

23rd International World of Trade Convention

B2B | Closed Format | Contracts

May 28–30, 2026

Almaty, Kazakhstan



МИР ТОРГОВЛИ
WORLD OF TRADE

110+

retailers and
marketplaces
across all sectors

700+

participants –
market
professionals

9 countries

Kazakhstan, Russia, Uzbekistan,
Kyrgyzstan, Georgia, Azerbaijan,
Tajikistan, Belarus, Armenia

* Registration at eximexpo.kz

Program of the 23rd International World of Trade Convention

Challenges. Transformation. Growth

The World of Trade Convention is a key professional platform for the retail industry of Central Asia, bringing together top industry leaders for more than 13 years. The event regularly gathers chairmen of boards, shareholders and CEOs of the largest retail groups in the region.

The format is designed for strategic dialogue between business owners and top executives: market analytics and benchmarking from industry leaders, direct negotiations with B2B partners, and decisions made without intermediaries.

- more than 500 B2B partners: manufacturers, distributors, developers and technology companies
- direct negotiations aimed at strengthening product categories, upgrading IT platforms and transforming retail formats
- deals and partnership agreements reached without long chains of approvals

Historically, the World of Trade Convention has been established as a closed professional meeting for business owners, members of Boards of Directors and senior executives. Participation is by invitation only and requires prior registration and status confirmation.

A separate focus of the event is dialogue between business and government on key issues affecting the development of the retail industry in the region.

The event format includes:

- one-to-one negotiation sessions aimed at concluding contracts
- an exhibition of products, solutions and technologies relevant for large retail companies
- a congress program discussing strategic industry trends and management decisions
- informal networking in a private, executive-level environment
- guided visits to leading retail chains in Almaty

The list of regular participants is available at the following link

<https://eximexpo.kz/en/reviews-en/>



Central Asia Retail: Setting the Transformation Course for 2026–2030

The Convention is a business platform beyond politics, bringing companies from different countries together at one table in the interest of business cooperation. Every year, hundreds of retailers and suppliers from around the world place their trust in the event.



“We value every participant and provide support before, during, and after the Convention.”

— **Elena Sargaldakova**, Founder of the World of Trade projects

The year 2026 began under complex conditions: ongoing geopolitical turbulence, tax code reform, monetary tightening, and shifting consumer behaviour driven by the expansion of e-commerce in Central Asia. These factors have launched a five-year retail transformation cycle.

At the World of Trade Congress, industry leaders will share their vision of the future and real transformation cases in formats and technologies aimed at achieving strategic goals through 2030.

Key Dates and Schedule Overview

May, 28	09:00 AM	Official Opening of the 23rd World of Trade Convention
May 28-29	09:00 AM - 06:30 PM	World of Trade Exhibition
May 28-29	09:30 AM - 06:30 PM	Eurasian Retail Congress
May 30	10:00 AM - 02:30 PM	Retail Store Tours in Almaty

Day 1 – May 28, 2026

Gerey Khan Hall	Pushkin Hall
<p>09:30 AM OFFICIAL OPENING OF THE 23RD WORLD OF TRADE CONVENTION</p> <p>9:40-10:20 TRENDS AND ANALYTICS OF WORLD OF TRADE</p>	
<p>10:30 AM - 11:50 AM RETAIL 2026 STRATEGIES. VISIONARIES' CHOICE</p>	<p>10:10 AM - 11:30 AM WORKING WITH STORE FORMATS IN CENTRAL ASIA</p>
<p>12:00 PM - 01:30 PM SUCCESSFUL CASES IN RETAIL FROM LEADING SUPPLIERS OF INNOVATION, TECHNOLOGY, EQUIPMENT, MARKETING, AND LOYALTY</p>	<p>12:00PM - 01:30 PM HR CONFERENCE IN RETAIL OUTSOURCING. TALENT POOL</p>
01:30 PM-03:00 PM Lunch time	
<p>03:00 PM - 05:30 PM WORLD OF TRADE PURCHASING CENTER Offline format</p>	<p>0530 PM - 08:00 PM EVENING PROGRAMME FOR RETAILERS (closed format)</p>

