



CONVENTION
WORLD OF TRADE МИР ТОРГОВЛІ

2020

INTERNATIONAL PROCUREMENT CONGRESSES



World of Trade Convent Organizer in all countries

User

SIGN CONTRACTS!

150 retail chains and distributors
from 12 countries.

**ALL TRADING BUSINESS IN ONE
PLACE AT ONE TIME!**

WITH OFFICIAL AND ORGANIZATIONAL SUPPORT



Ministry of Trade
and Integration
of the Republic of
Kazakhstan



UKRAINIAN CHAMBER
OF COMMERCE AND INDUSTRY

Chamber of
Commerce and
Industry of Ukraine



Chamber of
Commerce and
Industry of
Kyrgyzstan



Uzbekistan
Exporters
Association

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Exclusive
partner in
Lithuania and
Latvia

AlimWay
TRAVEL COMPANY

Exclusive
partner in
Georgia

Dear colleagues, hello!

We have prepared big events for you in 2020, because the time has come when we are trusted by **more than 300 retailers and distributors from 12 countries**, when the best sponsors support our events and state industry institutions at the highest level take part in a dialogue with the leading participants of modern trade of the **EAEU, Central Asia, the Caucasus and Europe**.

For 5 years we have truly become the central platform of network retail, an effective working meeting with concrete results.

Over the years, we became authors **more than 20 industry congresses**, including procurement congresses for manufacturing delegations from **Afghanistan, Poland, Czech Republic, Russia, Kazakhstan, Belarus, Kyrgyzstan, Russia, Ukraine, Uzbekistan, Tajikistan and Other countries**.

We invite you to become part of the leading business meetings in Eurasia, as a result of which you expect big deals and new partners! Come to us for real contracts!

In 2020, the "World of Trade-Мир Торговли" Convent will be held in several countries: **Kazakhstan, Kyrgyzstan, Uzbekistan, Georgia, Belarus, Russia and Europe**.

Elena Sargaldakova, Chairman of the organizing committee of international retail congresses

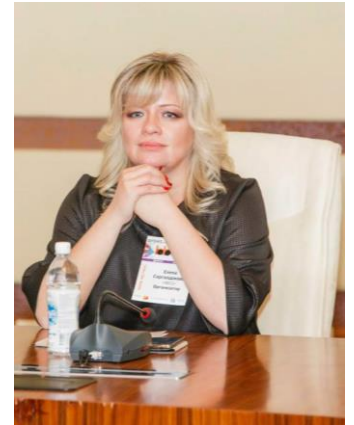
WHAT IS THE CONVENT «WORLD TRADE»?

The format of "Convent" is a mix of business events on the same place at one time: the Congress of heads of companies of modern retail, the Purchasing Center, hypermarket, exposition and many - a lot of high-quality networking!

The Convent "World of Trade" is a closed, commercial event, with no free entry. Participation costs from \$300

The level of participants is only top managers of companies and founders of the business.

Registration is mandatory on the website of the www.eximexpo.kz



MADE IN EXIM EXPO!

April 22-24, 2020, Kazakhstan, Almaty



МИР ТОРГОВЛИ
WORLD OF TRADE

INTERNATIONAL CONVENT «WORLD OF TRADE» KAZAKHSTAN

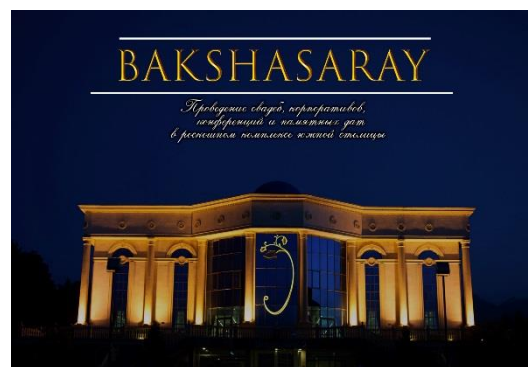
Congress «Eurasian Trade» 2020

(!!!)150 retailers and distributors from 10+ countries

A big start of the purchase tour of retailers and distributors!

This is the **14th largest** meeting of trade industry professionals in **Eurasia**: retailers, suppliers, distributors, government representatives and independent experts.

The main **MEGA-event** industry will be held in the business capital of Kazakhstan - the city of Almaty.



