



МИР ТОРГОВЛИ
WORLD OF TRADE



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

Cooperation offer for organizations/partners:

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

About us:

- ✓ Organizer of more than 30 closed business events with B2B meetings of modern trade participants
- ✓ Provider of retailers to find suppliers and coordinate communications
- ✓ Provider of suppliers for finding retailers and coordinating communications
- ✓ Accredited Partner of the Russian Export Center
- ✓ Consultant of TPSP Initiative of USAID Central Asia Trade Program

What projects do we have?

- Purchasing congresses for business delegations with the participation of 70 to 200 buyers at the same time in one place. Online and offline
- Congresses of heads of retail industry companies
- Closed exhibitions of goods, commercial equipment and technologies with the appointment of negotiations with buyers
- Search for potential customers among retailers and distributors for commodity producers and appointment of negotiations with interested buyers. Online and offline
- Search for suppliers for retailers and distributors - partners of the company. Online and offline
- Reverse missions. Organization of a delegation of representatives of trade networks of the CIS countries to any countries for an enterprise, event, etc.
- Organization of a professional excursion for a business delegation to the trade networks of the CIS countries
- Organization of a closed personal meeting with the participation of top management of retail companies
- Entering goods into the trading networks of the CIS countries
- We participate in government projects of different countries to support and develop exports.

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;
- ✓ Trade Policy Development Center QazTrade JSC;
- ✓ US Agency for International Development USAID;
- ✓ National Chamber of Entrepreneurs of the Republic of Kazakhstan Atameken;
- ✓ Chambers of Commerce and Industry of different countries;
- ✓ Branch funds and associations from different countries.

Geography of our purchasing partners:

More than 300 retail and distribution companies from countries:

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

Our destinations among supplier partners:

- **Food**. Food and beverages of all categories
- **Non food**. Household chemicals, hygiene products, cosmetics, perfumes and all other categories, including goods for the home, renovation and garden, home textiles, goods for children, for pets...
- **IT technologies**, trade, storage, refrigeration, cash equipment, other equipment and all types of services for retail

A selection of reviews about our projects from government officials

All reviews you can find on our website, which contains more than 500 reviews from retailers, partners and suppliers:

<https://eximexpo.kz/reviews/> or video format <https://eximexpo.kz/category/events/>

Arman Shakkaliev, First Vice Minister of Trade and Integration of the Republic of Kazakhstan, 2022

Today, trade as a whole is essential for the development of the country's economy. But we also see, taking into account the difficult geopolitical situation and the post-pandemic period, that trade flows and routes are being transformed today, logistics is changing. Under these conditions, today's conference is of particular importance. We have the opportunity to consult with the main players in the market, with supplier participants about what prospects we should see in this difficult time in terms of improving state regulation, and in terms of asking for fairness in relations between retail and suppliers. It is very important. I am sure that such events are purely practical. In addition to discussion and exchange of opinions, specific trading operations and transactions will take place here. All this gives us optimism and confidence that the development of the trade sector in Kazakhstan will only go up.

Yermek Kosherbaev, Vice Minister of Agriculture of the Republic of Kazakhstan, 2016

This is an exchange of experience, an exchange of views, answers to specific questions to potential investors, there are a large number of relevant government bodies, industry associations that provide answers to all questions that arise from our partners, in particular, for example, from a large Polish delegation. The questions are quite specific, ranging from product certification to logistics and where and with whom it is better to work.

Vitaly Gudin, Director of the EEC Customs Tariff and Non-Tariff Regulation Department, 2015

Nothing will work out without communication, if we don't communicate, if we close ourselves in our shell, the effect of creating a customs union is simply leveled, therefore, the more often you hold such events, the more often you involve EEC specialists of any profile, any direction, I think it will be useful for both you and us. Because we, from our part, find out the problems that you (retailers) have and we are trying to solve them, we don't know all of them either, but the business will find out what is still happening and where it needs to go and what it needs to solve.

Witold Slovik, Vice Minister of Development of the Republic of Poland, 2016

We brought a large delegation of manufacturers from Poland to the meeting. They are of great interest in the Kazakh market. And they were able to get all the information at the forum starting from product certification to logistics and contacts with retail chains.

Aset Issekeshv, Mayor of Astana, 2018

Today, the Convention has gathered more than 1,000 participants from 40 countries, more than 80 retail chains and manufacturers from all over Kazakhstan participate in it. This is a concrete work event that will result in increased trade, new contracts and new jobs.

Zhaslan Shinguzhinov, Director of the Domestic Trade Department of the Ministry of Trade and Integration of the Republic of Kazakhstan 2019

Holding such events is very important for us. At such events we meet with business representatives where we can directly learn about the problems within the industry that we need to solve together in the future.



A selection of reviews about our projects from the organizers of business delegations

Oleg Pechenkin, Head of Representative Office of JSC Russian Export Center in Kazakhstan, 2022

In June I visited the World of Trade Convention in Almaty. I was surprised by the format of the event it was a real working platform for business. Lots of foreign retailers. It was nice to see the activity of our suppliers from the CPE in different regions in the purchasing session and at the stands. An excellent opportunity to present your products and learn about the requirements of foreign buyers, large networks and distributors to organize cooperation. I hope that Russian companies will have new contracts after the Convention. I recommend paying attention to this format of B2B meetings for Export Support Centers.