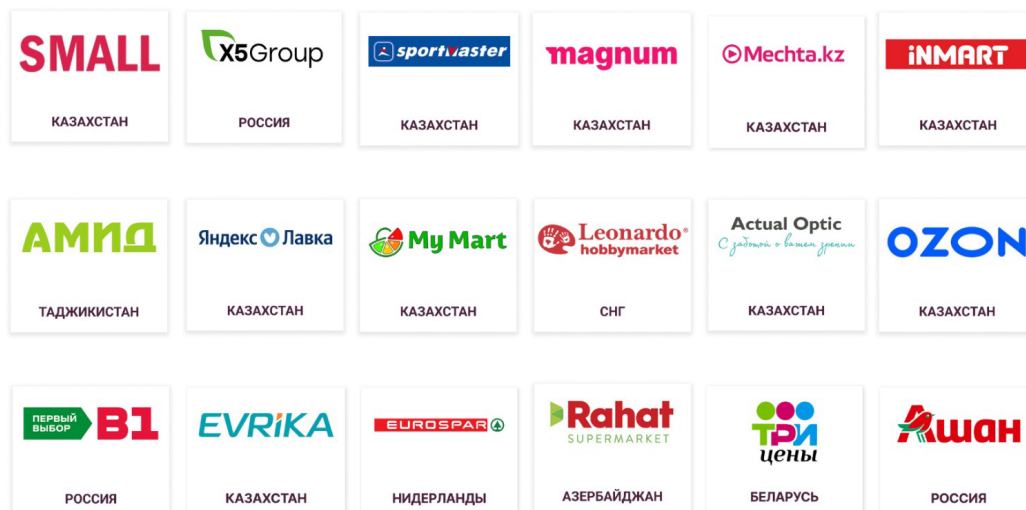
Day 2 – May 29, 2026

Gerey Khan Hall	Pushkin Hall
<p>10:00 AM - 11:20 AM FMCG RETAILERS AND SUPPLIERS. HOW TO ENTER THE RETAIL CHAINS OF CENTRAL ASIA AND EURASIA</p>	<p>10:10 AM - 11:20 AM NON-FOOD: RETHINKING RETAIL FORMATS IN RESPONSE TO CHANGING CUSTOMER BEHAVIOR</p>
<p>11:30 AM - 12:30 PM PRIVATE LABELS AND IN-HOUSE PRODUCTION: OPPORTUNITIES FOR GROWTH AND CREATING UNIQUE VALUE</p>	<p>11:30 AM - 12:50 PM RETAIL LIFESTYLE AND DEVELOPMENT: NEW TRAFFIC LOGIC, THE MALL OF THE FUTURE</p>
<p>12:40 PM - 02:00 PM INTERNATIONAL PERSPECTIVE: RETAIL IN EUROPE AND EURASIA</p>	<p>01:00 PM - 02:00 PM E-COMMERCE IN CA. ONLINE AND OFFLINE. PARTNERSHIP OR COMPETITION?</p>
02:00 - 03:00 Lunch time	
<p>03:00 PM - 05:00 PM WORLD OF TRADE EXHIBITION NETWORKING. TASTING. SOLUTION PRESENTATIONS. PARTNER ACTIVITIES</p>	<p>03:00 PM - 04:20 PM STRATEGIES AND TOOLS IN THE ERA OF AI TECHNOLOGIES AND HUMAN-CENTRICITY</p>
	<p>04:30 PM - 06:30 PM INTERNATIONAL RETAIL BOARD OF DIRECTORS</p>
<p>WORLD OF TRADE PURCHASING CENTER Online format THROUGHOUT THE DAY</p>	

May 30. Day 3

10:00 – 14:30 Tours of leading retail chains in Almaty

Our Participants



Participant Feedback <https://eximexpo.kz/en/reviews-en/>

PROGRAM OF THE 23rd INTERNATIONAL WORLD OF TRADE CONVENTION

May 28, 2026 – Day 1



Please note that the program is subject to change. The latest version is available from the Convention organizers upon request

08:30 AM

World of Trade Convention Registration & Welcome Coffee

Admission is limited to **registered participants only**. Registration must be confirmed by the Organizing Committee of the World of Trade Convention.

