



**HOMETECH  
& ELECTRA**

hometechelectra.com

**International Exhibition of  
Electronics and Home  
Appliances**  
HomeTech & Electra

**7-9 August 2025**  
**Atakent, Almaty, Kazakhstan**


**Report**


Organized by:




# Partners and Support



 Ministry of Foreign Affairs of the Republic of Kazakhstan


 Ministry of Trade and Integration of the Republic of Kazakhstan

 Ministry of Industry and Construction of the Republic of Kazakhstan

 Ministry of Digital Development, Innovations, and Aerospace Industry of the Republic of Kazakhstan

 Ministry of Tourism and Sports of the Republic of Kazakhstan

 Ministry of Culture and Information of the Republic of Kazakhstan

 Akimat of Almaty Region



National Chamber of Entrepreneurs of Kazakhstan "ATAMEKEN"



National Investment Promotion Operator



Working Committee of the Digital Technology Platform for SCO Countries, KTPSE



International Center for Cross-Border Cooperation ICBC "Khorgos"



Международная Трансконтинентальная Корпорация Инновационных Технологий CARAVAN



Association of Trade Markets of the City of Almaty

# Partners and Support



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# Information and Media Support



<p>IXBT новостной портал</p>	<p>IXBT_KZ новостной портал</p>	<p>standard.kz новостной портал</p>	<p>Город 24 неделя</p>	<p>THE TECH неделю издания</p>
<p>TOTAL EXPO каталог выставок</p>	<p>EXPOBOOK международный выставочный портал</p>	<p>AllEvents Онлайн медиа-партнер</p>	<p>RidjeY Group Выставочный портал</p>	<p>EXPONET Интернет-портал</p>
<p>ЭкспоMap</p>	<p>10times</p>	<p>WorldExpo</p>	<p>СМИ24 новостной портал</p>	<p>Almaty.tv новостной портал</p>
<p>MarketSkyline.com новостной портал</p>	<p>Bizmedia.kz новостной портал</p>	<p>Optimism.kz новостной портал</p>	<p>aleminform.kz новостной портал</p>	<p>NAZARMEDIA новостной портал</p>
<p>1d.media Бизнес-портал</p>	<p>Retail.ru Медиа-портал</p>	<p>Trade Fair Dates Медиа-портал</p>	<p>tost.ru Медиапортал</p>	<p>Клуб рестораторов Казахстана</p>
<p>centralmedia24.kz Мультиязычное информационное агентство</p>	<p>cronos.asia Аналитический портал</p>	<p>alma-city.kz Интернет-портал</p>	<p>CITY STYLE LIFE Информационный портал</p>	

# Exhibitors



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Companies from **10** countries

**Kazakhstan, China, Korea, Poland, Czech Republic, Russia, Turkey, Uzbekistan, Tajikistan, Malaysia.**

## Company Profiles

- Home Appliances and Consumer Electronics
- Gadgets and Personal Electronic Devices
- Telecommunication Technologies and 5G Solutions.
- Digital Systems and Solutions for Smart Home and Smart City
- Banking and Financial Sector
- Power Supply and Energy Efficiency Systems
- Lighting Engineering and Architectural Lighting
- Electrical Installation Products and Professional Tools
- Metering, Control and Measurement Devices
- Digital Learning and Educational Technologies

## Special Expositions

As part of **HomeTech & Electra 2025**, two large-scale international projects were held, becoming the central highlights of the business and exhibition program:

### **Chinese Exhibition of Consumer Goods and Electronics (Ningbo)**

Organized with the support of the Ningbo Municipal Government (China) and Ningbo Younage Exhibition Co., Ltd.

The exposition covered more than **500 sq. m**, and showcased products from over **60 leading manufacturers**.

### **China Commodity International Trade Fair (Kazakhstan)**

A joint project with Yiwu Zhongkang Exhibition Co., Ltd., bringing together leading consumer goods manufacturers from China.

The exposition, spanning over **1000 sq. m** served as a platform for fostering direct supplies and expanding trade and economic relations between Kazakhstan and China. It featured home goods, electronics, household appliances, and related products.



