

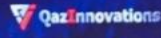
HOMETECH & ELECTRA 2027

# HomeTech & Electra 2027

Central Asia's leading B2B platform  
for home appliances and consumer  
electronics

5-7 August 2027  
Almaty, Kazakhstan  
10,000+ trade visitors  
300+ manufacturers



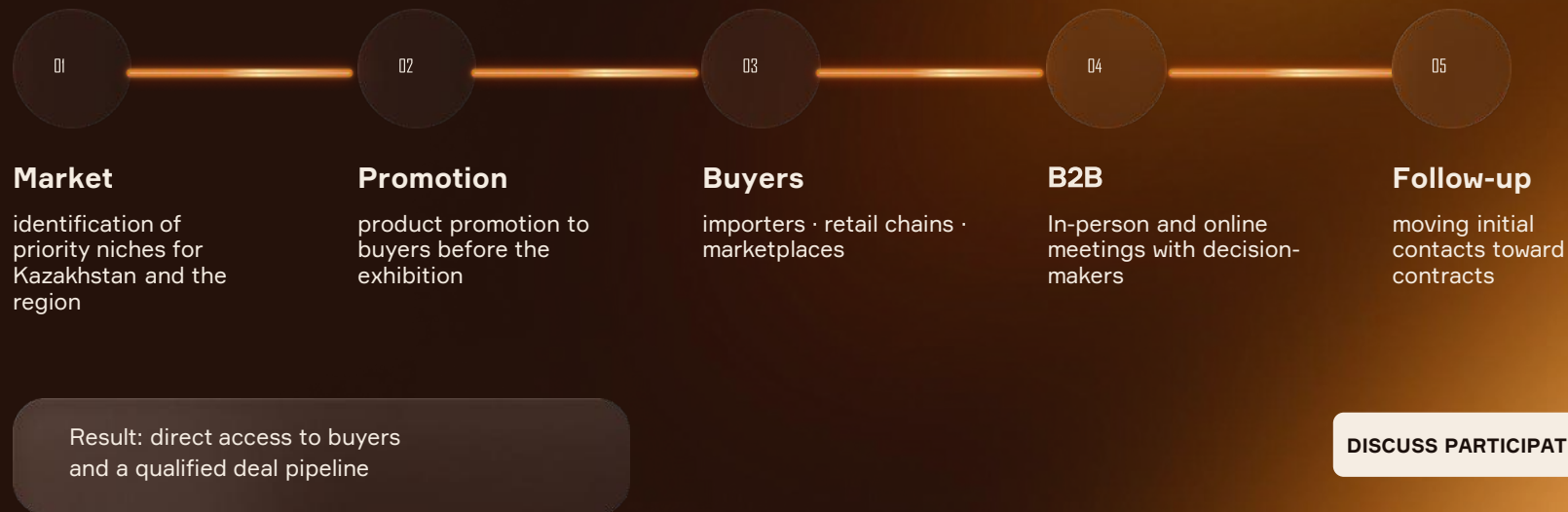


**НОМЕТЕХ & ELECTRA**  
**ХАЛЫҚАРАДЫҚ ЭЛЕКТРОНИКА ЖӘНЕ**  
**ТҰРМЫСТЫҚ ТЕХНИКА КӨРМЕСІ**



# What Your Company Gains

A ready-to-use market-entry system  
for Kazakhstan and Central Asia



# Kazakhstan: a gateway to 150+ million consumers across the region

Direct access to buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan, Azerbaijan, Türkiye and the Eurasian Economic Union (EAEU).

- 01 Importers & distributors
- 02 Large-scale wholesale & retail
- 03 Marketplaces & e-commerce
- 04 Corporate & public procurement





# Business Program August 2027

# 03

days in August

05

## Diplomatic Business Forum

30+ countries · investment ·  
localization · World Silk  
Invest

06

## E-Commerce, AI & Marketplaces

2,000+ participants ·  
2027 target

07

## International Buyers Forum

Retail buyers  
& distributors

# Day 1 — International Cooperation

## Investment, localization and major contracts

30+

30+ countries represented in the international and diplomatic program

6+

Business missions from 6+ countries

- ☐ World Silk Invest
- ☐ Investment & government institutions
- ☐ Manufacturing localization
- ☐ Joint ventures



6 AUGUST

# Day 2 — Sellers & E-Commerce

Access to major  
marketplaces and retail chains

1000+

forum participants · actual 2026

2000+

forum participants · 2027 target

Procurement teams · retail chains  
category managers  
e-commerce buyers

HomeTech & Electra 2027

ПРОВОДИТСЯ В РАМКАХ МЕЖДУНАРОДНОЙ  
ВЫСТАВКИ HOMETECH & ELECTRA 2026



Byte  
Trans  
Transport & L

## ФОРУМ СЕЛЛЕРОВ И МАРКЕТПЛЕЙС КАЗАХСТАНА



MORE THAN AN EXHIBITION. A PLATFORM FOR GROWTH.

