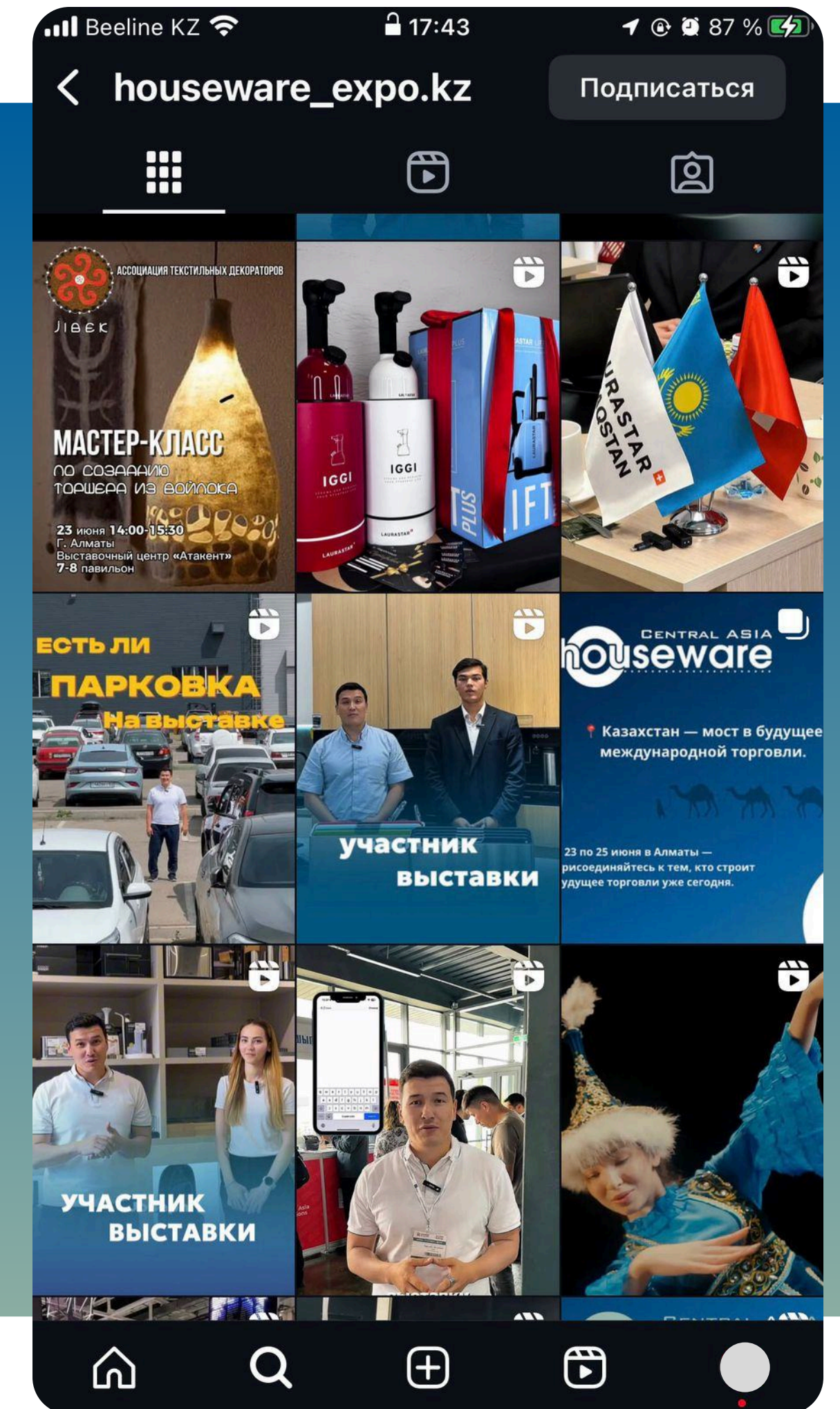
The Houseware 2025 exhibition was attended by both well-known large companies and new brands, a total of **90 companies** from both near and far abroad