KEY POINTS WORLD OF TRADE KAZAKHSTAN:

- ✓ **Leading industry congress "Eurasian Trade"** - the most current discussions with the best market experts: analytics, logistics, relationship with suppliers, the latest technologies and best practices
- ✓ **The Purchasing Center** is the largest session of bilateral negotiations between retailers and distributors with manufacturers
- ✓ Professional **excursions to the best retail chains** in Almaty
- ✓ **2,000 m2 Hypermarket Convention** for demonstration of product samples of participant
- ✓ **2,000 m2** exposure partners
- ✓ **150 retailers and distributors** from 10+ countries at the Convention Purchasing Center
- ✓ **100 speakers**, with the participation of global business practitioners
- ✓ **300** best producers from 15 countries
- ✓ 30 unique suppliers of equipment, technology and services to the trade industry
- ✓ **90% of participants** are the first persons of the companies
- ✓ **6 000 b2b negotiation =hundreds of contracts**

GEOGRAPHY OF BUYERS ON «WORLD OF TRADE» KAZAKHSTAN:

Kazakhstan, Russia, Belarus, Ukraine, Armenia, Georgia, Uzbekistan, Azerbaijan, Kyrgyzstan, Tajikistan, Eastern Europe.

INTERNATIONAL CONVENT «WORLD OF TRADE» KYRGYZSTAN

Congress EXPORT-DAY KYRGYZSTAN

50 retailers and distributors from 10 countries

For the first time, the "World of Trade" Convent will be held in the Kyrgyz Republic.

The 15th meeting under the brand "World of Trade" will bring together the best producers of the Kyrgyz Republic and trade networks with distributors from different countries to conclude supply contracts.

The meeting of buyers and suppliers will take place in the heart of the historical and business part of the Kyrgyz capital - Damas International Hotel.



FEATURES OF MEETING IN KYRGYZSTAN:

(!) For importers: 30% of retail delegation are Kyrgyzstan's largest buyers

(!) For national manufacturers: 30 leading retailers and distributors from different countries interested in export contracts

(!) For foreign buyers: 70% of delegates will present products of the Republic of Kyrgyzstan

(!) For domestic retailers: suppliers ready to present the best product on Kyrgyzstan's shelves

(!) For all: The most pressing issues of export and import relations will be sound in an open dialogue of the main participants of the trade industry: retailers and suppliers

KEY POINTS WORLD OF TRADE KYRGYZSTAN:

- ✓ **Congress EXPORT-DAY KYRGYZSTAN (Kyrgyz Exporter's Day)** with the participation of leading industry experts and government officials
- ✓ **50 leading retailers and distributors from 10 countries**
- ✓ **750 m2 Convent Hypermarket** to showcase samples of participants' products and exposure of partners
- ✓ **150 of Kyrgyzstan's best producers (!!!)**
- ✓ **100 largest importers and suppliers of equipment and technology for modern trade** from different countries
- ✓ **90% of participants** are top managers of companies
- ✓ **2000 b2b negotiations = dozens of contracts!**

GEOGRAPHY OF BUYERS ON «WORLD OF TRADE» KYRGYZSTAN:

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

INTERNATIONAL CONVENT «WORLD OF TRADE» UZBEKISTAN

Congress EXPORT-DAY UZBEKISTAN

50 retailers and distributors from 10 countries

The 16th meeting under the brand “World of Trade” will be held in Uzbekistan. For the first time, retailers and distributors from 10 countries will gather to enter into contracts with producers and suppliers.

The business meeting of buyers and suppliers will take place in the first modern hotel, which is located in the picturesque center of Tashkent – INTERNATIONAL HOTEL TASHKENT



FEATURES OF MEETING IN UZBEKISTAN:

(!) For importers: 30% of retail delegation are Uzbekistan's largest buyers

(!) For national manufacturers: 30 leading retailers and distributors from different countries interested in export contracts

(!) For foreign buyers: 70% of delegates will present products of Uzbekistan

(!) For domestic retailers: suppliers ready to present the best product on Uzbekistan's shelves

(!) For all: In an open dialogue, the heads of trade networks and distribution companies will meet with manufacturers to discuss the main issues of procurement policy, exports and imports.

