

# 23rd International World of Trade Convention

B2B | Closed Format | Contracts

May 28–30, 2026

Almaty, Kazakhstan



МИР ТОРГОВЛИ  
WORLD OF TRADE

110+

retailers and  
marketplaces  
across all sectors

700+

participants –  
market  
professionals

9 countries

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

\* Registration at [eximexpo.kz](http://eximexpo.kz)

## Program of the 23rd International World of Trade Convention

Challenges. Transformation. Growth

The *World of Trade Convention* is the leading professional platform for the retail industry in Central Asia, bringing together top industry leaders for more than 13 years. The event is regularly attended by shareholders and CEOs of the largest retail groups in the region.

The format is designed for strategic dialogue among owners and top executives: market analytics and benchmarks from industry leaders, direct B2B negotiations, and decision-making without intermediaries.

Key figures and features:

- 500+ B2B partners: manufacturers, distributors, developers, and technology companies
- Direct negotiations aimed at category strengthening, IT platform upgrades, and retail format transformation
- Deals and agreements without lengthy approval chains

Historically, the World of Trade Convention has been established as a closed professional meeting for business owners, members of Boards of Directors and senior executives. Participation is by invitation only and requires prior registration and status confirmation.

A dedicated focus is placed on dialogue between business and government on key issues shaping the development of the retail industry in the region.

Event Format Includes

- Closed one-to-one negotiation sessions for contract signing
- Exhibition of products, solutions, and technologies relevant to large-scale retail
- Congress program focused on strategic trends and management decisions
- Informal networking in a private, executive-level environment
- Guided visits to leading retail chains in Almaty

The list of regular participants is available at the following link



## 2026–2030: a retail transformation trend in Central Asia

The Convention is a business-driven, non-political space that brings together countries at one table in the interest of commerce. Each year, hundreds of retailers and over 10,000 suppliers from 35 countries place their trust in the Convention.



*“We value every participant and provide support before, during, and after the Convention.”*

— **Elena Sargaldakova**, Founder of the World of Trade projects

The year 2026 began under complex conditions: ongoing geopolitical turbulence, tax code reform, monetary tightening, and shifting consumer behaviour driven by the expansion of e-commerce in Central Asia. These factors have launched a five-year retail transformation cycle.

At the World of Trade Congress, industry leaders will share their vision of the future and real transformation cases in formats and technologies aimed at achieving strategic goals through 2030.

