



A L M A T Y

November 25-27, 2026



**INTERNATIONAL EXHIBITION
OF CONSUMER PRODUCTS**
for retail chains and marketplaces



NFA EXPO is the main international platform in Central Asia for effective communication and search for new reliable customers, suppliers and partners, uniting buyers and manufacturers from around the world in the consumer goods market.

THE PURPOSE OF THE EXHIBITION is the development of trade and the conclusion of promising contracts, the growth of economic ties between the Eurasian region countries, increase in the production of household goods, household and professional chemicals, cosmetics and perfumes, goods for children, building new logistics chains for the export and import of consumer goods and services in Central Asian countries.

NFA EXPO is:



350+
exhibiting
companies



7 000+
sqm of exhibition
space



6 500+
professional
visitors



385+
personal b2b meetings
«Buyer-Supplier»



500+
contracts for
purchase

VENUE:

November 25-27, 2026

Kazakhstan | Almaty | EC Atakent





nfa expo

KEY SECTIONS OF THE EXHIBITION:

- Tableware, household goods, household appliances
- Textile for home, kitchen, bathroom, bedroom
- Household chemicals, raw materials and ingredients
- Cosmetics and perfumery, hygiene products
- Interior and decor items, home fragrances
- Goods for cottages and country living
- Gifts, souvenirs, New Year and holiday products
- Toys and games
- Goods for children, stationery
- Contract manufacturing and Private label
- RetailTech & Consulting centre for business

NEW

EXCLUSIVELY FOR THE EXHIBITORS OF THE EXHIBITION:

- Personal b2b negotiations with buyers from the largest retail chains and distributors from Russia, Kazakhstan, Kyrgyzstan, Uzbekistan, Belarus, Azerbaijan, etc.
- Advertising promotion of the exhibitor's novelties – online before the exhibition and in the special area «Gallery of novelties» during the exhibition days
- Sponsorship packages individually tailored to specific marketing objectives
- Special conditions for delegate participation in the Business Program



BUYERS AT THE EXHIBITION: THE LARGEST RETAIL CHAINS AND MARKETPLACES





November 26–28, 2025

Support by



EC Atakent | Almaty | Kazakhstan
pavilion 11

POST-RELEASE

A Wide Range of New Products and Retail Technologies for the EAEU Market Presented at the NFA Expo-2025 International Exhibition

From 26 to 28 November, the 4th International **NFA Expo-2025** – the key non-food retail exhibition for retail chains and marketplaces – was held at the Atakent Exhibition Center in Almaty, Kazakhstan. The event was officially opened by **Aizhan Bizhanova**, First Vice Minister of Trade and Integration of the Republic of Kazakhstan.

Interest in the exhibition continues to grow: this autumn, **the number of visitors increased by 23%**, while the number of exhibitors rose by 30%. Over **4,740 industry professionals** attended the exhibition and its business program over the three days. More than **130 companies** took part, presenting products from Kazakhstan, the United Kingdom, Latvia, Italy, China, the UAE, Pakistan, Russia, Turkey, Belarus, Thailand, Ukraine, Uzbekistan, France, Sweden, Japan and other countries.

Among the exhibitors of 2025: 2K, ADIKA, ADIL GROUP ASTANA, All-Trade, ALMA, AQWAKO3, ARNA NOVA, BARAKAOIL / BARAKAOIL, HASHMI / HASHMI, Codexplore, Dekor Vinil, DPD, Elements Skincare by Dr. Z, H.A.Brieger / brand Dzintars, JOBY TM, KEON, Kleesoft LLP, KSC-PLAST, LIBY BABY ELEMENTS, LAFARFOR, LM, LUNA EIGHT, Microhim LLP, Minidino, Nexera Group, PROHIM, QS PLASTIK SANAYI VE TICARET A.S., Rano Komfort Service, TANDEM CO. LTD, TS Kitchen, Qixian Huirong Glassware Co., Ltd, Qixian Seefully Glass Co., Ltd, Qixian Weizun Glass Products Co., Ltd, Shanxi Dahua Glass Scientific Co., Ltd, Shanxi King Glass Co., Ltd, Vodiy Kimyo Sanoat (Aprel), Waseela_official, ZETA, AMS Kemikal, Aroma Nota, Bioniks, Bytplast, Viridi Group, Vitamin Garden, Gross, Igyr Lesa, Izhsintez-Khimprom, Klassik, Kuznya Podarkov, LEX, Mega Toys, Nauka Tekhnika Meditsina, Parafarm, Parus, PKKM-pro, Plastik Republic, Povolzhsky Processing Center, Politeks, Rezultat. pro, SdelanoPcheloy, Starkoff, Turan-micro, KhimByt, KhimTorg and others.