ALMATY, KAZAKHSTAN

# Day 3 — International Buyers Forum

Direct dialogue: demand → product → contract

01

## Demand

Buyer defines the requirement and procurement parameters

02

## Offer

Manufacturer presents pricing, MOQ and delivery terms

03

## B2B Meeting

Align on specifications, samples and next steps

Outcome

Commercial terms and trial samples



# АЛМАТЫ – ЯДРО ИНВЕСТИЦИЙ

## ПОЧЕМУ ИНВЕСТИРОВАТЬ В АЛМАТЫ?

ЭКОНОМИКА И РЫНОК  
ФИНАНСОВЫЙ И  
ДЕЛОВОЙ ЦЕНТР  
ЧЕЛОВЕЧЕСКИЙ  
КАПИТАЛ

ГЕОГРАФИЯ И ЛОГИСТИКА  
СТАБИЛЬНОСТЬ И  
ДОВЕРИЕ  
ТУРИСТИЧЕСКАЯ  
ПРИВЛЕКАТЕЛЬНОСТЬ

## ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ

Девелопмент

Медицина  
(инфраструктура, оборудование)  
и фармацевтика

Качественное  
образование

Информационный  
технологии

Экспорт туристических услуг

Развитие  
высоко-технологических  
производств

## НИШИ ДЛЯ ИМПОРТОЗАМЕЩЕНИЯ



ОСНОВНЫЕ  
ИМПОРТИРУЕМЫЕ ТОВАРЫ

автомобили и

транспортные средства

электроника



# Verified 2026 Results

Proven buyer base and measurable commercial impact

4933

unique buyers  
and trade visitors

119

manufacturing companies

05

participating countries

3050

B2B meetings held

825

qualified commercial  
inquiries

# The exhibition is only the starting point

HomeTech & Electra combines the exhibition platform, verified buyers and deal support into one integrated B2B system

## 01 Exhibition Platform

HomeTech & Electra

## 02 Verified Buyers

Buyers & partners

## 03 B2B Meetings

Online & in-person

## 04 Business Program

Forums & negotiations

## 05 Follow-up

Post-show deal support

An infrastructure designed to turn buyer contacts into concrete commercial next steps.



# 2027 Targets

## Scale and key project targets

**30+**

countries in the diplomatic program ·  
2027 target

**300**

manufacturers

**10 000+**

unique visitors

**03**

international forums

**2000+**

Sellers Forum participants

**06+**

business missions

**B2B**

meetings and new  
delegations

## PUBLIC PROCUREMENT

access to public procurement through procurement  
specialists · Day 3 of the program

# Synergy with World Silk Way

Benefits of an integrated support infrastructure



# Individual Results

Each company receives a tailored participation model: its own stand, a dedicated pool of target buyers and personalized meetings.

## Your Own Stand

01

Products · samples · presentation area · meetings

## Personalized Buyer Search

02

Importers · distributors · retail chains · marketplaces

## Dedicated B2B Program

03

Online negotiations before the show + meetings at the stand

**Result:** Targeted business development for each manufacturer, not generic foot traffic.



## PRE-SHOW PROMOTION



# Interest → Pre-Show B2B

Buyer engagement starts immediately after participation is confirmed and the advance payment is received



## Profile & Catalogue

Company profile, key products and catalogue for the official exhibitor directory.

Профиль и каталог



## Buyer Outreach

Product promotion across our distributor, retail and buyer database.

Рассылка по базе



## Specifications & Pricing

Preliminary alignment on specifications, pricing and commercial terms.

Спецификации и цены



## Meeting Schedule

A personalized schedule of stand meetings prepared before the exhibition opens.

График встреч

The earlier participation is confirmed, the more time we have to identify and develop target buyer relationships.

