

23rd

B2B | Closed Format | Contracts

International World of Trade Convention

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

Program of the 23rd International World of Trade Convention

Challenges. Transformation. Growth

The World of Trade Convention is a key professional platform for the retail industry of Central Asia, bringing together top industry leaders for more than 13 years. The event regularly gathers chairmen of boards, shareholders and CEOs of the largest retail groups in the region.

The format is designed for strategic dialogue between business owners and top executives: market analytics and benchmarking from industry leaders, direct negotiations with B2B partners, and decisions made without intermediaries.

- more than 500 B2B partners: manufacturers, distributors, developers and technology companies
- direct negotiations aimed at strengthening product categories, upgrading IT platforms and transforming retail formats
- deals and partnership agreements reached without long chains of approvals

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 separate focus of the event is dialogue between business and government on key issues affecting the development of the retail industry in the region.

The event format includes:

- one-to-one negotiation sessions aimed at concluding contracts
- an exhibition of products, solutions and technologies relevant for large retail companies
- a congress program discussing strategic industry 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

<https://eximexpo.kz/en/reviews-en/>



Central Asia Retail: Setting the Transformation Course for 2026–2030

The Convention is a business platform beyond politics, bringing companies from different countries together at one table in the interest of business cooperation. Every year, hundreds of retailers and suppliers from around the world place their trust in the event.



“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 AM	Official Opening of the 23rd World of Trade Convention
May 28-29	09:00 AM - 06:30 PM	World of Trade Exhibition
May 28-29	09:30 AM - 06:30 PM	Eurasian Retail Congress
May 30	10:00 AM - 02:30 PM	Retail Store Tours in Almaty

Day 1 – May 28, 2026

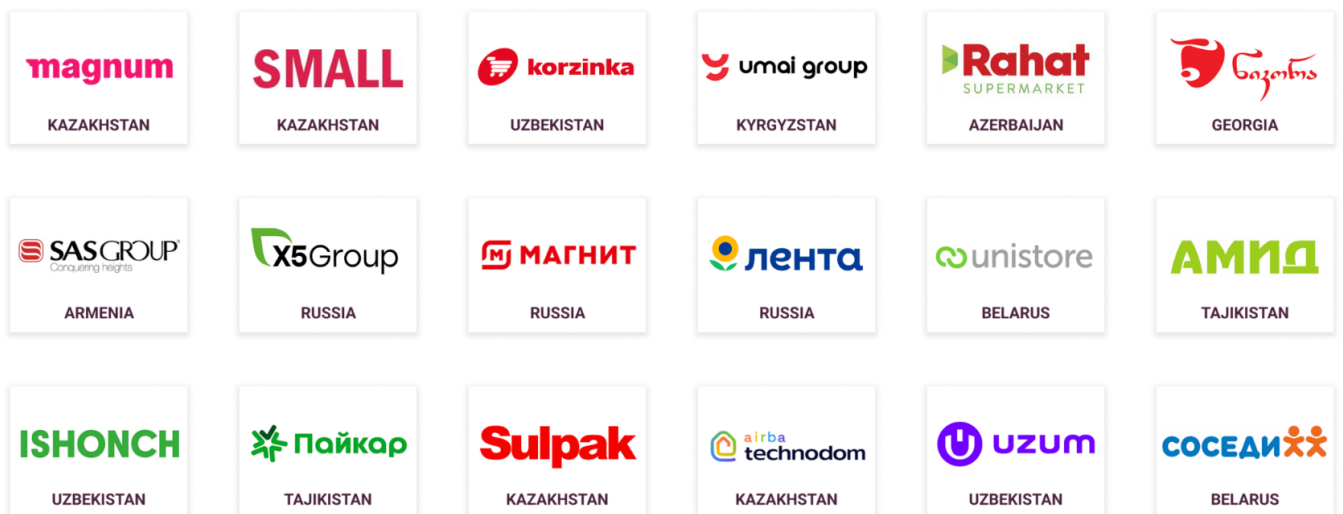
Plenary Hall	Panel Discussion Hall
09:30 AM OFFICIAL OPENING OF THE 23RD WORLD OF TRADE CONVENTION	
09:40 AM - 10:20 AM WORLD OF TRADE: TRENDS & ANALYTICS	
10:30 AM - 11:50 AM RETAIL 2026 Challenges. Strategies. The Choice of Visionaries	10:10 AM - 11:50 AM STORE FORMAT MANAGEMENT IN CENTRAL ASIA
12:00 PM - 01:30 PM SUCCESSFUL RETAIL CASES from leading providers of innovation, technology, equipment, marketing, and loyalty solutions	12:30 PM - 01:30 PM HR IN RETAIL CONFERENCE Outsourcing. Talent Pool Development
03:00 PM - 05:30 PM WORLD OF TRADE PURCHASING CENTER	06:00 PM - 09:00 PM RETAILERS' EVENING RECEPTION (invitation only)

