

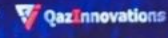
HOMETECH & ELECTRA 2027

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



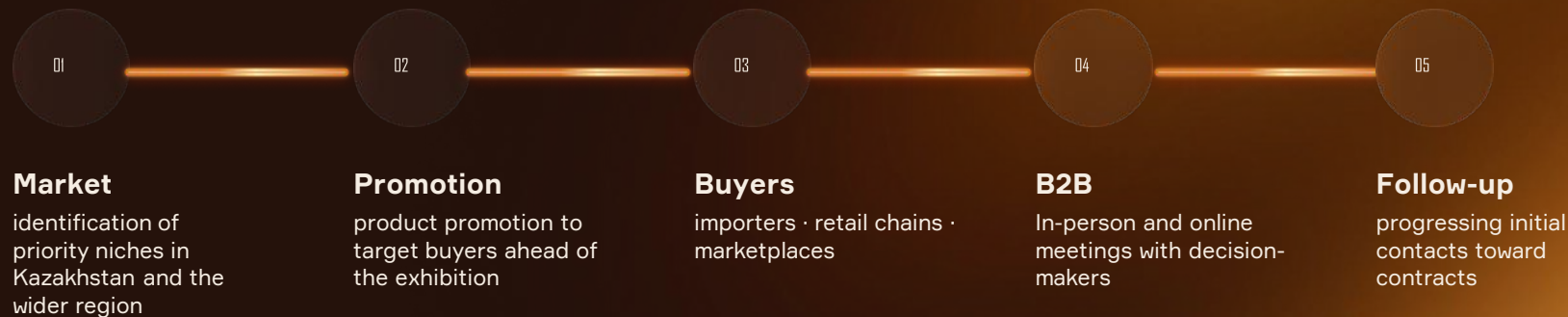


НОМЕТЕХ & ELECTRA ХАЛЫҚАРАДЫҚ ЭЛЕКТРОНИКА ЖӘНЕ ТҰРМЫСТЫҚ ТЕХНИКА КӨРМЕСІ



What Participating Companies Gain

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



Outcome: direct access to buyers
and a qualified deal pipeline

DISCUSS PARTICIPATION FORMAT

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





2027 Business Program

August 2027

03

days in August

05

Diplomatic Business Forum

30+ countries · investment ·
localization · World Silk
Invest · 15:00–17:30

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+

official
delegations

6+

Business missions
from 6+ countries

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



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

ПРОВОДИТСЯ В РАМКАХ МЕЖДУНАРОДНОЙ
ВЫСТАВКИ HOMETECH & ELECTRA 2026



Byte
Trans
Transport & L

ФОРУМ СЕЛЛЕРОВ И МАРКЕТПЛЕЙС КАЗАХСТАНА



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 launch of sample testing



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
generated

The exhibition is only the starting point

HomeTech & Electra integrates the exhibition platform, verified buyers and post-show deal support into one B2B ecosystem

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 Target Metrics

Project scale and key performance 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 opportunities through
procurement specialists · Day 3 of the program

Synergy with World Silk Way

Benefits of an integrated market-entry and business development infrastructure



Shared Scale. Individual Results.

A region gains a strong consolidated presence, while each participating company receives its own meetings and dedicated commercial support

01

Region or Association

A branded group pavilion, unified positioning and a coordinated business program.

02

Each Company

Its own product showcase, commercial offer and dedicated meeting area.

Impact:

**Shared regional visibility →
targeted contacts for each company**





ZHONGSHAN BIN ZHI ELECTRIC APPLIANCE CO., LTD.

Guangzhou Tsong Electric Co., Ltd.

GUANGZHOU TSONG ELECTRIC CO., LTD.

Pre-Show Promotion

**Buyer engagement begins
three months before the exhibition**



Profile & Catalogue

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

Profile & Catalogue



Buyer Outreach

Product promotion across our database of distributors, retail chains and target buyers.

Buyer Outreach



Specifications & Pricing

Preliminary alignment on specifications, pricing and commercial terms.