**80%** The participants emphasized the wide reach and high quality of the exhibition's target audience.

**92%** They expressed their willingness to recommend HomeTech & Electra to colleagues and industry partners.

**72%** They announced plans or have already confirmed their participation for next year.

**75%** They successfully achieved the objectives set within the framework of their participation in the exhibition.

**23%** They signed contracts directly at the venue.

# PARTICIPANT FEEDBACK



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At the moment, we are considering options for entering the Kazakhstani market, and HomeTech & Electra seemed to us the most suitable exhibition to get acquainted with it. We received great interest from visitors and colleagues, established some valuable contacts, and therefore, I believe we will appear in Kazakhstan in the near future.

Vitaly Fedchenko  
General Director of Lamel Spb



# PARTICIPANT FEEDBACK



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Our company needs to introduce a new product range, and we are looking for new brands, particularly from China. We were left with a very positive impression of the exhibition - it is a very large-scale project. I met several interesting brands with whom we discussed possible cooperation; we will review the prices, work out the logistics, and terms. It was, of course, very valuable to evaluate the quality in person.

Diana Trunbetova  
**Category Manager and Purchaser at  
Texnomart (Uzbekistan)**

We express our sincere gratitude to the organizers of the exhibition. This was our first participation with our interactive panels, and we are pleased to note the strong interest from visitors. We have found many potential buyers and new partners, which makes our participation especially valuable for the development of the Skyworth & Metz brands in the markets of Kazakhstan and Central Asia.

Liu Dazhang  
**Manager, Shenzhen Skyworth  
Commercial Technology Co., Ltd., PRC**

The company 2N presented its products at the exhibition for the first time. We had the opportunity to hold a number of meetings with distributors and integrators, as well as to note the interest of developers in our solutions. For us, the participation was a valuable opportunity to assess the market and the prospects for cooperation in the region.

Viktor Gyulnazaryan  
**2N, Regional Key Account  
Manager, Czech Republic**

# VISITORS

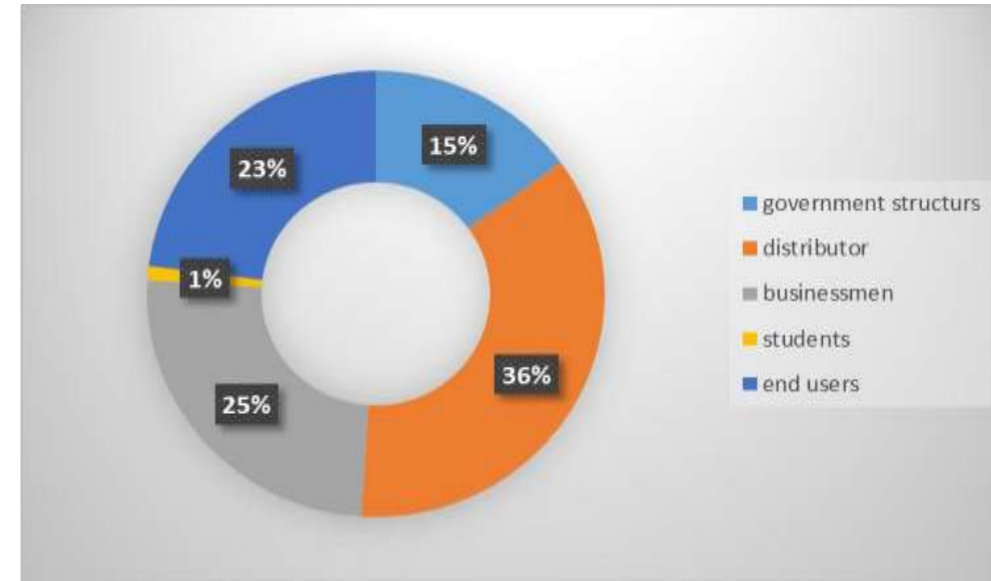
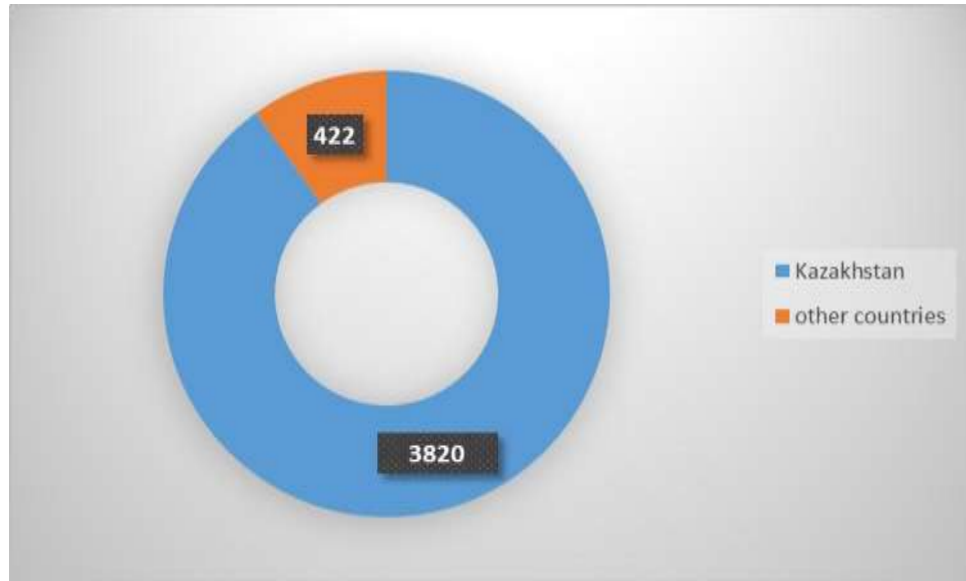