Day 2 – May 29, 2026

Plenary Hall	Panel Discussion Hall
<p>10:00 AM - 11:20 AM</p> <p>FMCG RETAILERS AND SUPPLIERS</p> <p>How to Enter Retail Chains in Central Asia and Russia</p>	<p>11:00 AM - 12:00 PM</p> <p>NON-FOOD, LIFESTYLE AND DEVELOPMENT:</p> <p>rethinking formats in the context of changing consumer behaviour. New traffic logic. The mall of the future</p>
<p>11:30 AM - 12:20 PM</p> <p>INTERNATIONAL PERSPECTIVE: RETAIL IN EUROPE</p>	<p>12:30 PM - 2:00 PM</p> <p>HOW FMCG BRANDS CAN BUILD PARTNERSHIPS WITH RETAIL CHAINS - WORKSHOP</p>
<p>12:30 PM - 02:00 PM</p> <p>STRATEGIES AND TOOLS IN THE ERA OF AI TECHNOLOGIES AND HUMAN-CENTRICITY</p>	
<p>03:00 PM - 04:30 PM</p> <p>E-COMMERCE IN CENTRAL ASIA</p> <p>Online and Offline: Partnership or Competition?</p>	<p>03:10 PM - 04:10 PM</p> <p>INTERNATIONAL BOARD OF DIRECTORS</p>
	<p>16:30 PM - 17:30 PM</p> <p>HOW FMCG BRANDS CAN BUILD PARTNERSHIPS WITH RETAIL CHAINS - WORKSHOP</p>

WORLD OF TRADE PURCHASING CENTER
Online format. 10:00 AM - 05:30 PM

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

08:30 AM

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/>

09:30 AM

Official Opening of the Convention

Welcome addresses from the organizers and invited officials

09:00 AM -
06:30 PM

World of Trade Exhibition

Technological innovations and products from leading suppliers

EURASIAN TRADE CONGRESS AGENDA – Day 1

09:40 AM -
10:20 AM

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

Speakers:

Leila Musataeva, Director of Retail Client Services, NielsenIQ Kazakhstan, Kazakhstan

Vitaliy Bryk, Global Head of Cloud Solutions Development and Expansion (BES) for Retail

10:30 AM – **RETAIL 2026. TRENDS. CHALLENGES. STRATEGIES**
11:50 PM 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
- **Erem Arutyunyan**, Founder, Chairman of the Supervisory Board, *Mechta Market*
- **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*
- **Zafar Khashimov**, Founder and Chairman of the Supervisory Board, *Korzinka*, Uzbekistan*

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

10:10 AM – **STORE FORMAT MANAGEMENT IN CENTRAL ASIA**
11:30 AM 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

12:00 AM – **SUCCESSFUL RETAIL CASES: DIGITALIZATION, ANALYTICS, EQUIPMENT**
13:30 PM Convention Partners Case Presentation Session
Plenary Hall

Effective IT and technology solutions for retail.

Practical Cases:

- How to successfully scale a business and improve operational efficiency
Speaker: **Mikhail Taran**, Director, 4PROFIT GROUP; Member of the Council of Supply Chain Management Professionals (Ukrainian Round Table); experience in ATB Market, PROSTOR, EUROMIX, BaDM

- Data-driven and growth strategies in modern retail*
Speaker: [Dmitry Morev](#), Marketing Director, Mechta Market
- AI and Image Recognition in merchandising: data instead of intuition
Speaker: [Georgy Smirnov](#), CBDO, LASMART
- Efficient retail and warehouse equipment in the context of retail transformation
Speaker: [Elena Olfert](#), Head of Marketing Department, STELLAGE SYSTEMS LLC
- Topic to be confirmed
Speaker: [Dmitry Ryabchenko](#), Project Manager, KRONEN GmbH (Germany)
- Ozon Kazakhstan
Topic to be confirmed

Moderator: [Elena Naumchik](#), Certified Loyalty Marketing Professional (CLMP™), experience with Magnum C&C, X5 Group, Sberbank, TSUM Moscow and others

12:00 PM – **HR IN RETAIL CONFERENCE**
13:30 PM 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.

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.