Participation applications can be submitted via the official website:
<https://eximexpo.kz/>

09:30 AM

Official Opening of the Convention

Welcome addresses from the organizers and invited officials

09:00 AM -
05:30 PM

World of Trade Exhibition

Technological innovations and products from leading suppliers

EURASIAN TRADE CONGRESS AGENDA – Day 1

09:40 AM -
10:20 AM

WORLD OF TRADE: TRENDS & ANALYTICS

Analytical Session

Gerey Khan Hall

Exclusive market analytics for Convention participants

Key discussion points:

- How is the retail landscape in Central Asia and Eurasia changing amid inflation, e-commerce growth, and a shift in demand toward value-driven categories?
- Why are consumers exercising tighter control over their shopping baskets, switching brands more frequently, and setting new expectations for convenience and product availability?
- Which categories are currently driving real growth, and what management decisions allow retailers to maintain margins in the new market reality?
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NielsenIQ Kazakhstan, a leading analytics agency, will present an exclusive market study providing participants with a comprehensive overview of the retail market.

Speakers:

Aizhan Issaeva, Senior Retail Vertical Executive, NielsenIQ, Kazakhstan

Vitaliy Bryk, Global Head of Cloud Solutions Development and Expansion (BES) for Retail, NielsenIQ, Kazakhstan

10:30 AM – **RETAIL 2026. TRENDS. CHALLENGES. STRATEGIES**
11:50 PM Gery Khan session with CEOs of leading retail companies
Gery Khan Hall

A strategic dialogue among top executives of retail chains on the current market landscape, key transformations, and development scenarios for retail in Central and Central Asia for 2025–2030.

Key topics:

- Key challenges and emerging opportunities
- Online vs. offline: market dynamics and impact
- Shifts in consumer behavior and demand structure
- Retail format transformation
- Operational efficiency and the role of technology in the current environment
- Vision and strategies of the region's leading retail chains
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Moderator:

- **Gulfira Krok**, international expert in category management, assortment, and pricing. Consultant and business coach. Krok Consulting

Invited to dialogue:

- **Erem Arutyunyan**, Founder and Chairman of the Supervisory Board, Mechta Market
- **Nariman Suleimenov**, CEO, Sportmaster, Kazakhstan
- **Angela Ryabova**, CEO of the "First Choice" discounter format, Magnit Group, Russia
- **Andrey Novokshonov**, Director of the Store Department, Small | Small Food (new format) | Spar, Kazakhstan
- **Andrey Poddanets**, Founder and Owner of the Inmart chain, Kazakhstan
- **Dmitry A. Revin**, Chairman of Kazakhstan Union of Retail Property Developers, Co-founder of APORT malls, Kazakhstan

10:10 AM – **STORE FORMAT MANAGEMENT IN CENTRAL ASIA**
11:30 AM Expert Master Class
Pushkin Hall

A practical deep dive into retail formats and tools that enable precise work with target audiences, increase traffic, conversion rates, and sales per square meter.

Key topics:

- What defines a retail format and why floor space, location, or sales figures alone are not sufficient
- Target audience of a retail format: why customer structure changes dramatically during scaling
- Assortment structure and pricing architecture
- Mathematicians vs. marketers: what an assortment minimum is and why it cannot be derived solely from the product matrix

Speaker: **Sergey Ilyukha**, Business Trainer and Retail Expert
Member of the Board, Russian Association of Retail Market Experts

12:00 AM – **SUCCESSFUL RETAIL CASES: DIGITALIZATION, ANALYTICS, EQUIPMENT**
01:30 PM Convention Partners Case Presentation Session
Gery Khan Hall

Effective IT and technology solutions for retail.

