

Exhibition and Business Program Results

HomeTech & Electra 2026

Report 2023–2026

Exhibition, business program
and post-event follow-up

Almaty, Republic of Kazakhstan



НОМЕТЕСН & ELECTRA ХАЛЫҚАРАЛЫҚ ЭЛЕКТРОНИКА ЖӨНЕ ТҰРМЫСТЫҚ ТЕХНИКА КӨРМЕСІ



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HomeTech & Electra 2026



Это онлайн-сервис для поиска партнёров в сети B2B-взаимодействия.



Project Development, 2023–2026

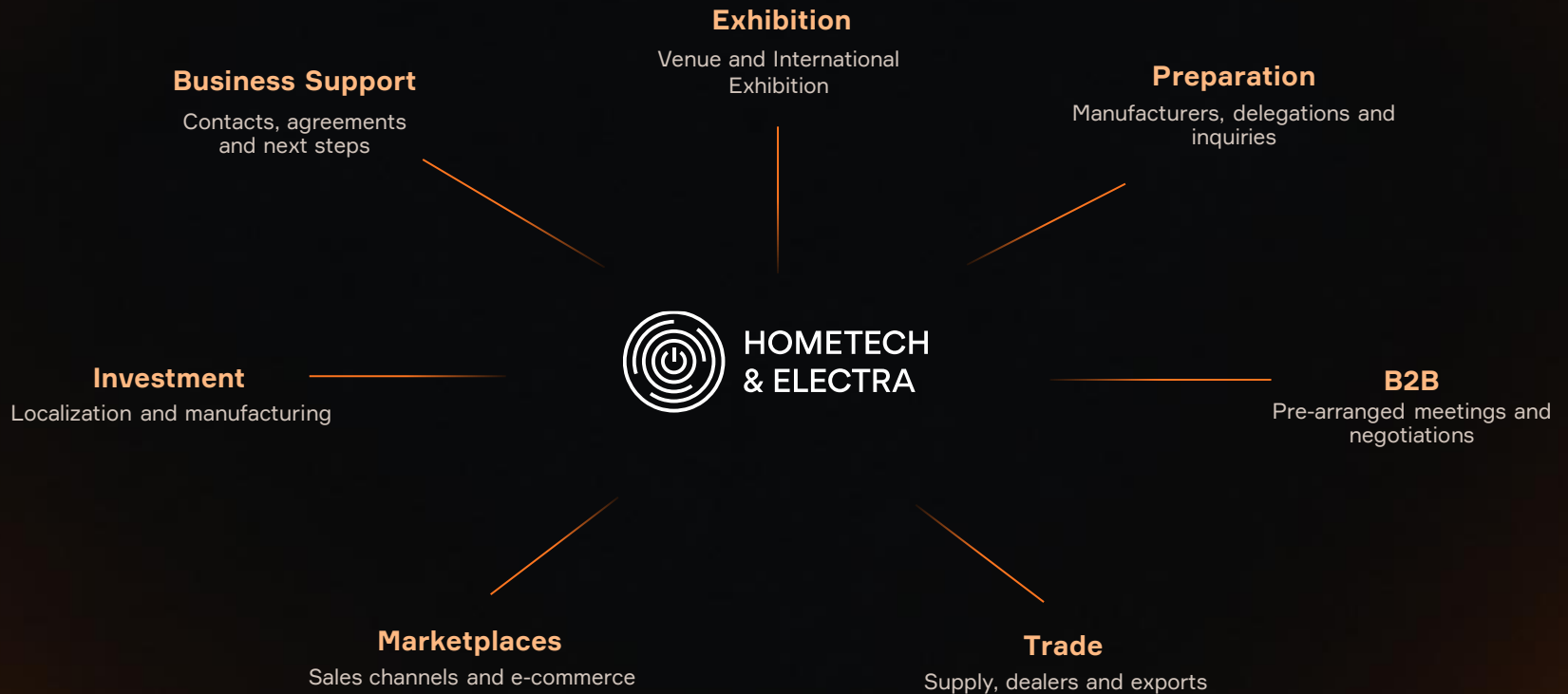
2026: A Deeper Focus on Business Engagement



7,941 registrations · 825 inquiries · 3 programs

Business Infrastructure Ecosystem

Seven Interconnected Business Lines



Key Indicators

Exhibitors, B2B meetings and commercial inquiries



119

companies

05

countries

98

companies
from China

4933

unique visitors

7941

registrations

6000

m² of total
exhibition area

3050

direct
B2B meetings

825

commercial inquiries

Exhibition Scale

Exhibition and Business Activity

The international exhibition brings together manufacturers and business program participants. The same venue hosts product presentations, negotiations and direct B2B meetings.