Speakers:

- [Dina Kovalenko](#), HR Director, Food Retail PRO LLP (My Mart retail chain)
- [Oksana Solovyova](#), HR Director, Fashion Retail Group LLP (Calvin Klein, Under Armour, Tommy Hilfiger, Etam, Diesel, Walker)
- [Makpal Sharipbayeva](#), Head of HR Department, Alser.kz*
- [Anna Vinokhodova](#), HR Director, Magnum Cash & Carry*

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

01:30 PM – **BUSINESS LUNCH**
03:00 PM

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.

03:00 PM -
05:30 PM

INTERNATIONAL WORLD OF TRADE PURCHASING CENTER
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.

06:00 PM – 09:00 PM **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

09:00 AM – 10:00 AM	WELCOME COFFEE Exhibition open hours, informal networking
09:00 AM – 06:30 PM	WORLD OF TRADE EXHIBITION Technological innovations and products from leading suppliers
10:00 AM – 05:30 PM	INTERNATIONAL WORLD OF TRADE PURCHASING CENTER Bilateral Negotiation Sessions · ONLINE FORMAT

EURASIAN TRADE CONGRESS AGENDA – Day 2

10:00 AM – 11:20 AM	FMCG RETAILERS AND SUPPLIERS How to Enter Retail Chains in Central Asia and Eurasia Plenary Session <i>Plenary Hall</i>
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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: to be confirmed

Invited to the discussion: retailers from different countries:

- [Marina Polyakova](#), Commercial Director, Baraka Market, Uzbekistan
- [Mirzokalon Kalonzoda](#), Commercial Director, Amid, Tajikistan
- [Andrey Poddanets](#), Founder and Owner, Inmart retail chain, Kazakhstan*

As well as other retail representatives*:

- Korzinka, Uzbekistan
- Rahat Market, Azerbaijan
- Umai Group, Kyrgyzstan
- Toymart, Kazakhstan

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

10:10 AM -
12:00 PM

NON-FOOD, LIFESTYLE AND DEVELOPMENT: RETHINKING FORMATS IN THE CONTEXT OF CHANGING CONSUMER BEHAVIOR, NEW TRAFFIC LOGIC, THE MALL OF THE FUTURE
Panel Discussion Hall

Non-food retail in Central Asia amid shifting demand, e-commerce expansion, and the growth of local brands:

- Today's fashion consumer: what has changed
- Local brands vs international chains
- Assortment management and inventory turnover

Open dialogue between developers and retail chains on formats, locations, retail real estate economics, and mutual expectations:

- Changing consumer expectations for retail and shopping malls
- Store size evolution and new formats
- Rental economics and partnership models
- Traffic, tenant mix, and the role of anchor tenants

Moderator (Non-Food session): [Nariman Suleimenov](#), CEO, Sportmaster Kazakhstan

Moderator (Developers & Retailers session): [Dmitry Revin](#), Chairman of the Union of Retail Real Estate Developers of Kazakhstan; Co-founder of Aport malls

Invited to the discussion:

- [Boris Katz](#), Chairman of the Board, Leonardo hobby hypermarket chain, Russia, Kazakhstan, Belarus*
 - [Gabit Dzhamanbayev](#), CEO, Mechta Market, Kazakhstan*
 - [Sagynysh Kuanyshbekova](#), CEO, Moskva Shopping Mall
 - [Birlan Yeralin](#), Managing Director, Dostyk Plaza Shopping Mall*
 - [Diana Danilova](#), Commercial Director, Magnit Cosmetics, Uzbekistan*
 - [Elena Kinisheva](#), Commercial Director, FR.GROUP
 - [Anvar Khilazhev](#), Co-founder, GLASMAN Group, Kazakhstan*
 - [Zhandos Konakbayev](#), Founder and CEO, CRN Group (Crinzo, Corneli), Kazakhstan*
 - [Ivan Avdeev](#), CEO, Yves Rocher Kazakhstan*
- and other retailers, developers, and independent experts

**Speaker list is being finalized and may be subject to change*

11:30 AM –
12:20 PM

INTERNATIONAL PERSPECTIVE
Retail in Europe
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 Europe and potentially applicable in Central Asia and neighbouring countries

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

Speakers:

- [Sergey Loktev](#), Head of International Retail Development CEE & Eurasia, SPAR International
- [Gulfira Krok](#), Category Management and Pricing Expert; Consultant, Business Trainer, Krok Consulting, Israel

03:00 PM –
05:30 PM

STRATEGIES AND TOOLS IN THE ERA OF AI AND HUMAN-CENTRIC BUSINESS

Plenary Hall

Discussion of priority innovations for transforming customer interaction and effective digitalization. Cases and dialogue of market leaders. Exploring the balance between algorithms, data, and a human-centric business model. Case studies and open discussion