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**4242** unique visitors from **10** countries

**Number of participating countries: 10.**  
**List of key countries: Kazakhstan, China, Turkey, Russia, Malaysia, Germany, Czech Republic, Poland, Tajikistan, and Uzbekistan.**

## GEOGRAPHY OF VISITORS



# VISITOR STRUCTURE BY SEGMENTS

- Retail chains – 20%
- B2B Wholesale– 18%
- Owners of stores on marketplaces– 12%
- Construction and renovation companies – 10%
- Manufacturing companies– 15%
- Public procurement companies– 8%
- Engineering and consulting companies – 6%
- HoReCa (Hotels, Restaurants, Cafés)– 5%
- Medical institutions – 3%
- Educational institutions– 3%





## International Forum

2 panel sessions

1 round table

3 investment projects

### INTERNATIONAL FORUM

Development of the Electronics and Digital Technologies Market in Central Asia and Neighboring Regions

Issues for discussion:

- Prospects for the Localization of Electronics Production in Central Asia.
- Industrial Zones and Clusters: The Experience of Kazakhstan and International Practices.
- Implementation of Digital Technologies and Standardization in the SCO Countries.
- Development of Regional Supply Chains and Export Potential.

### PANEL SESSION 1

Topic: Industrialization and Production Clusters in the Electronics Sector

### PANEL SESSION 2

Topic: Digital Technologies, Smart Environment, and Cross-Border Trade

### ROUND TABLE

with the participation of government bodies, international delegations, representatives of manufacturing companies, industrial zones, and the investment community

Topic:  
Localization Strategy in Kazakhstan: Priorities and Government Support Measures  
Kazakhstan as a Manufacturing Platform: The Perspective of International Business

### PRESENTATION OF INVESTMENT PROJECTS ON THE DIGITALIZATION OF CENTRAL ASIA

Presentation Topics and Participants:

Secure Database GreatDB — SCO Edition  
Li Zheng (Beijing GreatDB), Anar Tuleubayeva (Kazakhstan AI Association)

Development and Demonstration Application of Cryptographic Technology Standards in SCO Countries  
Yuan Ronghui (Chengdu), Zhanibek Mukhamedzhanov (Kazakhstan Electronic Industry Association)

Center for State Digital and Physical Services of SCO Countries  
Donenbaev Kokes (SCO Center for Digital-Physical Integration)

# BUSINESS PROGRAM



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# BUSINESS PROGRAM



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# COMPETITION FOR DESIGNERS AND ARCHITECTS



The designers' competition was held using the products of the exhibitors: participants presented interior design projects and solutions, integrating real models and developments from the companies participating in the exhibition.

The sponsors of the competition were the brands Gaggenau, Samsung, and Fakir Haushaltsgeräte.

# PRESENTATION AND ANNOUNCEMENT OF INVESTMENT PROJECTS



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# Presentation and Announcement of Investment Projects



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# Presentation and Announcement of Investment Projects



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