KEY POINTS WORLD OF TRADE UZBEKISTAN:

- ✓ **Congress EXPORT-DAY UZBEKISTAN (Uzbekistan Exporter Day)** with the participation of leading industry experts and government officials
- ✓ **50 leading retailers and distributors from 10 countries**
- ✓ **800 m2 Convent Hypermarket** to showcase samples of participants' products and exposure of partners
- ✓ **150 of Uzbekistan's best producers (!!!)**
- ✓ **100 largest importers and suppliers of equipment and technology for modern trade** from different countries
- ✓ **90% of participants** are top managers of companies
- ✓ **2000 b2b negotiations = dozens of contracts!**

GEOGRAPHY OF BUYERS ON «WORLD OF TRADE» UZBEKISTAN:

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

INTERNATIONAL CONVENT «WORLD OF TRADE» CAUCASUS

Congress EXPORT-DAY CAUCASUS

50 retailers and distributors from 10 countries

The first "World of Trade" Convent will be held in Georgia and collect of the producers of the Caucasus countries with trade networks and distributors from 10 countries for contracts.

The 17th Congress of Retailers under the brand World of Trade will take place on the shores of the famous Tbilisi Sea - in Hotels and Preference Hualing Tbilisi



FEATURES OF MEETING IN GEORGIA:

- (!) **For importers:** 30% of retail delegation are the largest buyers of the Caucasus countries
- (!) **For national manufacturers:** 30 leading retailers and distributors from different countries interested in export contracts
- (!) **For foreign buyers:** 70% of delegates will present products of Armenia, Georgia and Azerbaijan
- (!) **For domestic retailers:** suppliers ready to present the best product on Uzbekistan's shelves
- (!) **For all:** In an open dialogue, the heads of trade networks and distribution companies will meet with manufacturers to discuss the main issues of procurement policy, exports and imports.

KEY POINTS WORLD OF TRADE CAUCASUS:

- ✓ **Congress EXPORT-DAY CAUCASUS (Day of the Caucasian exporter)** with the participation of leading industry experts and government officials
- ✓ **30 leading retailers and distributors from 10 countries**
- ✓ **20 leading retailers and distributors of the countries of the Caucasus**
- ✓ **800 m2 Convent Hypermarket** to showcase samples of participants' products and exposure of partners
- ✓ **200 best producers of Armenia, Georgia and Azerbaijan**
- ✓ **100 largest importers and suppliers of equipment and technology for modern trade from different countries**
- ✓ **90% of participants** are top managers of companies
- ✓ **3000 b2b negotiations = dozens of contracts!**

GEOGRAPHY OF BUYERS ON «WORLD OF TRADE» CAUCASUS:

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

INTERNATIONAL CONVENT «WORLD OF TRADE» EURASIA

Congress EURASIAN TRADE

50 retailers and distributors from 10 countries

Geographically convenient location of the city of Minsk allows to organize the 18th meeting under the brand World of Trade of the largest producers of Eastern Europe, Belarus, Ukraine and other countries with retailers and distributors of all CIS countries, including Caucasian buyers.

The first large-scale procurement congress uniting almost all of Eurasia will be held at the President Hotel, located in the heart of the capital, in its business and historical center.



FEATURES OF MEETING IN MINSK:

- (!) 30% of retail delegations will be the largest buyers of Eastern Europe, Belarus and Ukraine
- (!) 70% - leading buyers of Central Asia and the Caucasus
- (!) 70% of delegates will present products of Belarus, Ukraine and Europe
- (!) 90% of the Convent time - B2B negotiation the buyers and suppliers

KEY POINTS WORLD OF TRADE EURASIA:

- ✓ **PROCUREMENT CENTER– TRADE BIG DEALS**
- ✓ **50 leading retailers of Central Asia, the Caucasus and Eastern Europe**
- ✓ **800 m2 Convent Hypermarket to showcase samples of participants' products and exposure of partners**
- ✓ **200 best producers from surrounding countries**
- ✓ **100 largest importers and suppliers of equipment and technology for modern trade from different countries**
- ✓ **90% of participants are top managers of companies**
- ✓ **3000 b2b negotiations = dozens of contracts!**

GEOGRAPHY OF BUYERS ON «WORLD OF TRADE» EURASIA:

Kazakhstan, Russia, Belarus, Ukraine, Armenia, Georgia, Uzbekistan, Azerbaijan, Kyrgyzstan, Tajikistan, Eastern Europe

Formats of participation. HYPERMARKET
PRESENT THE PRODUCT ON THE SHELVES OF THE “WORLD OF TRADE” 2020 HYPERMARKET!