Specs & Pricing



Meeting Schedule

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

Meeting Schedule

Interest → Pre-Show B2B

Buyer engagement starts three months before the exhibition

Targeted Buyer Search

Personalized buyer matching for each product category



Home Appliances

HOME APPLIANCE RETAIL CHAINS · WHOLESALERS ·
DISTRIBUTORS



Lighting

DEVELOPERS · SPECIALIST B2B RETAILERS ·
CONSTRUCTION COMPANIES



Consumer Electronics

MARKETPLACES · E-COMMERCE · CORPORATE
PROCUREMENT



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 terms · next steps



Outcome:

each meeting is centered on a specific product and clearly defined commercial terms

Assess Market Potential Before You Travel

Online B2B sessions: assess market potential,
test demand and prepare for the visit

01

Which models attract buyer interest

02

Which price ranges
buyers are considering

03

Certification, packaging and logistics requirements
in Kazakhstan and the EAEU

04

Commercial inquiries may result;
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 Options for Delegations

Tailored promotional formats
available during the event

+3

WAYS TO ENHANCE THE PAVILION

01

Presentation of the country's or region's export potential on the main stage

02

Closed-door B2B sessions with leading buyers in Kazakhstan

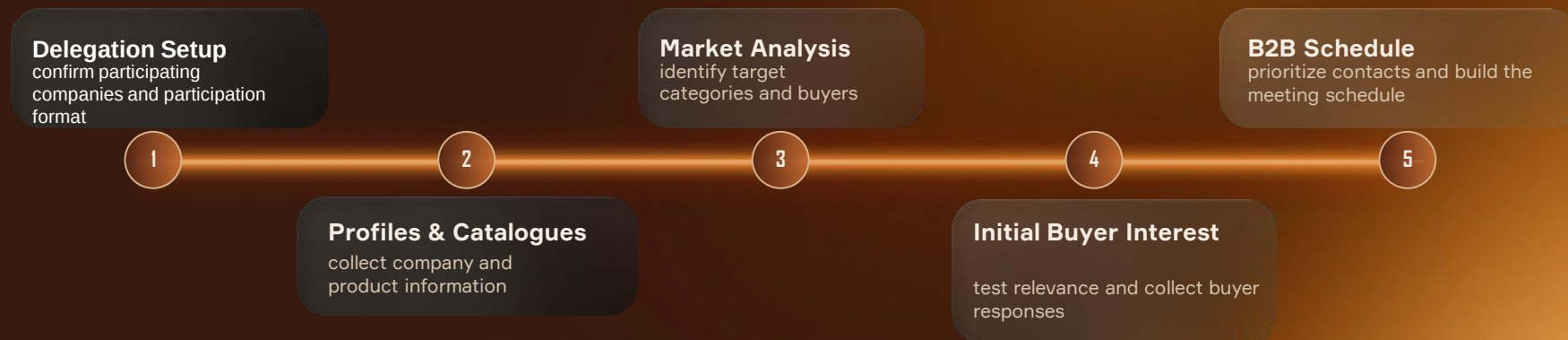
03

Meetings with ministries, industry associations and investors



Delegation Preparation Roadmap

A structured process from confirming participants to building the B2B meeting schedule



By August, the delegation will have complete company profiles, a clearly defined target audience and a prioritized negotiation schedule

5 STEPS TO READINESS

On-Site Execution

Everything required for effective commercial negotiations

01

Fully Equipped Stands

Presentation areas, product samples and meeting spaces



02

Buyer Traffic

Scheduled target B2B meetings and on-site buyer engagement



03

Business Program

Access to sessions featuring leading retail executives



Post-Show Follow-Up

Managing qualified contacts through
to tangible supply opportunities

01

Confirm Agreements

record and formalize meeting outcomes

02

Commercial Materials

final quotations · specifications · samples

03

Terms Alignment

contract terms and logistics

04

Initial Order

move toward the first shipment

A clear next action is recorded for every qualified contact.



Reporting & Transparency

Transparent activity tracking for every participating company

Materials Preparation
completed

Promotion & Responses
launched

B2B Meetings & Inquiries
recorded

Next Step
agreed

Status
in progress

Outcome
activity map completed

How to Launch a Group Pavilion

Seven clear steps from participation model to the start of preparation

START PREPARATION

01 Participation Format
Agree on the group pavilion model

02 Number of Companies
Define the approximate number of participants

03 Agreement
Confirm terms and participation structure

04 Advance Payment
Confirm the launch of preparation

05 Company List
Provide a preliminary list of participating companies

06 Company Data & Catalogues
Submit product information and materials

07 Launch
Start promotion and B2B preparation

Company Materials Checklist

What each company needs to provide to begin preparation

01

Company

profile · competitive advantages
· target markets

02

Materials

photos · catalogue · product
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 set of materials for
promotion, buyer matching and
B2B preparation

PROFILE

CATALOGUE

PRODUCTION

TERMS



Start Planning Your 2027 Group Pavilion

Start early to maximize the time available for targeted buyer outreach
and tailored B2B preparation for participating companies

5–7 August 2027

Almaty · Atakent Exhibition Centre

Contact us to discuss the pavilion format, delegation structure and participation

terms
Contact us directly:

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E-mail: info@worldsilkway.com

Website: hometechelectra.com

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



DISCUSS PARTNERSHIP