### Key Dates and Schedule Overview

**May 28, 09:00** – Official Opening of the 23rd World of Trade Convention

**May 28–29, 09:00–18:30** – World of Trade Exhibition

**May 28–29, 09:30–18:30** – Eurasian Retail Congress

**May 30, 10:00–14:30** – Retail Store Tours in Almaty

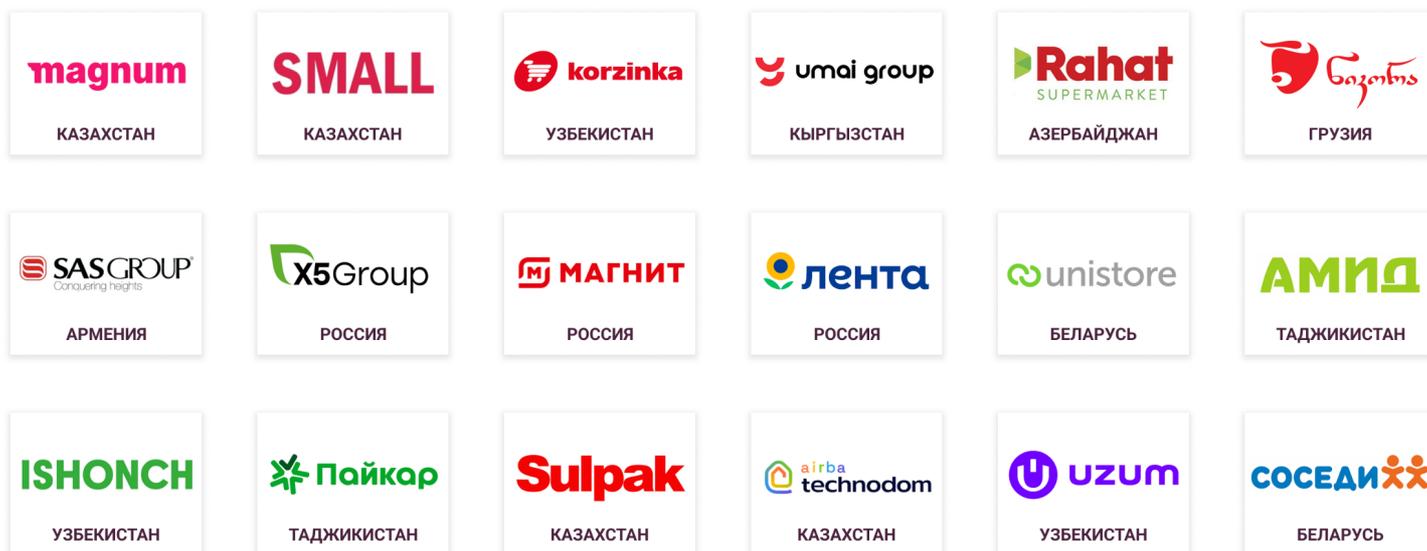
#### Day 1 – May 28, 2026

Plenary Hall	Panel Discussion Hall
<b>WORLD OF TRADE: TRENDS &amp; ANALYTICS</b> 9:30-10:00	
<b>RETAIL 2026</b> Trends. Challenges. Strategies. The Choice of Visionaries 10:00-11:20	<b>STORE FORMAT MANAGEMENT IN CENTRAL ASIA</b> 10:00-11:20
<b>SUCCESSFUL RETAIL CASES</b> from leading providers of innovation, technology, equipment, marketing, and loyalty solutions 11:30-14:00	<b>HR IN RETAIL CONFERENCE</b> Outsourcing. Talent Pool Development 11:30-14:00
<b>WORLD OF TRADE PURCHASING CENTER</b> 15:00-18:30	<b>FASHION &amp; LIFESTYLE</b> Reinventing Offline Formats and the New Traffic Logic 15:00-18:30

## Day 2 – May 29, 2026

Plenary Hall	Panel Discussion Hall
<b>FMCG RETAILERS AND SUPPLIERS</b> How to Enter Retail Chains in Central Asia and Russia 10:00-11:20	<b>INTERNATIONAL PERSPECTIVE: RETAIL IN TURKEY, CHINA, AND EUROPE</b> 10:00-11:20
<b>E-COMMERCE IN CENTRAL ASIA</b> Online and Offline: Partnership or Competition? 11:30-12:50	<b>HOW FMCG BRANDS CAN BUILD PARTNERSHIPS WITH RETAIL CHAINS</b> 11:30-12:50
<b>LOGISTICS IN MODERN RETAIL</b> From Challenge Management to a Strategic Advantage 13:00-14:00	<b>WHO AND HOW INVESTS IN THE CENTRAL ASIAN RETAIL MARKET</b> Investor Session 13:00-14:00
<b>CATEGORY MANAGEMENT FOR RETAILERS</b> 15:00-17:30	<b>GOVERNMENT AND RETAIL: BUSINESS-REGULATOR DIALOGUE</b> 15:00-17:30
<b>WORLD OF TRADE PURCHASING CENTER</b> Online format. 10:00 – 18:30	

### Our Longstanding Partners



**Participant Feedback** <https://eximexpo.kz/en/reviews-en/>

# PROGRAM OF THE 23rd INTERNATIONAL WORLD OF TRADE CONVENTION

May 28, 2026 – Day 1



Please note that the program is currently under active development and subject to change. You may always request the most up-to-date version of the program from the Convention organizers.