HYPERMARKET “WORLD OF TRADE” – this is a unique long-standing tradition of all the "World of Trade" Convents, a stylized store, with a very wide range, built up from real shopping shelving on the event site. During the tour of buyers on the Hypermarket, all retailers will approach the goods on racks and stands for acquaintance with products.

The exhibition in the Hypermarket format for several years has established a uniqueness in that:

- 1) Buyers see the goods immediately on the trading shelf,
- 2) Colossal budget savings to present the goods as opposed to expensive stands at exhibitions,
- 3) on the racks you can place advertising brochures and conduct tastings.


WHAT IS INCLUDED IN THE COST OF THE CONVENT HYPERMARKET PACKAGE:

- ✓ Trading rack (4-5 shelves)
- ✓ 1 delegate badge
- ✓ Food on site all days of the event
- ✓ Participation in the “Procurement Center” in order of priority
- ✓ Access to all sessions of the Business Program (except for closed meetings)
- ✓ The possibility of tastings, placement of tasting products on the shelves of your area
- ✓ The ability to place catalogues, business cards and other advertising products on your racks
- ✓ Installing branded stoppers on your racks (stoppers are provided by participants)



Important! On the racks, you cannot glue anything, nail, disassemble, put inscriptions.

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Formats of participation. UNITED STORE

The "United Store" format is convenient because, unlike a Exposition or a separate rack, it allows you to save a significant budget for the participation of several companies in one business delegation. Companies are located in one place, where there is a small negotiating area, you can brand it, for example, to place flags on tables or stoppers on all racks with its symbols.

Who buys the United Shop Package?: industry associations, manufacturers' unions, export sup



WHAT IS INCLUDED IN THE COST:

- ✓ **Status for the company leading the business delegation "Supported by" /Official Partner** (in agreement) with priority placement of information and the Partner's logo in promotional materials on the Convent place.
- ✓ **Expo Square in the Convent Hypermarket** (sections on schemes with "B"), which contain:
 - 5 retail racks (4 shelves each),
 - 2 tables and 4 chairs
- ✓ **5 delegate badges**
- ✓ **Food on site all days of the event**
- ✓ **Participation in the "Procurement Center"**
- ✓ **Access to all sessions (except for closed meetings)**
- ✓ **The possibility of tastings, placement of tasting products on the shelves of your area**
- ✓ **The ability to place catalogues, business cards and other advertising products on your racks**
- ✓ **Installing branded stoppers on your racks (stoppers are provided by participants)**
- ✓ **Participation in an excursion to Almaty retail chains - 5 tickets**

Important! On the racks, you cannot glue anything, nail, disassemble, put inscriptions.

PLACE YOUR OWN OFFICE/STAND AT WORLD OF TRADE 2020

For whom:

- suppliers of services for retail and manufacturing, related industries suppliers of equipment and technology, suppliers of goods who do not plan to place products on retail racks in the Convent Hypermarket
- manufacturers of products requiring a special temperature regime

WHAT IS INCLUDED IN THE COST OF THE PACKAGE OFFICE/STAND:

- ✓ Expo area
- ✓ Table / chairs
- ✓ Possibility to order equipment
- ✓ **1 delegate badge**
- ✓ **Food** on site all days of the event
- ✓ Participation in the “**Procurement Center**”
- ✓ Access to all sessions of the Business Program (except for closed meetings)
- ✓ The possibility of tastings, placement of tasting products on the shelves of your area
- ✓ The ability to place catalogues, business cards and other advertising products on your area

NUMBER OF PACKAGES
LIMITED!



You can always order additional equipment or organize individual development of the stand.

WHAT YOU WANT TO SAY FROM TRIBUNE THE WORLD OF TRADE 2020?

Speaker of the Convent Congresses is an opportunity to convey his own cases to the audience, to share his experience, to express his opinion in various slots of the congress business program, to express himself, your company and your product. Hear the opinion of the audience and invite to the own stand.

Important! The title of the topic and the talking points of the speech are coordinated with the congressional program committee.

CONVENT SPEAKER

Participation in the existing plenary session or discussion panel of the Congress program along with other participants, market experts.

