



МИР ТОРГОВЛИ WORLD OF TRADE

2020/2021

INTERNATIONAL TRADING OPERATOR



ALL TRADING BUSINESS
IN ONE PLACE AT ONE TIME!

CONCLUSION OF DIRECT CONTRACTS
150 retailers and distributors from 10
countries

ABOUT THE COMPANY

Dear colleagues, good day!

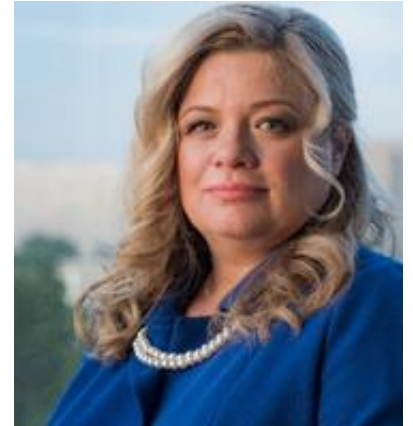
In all of our projects, the **DEAL** is a red thread!

We are the only networkers in the CIS market who organize turnkey B2B projects involving **more than 150 retailers from 10 countries at the same time in one place.**

We have our own unique project format based on in-depth market analysis and many years of trust from leading experts in international modern trade.

During the 5 years, we have united in partnership about 1,000 of the best businesspersons in the industry, attracted more than 30 exclusive and strategic partners from different countries and have become a truly effective working platform for retail chains!

Our team is the leading companies (chambers of commerce and industry associations), our exclusive partners in the countries: **Uzbekistan, Kyrgyzstan, Ukraine, Georgia, Iran, Germany and Lithuania.**



Elena Sargaldakova,

founder of international retail congresses and B2B projects for retailers and suppliers

OUR PROFESSIONAL EXPERIENCE:

- ! 2,000 partner contracts thanks to the company's projects;
- ! 100+ business events with the participation of heads of modern retail companies;
- ! 100+ custom-made purchase congresses for foreign partners, business missions;
- ! 10 specialized Ministries of the CIS countries provided support in projects;
- ! 5+ years of participation in government export support programs;
- ! 150+ industry associations, chambers of commerce, diplomatic organizations project partners;
- ! 15 exclusive partners in different countries;
- ! 150 retailers and distributors from 10 countries long-term partners;
- ! 25,000 manufacturers and suppliers from different countries - the company's private base;
- ! industry awards and competitions;
- ! professional excursions to manufacturers' enterprises and trade networks in Kazakhstan;
- ! support of commodity producers in negotiations with buyers and assistance in entering the network;
- ! search for potential customers among retailers in the CIS countries for manufacturers.

We can negotiate about any format of cooperation
and suggest the most effective project.

Our contacts: Mob / WhatsApp / Telegram +7 777 125 11 11

Archive (photo / video / reviews) and additional information can be found on our official website:

www.eximexpo.kz

WHAT WE ARE DOING. Online + offline

ONLINE SERVICE WORLD OF TRADE

Quarterly project:

- ✓ Search for inquiries of buyers for suppliers;
- ✓ Scheduling online meetings for buyers and suppliers;
- ✓ Virtual stands, personal meeting rooms, individual calendar of meetings.

Location: closed online platform World of Trade

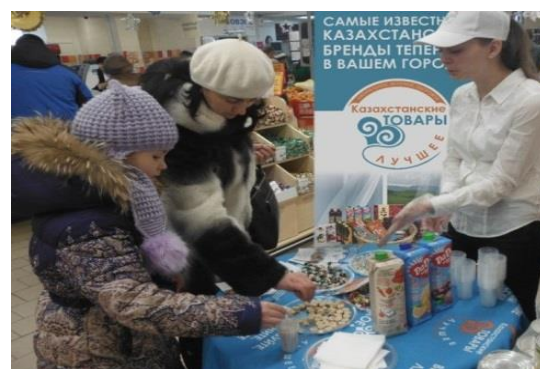


NETWORK SUPPLIER. for buyers

Custom projects only:

- ✓ Recommendations of suppliers from CIS countries;
- ✓ Finding the necessary suppliers in the world;
- ✓ Research of Supplier according to the buyer's requirements;
- ✓ Negotiating on behalf of the buyer with suppliers.