8:00 – 9:00

## World of Trade Convention Registration & Welcome Coffee

Admission is limited to **registered participants only**. Registration must be confirmed by the Organizing Committee of the World of Trade Convention.  
Participation applications can be submitted via the official website:  
<https://eximexpo.kz/>

09:00

## Official Opening of the Convention

Welcome addresses from the organizers and invited officials

09:00 – 18:30

## World of Trade Exhibition

Technological innovations and products from leading suppliers

## EURASIAN TRADE CONGRESS

9:30 – 09:50

## WORLD OF TRADE: TRENDS & ANALYTICS

*Analytical Session*

*Plenary Hall*

Exclusive market analytics for Convention participants

Key discussion points:

- How is the retail landscape in Central Asia and Eurasia changing amid inflation, e-commerce growth, and a shift in demand toward value-driven categories?
- Why are consumers exercising tighter control over their shopping baskets, switching brands more frequently, and setting new expectations for convenience and product availability?
- Which categories are currently driving real growth, and what management decisions allow retailers to maintain margins in the new market reality?

**NielsenIQ Kazakhstan**, a leading analytics agency, will present an exclusive market study providing participants with a comprehensive overview of the retail market.

**Invited speaker:**

- **Leila Musataeva**, Director of Retail Client Services, NielsenIQ Kazakhstan, Kazakhstan
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10:00 – 11:20

## RETAIL 2026

### Trends. Challenges. Strategies. The Choice of Visionaries

Plenary session with CEOs of leading retail companies

*Plenary Hall*

A strategic dialogue among top executives of retail chains on the current market landscape, key transformations, and development scenarios for retail in Central and Central Asia for 2025–2030.

#### Key topics:

- Key challenges and emerging opportunities
- Online vs. offline: market dynamics and impact
- Shifts in consumer behavior and demand structure
- Retail format transformation
- Operational efficiency and the role of technology in the current environment
- Vision and strategies of the region's leading retail chains

#### Invited speakers:

- **Yakov Fishman**, Chief Executive Officer, *Magnum Cash & Carry*, Kazakhstan\*
- **Nariman Suleimenov**, Chief Executive Officer, *Sportmaster*, Kazakhstan
- **Andrey Poddanets**, Founder, *Inmart*, Kazakhstan
- **Dmitry Revin**, Chairman of the Association of Retail Real Estate Developers of the Republic of Kazakhstan; Co-founder of Kazakhstan's largest shopping malls, *Aport*
- **Dmitry Provkin**, Chief Executive Officer, *Sulpak*, Kazakhstan\*
- **Zafar Khashimov**, Founder and Chairman of the Supervisory Board, *Korzinka*, Uzbekistan\*
- **Artem Lyzhin**, Managing Director, *Umai Group*, Kyrgyzstan\*

*\*The list of speakers is being finalized and is subject to change.*

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10:00 – 11:20

## STORE FORMAT MANAGEMENT IN CENTRAL ASIA

Expert Master Class

*Panel Discussion Hall*

A practical deep dive into retail formats and tools that enable precise work with target audiences, increase traffic, conversion rates, and sales per square meter.

#### Key topics:

- What defines a retail format and why floor space, location, or sales figures alone are not sufficient
- Target audience of a retail format: why customer structure changes dramatically during scaling
- Assortment structure and pricing architecture
- Mathematicians vs. marketers: what an assortment minimum is and why it cannot be derived solely from the product matrix

#### Speaker:

**Sergey Ilyukha**, Business Trainer and Retail Expert

Member of the Board, Russian Association of Retail Market Experts

11:30 – 14:00

## **SUCCESSFUL RETAIL CASES FROM LEADING PROVIDERS OF INNOVATION, TECHNOLOGY, EQUIPMENT, MARKETING, AND LOYALTY SOLUTIONS**

Partner Case Presentation Session

*Plenary Hall*

Modern retail equipment and technology solutions As a Foundation for Operational Efficiency, Security, and Growth

### **IT and Technology Solutions for Retail**

- Retail IT architecture: from core systems to data-driven management
- Loyalty programs as a driver of growth and resilience
- BI, analytics, and data mining in commercial and operational processes
- Process automation: procurement, pricing, and inventory flow
- AI in retail: real-world use cases and implementation outlook
- Technologies for managing suppliers and tenants

### **Equipment and Technologies in Modern Retail**

- Sales floor and back-office automation
- Professional lighting systems and their impact on sales performance
- Security, anti-fraud solutions, and loss prevention
- Energy efficiency and sustainability
- ROI of equipment implementation