- ✓ Speech/presentation (10 minutes).
- ✓ Participation in the **"Procurement Center"**
- ✓ Access to all sessions of the Business Program (except for closed meetings)
- ✓ Placing information about the speaker in the Convent catalogue
- ✓ Placing information and logo of the Speaker's company in the Convent catalogue
- ✓ **Food on site all days of the event**
- ✓ **1 delegate badge**



NUMBER OF PACKAGES
LIMITED!

SESSION SPEAKER "TECHNOLOGIES AND EQUIPMENT IN RETAIL"

Every Convention of any country includes "Technology and Retail Equipment" sessions in the format of blitz presentations.

- ✓ Speech/presentation (10 minutes).
- ✓ Participation in the **"Procurement Center"**
- ✓ Access to all sessions of the Business Program (except for closed meetings)
- ✓ Placing information and logo of the Speaker's company in the Convent catalogue
- ✓ **Food on site all days of the event**
- ✓ **1 delegate badge**

Official Partners of the "World of
Trade" 2020 Convents
Business Program



OWN SEMINAR/MASTER-CLASS AT WORLD OF TRADE 2020?

Integrating your seminar/master-class into the Convent program, announcing it in the Convent program.

Important! The title of the topic and the talking points of the speech are coordinated with the congressional policy committee.

WHAT IS INCLUDED IN THE PACKAGE:

- ✓ Providing of an equipped hall / venue for one hour
- ✓ 2 delegate badges
- ✓ Food on site all days of the event
- ✓ Participation in the “Procurement Center”
- ✓ Access to all sessions of the Business Program (except for closed meetings)
- ✓ Placing information about the speaker of the seminar in the Convent catalogue
- ✓ Placing the company's information and logo in the Convent catalogue



PERSONAL BUSINESS EVENT

You can order a personal meeting with the elected line-up of business or authorities at the Convent venue. The format of the meeting of your choice: business breakfast, dinner, closed meeting and other opportunities.

The level of participants of the meeting: the first echelon of business, the second echelon of power.

The Organizing Committee of the Convent carries out an invitation to you guests and is responsible for the turnout of participants .

Number of participants - up to 20 person



NUMBER OF PACKAGES
LIMITED!

YOU WANT TO JUST VISIT WORLD OF TRADE 2020?

The Convent World of Trade event is closed, with no free entry. We keep the level of participants of the site for years, it is important for us that we are trusted and communication of participants was as productive and comfortable as possible. Important! Samples of products cannot be brought to the Convent without purchasing a place for them on the site. Please consider the participation format to make it as efficient and effective as possible for you.

Visit Convent World of Trade you can pay for the participation **Delegate**

Package Included:

- ✓ 1 delegate badge
- ✓ Food on site all days of the event
- ✓ Participation in the “Procurement Center”
- ✓ Access to all sessions of the “Eurasian Trade” Congress (except for closed meetings)

Important! If you purchase a Delegate package, you do not have the opportunity to bring samples of products to the Convent site

PARTICIPATION IN EXCURSIONS TO TRADING NETWORKS

The World of Trade Convent is traditionally supported by leading retailers and especially for the participants organize professional excursions to their retail chains, accompanied by the network management.

Important! Only participants of the Convent and no more than 50 people can take part in the tour to one network. We recommend making a decision about participation in advance that would be enough seats.



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ADDITIONAL FEATURES



МИР ТОРГОВЛИ
WORLD OF TRADE

Planning to become a SPONSOR/PARTNER for the Convent World of Trade 2020?

- ❖ Retail tour to your company
- ❖ Personal dinner with retailers
- ❖ Personal business event at the Convention
- ❖ Branding partner (advertising opportunities in the printing products of the Convention)
- ❖ Business program partner
- ❖ General Sponsor, Official Sponsor, Sponsor of the Purchasing Center and others

Write to us and we will tell you about all sponsorship opportunities!

HOW TO REGISTERED AT WORLD OF TRADE 2020?

On the official website of the WWW.EXIMEXPO.KZ

We will send additional information and an application

Do you have any questions? Write Regina Polyanina on regina@exim-partners.ru

or Mob/WhatsApp/Telegram +7 702 646 77 76

Archive of past events (photos and video results) on the site

WWW.EXIMEXPO.KZ