Exhibition Visitors



World Silk Way LLP: Projects and Business Lines



HomeTech & Electra

An international exhibition and business platform operating since 2023. It brings together exhibitions, forums and business meetings to promote products and support entry into new markets.



B2B Way Club

Supplier and buyer matchmaking, business meetings and transaction support from the initial sourcing inquiry through delivery.



WorldSilk Invest

Project and investor matchmaking, industrial localization, joint ventures and international investment cooperation.

HomeTech & Electra 2026

Project organizer: World Silk Way LLP

PROJECT LEADERSHIP

Assiya Burlybayeva

Chief Executive Officer (CEO), World Silk Way LLP
Head of B2B Way Club

Azat Assembay

Director, World Silk Way LLP
HomeTech & Electra 2026 Project Director

WINDOW CLEANING
ROBOT

1



BN
Borden Group

10

FORMIC & CRYCETERY
OLANES SERIES

19 Companies from 5 Countries

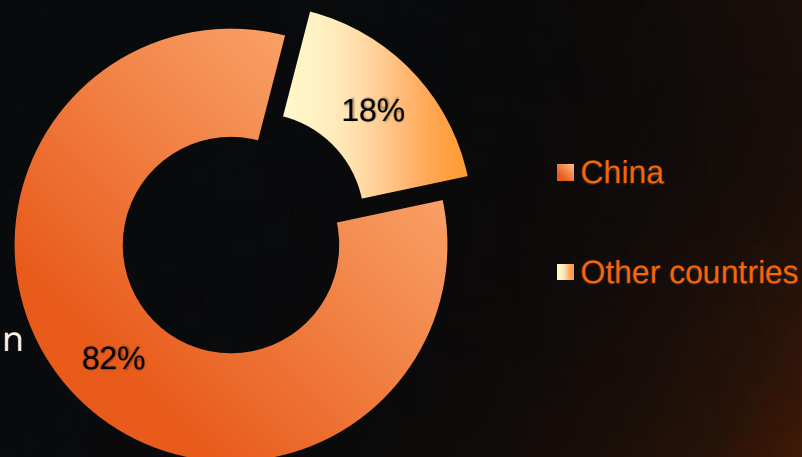
International Exhibitor Profile

82,4%

companies from China

98 companies — China.

21 companies — Kazakhstan, Russia, Uzbekistan
and Kyrgyzstan



China's Industrial Geography

Manufacturing and technology links with Kazakhstan's business platform

01 Ningbo

02 Cixi

03 Yuyao

04 Jiaxing

05 Foshan

06 Zhongshan

07 Guangzhou

08 Shenzhen

09 Dongguan

10 Jiangmen

Exhibition Product and Solution Profile

Exhibition Categories and Business Applications

- 01 Household Appliances
- 02 Electronics
- 03 Electrical Products
- 04 Climate Control
- 05 Lighting
- 06 Smart Home and the Internet of Things (IoT)
- 07 Home Goods
- 08 Energy and Digital Solutions
- 09 E-commerce and Logistics

Exhibitors and Exhibits

Companies, Exhibition Stands and Business Contacts



Exhibition Overview



Exhibitor Stand

B2B Partners

ПАРТНЁРЫ



ТОРГОВЫЕ СЕТИ



АССОЦИАЦИИ, СООБЩЕСТВА И ПРЕДПРИНИМАТЕЛЬСКИЕ ОРГАНИЗАЦИИ



МАРКЕТПЛЕЙСЫ И ПЛАТФОРМЫ



Exhibitors



02

International Preparations

Business forums · regional outreach · preliminary
B2B meetings · demand development