### **Marketing, Loyalty, and Big Data**

- Evolution of loyalty programs in the region
- Common pitfalls in implementation and scaling
- Personalization and data-driven marketing
- Big Data as a growth tool, not just reporting
- Loyalty economics and impact on P&L

#### **Moderator:**

**Elena Naumchik**, Certified Loyalty Marketing Professional (CLMP™)

Professional experience at Magnum Cash & Carry, X5 Group, Sberbank, TSUM Moscow, and other leading companies

#### **Speakers:**

Executives and experts from international technology companies

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11:30 – 14:00

## **HR IN RETAIL CONFERENCE**

Discussions with HR leaders of major retail chains. Case reviews

*Panel Discussion Hall*

### **Outsourcing in Retail: A Management Tool or a Strategic Risk?**

Where is the line between flexibility and loss of control, and what happens when a significant share of the workforce is taken outside the company's organizational perimeter?

This session focuses on analytics and data on outsourcing, a real-life retail case, and an open discussion between business leaders, HR directors, and representatives of outsourcing providers.

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### **Talent Pool Management in the Era of “Temporary Workforce”**

Why traditional models of employee retention and development are no longer effective, and how to build a management system that accounts for high and predictable employee turnover.

The discussion will address how to adapt long-cycle HR processes to the new labor market reality while maintaining the resilience of retail businesses.

#### **Moderator:**

**Evgeniya Zvereva**, HR Business Partner, *Sportmaster Group*, Kazakhstan

#### **Participants invited to the discussion:**

HR executives and specialists from retail companies in Kazakhstan and invited countries, industry analysts, and independent experts

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### **14:00 – 15:00 BUSINESS LUNCH**

A friendly lunch for World of Trade Convention participants.

Networking across the exhibition area, with informal discussions at exhibitor booths

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### **15:00 – 18:30 FASHION & LIFESTYLE CONFERENCE**

Reinventing Offline Formats and the New Traffic Logic

*Panel Discussion Hall*

NON-FOOD RETAIL IN CENTRAL ASIA AMID CHANGING DEMAND, The Rise of Local Brands, and Format Transformation

#### **Key topics:**

- The fashion consumer today: what has changed
- Local brands vs. international retail chains
- Store formats and the role of location
- Assortment management and inventory turnover

#### **Moderator:**

**Nariman Suleimenov**, Chief Executive Officer, *Sportmaster Kazakhstan*

#### **Invited to the discussion:**

- **Zhandos Konakbaev**, Founder and CEO, *CRN Group* (brands: Crinzo, Corneli), Kazakhstan\*
- **Anvar Khilazhev**, Co-founder, *GLASMAN Group*, Kazakhstan\*
- **Ivan Avdeev**, Chief Executive Officer, *Yves Rocher*, Kazakhstan\*
- Other retailers, developers, and independent experts

### **DEVELOPMENT**

#### **Plenary Session for Developers and Retailers**

An open dialogue between developers and retail chains on formats, locations, retail economics, and mutual expectations.

### Key discussion points:

- How consumer expectations toward retail and shopping malls are changing
- Changes in retail space requirements and new formats
- Lease economics and cooperation models
- Traffic generation, tenant mix, and the role of anchor tenants
- Mutual expectations of developers and retail chains

### RETAIL FORMAT TRANSFORMATION: A BROADER VIEW

A cross-industry discussion bringing together developers and retailers from different segments.

### Key topics:

- Analytics and expert discussion
- Pressure from e-commerce, AI, economic turbulence, and changes in the tax and investment environment
- Retail development scenarios
- The future of retail formats

### Moderator:

**Dmitry Revin**, Chairman of the Association of Retail Real Estate Developers of the Republic of Kazakhstan;  
Co-founder of Kazakhstan's largest shopping malls, *Aport*

### Invited to the discussion:

- **Boris Katz**, Chairman of the Board, *Leonardo* Hobby Hypermarket Chain, Russia, Kazakhstan, Belarus\*
- **Dmitry Provkin**, Chief Executive Officer, *Sulpak*, Kazakhstan\*
- **Gabit Zhamanbaev**, Chief Executive Officer, *Mechta Market*, Kazakhstan\*
- Other retailers, developers, and independent experts

\* *The list of speakers is being finalized and is subject to change.*

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15:00 – 16:30

### INTERNATIONAL WORLD OF TRADE PURCHASING CENTER

16:30 – 18:30

Session 1 & Session 2 · One-to-One Business Meetings

*Plenary Hall*

Retailers from nine CIS and Eurasian countries will conduct bilateral meetings with Convention participants. The sessions are organized with retailers and distributors seated at dedicated negotiation tables. A practical negotiation platform designed for direct **1:1 dialogue between suppliers and retailers**, focused on discussing commercial terms and concluding real contracts.