Location: any CIS country



LAUNCH OF GOODS IN THE TRADING NETWORKS OF THE CIS COUNTRIES

Custom projects only:

- ✓ Selection of suppliers and retail chains;
- ✓ Support of negotiations between networks and suppliers;
- ✓ Negotiating on behalf of the buyer with suppliers;
- ✓ Development and implementation of a marketing plan at the entrance to the network;
- ✓ Guaranteed contracts of project participants.

Location: any CIS country

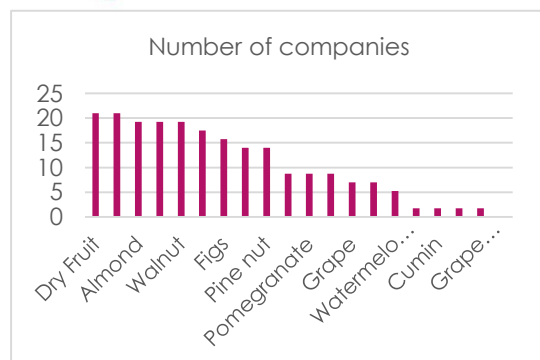


TRADE MARKETING. special options

Custom projects only:

- ✓ Research of retailers of the CIS countries for the need for a certain category of goods;
- ✓ Monitoring prices in a certain region of a certain product category;
- ✓ Research of retailers in the CIS countries for the need for product categories under private labels

Location: any CIS country



WHAT WE ARE DOING. Local projects

INTERNATIONAL PROCUREMENT CONGRESS

Own and custom projects:

- ✓ B2B negotiations with the participation of 10 to 150 retailers from different countries at the same time;
- ✓ One playground;
- ✓ At the site of large exhibitions and thematic congresses;
- ✓ Personal (country) purchasing conventions;
- ✓ Congresses in the following areas: procurement of technologies, procurement of goods, procurement of services, etc.

Location: any CIS country



BUSINESS-MISSIONS

Own and custom projects:

- ✓ Organization of a retail delegation to meet with suppliers
- ✓ Organization of business delegations to meet with buyers

Location: any CIS country



PERSONAL MEETINGS

Own and custom projects:

- ✓ Meeting format: round table, seminar, business breakfast / lunch / dinner
- ✓ Participants of the meeting (depending on the purpose and topic): government officials, retailers, large manufacturers, suppliers in the following areas: commodity production, suppliers of equipment, services for the retail sector, etc.

Location: any CIS country



PROFESSIONAL EXCURSIONS

Own and custom projects:

- ✓ Excursion for the suppliers and retailers to the leading retail chains of the host country;
- ✓ Excursion for buyers for production are.

Location: any CIS country



WHAT WE ARE DOING. Global projects.

CONGRESS OF THE HEADS OF THE RETAIL INDUSTRY

Only our own events:

- ✓ Level of participants - top managers of companies and founders of retail business;
- ✓ Business agenda in the format of live dialogues;
- ✓ 100+ speakers of current business practitioners in modern retail;
- ✓ 10+ plenary sessions;
- ✓ Working groups by directions;
- ✓ Exposition of sponsors and partners.

Location: any CIS country



INTERNATIONAL CONVENTS WORLD OF TRADE

Only our own events with the organizational support of the CCI and Ministries of different countries.

The "Convention" format is a mix of business events (described above) on one playground at the same time: Congress of heads of modern retail companies, Congress of commodity producers, Purchasing center, Hypermarket of the Convention, including United shops of country partners, sponsors' exposition, excursions, business missions and many - a lot of quality networking!

The Hypermarket of the Convent is a unique presentation of suppliers' goods in a stylized store built up with real racks at the Convent site.

It is a business program in the format of a live dialogue on the most pressing market issues here and now. Business and business. Business and power. Master classes, seminars, focus sessions.

Participants are suppliers from 15-35 countries, including United Stores of country partners: CCI, CPE (REC), Industry associations, diplomatic organizations and others.

Participants - retailers from 10+ countries.

Each Convention 5,000 - 7,000 bilateral negotiations = hundreds of contracts.

Gala dinner with industry awards, contests, awards.

Host countries: Kazakhstan, Uzbekistan, Kyrgyzstan, Georgia, Belarus, Russia.

