



МИР ТОРГОВЛИ  
WORLD OF TRADE



# Business meetings with leading retail chains and distributors from the CIS countries

Online and Offline in 2021

Cooperation offer for organizations / partners:

- ✓ supporting exporters;
- ✓ participating in the development of international trade;
- ✓ organizing business delegations and / or exhibitions:

manufacturers of FMCG goods, equipment suppliers, IT solutions for modern trade.

# Who are we?



**EXIM EXPO** - since 2013 the organizer of more than 30 closed business events with B2B meetings of modern trade participants.

A portfolio of partners for retailers and distributors of more than 200 leading companies from different countries:

Kazakhstan, Russia, Kyrgyzstan, Armenia, Uzbekistan, Azerbaijan, Georgia, Tajikistan, Ukraine, Republic of Belarus, Tajikistan, Turkmenistan

## What do we do on a “turnkey basis”?

- ✓ **Personal procurement meetings** for business delegations of manufacturers with the participation of 50 to 150 buyers at one time in one place. **Online and offline.**
- ✓ **Virtual and real closed exhibitions of manufacturers** with the appointment of negotiations with buyers.
- ✓ **Retail Industry CEOs Congresses.** Offline.
- ✓ **Search for potential customers** among retail chains and distributors (our partners) for the business delegation of commodity producers and **the appointment of negotiations with interested buyers.**
- ✓ **We organize the guaranteed entry of the goods** of the business delegation into the trade networks of the CIS countries with a Promotion (for example, the Best goods of Kazakhstan in Russia).
- ✓ **We participate in government projects** of different countries to support and develop exports.

**People come to us for the real contracts!**

# How do we do it?

## SEARCH FOR POTENTIAL CLIENTS ON THE CIS MARKET

1. We reveal the interest in the goods of the participants of the business delegation from partners (retail chains and distributors from the CIS countries);
2. We exchange contacts of interested participants, personally introduce them via electronic communication;
3. We accompany company representatives in negotiations (if it is necessary);
4. We form a report on the meetings held and the final digest.

## PURCHASING MEETINGS FOR BUSINESS DELEGATIONS

1. We reveal the interest to the goods of the participants of the business delegation from partners (retail chains and distributors from the CIS countries);
2. We ensure the participation of interested buyers at a meeting with a business delegation;
3. We form a report on the meetings held and the final digest.

## MEETING POINT

- A. On the territory of the partner - organizer of the business delegation (in the region, in the country, at the exhibition / forum);**
- B. On the territory of our own events;**
- C. On our own online service platform World of Commerce.**

# Own event. World of Trade Convention **Offline**

**World of Trade Convention** – the main industry event in the retail industry in the CIS.

Annually takes place in the Republic of Kazakhstan and meets representatives of retail chains, distributors, suppliers of goods, equipment and technologies to conclude contracts, exchange experience, learn about new sales markets.

**The format of Convention** - it is a mix of business events on one place:

- Retail Industry CEOs Congress;
- Purchase center with participation of 150 buyers from 10 countries at the same time;
- Exhibition in the format: Convent Hypermarket;
- Professional excursions to retail chains.

**Convent Hypermarket** – it is a unique presentation of the goods of suppliers in a stylized store built up with real trade racks at the Convention playground.

Placing participants' goods on the shelves significantly saves the cost of participation, allowing you not to spend large budgets on building personal stands and increases the chances of demonstrating products to all buyers at the same time.