Moderator:

- [Asem Bolatzhan](#), CEO, Women in Tech Kazakhstan Chapter; External Advisor to the Minister of AI and Digital Development of the Republic of Kazakhstan; Chair of the Public Council under the Ministry of AI and Digital Development of the Republic of Kazakhstan

Cases:

- ACTUAL OPTIC case: How to create your own “blue ocean” and remain an industry leader for over 25 years
[Anna Yakovleva](#), Co-owner and CEO, Actual Optic
- Askona CIS case: How to reactivate “dormant” customers. CDP integration and the “magic of sleep” in practice
[Svetlana Belaya](#), Head of Brand Marketing and Loyalty, Askona CIS
- Yandex Lavka Kazakhstan case
[Asem Issayeva](#), Head of FMCG, Yandex Lavka Kazakhstan
- Mechta Market case
[Adilzhan Alkenov](#), IT Director, Mechta Market

Also expected: representatives of the Ministry of AI and Digital Development, as well as leaders in IT, strategy, marketing, and project management from retail companies across Eurasia

**The list of speakers is being finalized and may be subject to change*

12:30 PM -
02:00 PM

INTERNATIONAL RETAIL BOARD OF DIRECTORS

Roundtable

Panel Discussion Hall

A closed-door meeting of owners and CEOs of retail companies to discuss key industry challenges, including changes in tax policy, regulation of e-commerce and marketplaces, cost of financing and consumer demand, as well as the transformation of retail formats and digitalization. Participants will exchange views on the current economic environment and formulate consolidated proposals.

Moderator: [Gulfira Krok](#), Category Management and Pricing Expert; Consultant, Business Trainer, Krok Consulting, Israel

Expected participants:

[Elbegi Abdiev](#), Deputy Chairman of the Board, Union of Retail Chains of Kazakhstan

[Rustam Zhursunov](#), Chairman, Association of Investors of Kazakhstan*

Representatives of the Ministry of Trade and Integration of the Republic of Kazakhstan*

Representatives of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”*

**The list of participants is being finalized and may be subject to change*

02:00 PM – **BUSINESS LUNCH**
03:00 PM

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.

03:00 PM – **E-COMMERCE IN CENTRAL ASIA**
04:10 PM **Online and Offline: Partnership or Competition?**
Plenary Session
Plenary Hall

Practical session on the development of e-commerce and its impact on the Central Asian retail market. The discussion will focus on proven business models, the economics of online channels, and the integration of e-commerce with offline retail.

Focus areas: omnichannel strategies, ecosystem development, profitability, logistics, data management, and sustainable growth of online sales.

Moderator: Demid Samoshkin, retail expert (experience with SMALL, Arbus.kz, and other businesses)

Speakers:

- Asem Issayeva, Head of FMCG, Yandex Lavka Kazakhstan
- Azim Karimov, E-commerce Director, Mechta Market

Also invited to the discussion:

- Wildberries*
- Ozon
- Sportmaster Kazakhstan
- Fashion Retail Group, Kazakhstan

As well as other marketplaces, online retailers, online services, and independent experts

03:10 PM - **PRIVATE LABEL AND IN-HOUSE PRODUCTION: OPPORTUNITIES FOR GROWTH**
04:10 PM **AND CREATING UNIQUE VALUE**
Panel discussion
Panel Discussion Hall

Presentations and discussion with leaders of Eurasian retail.

Invited to the discussion: retail chains*

- Pyaterochka, Russia
- Magnum Cash & Carry, Kazakhstan
- SMALL, Kazakhstan
- Korzinka, Uzbekistan

and other retailers

Moderator: to be confirmed

**The list of speakers is being finalized and may be subject to change*

04:20 PM –
06:00 PM

HOW FMCG BRANDS CAN BUILD PARTNERSHIPS WITH RETAIL CHAINS

Panel Discussion

Panel Discussion Hall

Workshop: A practical discussion of supplier–retailer cooperation

- Expectations from partners
- Joint marketing and commercial models
- Supplier selection procedures and contracting process
- Typical mistakes made by suppliers
- Scaling and development of partnerships

Moderator: [Gulfira Krok](#), Category Management and Pricing Expert; Consultant, Business Trainer, Krok Consulting, Israel

10:00 AM –
05:30 PM

WORLD OF TRADE INTERNATIONAL PURCHASING CENTER

Bilateral negotiation session

online format

The session will bring together retailers and distributors in one-to-one negotiation meetings held in dedicated meeting areas in the Convention foyer.

(The meeting schedule with retailers will be published closer to the Convention dates.)

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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