Moderator: **Elena Naumchik**, Certified Loyalty Marketing Professional (CLMP™), experience with Magnum C&C, X5 Group, Sberbank, TSUM Moscow and others

Practical Cases:

- **Efficient retail and warehouse equipment in the context of retail transformation**
Speaker: [Elena Krivikhina](#), Regional Representative for Central Asia, RACKING SYSTEMS, Russia
- **In-house production in retail. Food Production Design**
Speaker: [Dmitry Ryabchenko](#), Executive Director, Gastrotechnika, Russia, Germany
- **Marketplaces as a Tool for Your Growth**
Speaker: [Ramina Galiulina](#), Head of Partner Development, Ozon, Kazakhstan
- **AI and Image Recognition in Merchandising: Data Instead of Intuition**
Speaker: [Georgy Smirnov](#), CBDO, LASMART, Russia
- **How to Successfully Scale a Business and Improve Operational Efficiency**
Speaker: [Mikhail Taran](#), Director, 4PROFIT GROUP, Member of the Council Of Supply Chain Management Professionals (Ukrainian Round Table) Experience at ATB Market, PROSTOR, EUROMIX, and BaDM, Ukraine
- **Hybrid Retail Management: How to Launch a Cloud-Based Offline Accounting System**
Speaker: [Dmitry Agapov](#), CEO & Founder, PayKit, Ukraine
- **Data-driven and growth strategies in modern retail**
Speaker: [Dmitry Morev](#), Marketing Director, Mechta Market, Kazakhstan

12:00 PM –

HR IN RETAIL CONFERENCE

01:30 PM

Discussions with HR leaders of major retail chains. Case reviews
Pushkin Hall

Outsourcing in Retail: A Management Tool or a Strategic Risk?

Where is the line between flexibility and loss of control, and what happens when a significant share of the workforce is taken outside the company's organizational perimeter?

This session focuses on analytics and data on outsourcing, a real-life retail case, and an open discussion between business leaders, HR directors, and representatives of outsourcing providers.

Talent Pool Management in the Era of "Temporary Workforce"

Why traditional models of employee retention and development are no longer effective, and how to build a management system that accounts for high and predictable employee turnover.

The discussion will address how to adapt long-cycle HR processes to the new labor market reality while maintaining the resilience of retail businesses.

Moderator:

[Evgeniya Zvereva](#), HR Business Partner, *Sportmaster Group*, Kazakhstan

Invited to the dialogue:

- [Aliya Yeshpanova](#), Executive Director, Association of HR Managers of Kazakhstan, experience at Skiff Trade, Alfa Bank, and Home Credit Bank, Kazakhstan
- [Gaukhar Sarybayeva](#), HR Director, Small, Kazakhstan
- [Dina Kovalenko](#), HR Director, Food Retail PRO, My Mart chain of stores, Kazakhstan
- [Oksana Solovyeva](#), HR Director, Fashion Retail Group (brands: Calvin Klein, Under Armour, Tommy Hilfiger, Etam, Diesel, Walker)
- [Anna Minaeva](#), HRBP, aster.kz - the first auto supermarket

01:30 PM – **BUSINESS LUNCH**
03:00 PM

A friendly lunch for World of Trade Convention participants. Networking across the exhibition area, including informal discussions at exhibitor booths and in the World of Trade Hypermarket zone.

03:00 PM - **WORLD OF TRADE PURCHASING CENTER**
05:30 PM **OFFLINE FORMAT**
Bilateral negotiations session
Gerey Khan Hall

Retailers from nine CIS and Eurasian countries will conduct bilateral meetings with Convention participants. The sessions are organized with retailers and distributors seated at dedicated negotiation tables. A practical negotiation platform designed for direct **one-to-one dialogue between suppliers and retailers**, focused on discussing commercial terms and concluding real contracts.