19:00

### EVENING RECEPTION FOR RETAILERS AND PARTNERS

*(By invitation only)*

The evening reception is a closed segment of the Convention, bringing together top executives of the retail industry and key partners in an exclusive, private setting. This is a space where professional dialogue continues beyond the stage and formal agenda, personal connections are established, ideas are exchanged, and future partnerships take shape in an atmosphere of trust and open communication

# PROGRAM OF THE 23rd INTERNATIONAL WORLD OF TRADE CONVENTION

May 29, 2026 – Day 2

9:00 – 10:00 **WELCOME COFFEE**  
Exhibition open hours, informal networking

09:00 – 18:30 **WORLD OF TRADE EXHIBITION**  
Technological innovations and products from leading suppliers

10:00 – 18:30 **INTERNATIONAL WORLD OF TRADE PURCHASING CENTER**  
Bilateral Negotiation Sessions · [ONLINE FORMAT](#)

The sessions are conducted with retailers and distributors in individual meeting rooms. The meeting schedule with retailers will be published closer to the Convention dates

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10:00 – 11:20 **FMCG RETAILERS AND SUPPLIERS**  
**How to Enter Retail Chains in Central Asia and Russia**  
Plenary Session  
*Plenary Hall*

A discussion of practical approaches for FMCG suppliers entering retail chains — from initial negotiations to commercial terms and scaling. Real-life retail cases.

#### Key topics:

- Retailer requirements for suppliers
- Assortment selection and the role of category management
- Pricing and commercial terms
- Quality and supply standards

#### Moderator:

**Sergey Ilyukha**, Business Trainer and Retail Expert  
Member of the Board, Russian Association of Retail Market Experts (RAERR)

#### Participants invited to the discussion:

Retailers from multiple countries

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10:10 – 11:20 **INTERNATIONAL PERSPECTIVE**  
**Retail in Turkey, China, and Europe Panel Discussion (English, with simultaneous interpretation)**  
*Panel Discussion Hall*

An international session on global retail trends, technologies, and format transformation. A practical perspective from international retail chains and experts on solutions already implemented in Turkey, China, and Europe and potentially applicable in Central and Central Asia

**Key topics:**

- Retail trends for 2025–2030
- Retail format transformation under pressure from e-commerce and AI
- China, Turkey, and Europe: proven models and case studies
- Technologies with demonstrated ROI
- Which global practices can be adapted for Central Asia

**Focus:** practical case studies and adaptation of international solutions to regional markets

**Moderator:**

**Gulfira Krok**, Category Management and Pricing Expert  
Consultant and Business Trainer, *Krok Consulting*, Israel

**Participants invited to the discussion:**

International retailers and industry experts

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**11:30 – 12:50**      **E-COMMERCE IN CENTRAL ASIA**  
**Online and Offline: Partnership or Competition?**  
Plenary Session  
*Plenary Hall*

A practical session on the development and impact of e-commerce on the Central Asian retail market. Discussion of operating models, online channel economics, and integration of e-commerce with offline retail.

**Key focus areas:** omnichannel strategies, ecosystem development, profitability, logistics, data, and managed online growth.

**Participants invited to the discussion:**

Retailers, marketplaces, online services, and independent experts

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**11:30 – 12:50**      **WHO AND HOW INVESTS IN THE CENTRAL ASIAN RETAIL MARKET**  
Investor Roundtable  
*Panel Discussion Hall*

A market dialogue focused on current challenges and cooperation opportunities.