Preparatory Program HomeTech & Electra 2026

World Silk Way LLP's structured international and regional engagement ahead of the exhibition opening

27
APRIL



**Forum
Foshan–Almaty**

Official city delegation
42 manufacturers

MAY–
JUNE



**Preliminary
online B2B meetings**

60+ Chinese
manufacturers

4–9
JUNE



**Regional program
in Kazakhstan**

Aktau · Astana
Turkestan · Taraz

01
JULY



**Longgang
(Shenzhen)–
Kazakhstan**

Official interagency
delegation

AUGUST



**HomeTech
& Electra
2026**

Exhibition and post-
event follow-up

YEAR-ROUND PREPARATION

Demand mapping · buyer identification · exhibitor recruitment
B2B coordination · international business program development



Foshan-Almaty

Official Foshan delegation and 42 manufacturers

FORUM ATTENDANCE

42

manufacturers
from Foshan

300+

participants

BUSINESS AGENDA

Trade · industrial cooperation · logistics · investment · localization · joint manufacturing

OFFICIAL DELEGATION

Xu Wei

Deputy Mayor of Foshan

Shu Gang

Deputy District Head, Chancheng District

Zhu Lijian

Deputy District Head, Gaoming District

Lu Jun

Deputy Director, Foreign Affairs Office of Foshan



SERIES OF PRE-EVENT ONLINE B2B MEETINGS

60+

Chinese
manufacturers

Ningbo · Foshan · Guangdong · other
industrial centers in China

22 May

27 May

29 May

5 June

15 June



Supply · pricing · volumes · logistics · distribution
Localization · industrial cooperation

Regional Program in Kazakhstan

4–9 June · regional demand mapping

01 Aktau

02 Astana

03 Turkestan

04 Taraz

LONG GANG 深圳·龙岗
SHENZHEN

WORLD
SILK WAY

中国 哈萨克斯坦
深圳·龙岗 阿拉木图

2026 经贸合作交流会

КИТАЙ (ШЭНЬЧЖЭНЬ, ЛУНГАН) — КАЗАХСТАН (АЛМАТЫ)

Конференция по торгово-экономическому сотрудничеству

2026 01

龙岗区人民政府

Органи-
Устроит

е правительс-
е коммер

чжэнь
ь



Longgang (Shenzhen)–Kazakhstan

On 1 July 2026, an official interagency delegation from Longgang District, Shenzhen, held meetings with its counterparts in Almaty.

CHINESE DELEGATION

Official interagency delegation
from Longgang District

- Standing Committee Member, Longgang District Committee of the Communist Party of China (CPC)
- Leadership of the Longgang District United Front Work Department
- Director, Longgang District Finance Bureau
- Director, Longgang District Commerce Bureau
- Investment Promotion Center, Commerce Bureau
- Longgang Association for International Friendship

BUSINESS AND TECHNOLOGY DELEGATION:

AUGroup



Shenzhen Star Card
Electronics

TECHNOLOGY SOLUTIONS:

AUKEY

Hytera

THINKCAR

**Yahuilong
Biotechnology**

KAZAKHSTAN DELEGATION

City, regional, investment, industry
and business organizations

- Member of the Almaty City Maslikhat
- Chair, Almaty city branch of the Respublica Party
- Head of KAZAKH INVEST's Almaty representative office
- Almaty City Development Center Joint Stock Company (JSC)
- Almaty Region Development Center
- Association of Sellers, Marketplaces and E-commerce Logistics of Kazakhstan
- Kazakhstan Youth Diplomacy Development Agency (KazYouthDiplomacy)
- Representative of the Embassy of the Federal Republic of Nigeria / Co-chair of the Kazakhstan–Nigeria Foreign Trade Chamber
- World Silk Way LLP
- Kazakhstani business representatives

International trade · investment · technology · industrial cooperation · market access for companies in
Kazakhstan and Central Asia