05:30 PM – 08:00 PM **EVENING RECEPTION FOR RETAILERS AND PARTNERS**
(By invitation only)

The evening reception is a closed segment of the Convention, bringing together top executives of the retail industry and key partners in an exclusive, private setting. This is a space where professional dialogue continues beyond the stage and formal agenda, personal connections are established, ideas are exchanged, and future partnerships take shape in an atmosphere of trust and open communication

PROGRAM OF THE 23rd INTERNATIONAL WORLD OF TRADE CONVENTION

May 29, 2026 – Day 2

09:00 AM – 10:00 AM	WELCOME COFFEE Exhibition open hours, informal networking
09:00 AM – 07:00 PM	WORLD OF TRADE EXHIBITION Technological innovations and products from leading suppliers
THROUGHOUT THE DAY	INTERNATIONAL WORLD OF TRADE PURCHASING CENTER Bilateral Negotiation Sessions · ONLINE FORMAT

EURASIAN TRADE CONGRESS AGENDA – Day 2

10:00 AM – 11:20 AM	FMCG RETAILERS AND SUPPLIERS How to Enter Retail Chains in Central Asia and Eurasia <i>Gerey Khan Hall</i>
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A discussion of practical approaches for FMCG suppliers entering retail chains — from initial negotiations to commercial terms and scaling. Real-life retail cases

Key topics:

- Retailer requirements for suppliers
- Assortment selection and the role of category management
- Pricing and commercial terms
- Quality and supply standards

Moderator: to be confirmed

Invited to the discussion: retailers from different countries:

- [Marina Polyakova](#), Commercial Director, Baraka Market, Uzbekistan
- [Angela Ryabova](#), CEO of the "First Choice" discounter format, Magnit Group, Russia
- [Mirzokalon Kalonzoda](#), Commercial Director, Amid, Tajikistan
- [Evgeny Zhilenkov](#), Deputy Commercial Director, Magnum C&C, Kazakhstan
- [Parviz Abbasov](#), Head of Import Department, Rakhat Market, Azerbaijan
- [Matvey Gulin](#), former Director of Operations, Ahmad Tea Russia
- [Igor Kostin](#), Crisis Management and Marketing Expert (Experience at Tyan-Shan Invest Azercay, Anatolia Food Company, and Belaseptika), Uzbekistan

10:10 AM - **NON-FOOD: RETHINKING RETAIL FORMATS IN THE CONTEXT OF CHANGING CONSUMER BEHAVIOR**
12:00 PM
Pushkin Hall

Non-food retail in Central Asia amid changing demand, online expansion, and the growth of local brands

- The fashion consumer today: what has changed
- Local brands vs. international chains
- Store formats and the role of locations
- Assortment and turnover management

Moderator: [Nariman Suleimenov](#), CEO, Sportmaster Kazakhstan

Invited to the dialogue:

- [Boris Katz](#), Chairman of the Board of Directors, Leonardo Hobby Hypermarket Chain, Russia, Kazakhstan, Belarus
- [Anna Yakovleva](#), Co-Owner and CEO, Actual Optic, Kazakhstan
- [Gabit Dzhamanbayev](#), General Director, Mechta Market, Kazakhstan
- [Diana Danilova](#), Commercial Director, Magnit Cosmetics, Uzbekistan
- [Dulat Meirbayev](#), COO, Chief Operating Officer, Evrika Retail Group, Kazakhstan

11:30 AM – **PRIVATE LABELS AND IN-HOUSE PRODUCTION: OPPORTUNITIES FOR GROWTH AND CREATING UNIQUE VALUE**
12:30 PM
Discussion Panel
Gerey Khan Hall

Presentations and discussions by Eurasian retail leaders.

