



МИР ТОРГОВЛИ
WORLD OF TRADE



PROJECTS WITH THE PARTICIPATION OF LEADING RETAIL CHAINS AND DISTRIBUTORS FROM THE CIS COUNTRIES

Cooperation offer for organizations/partners:

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

Who we are?



- ✓ Since 2013, the organizer of more than 40 closed business events with B2B meetings of participants in modern trade.
- ✓ Since 2015, the provider of suppliers for the conclusion of contracts with retailers and distributors of the CIS countries.
- ✓ Since 2022 - co-organizer of the international exhibitions World Food and Retail TECH in Russia.

A portfolio of the long-term partners of retailers and distributors of more than 200 leading companies from countries:
Kazakhstan, Russia, Kyrgyzstan, Armenia, Uzbekistan, Azerbaijan, Georgia, Tajikistan, Ukraine, Belarus, Tajikistan, Turkmenistan.

Our strategic partners

- ✓ Ministry of Trade and Integration of the Republic of Kazakhstan;
- ✓ Russian Export Center and Export Support Centers of the regions of the Russian Federation;
- ✓ US Agency for International Development USAID;
- ✓ Chambers of Commerce and Industry of Russia, Kyrgyzstan, Uzbekistan, Ukraine, Belarus, Armenia;
- ✓ QazTrade Trade Policy Development Center JSC;
- ✓ National Chamber of Entrepreneurs of the Republic of Kazakhstan Atameken;
- ✓ Branch funds and associations of different countries.

We are approached for real contracts!

What do we do on a “turnkey basis”?



- ✓ Personal purchasing congresses for business delegations of producers with the participation of 50 to 150 buyers at the same time and in one place. Online and offline.
- ✓ Virtual and real closed exhibitions of product producers with the appointment of negotiations with buyers
- ✓ Congresses of heads of retail industry companies. Offline.
- ✓ Search for potential customers among retailers and distributors for producers and appointment of negotiations with interested buyers.
- ✓ Organization of guaranteed entry of goods into the trade networks of the CIS countries.
- ✓ Participation in government projects of different countries to support and develop exports.

What other projects are we implementing?

- ✓ Reverse missions. Organization of a delegation of representatives of trade networks of the CIS countries to any country.
- ✓ Organization of a retail tour to an enterprise in a region/country.
- ✓ Organization of a professional excursions for a business delegations to the trade networks of the CIS countries.
- ✓ Organization of a closed personal meeting with the participation of top management of retail companies.
- ✓ 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.

Own event. THE WORLD of TRADE CONVENTION.



The World of Trade Convention is the main industry event in the retail industry in the CIS.

It has been held twice a year in the Republic of Kazakhstan for 8 years already and meets representatives of retail chains, distributors, suppliers of goods, equipment and technologies to conclude contracts, exchange experiences, and learn about new markets.

- The 16th World Trade Kazakhstan Convention will be held on December 1, 2, 3, 2022 in Almaty.
- The 1st World Trade Uzbekistan Convention will be held in the spring of 2023 in Tashkent.

The "Convention" format is a mix of business events on one site:

- Congress of Heads of Retail Industry Companies.
- Buying center with the participation of 100+ buyers from 10 countries at the same time.
- Exhibition World of Trade.
- Professional excursions to retail chains.

In each Convention, there are thousands of bilateral negotiations = dozens of contracts.

The event is commercial and closed from free access. Only retailers and suppliers!



Our projects:



- ❑ **2014 - 2022** Organization of trade congresses and industry events such as: Retail Business Kazakhstan, Asian Retail and Distribution Summit, Forum of Big Deals, Congress of Kazakhstani Exporters, World of Trade Convention, Miss Retail Kazakhstan, Retail New Wave, Exhibition Hypermarket World of Trade.
- ❑ **2016 - 2017** Introduction of Kazakhstani goods to the trade networks of Russia. Action "The best goods of Kazakhstan in Russia". Customer - National Company KAZAKH INVEST JSC. Results: 14 enterprises of Kazakhstan have signed contracts with 8 retail chains in Russia and continue to deliver to the present time.
- ❑ **2016** Organization of B2B meetings of 35 Polish companies with retailers from the CIS countries and with representatives of the Ministry of Agriculture of the Republic of Kazakhstan in Almaty. Outcomes: agreements were reached on the supply of apples to Kazakhstan at the Government level, contracts were concluded between Polish companies and retail chains. The customer is the Ministry of Development of the Republic of Poland.
- ❑ **2017 - 2022** Organization of B2B meetings of commodity producers with retailers and distributors of the CIS countries in the years. Almaty and Nur-Sultan. Customers: Russian Export Center, US Agency for International Development USAID, Chambers of Commerce and Industry of Uzbekistan, Kyrgyzstan, Ukraine, Belarus. Outcomes: agreements were reached and supply contracts concluded between manufacturers and buyers.
- ❑ **2019** Organization of the Purchasing Congress of retailers and distributors of the Republic of Kazakhstan for 36 enterprises of Afghanistan in Almaty. Customer - US Agency for International Development USAID. Results: agreements were reached and contracts for the supply of dried fruits and spices were concluded.
- ❑ **2020** Organization of B2B meetings for 35 fruit and vegetable producers from Central Asian countries with retailers and distributors from the CIS countries online. Customer - US Agency for International Development USAID. Results: 14 contracts were signed.
- ❑ **2021** Organization of B2B meetings for 11 Kazakhstani manufacturers with Russian retailers online. The customer is QazTrade Trade Policy Development Center JSC. Results: 47 meetings were held, export contracts were signed.
- ❑ **2018 - 2022** Provision of the service "Search for a potential foreign client" for Russian exporters. Customers - 11 Russian Export Support Centers at the Russian Export Center. Results: about 1,000 meetings were held with retailers from the CIS countries. Contracts signed.

Retailers and distributors – our partners of all years



- ❑ **Kazakhstan:** MAGNUM, Small, Metro, Tasty basket, Ayan, Dina, Yuzhny, Romashka, Leroy Merlin, Detsky Mir, JLC, Sabyrzhan, FixPrice, Taste March, CareFood, Arbuz.kz, Azbuka of fish taste, World of taste, MCC Trade Company , Narmak, KenMart, Golden Key, Traffic Light, A-store, Meloman, Marwin, Comfort, Baumarket, Intertop, Sportmaster, Mimioriki, Toymart, Mercury, French House, Beautymania, inMart, inFarm, Eucalyptus, GREENWICH, Galmart, Monica, Gramad , 12 months, Technohouse, Sulpak, White wind, Mechta market, Cart, Grand Commerce Almaty, Anvar, SAT-Central Asia, Prima Distribution, Shyngys Service, Basis Trade, Esentai Gourmet, Butcher shop, Sheber Profi, Aspan Asia, BECKER & Co, Volna, Idealmarket, Leader, TK Pishchevik, etc.
- ❑ **Russia:** X5 Retail Group (Pyaterochka, Perekrestok), Lenta, OK/Yes, Magnet, SPAR, Azbuka Vkusa, Good Choice, Elisey, Avoska, Shamsa, Maria-Ra, Bayram, Produkty 24, Commander, Sambury, Anix, Dobryanka, Bakhetle, Uppetit, 220 Volt, Leonardo, Ambar, Ring, Petrovsky, Behemoth, Nizkotsen, Dobrotsen, Titan, Nikolaevsky, Hyperglobus, Gulliver, Begemag, etc.
- ❑ **Uzbekistan:** Makro, Korzinka.uz, bi1, Magnum , etc.
- ❑ **Azerbaijan:** Rahat Market, AzeriRetailLLC, Caspian Crystal
- ❑ **Ukraine:** ATB-market, Silpo, Eva, NOVUS, Velyka Keshenya, Fozzy C&C, VelmartKyrgyzstan: Frunze, Narodny, Globus, Akniet, Yar-Marka, 365 days, Forester
- ❑ **Belarus:** Euroopt, Unistore, 7 Pyatnits, Hit, Groshyk, BIGZZ, KOPILKA, Santa, Radziwillovsky , etc.
- ❑ **Armenia:** SAS GROUP, Yerevan City, Tsirani, Zovk , etc.
- ❑ **Georgia:** Nicora, Daily, SPAR-Georgia, Goodwill , etc.
- ❑ **Tajikistan:** Amid, Leader , etc.
- ❑ **Turkmenistan:** Kamil Market , etc.

Our portfolio of partners - retailers and distributors of our company is more than 200 companies

Contact details:



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

Elena Sargaldakova

The World of Trade Project Founder

Mob/WhatsApp/Telegram +7 777 125 11 11

elena@exim-partners.ru

Archive (photos/videos/reviews) and additional information can be found on our website

<https://eximexpo.kz/>