03

B2B and Commercial Operations

From inquiry and partner matching
to negotiations and follow-up

B2B AND COMMERCIAL INFRASTRUCTURE

3,050 direct
B2B meetings

Three days of business
engagement at the venue

3050

direct B2B meetings

Participants in Business Program

Manufacturers and
suppliers

Importers and distributors

Buyers

Entrepreneurs



825 Business Inquiries

Demand generated through the B2B Way Club across international business categories

825

business
inquiries

Trade and Procurement

Procurement
Suppliers
Distribution
Dealership

Market Entry

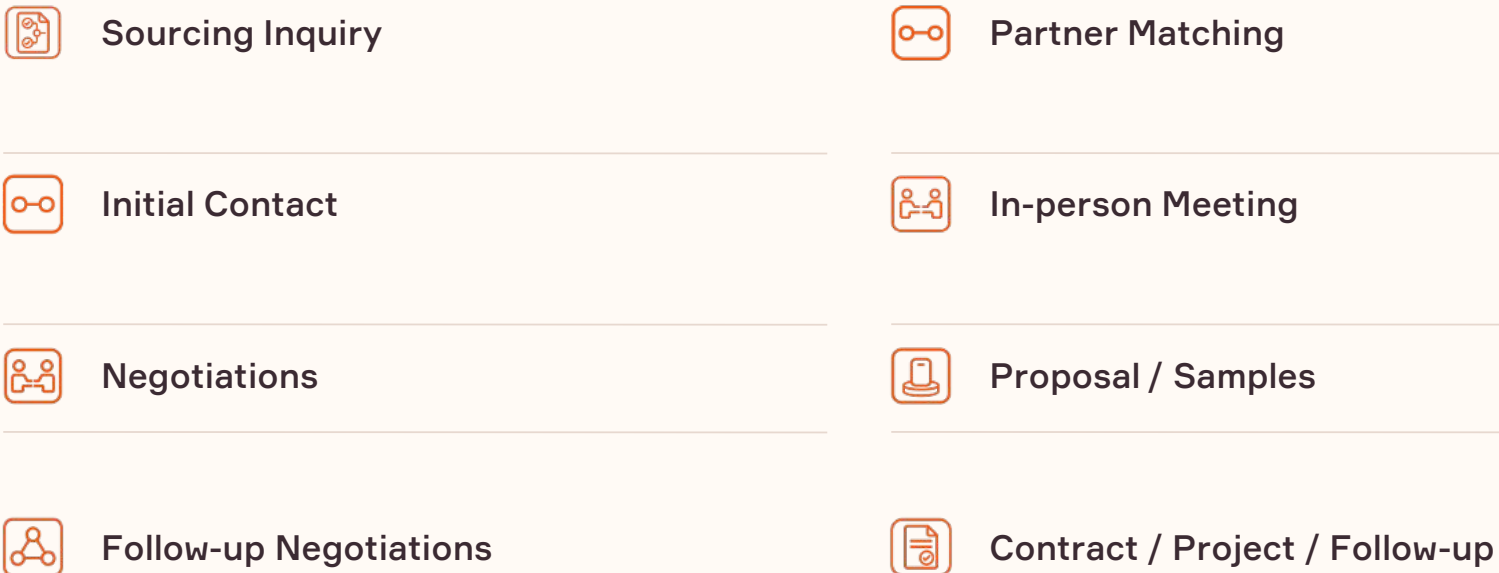
Imports / exports
Private-label products
OEM (original equipment
manufacturer) / ODM (original
design manufacturer)
Logistics

Development and Investment

Localization
Technology
Investment

How the B2B Way Club Works

End-to-end Commercial Cycle



Exhibition Support Services

Seven services support each company's participation in the exhibition

01 PREPARATION

- B2B coordination
- Recording agreements

02 ON-SITE OPERATIONS

- Live demonstrations
- Interpretation
- Buyers and dealers

03 MARKET ACCESS

- Market entry
- Post-event contacts

B2B in Practice

Negotiations addressing participants' specific business needs

Direct supply and procurement. Distribution and dealership. OEM/ODM and private-label products. Marketplaces, logistics, localization and industrial cooperation



In-person business meeting



Hybrid business meeting



International business dialogue

04

Three Days of One Business Program

Diplomacy · e-commerce · regional entrepreneurship

Three-day Business Program

World Silk Way LLP brought together three distinct forums



06.08

Diplomatic Business Forum

KazYouthDiplomacy. International cooperation, diplomacy, investment, exports and localization.