**Key topics:**

- Investment trends and climate in Central Asia
- Retail market financing specifics
- Practical recommendations for attracting investment
- Risks, opportunities, and building long-term partnerships

**Moderator:** To be confirmed

**Participants invited to the discussion:** Retailers, developers, investors, and independent experts

13:00 – 14:00      **LOGISTICS IN MODERN RETAIL**  
**From Overcoming Challenges to a Strategic Advantage**  
Plenary Session  
*Plenary Hall*

A direct dialogue among market participants.

**Key topics:**

- Supply chain optimization
- Next-generation logistics centers
- Product availability management
- Reducing logistics costs
- Automated replenishment and forecasting
- Regional retail case studies

**Moderator:** To be confirmed

**Participants invited to the discussion:**

Retailers, leading logistics companies, distributors, and independent experts

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13:00 – 14:00      **HOW FMCG BRANDS CAN BUILD PARTNERSHIPS WITH RETAIL CHAINS**  
Panel Discussion  
*Panel Discussion Hall*

A practical review of supplier and partner collaboration with the region's largest retail chains.

**Key topics:**

- Retailer expectations of partners
- Joint marketing and commercial models
- Supplier selection and contracting procedures
- Common supplier mistakes
- Scaling and long-term partnership development

**Moderator:** To be confirmed

**Participants invited to the discussion:**

Leaders of FMCG retail chains

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14:00 – 15:00      **BUSINESS LUNCH**

A friendly lunch for World of Trade Convention participants.

Networking across the exhibition area, including informal discussions at exhibitor booths and in the World of Trade Hypermarket zone.

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15:00 – 17:30      **CATEGORY MANAGEMENT FOR RETAILERS**  
Expert Master Class  
*Plenary Hall*

**Business Trainer:** To be confirmed

**Participants invited to the discussion:**

Category managers and retail executives

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**15:00 – 16:30      INTERNATIONAL BOARD OF DIRECTORS**

Roundtable Discussion

*Panel Discussion Hall*

A closed-door meeting for owners and senior retail executives to discuss current market challenges, government regulation, share experience, and develop common strategies and best practices.

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**16:30 – 17:30      GOVERNMENT AND RETAIL  
Business–Regulator Dialogue**

Roundtable Discussion

*Panel Discussion Hall*

An open discussion on retail regulation and business conditions in Central Asia, with a focus on practical issues faced by retailers and suppliers in the context of tax, fiscal, and regulatory changes.

**Expected participants:**

The Ministry of Trade and Integration of the Republic of Kazakhstan, financial regulatory authorities (Ministry of Finance of the Republic of Kazakhstan / National Bank of the Republic of Kazakhstan).

From the business side, representatives of Kazakhstan’s retail sector and the National Chamber of Entrepreneurs *Atameken* are invited

**18:00      CLOSING COCKTAIL**

A setting where professional dialogue continues beyond the stage and formal agenda. Personal connections are formed, ideas are exchanged, and future partnerships take shape in an atmosphere of trust and open communication

## RETAIL STORE TOURS IN ALMATY

May 30, 2026 – Day 3

Retail representatives welcome World of Trade Convention participants directly on the sales floors of their stores, organize one-to-one meetings with relevant retail teams, answer questions, and showcase new solutions already implemented in their businesses.

**This format offers a unique opportunity to align cooperation on-site with top management of retail companies.**

### Key benefits:

- Direct communication with retail representatives in a real operational environment
- Demonstration of current retailer requirements for assortment, packaging, merchandising, and quality standards
- On-site discussion of potential cooperation, taking into account actual store formats and operating conditions
- Shortened negotiation cycles and preliminary alignment of next steps without formal barriers
- Clear understanding of internal decision-making processes and supplier selection criteria
- Showcase of best practices and solutions already implemented in retail
- Maximum practical value and a strong results-oriented focus — from initial introductions to concrete agreements



## HOW TO PARTICIPATE

### The World of Trade Convention is a closed commercial event

Participation in the Convention is **paid for suppliers and partners**  
Discounts are available for returning participants

Participation in the Convention is **free of charge for retailers**, subject to prior registration and approval by the World of Trade Convention Organizing Committee.

**Registration is mandatory for all participants and must be completed via the official Convention website.**

**The Organizing Committee of the International World of Trade Convention will be happy to assist with any questions:**



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<https://eximexpo.kz/>



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