Moderator: [Gulfira Krok](#), international expert in category management, assortment, and pricing. Consultant and business coach. Krok Consulting

- [Pyaterochka Case Study, Russia: A Product-Based Approach to Creating Private Label Brands](#)
[Roman Avramov](#), Private Label Director, Pyaterochka, Russia
- [Auchan Case Study, Russia](#)
[Elena Savchenko](#), Director of Private Label and Direct Import Group Purchasing and Supply, Auchan Russia

11:30 AM – **RETAIL, LIFESTYLE, AND DEVELOPMENT: NEW TRAFFIC LOGIC AND THE MALL OF THE FUTURE**
12:50 PM
Pushkin Hall

An open dialogue between developers and retail chains about formats, locations, the economics of retail facilities, and mutual expectations

- How consumer demands for retail and shopping malls are changing
- Changes in space and new formats
- Lease economics and partnership models
- Traffic, tenant mix, the role of anchors
- Mutual expectations of developers and chains

Moderator: [Dmitry A. Revin](#), Chairman of Kazakhstan Union of Retail Property Developers, Co-founder of APORT malls, Kazakhstan

Invited to dialogue:

- [Nariman Suleimenov](#), CEO, Sportmaster Kazakhstan
- [Boris Katz](#), Chairman of the Board of Directors, Leonardo Hobby Hypermarket Chain, Russia, Kazakhstan, Belarus
- [Aleksey Khegay](#), Partner, TSPM, Dostyk Plaza Shopping Center, Shymkent Plaza, Eurasia Shopping Center, Kazakhstan
- [Tair Balgabekov](#), CEO, Esentai Mall, Esentai Tower, Kazakhstan
- [Sagynish Kuanyshebekova](#), CEO, Moscow Shopping Center, Kazakhstan
- [Bayan Kayakyran](#), Managing Partner, Colliers International Kazakhstan

12:40 PM –
02:00 PM

INTERNATIONAL PERSPECTIVE: RETAIL IN EUROPE AND EURASIA
Gerey Khan Hall

An international session on global retail trends, technologies, and format transformation. A practical perspective from international retail chains and experts on solutions already implemented in Europe and potentially applicable in Central Asia and neighbouring countries

Focus: practical case studies and adaptation of international solutions to regional markets

Moderator: [Gulfira Krok](#), expert in category management, assortment, and pricing. Consultant and business coach. Krok Consulting, Israel. International retailers and experts

Invited to dialogue:

- [Sergey Loktev](#), Head of International Retail Development CEE & Eurasia, SPAR International, the Netherlands
- [Roman Romashevich](#), Business Development Director, VB Fixmarket, Tri Tseny stores, Belarus
- [Gulfira Krok](#), expert in category management, assortment, and pricing. Consultant, business coach. Krok Consulting

01:00 PM-
02:00 PM

E-COMMERCE IN CA. ONLINE AND OFFLINE. PARTNERSHIP OR COMPETITION?
Plenary session
Pushkin Hall

A practical session on the development and impact of e-commerce on the Central Asian market. Discussion of working models, the economics of online channels, and the integration of e-commerce with offline retail.

Focus: omnichannel, ecosystem creation, margins, logistics, data, and managed online sales growth.

Moderator: [Demid Samoshkin](#), retail expert (experience with SMALL, Arbuz.kz, and other businesses)

Invited to the dialogue:

- [Assem Isayeva](#), Head of FMCG, Yandex Lavka Kazakhstan
- [Azim Karimov](#), Director of E-Commerce, Mechta Market, Kazakhstan
- [Roman Sattarov](#), Development Director, Sportmaster Kazakhstan
- [Ramina Galiulina](#), Head of Partner Development, Ozon, Kazakhstan
- [Evgeniya Savenkova-Petrchenko](#), Head of Commerce, Wildberries Kazakhstan, Kazakhstan
- [Olga Shabanova](#), Head of E-Commerce Project, Fashion Retail Group, Kazakhstan

02:00 PM – **BUSINESS LUNCH**
03:00 PM

A friendly lunch for World of Trade Convention participants.
Networking across the exhibition area, including informal discussions at exhibitor booths and in the World of Trade Hypermarket zone.

03:00 PM – **WORLD OF TRADE EXHIBITION SPACE**
05:00 PM *Gerey Khan Hall | Exhibition area and Hypermarket World of Trade*

Networking. Tastings. Solution presentations at booths. Partner activities.