Each convention has thousands of bilateral negotiations = **hundreds of contracts!**

The event is commercial and closed from free access. **Retailers and suppliers only!**

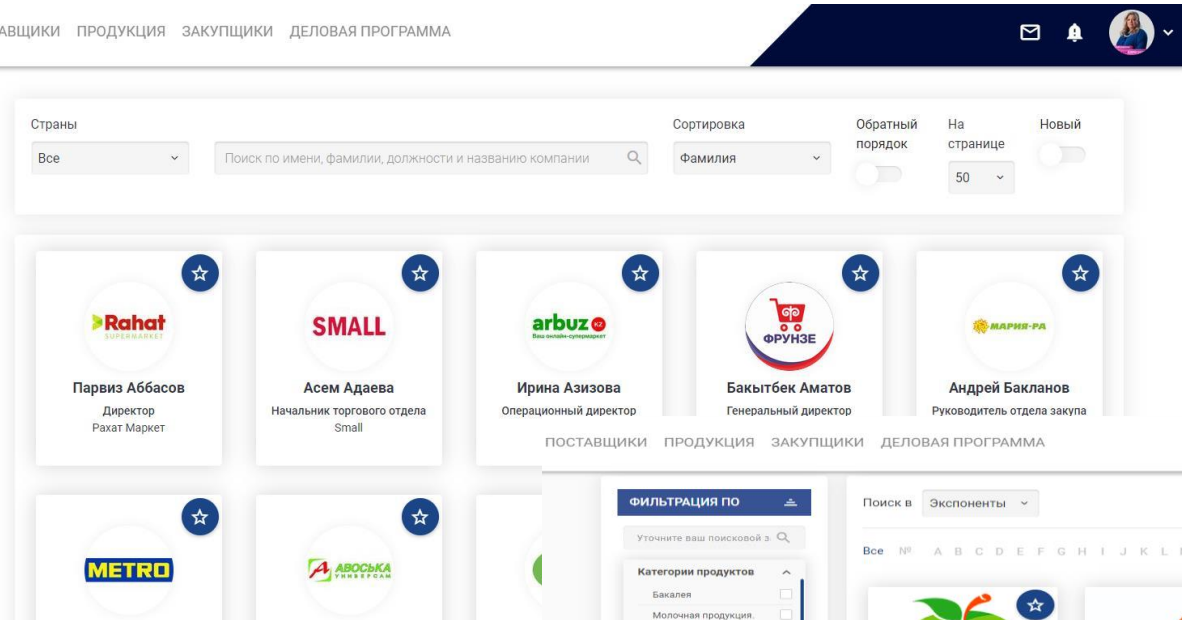




# World of Trade Convention. Online version



ПОСТАВЩИКИ ПРОДУКЦИЯ ЗАКУПЩИКИ ДЕЛОВАЯ ПРОГРАММА



**World of Trade Convention Online Vercion** - takes place on a specially developed online platform for conducting video negotiations between suppliers and buyers, demonstrating their products and making personal appointments.