A dedicated pavilion showcased manufacturers from China, representing the provinces of **Zhejiang, Shandong, Sichuan, Shanxi, Guangdong, and Jiangsu**. Among the direct manufacturers were:

YIWU TOP EASE IMP.&EXP.CO., LTD, DEZHOU MUJIN BUILDING MATERIAL CO., LTD, Ningbo Klinsmann Intelligent Technology Co., Ltd, Guangzhou Fresh World Electrical Appliance Co., Ltd, YANGJIANG KEYHOME HARDWARE FACTORY, ZHONGSHAN LONGYI ELECTRICAL APPLIANCE CO., LTD, Hainan Kunyuan Life Technology Co., Ltd, Zhongshan FFT Co., Ltd, LIANYUNGANG ARK INDUSTRIAL CO., LTD, JIANGMEN XINHUI HUAYIN METALS FACTORY CO., LTD, ZHEJIANG HONGHAI COMMODITY CO., LTD, Guangzhou Lanjieya Daily Chemical Co., Ltd, HUARUN TRADE CO. LTD., GUANGDONG GDA VALVE TECHNOLOGY CO., LTD, GUANGZHOU TSONG ELECTRIC CO., LTD, GUANGZHOU HONGTIANLI HOTEL SUPPLIES CO., LTD, Guangdong Youkai Technical Co., Ltd, Sichuan Lampure Daily Commodity Co., Ltd, Yangjiang Hailian Hardware & Plastics Products Co., Ltd, Sunshine (Guangzhou) Ltd., NINGBO EAST CLEANING TOOL CO., LTD, Guangdong Zoncenway Electric Technology Co., Ltd, Changhe Travelware Co., Ltd, Norstat Electrical Manufacturing CO., LTD, INNOVATION SHINE LIMITED, ZHAOQING CITY ECOWARE KITCHENWARE TECHNOLOGY CO., LTD, Ningbo Runchen Intelligent Technology Co., Ltd, NINGBO PANEL ELECTRIC APPLIANCE CO., LTD, NINGBO KAIBO GROUP CO., LTD, Huizhou Xinyi Electric Appliance Co., Ltd, HOMELIKE (SHUNDE) ELECTRICAL MFG. LTD, Zhongshan Richeng Washing Products Co., Ltd.



The **Retail Tech / Technologies for Retail** section was presented in an expanded format, featuring major regional marketplaces, IT, and logistics companies such as: Wildberries, Luna8 (SaaS platform), Codexplore, DPD, ARNA NOVA and others.



Innovation Highlights

53 participating companies presented more than one hundred new products and the most relevant seasonal launches at the «Novelty Gallery». Additionally, 63% of exhibitors, including companies from China, Russia, Kazakhstan, and Turkey, showcased private label (PL) and contract manufacturing capabilities to retailers and brand owners.



Business Program

Throughout the exhibition, exclusive closed B2B meetings «Buyer-Supplier» were held for exhibitors. Representatives of major retail chains, distributors, wholesalers, and marketplaces took part, including: Magnum, Small, Flip.kz, Office-expert, Cosmart, AMK, CU Central Asia, Wildberries (Kazakhstan); Semya, Maria-Ra (Russia); KorzinkaGo, United Distribution (Uzbekistan); Olivia (Azerbaijan). Buyers conducted more than 300 meetings with exhibitors.





The exhibition is supported by the Ministry of Trade and Integration of the Republic of Kazakhstan and the National Chamber of Entrepreneurs «Atameken».



Upcoming Events - Invitation to Participate LLP Mayer Expo Asia invites companies to take part in upcoming events in Kazakhstan:

- **15 April 2026** – Mid-Season Industry Conference
«Private Label in Central Asia: From Contract Manufacturing to Promotion»
Best Western Plus Atakent Park Hotel, Almaty
- **25-27 November 2026** - 5th International NFA Expo-2026
Atakent Exhibition Center, Almaty

Organizer: LLP Mayer Expo Asia

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Kazakhstan



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