Time for professional networking, getting to know the exhibits, and direct contact with suppliers, manufacturers, technology companies, and market partners

IN THE PROGRAM:

- FMCG product tastings and presentations of new products
- demonstrations of retail solutions and technologies
- activities and interactive events from the Convention's partners
- informal networking among retailers, suppliers, and market experts

This is an opportunity to explore the exhibition in depth, discover new solutions, and connect with new partners.

03:00 PM – **STRATEGIES AND TOOLS IN THE ERA OF AI AND HUMAN-CENTRIC BUSINESS**
04:20 PM *Gerey Khan Hall*

Discussion of priority innovations for transforming customer interaction and effective digitalization. Cases and dialogue of market leaders. Exploring the balance between algorithms, data, and a human-centric business model. Case studies and open discussion

Moderator:

- [Assem Bolatzhan](#), CEO, Women in Tech Kazakhstan Chapter; External Advisor to the Minister of AI and Digital Development of the Republic of Kazakhstan; Chair of the Public Council under the Ministry of AI and Digital Development of the Republic of Kazakhstan

Cases:

- ACTUAL OPTIC case: How to create your own “blue ocean” and remain an industry leader for over 25 years
[Anna Yakovleva](#), Co-owner and CEO, Actual Optic
- Askona CIS case: How to reactivate “dormant” customers. CDP integration and the “magic of sleep” in practice
[Svetlana Belaya](#), Head of Brand Marketing and Loyalty, Askona CIS
- Yandex Lavka Kazakhstan Case Study
[Assem Issayeva](#), Head of FMCG, Yandex Lavka Kazakhstan
- Mechta Market case study: End-to-End Customer Journey: Why AI Doesn't Work without an integrated process

04:30 PM - **INTERNATIONAL RETAIL BOARD OF DIRECTORS**
06:30 PM Roundtable
Pushkin Hall | By invitation only

A private, closed-door meeting of owners and CEOs of retail companies to discuss key industry challenges and exchange management experience. Participants will share their views on the current economic situation, discuss successful strategies, and formulate consolidated proposals.

The discussion will bring together executives and owners of leading retail businesses from Central Asia and Eurasia

Moderator: [Gulfira Krok](#), International consultant, Category Management and Pricing Expert; Business Trainer, Krok Consulting

THROUGHOUT **WORLD OF TRADE INTERNATIONAL PURCHASING CENTER**
THE DAY Bilateral negotiation session
online format

Bilateral negotiations involving retailers who were unable to attend the Convention in person but are interested in cooperation with Convention participants

18:00 **CLOSING COCKTAIL**

A setting where professional dialogue continues beyond the stage and formal agenda. Personal connections are formed, ideas are exchanged, and future partnerships take shape in an atmosphere of trust and open communication

RETAIL STORE TOURS IN ALMATY

May 30, 2026 – Day 3

Retail representatives will welcome World of Trade Convention participants directly on the sales floors of their stores. They will organize personal meetings with relevant team members responsible for supplier-related areas, answer questions, and demonstrate new solutions already implemented in their business.

This year, you are invited by:



This format offers a unique opportunity to align cooperation on-site with top management of retail companies.

Key benefits:

- Direct communication with retail representatives in a real operational environment
- Demonstration of current retailer requirements for assortment, packaging, merchandising, and quality standards
- On-site discussion of potential cooperation, taking into account actual store formats and operating conditions
- Shortened negotiation cycles and preliminary alignment of next steps without formal barriers
- Clear understanding of internal decision-making processes and supplier selection criteria
- Showcase of best practices and solutions already implemented in retail
- Maximum practical value and a strong results-oriented focus — from initial introductions to concrete agreements



HOW TO PARTICIPATE

The World of Trade Convention is a closed commercial event

Participation in the Convention **is paid for suppliers and partners**
Discounts are available for returning participants

Participation in the Convention **for retailers** is subject to prior registration and approval by the World of trade Convention Organizing Committee.

Registration is mandatory for all participants and must be completed via the official Convention website.

The Organizing Committee of the International World of Trade Convention will be happy to assist with any questions:



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<https://eximexpo.kz/>



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