Valery Korol, Vice President of the Ukrainian Chamber of Commerce and Industry, 2019

On behalf of the Chamber of Commerce and Industry of Ukraine, I sincerely thank you for the high level of holding the XIII Congress of Retailers and Suppliers of the World of Trade Convention and its high organization. The holding of this Convention is of great interest for Ukrainian and Kazakh businesses to cooperate, search for new markets and business contacts and establish mutually beneficial cooperation.

Rimma Apasova, Vice President of the Chamber of Commerce and Industry of Kyrgyzstan, 2019

On behalf of the Chamber of Commerce and Industry of the Kyrgyz Republic and on behalf of the Kyrgyz companies that took part in the World of Trade Convention, we thank you for the opportunity for Kyrgyz companies to participate in such a significant event and for your full support. Thanks to the professional support from the organizers of the event, Kyrgyz companies were able to adequately present their products and establish the first contacts which we hope will become successful and fruitful cooperation in the future.

Nazanin Gorji, director of the Iranian-Kazakhstan Business Center, 2022

This is a unique platform for demonstration and search for opportunities. Do you want to increase your contacts and develop your networks? The path is simple: become part of the World of Trade. It's not like any event you've experienced. This is a new brand in the event industry. We, as the Iranian-Kazakhstan Business Center are pleased to invite anyone to an event in Iran which we plan to organize together with EXIM EXPO World of Trade.

Sabit Narbaev, Head of Regional Trade Development, USAID TCA project, 2022

This is a very important event for the region as a whole, because such b2b sites are currently being developed. Our entrepreneurs are used to participating in the format of exhibitions. This format is unique in that your meetings with potential buyers are worked out in advance. Here, the buyers are retail chains. We are moving away from bazaars, modern retail chains are already emerging, and, therefore, we need to be able to do business with these networks. And in this regard, the EXIM EXPO offer is timely and provides a unique opportunity to learn about the requirements, how to do business with retailers in general and negotiate directly with representatives of these networks.

Bakhodir Umirshaykhov, Association of Exporters of Uzbekistan, 2019

We talked to many retailers, everyone is interested in Uzbek food and non-food products, because our suppliers are well aware of the world markets, very competitive. We have good quality products. We are starting to sign an agreement with a retailer from Kyrgyzstan. Thank you !

Our history. Our achievements.



- ❑ **2014 - 2022 Organization of trade congresses and industry events such as: Retail Business Kazakhstan, Asian Retail and Distribution Summit, Big Deals Forum, Congress of Kazakhstani Exporters, World of Trade Convention, Miss Retail Kazakhstan, Retail New Wave, Hypermarket World of Trade Exhibition.**
- ❑ **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 the Purchasing Center for 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 Center 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 a Purchasing Center for 35 fruit and vegetable producers from Central Asian countries with retailers and distributors from the CIS countries in an online format. 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 have been signed.**

Retailers and distributors. Our partners of all years:



- ❑ **Kazakhstan:** Magnum C&C, SMALL, Metro C&C, SPAR, Carefood, Ideal Market, Yuzhny, Dina, Ayan, Tasty basket, Prima Distribution, Galmart, Arbuz.kz, Mercury, Comfort, Leroy Merlin, GREENWICH, JLC, Dobrotsen, Astykzhan, INMART, A-store, Toymart, Sabyrzhan, Traffic light, Wave, GraMad, Monika, Narmak, Colibri, Altyn Food, Firkan, ABC of fish taste, Grapes, Cart, MCC TRADE COMPANY, Melomaniac, Marwin, SULPAK, Tekhnodom, Alkomarket, GWS , Pernod, KpK, KwS, Almaty trade, VLD, Alcospirts, Kazevrotrade, Cosmart, Clever, Organic+, Intertop, Mimioriki, Detsky Mir, Kimex/Grazie, E-Distributors, MPS Professional Plumbing Shop, Global Distrubishion (Clever), BonFood Distribution , Shyngys Service Trade, Basis Trade, RAD Distribution, Circuit XXI, Fresh Market, MirVkusa i Vkus March, Dobrotsen, Office-Expert, Social, Next and others.
- ❑ **Russia:** X5 Retail Group (Pyaterochka, Perekrestok), Magnit, Lenta, SPAR (Omsk), Russian Product, OKAY, Hyperglobus, Azbuka Vkusa, VkusVill, Red & White, Commander, Samberi, Close, Raz two, Maria Ra, Dobrotsen, Low price, Chitinka, Bahetle, Dobryanka, Pobeda, Moscow, Petrovich, Desyatochka, Soyuz, Bayram, Behemoth, Good choice: SPAR (Tula), Petrovsky, Anix, Begemag, Elisey, Lama Group of Companies ("Interspar", "Spar", " Apricot), GK BIN (Nikolaevsky, Sputnik, Our Discounter), TS Aigul, Republic of Sakha (Yakutia), Polk, Poster, Gulliver, BIM Deli, Komus, Magnolia, Monetka, Shamsa, Ambar , Nizkotsen, Leonardo, Avoska, Titanium, Nikolaevsky, Krasny Yar, Baton, Uppetit, Trust, Tutberry, Good choice and others.
- ❑ **Uzbekistan:** Makro, Korzinka.uz, bi1, Magnum, M Cosmetic, ISHONCH, Asia.uz, Havas, Baraka Market, Rayhaan Group, Carrefour, FixPrice, Biznes-Aziya and others.
- ❑ **Azerbaijan:** Rahat Market, AzeriRetailLLC, Caspian Crystal and othersUkraine: ATB-market, Silpo, Eva, NOVUS, Velyka Keshenya, Fozzy C&C, Velmart and others
- ❑ **Kyrgyzstan:** Frunze, Narodny, Globus, Akniet, Yar-Marka, Dostor, Forester and others
- ❑ **Belarus:** Euroopt, Unistore, 7 Pyatnits, Hit, Groshyk, BIGZZ, KOPILKA, Santa, Radziwillovsky and others
- ❑ **Armenia:** SAS GROUP, Yerevan City, Tsirani, Zovk and others
- ❑ **Georgia:** Nicora, Daily, SPAR-Georgia, Goodwill and others
- ❑ **Tajikistan:** Amid, Leader, Paykar and others
- ❑ **Turkmenistan:** Kamil Market and others