# Targeted Buyer Search

Personalized buyer matching for your product category

## HOME APPLIANCES

Retail chains · importers · distributors

## CONSUMER ELECTRONICS & GADGETS

Retail chains · e-commerce · distributors

## SMART HOME & SECURITY

Integrators · distributors · corporate buyers

## LIGHTING & SMART LIGHTING

Distributors · specialist retailers · wholesalers

## ENERGY & CHARGING

Distributors · integrators · corporate buyers

## COMPONENTS & OEM/ODM

Manufacturers · assemblers · distributors

## E-MOBILITY

Distributors · charging operators · corporate buyers

## LIFESTYLE TECH

Marketplaces · specialist retailers · distributors

For every exhibitor: a dedicated pool of target buyers and personalized B2B meetings.

# Pre-Show B2B Negotiations

Arrive at the exhibition  
with a qualified list of interested buyers

01

## Match Requirements

Buyer demand + manufacturer profile

02

## Online Alignment of Terms

Price · MOQ · packaging · private label · documentation

03

## In-Person B2B Meeting

Samples · deal details · next steps



## Outcome:

each meeting is built around a specific product and commercial terms

# Assess market potential before you travel

Online B2B sessions: market potential assessment, demand testing and trip preparation

01

Which models attract buyer interest

02

Price ranges buyers are considering

03

Certification, packaging and logistics requirements in Kazakhstan and the EAEU

04

Commercial inquiries may arise; purchase orders are not guaranteed



## Results of online B2B sessions:

01

### Priority Categories

Which products and models should be introduced first

02

### Indicative Price Range

Guidance on pricing, packaging and certification requirements

# ADDITIONAL OPPORTUNITIES FOR EXHIBITORS

Additional tools to increase brand and product visibility during the exhibition

# +3

WAYS TO ENHANCE YOUR PARTICIPATION

01

**Brand or product presentation  
within the business program**

02

**Private B2B session  
with selected prospective buyers**

03

**Meetings with associations, investors  
and relevant industry bodies**



# EXHIBITOR PREPARATION ROADMAP

A structured process from participation confirmation to a personalized B2B meeting schedule



# On-Site Business Engagement

Everything required for effective commercial negotiations

01

## Equipped Stands

Presentation areas, samples and meeting space



02

## Buyer Engagement

Scheduled B2B meetings with target buyers on-site



03

## Business Program

Access to sessions featuring retail industry leaders



# Post-Show Follow-Up

Support from negotiation through contract and first shipment

01 **Formalize Agreements**  
record meeting outcomes and agreed actions

02 **Commercial Materials**  
final offers · specifications · samples

03 **Agree Terms**  
contract and logistics

04 **First Commercial Shipment**  
advance to the first commercial order

A clear next step is recorded for every promising contact.



# Reporting & Transparency

Transparent activity tracking for every company

## Materials Preparation

completed

## Promotion & Responses

launched

## B2B Meetings & Inquiries

logged

## Next Step

agreed

## Status

in progress

## Outcome

commercial roadmap established

# HOW TO BECOME A HOMETECH & ELECTRA 2027 EXHIBITOR

Seven clear steps from selecting your participation format to launching preparation

**START PREPARATION**

01

## Participation Format

choose stand size and type

02

## Location

select your preferred position in the exhibition area

03

## Agreement

confirm the terms and participation format

04

## Advance Payment

secure the booking and launch preparation

05

## Company Profile

provide company and primary contact details

06

## Product Data & Catalogues

prepare models, specifications, pricing and presentation materials

07

## Preparation Begins

launch promotion, buyer matching and B2B preparation

# Materials Checklist for Your Company

What we need from your company to begin preparation

## 01 About the Company

profile · key strengths ·  
target markets

## 02 Marketing Materials

photos · catalogue ·  
specifications

## 03 Manufacturing

production facilities ·  
equipment · capacity

## 04 Commercial Terms

pricing · MOQ · target buyers ·  
OEM/ODM/private label

### STARTER PACKAGE

## 4 information blocks

One complete package for  
promotion, buyer matching  
and B2B preparation

PROFILE

CATALOGUE

MANUFACTURING

TERMS



# Reserve Your Participation for 2027

Start early and give us more time to attract the right buyers to your brand

**5–7 August 2027**

Almaty · Atakent Exhibition Centre

Send an inquiry to receive a recommended participation format and cost estimate

Contact us directly:

WhatsApp: +7 707 414 2222

E-mail: [info@worldsilkway.com](mailto:info@worldsilkway.com)

Website: [hometechelectra.com](http://hometechelectra.com)

Instagram: [@hometech\\_electra](https://www.instagram.com/hometech_electra)



**RESERVE YOUR SPACE**