- Kazakhstan – 24.4%
- China – 54.4%
- Russia – 6.7%
- Kyrgyzstan – 3.3%
- Uzbekistan – 3.3%
- India – 2.2%
- Turkey – 2.2%
- UAE – 1.1%
- USA – 1.1%
- South Korea – 1.1%



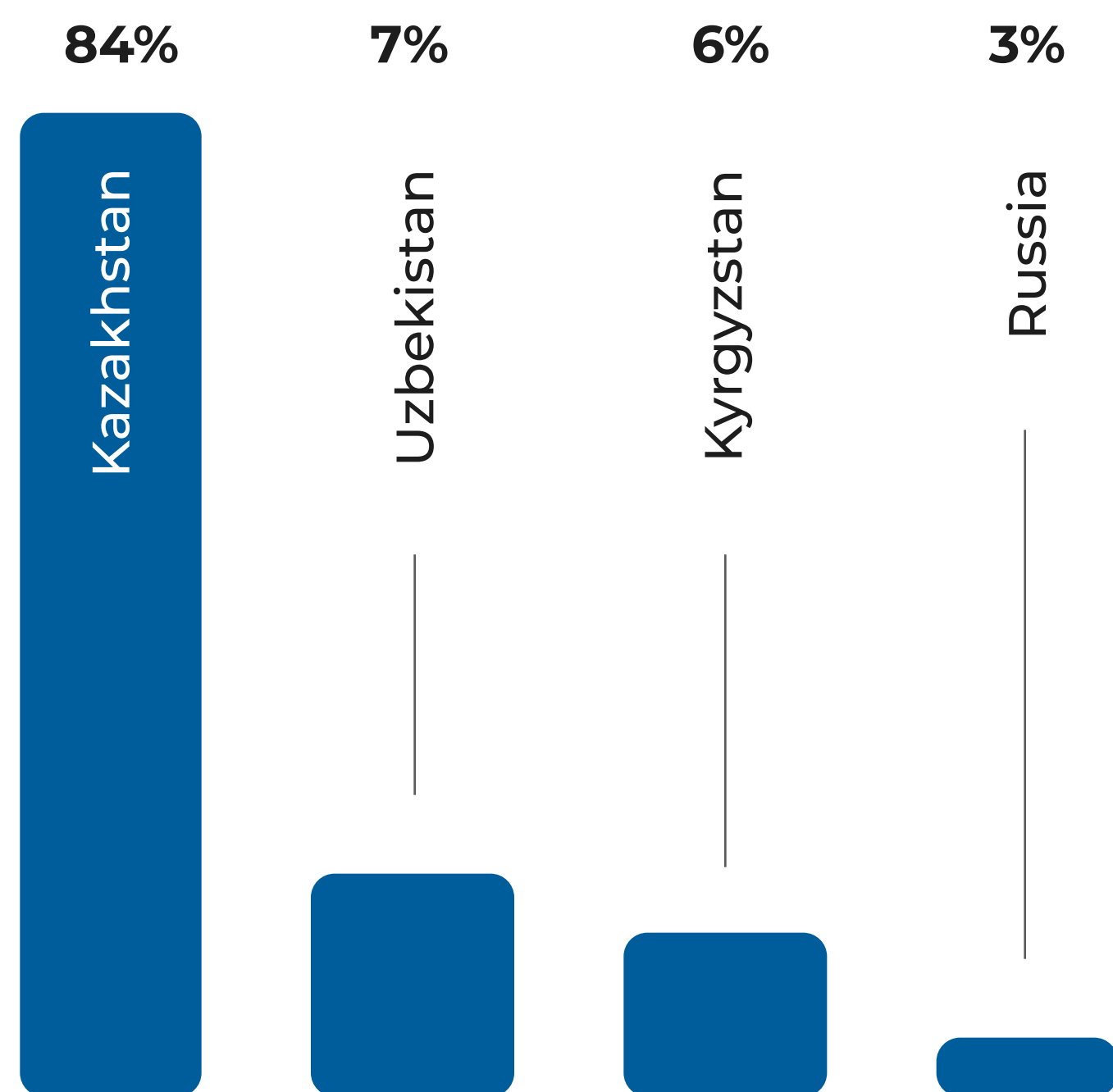
Promotional campaign for exhibitors

In addition to the large-scale advertising campaign of the exhibition, a promotional campaign is launched individually for each participant in order to increase the effectiveness of participation. It consists of posting an **announcement about the company's participation** free of charge via the most effective channel - in the social media of the Houseware-2025 exhibition.



Visitors

The Houseware-2025 exhibition was visited by **more than 5000 specialists**. The international level of the exhibition is confirmed not only by participants from different countries, but also by visitors, **professionals from 5 countries** of the near and far abroad arrived at the Houseware-2025 exhibition:



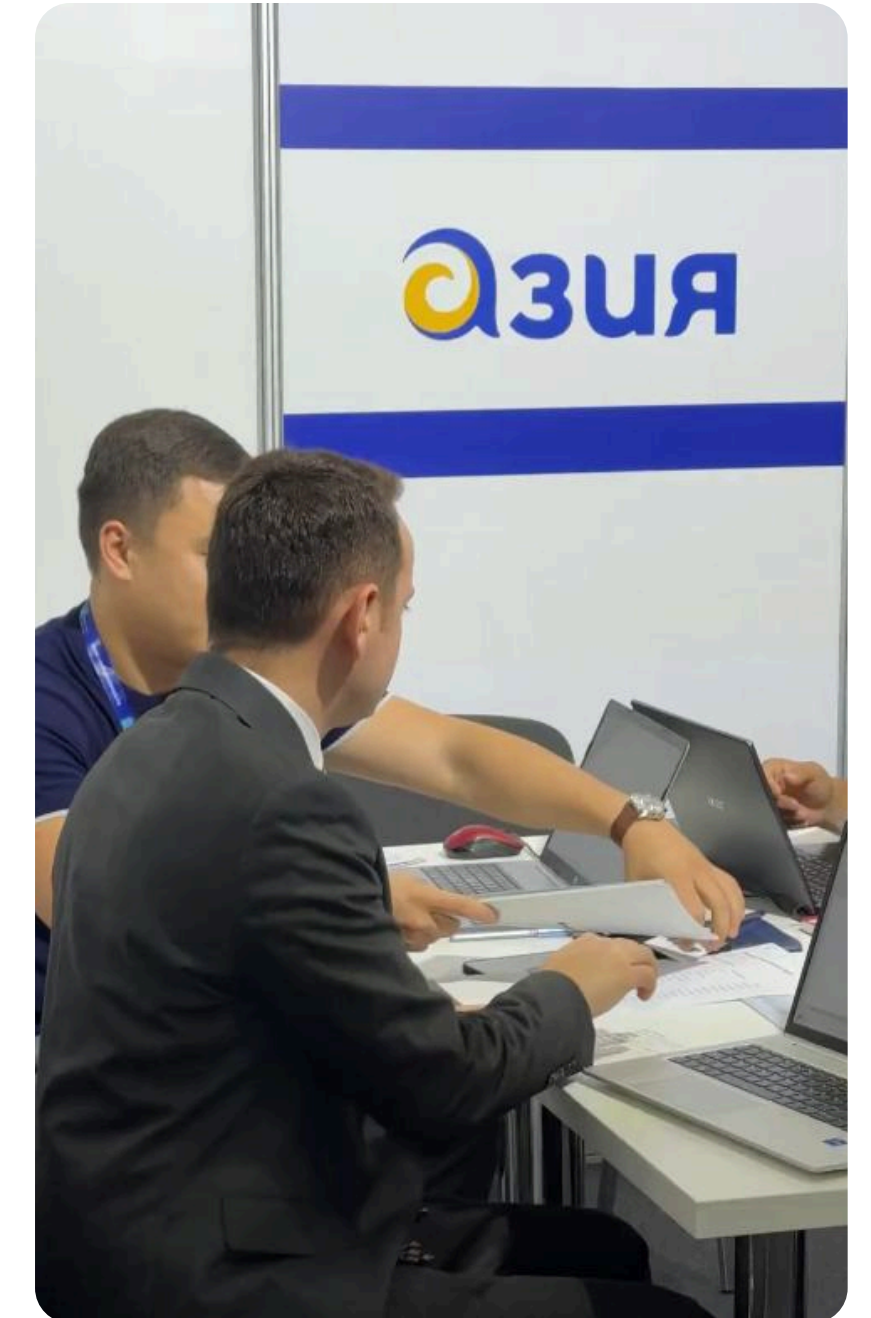
Large – scale B2B program

In 2025, we implemented a large-scale B2B program that brought together key players in the industry.

Participants included leading distributors, retail chains and the largest marketplaces in the region.

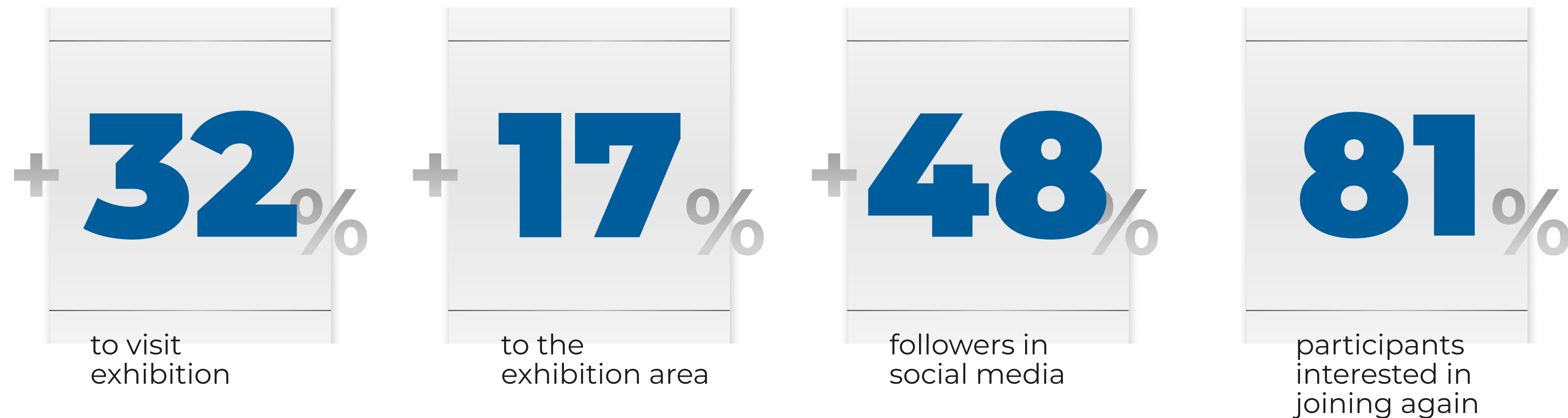
Over 500 targeted B2B meetings were organized over 3 days, which made the program a powerful platform for direct dialogue between suppliers and professional buyers.

The program has proven its effectiveness as a tool for establishing strategic partnerships and expanding channels.



Conclusion

In 2025 we opened a new format of business events at the exhibition, organized a giveaway from exhibition participants to attract a professional audience, focused on development in social media, and opened new strategies for the development of the exhibition. Which allowed us to reached new heights:



HOUSEWARE-2026

We aim to continue contributing to the development of the houseware, household, appliances and gifts, so we invite all specialists and professionals as exhibitors and visitors to the upcoming **Houseware – 2026** exhibition, which will be held:

- **June 22-24, 2026**
- in Kazakhstan, Almaty, Timiryazev str., 42,
Atakent Exhibition Center, pavilion 11

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