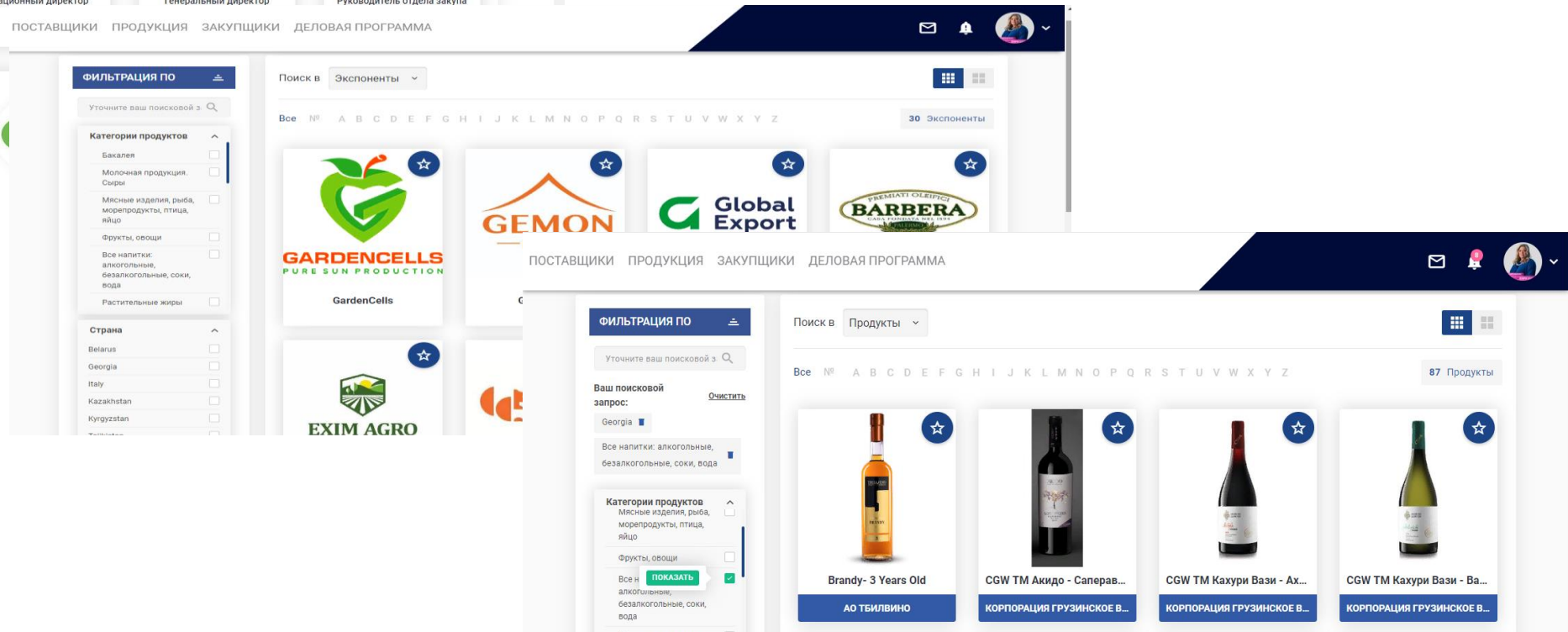
**About 100 buyers from 10 countries participate in Convention**

The online Convention accompanied by a special business program with the participation of leading industry experts.

## Opportunities for suppliers :

- Virtual stand;
- Product Catalog;
- Negotiation calendar.

Retailers and suppliers only!



# Guaranteed goods entry into trade networks of the CIS countries

If your task is to help the enterprises of your business delegation to get on the shelves of retail chains from the CIS countries, we are ready to help you with this.

For two years we have been participating in government projects to support the export of domestic producers and successfully implementing the tasks set.

## What is necessary:

1. Form a business delegation of at least 10 enterprises;
2. Agree with us: the country of the project, the event plan, dates and deadlines;
3. Provide payment for the event (own funding / enterprise funding / sponsor funding, etc).

## What will we offer:

1. We will agree with the retail chains the event, plan, date and terms;
2. We will take part in negotiations between enterprises and retail chains / distributors;
3. We will ensure the conclusion of contracts between your enterprises and retail chains / distributors;
4. We organize and control at all stages of the event in retail chains;
5. We will provide a full report on the work that was done.

Location of retail chains for this project:

Russia, Kazakhstan, Uzbekistan, Armenia, Kyrgyzstan, Azerbaijan and others



## What else can we offer for you?



- ☐ Organization of a retail tour to enterprises in your region / country;
- ☐ Organization of a professional excursion for your business delegation to trade networks of the CIS countries;
- ☐ Organization of a closed personal meeting with the participation of the top management of retail companies;
- ☐ Organization of training for your enterprises with the participation of leading industry experts, business practitioners;
- ☐ Organization of a personal meeting with representatives of the authorities of the Republic of Kazakhstan;
- ☐ Organization of a personal meeting with the heads of industry associations, Chambers of Commerce and Industry of the CIS countries;
- ☐ Organization of a personal trade congress, exhibition, forum for solving your tasks on a turnkey basis;
- ☐ And much more...

We can always agree on any project format for your tasks and offer the most beneficial cooperation!

Contacts: Mob/WhatsApp/Telegram +7 777 125 11 11 [elena@exim-partners.ru](mailto:elena@exim-partners.ru)

Archive (photo / video / reviews) and additional information on our website <https://eximexpo.kz/>