



HOMETECH
& ELECTRA

The International Exhibition
of Electronics
and Household Appliances
HomeTech & Electra 2026

August 6–8, 2026

Pavilion 11
Atakent Expo
Almaty, Kazakhstan

worldsilkway.com



About the Exhibition

HomeTech&Electra— is the flagship event for the electronics and home appliances industry in Central Asia. The exhibition unites retailers, manufacturers, distributors, wholesalers, importers, exporters, online and offline retail chains, component and solution suppliers, interior designers, real estate developers, and HoReCa representatives.



HomeTech & Electra— offers

- **Expansion** of markets, opportunities, and partnerships
- **Strengthening** brand position and building trust on the international stage
- **Accelerating** business growth and signing profitable contracts
- **Promotion** of advanced technologies and innovative solutions
- **Attraction** of reliable partners, investors, and industry leaders
- **Development** of the industry, new standards, and business models
- **Identifying** trends and shaping the future of electronics and household appliances

Exhibition in Numbers

10 000+

Expected Target Audience
(B2B+ B2C)

500+

Participants and
manufacturers

3 000+

Professional buyers

12 000M²

Exhibition space

5 000+

Scheduled B2B meetings

20+

Major retail chains and
marketplaces

Program Highlights

- 01 **Forum:** Development of Electronics and Digital Technologies in Central Asia
The forum will bring together high-level government officials, top executives, business leaders, and heads of industry associations.
- 02 The “HomeTech & Electra” exhibition is the largest event of the year, featuring innovations and technologies from over 300 companies.
- 03 B2B matchmaking sessions for suppliers and buyers, focused on direct negotiations and closing deals.
- 04 Live Product Fair featuring leading TikTok creators and streamers promoting participants’ products at the exhibition.
- 05 B2B 1000+ Matchmaking Zone.
Individually organized meetings between manufacturers and buyers. Direct negotiations between buyers and producers.
- 06 Retail & Distribution Summit. Negotiations with retail chains, distributors, and marketplaces. Market entry into Kazakhstan and Central Asia. Retail networks, marketplaces. Contract discussions.
- 07 Government & Investment Forum. Participation of government institutions, investors, and industry leaders. Access to infrastructure and government projects. Smart city initiatives, education, and digitalization.
- 08 Live Commerce & Digital Sales Zone. Live product presentations via streaming and integration with marketplaces (Kaspi, Wildberries, Ozon).



Product Categories



Consumer Electronics:

Home and home theater electronics, smart and security devices, automotive electronics, audio and video products, smart gadgets, and wearable electronics.



Smart Home Technologies:

Home automation systems, security systems, thermostats, smart locks, and access control systems.



Electronic Gadgets for Health and Beauty:

Smart scales, massagers, skin and hair care devices, fitness trackers, biometric sensors, and home-use cosmetology devices.



Household Appliances:

Large and small home appliances, kitchen and bathroom appliances, water purification systems, and smart home devices.



Energy Solutions:

Solar panels, energy storage systems, batteries, and energy-saving technologies.



Gaming and Esports Electronics:

Gaming consoles, VR headsets, gamer accessories (monitors, keyboards, mice), and esports equipment.



LED Lighting:

LED lamps, smart and outdoor lighting, LED panels, and LED strips.



Logistics and Finance:

Transportation, warehousing, banking services, and financial technologies (FinTech).



Electric Vehicles and Charging:

Electric vehicles, charging stations, and smart charging management solutions.



Electronic Components:

Power supplies, batteries, wires, electronic components, circuit boards, and sensors



Startups in Electronics:

Innovative products and technologies, smart devices, software, and AI solutions for household appliances.



Audience of the Exhibition

Business and Industry

- Manufacturers, suppliers, and distributors of electronics and household appliances
- Wholesale companies, marketplaces, and retail chains
- Logistics and brokerage companies

Development and Retail

- Residential and commercial real estate developers, and hotel representatives
- Interior designers and architects
- Vendors and developers of technological solutions for retail

Government and Financial Sector

- High-ranking government officials and regulatory bodies
- Representatives of chambers of commerce and industry associations
- Investors, banks, and venture funds

Experts and Media

- Analysts, consultants, and industry experts
- Journalists and media representatives





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Benefits of Participation

01

Access to International Markets: Build connections with companies from around the world and expand your global footprint.

02

Showcasing Innovation: Present cutting-edge technologies and products that shape the future of electronics and home appliances.

03

Powerful Networking: Engage in high-level business meetings and networking sessions to forge new partnerships and valuable contacts.

04

Boost in Sales: Increase product visibility, drive sales growth, and strengthen your position in the market.

05

Brand Promotion: Gain significant exposure through masterclasses, forums, and social media, enhancing your brand image and recognition.



Supported by



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



Ministry of Transport of the Republic of Kazakhstan



Akimat of Almaty Region



National Chamber of Entrepreneurs of Kazakhstan "Atameken"



National Investment Promotion Agency of Kazakhstan



Working Committee of the Digital Technologies Platform for SCO Countries



German Economy Representation in Central Asia



International Centre for Border Cooperation "Khorgos"



International Transcontinental Corporation of Innovative Technologies "CARAVAN"



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