The portfolio of partners World of Trade includes more than 300 retail and distribution companies

Key project. World of Trade convention



The World of Trade Convention is a closed mix event that includes several formats of networking between participants: dialogue sessions, a traditional and a stylized store exhibition, a B2B purchasing center, excursions, joint lunches.

Throughout the years, the Convention has been exclusively gathering retailers and distributors in the CIS in a club format to conclude contracts with manufacturers and suppliers of FMCG products, retail equipment and technologies, discuss and agree on key industry issues, meet and exchange experiences.

The business program of the Eurasian Trade Congress traditionally brings together top officials of leading retail and manufacturing companies, government officials, industry organizations and independent experts to discuss topical issues in the industry and jointly make strategic decisions, round tables and focus sessions are held.

In honor of the decade of work in the modern retail market, this year the World of Trade Convention will be held in three countries at once:

- **Convention World of Trade Kazakhstan - April 27-29 in Kazakhstan, Almaty**
- **Convention World Trade Uzbekistan - June 15-17 in Uzbekistan, Tashkent**
- **Convention World Trade Caucasus - August 24-26 in Georgia, Tbilisi**

CONVENTION AGENDA FOR WORLD OF TRADE IN EACH COUNTRY THIS YEAR

- Eurasian Trade Congress
- Purchasing center World of Trade (Organized B2B-negotiations)
- Exhibition World of Trade
- Professional excursion to the trade networks of the city where the Convention is held. Negotiations with a retailer on the territory of the store

Geography of participants - retailers in the Conventions of all countries: Kazakhstan, Russia, Kyrgyzstan, Uzbekistan, Tajikistan, Armenia, Ukraine, Belarus, Azerbaijan, Georgia.

Key project. World Trade Convention. Exhibition formats.

The World of Trade Convention is NOT a traditional exhibition and is held with limited free access to everyone. At the site of the World of Trade Convention, there are always only retailers and suppliers approved for registration by the Organizing Committee. Access to the event is controlled by the security service of the Organizing Committee, providing the opportunity to communicate and get to know only the target market participants.

Hypermarket World of Trade is an exhibition of goods stylized as a store. Participants' goods are placed on real trading racks. All our partners, retailers, distributors, have long appreciated this format of product presentation as the most effective.

1. Focus on the product! Retailers see the product immediately on the shelf, give recommendations on packaging, labels, etc.
2. Huge budget savings to present the goods on a finished rack, unlike stands at traditional exhibitions.
3. To fill the sales shelves on the rack, 1-2 suitcases of products are enough.



Key project. World Trade Convention. Purchasing center



At the site of the World of Trade Convention, the World of Trade Purchasing Center is always organized. Retailers and distributors from different CIS countries are personally invited to the negotiating tables to conduct bilateral negotiations with suppliers of goods, equipment, technologies and services.

Within 2.5-3 hours daily there are personal meetings, acquaintance with samples, agreement on the terms of cooperation and, as a result, the conclusion of contracts!

The Buying Center is attended by 70 to 200 buyers from 8-10 countries at the same time in one place.

Purchasing center World of Trade - also operates as an independent project.

Custom personal event.

Our company organizes the participation of retailers and distributors on the territory of the Customer: ensures the attendance of buyers in the agreed number and location, coordinates negotiations, provides a report on the results of the Purchasing Center, monitors approvals after the event for six months.

Built-in event.

Our company organizes the participation of retailers and distributors at the exhibition / forum of the Customer ensures the attendance of buyers in the agreed number and location, coordinates negotiations, provides a report on the results of the Purchasing Center



Our contacts:



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

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Archive (photos/videos/reviews) and additional information can be find on our website <https://eximexpo.kz/>