07.08

Marketplace Sellers and Platforms

EcomKaz / Association of Sellers, Marketplaces and E-commerce Logistics of Kazakhstan.

08.08

International Business Forum

Republican Center for Entrepreneurship Support. Regional business, investment, exports and imports.



BUSINESS PROGRAM

HomeTech & Electra 2026 Business Program Partners

Three partners across the three-day program

6 August

Alibi Ayapbergenov
Director, KazYouthDiplomacy
Diplomatic Business Forum

7 August

Nurbek Kuralbay
EcomKaz / Sellers Association
Sellers and Marketplaces Forum

8 August

Nurgul Orazaliyeva
Republican Center for Entrepreneurship
Support
International Business Forum
“Outstanding Entrepreneur and
Distinguished Public Figure”



One Integrated Business Ecosystem

International, industry and regional business networks



International Relations and Investment

Diplomatic missions, government bodies, development institutions and international organizations. Investors, export and industrial projects.



E-commerce

Marketplaces, sellers, brands, logistics and banks. Digital technologies and cross-border e-commerce.



Regional Entrepreneurship

Entrepreneurs from Kazakhstan's regions, prospective dealers and distributors, investors, manufacturers and regional business networks.

Official Opening Ceremony

HomeTech & Electra 2026

Official guests:

Alik Shpekbayev	Public official and civic leader; former Chair of Kazakhstan's Anti-Corruption Agency
Aibol Rakhymbayev	Head of the Department of Entrepreneurship and Industrial-Innovative Development of Almaty Region
Zhang Zite	Trade and Economic Affairs Counselor Consulate General of China in Almaty
Chen Jie	Chief Economist, Ningbo Municipal Commerce Bureau
Assiya Burlybayeva	Assiya Burlybayeva Chief Executive Officer (CEO) of World Silk Way Head of B2B Way Club



Opening and Diplomatic Forum

Economic Diplomacy and International Trade

22 **400**

participants

07

diplomatic
missions

China · Singapore · Germany
United States · Hungary · Nigeria · Czech Republic

Investment, exports, localization and business-to-government (B2G)
engagement

DAY ONE · 6 AUGUST

QazTrade: Exports and Industrial Cooperation

**Aynur Sultanalievna
Amirbekova**



**Non-resource
Exports**

Export acceleration, trade missions and
buyer sourcing



**Industrial
Cooperation**

Localization, joint ventures and
technology transfer



ПРОВОДИТСЯ В РАМКАХ МЕЖДУНАРОДНОЙ
ВЫСТАВКИ HOMETECH & ELECTRA 2026



ЗОЛ
ПАР

ФОРУМ СЕЛЛЕРОВ И МАРКЕТПЛЕЙСОВ КАЗАХСТАНА



ФОРУМ СЕЛЛЕРОВ И МАРКЕТПЛЕЙСОВ

DAY TWO · 7 AUGUST

Sellers and Marketplaces Forum

E-commerce
and Cross-border Trade

1000+

participants

Sellers, brand owners, marketplaces,
logistics firms, banks, technology
companies
and industry experts.

Artificial intelligence and digital transformation.
International logistics and cross-border trade.



Key Platforms and Companies Featured on Day Two

Participants in the E-commerce Ecosystem

wildberries

OZON
Kazakhstan

 **uzum**
market

 **HalykMarket**

MMarket

ROBOHUB

ODEPT

 **Altyn Bank**
Subsidiary Bank of China CITIC Bank Corporation Limited

 **SARUAR**
LOGISTICS

 **indeepa**

 **WILDBOX**

KATANA





Day Two: Key Topics

E-commerce and New Sales Channels

01 E-commerce

02 Artificial
Intelligence

03 Marketplace Sales
Growth

04 Uzbekistan

05 Kyrgyzstan

06 Logistics

07 Taxation

08 Branding

09 Digital
B2B Procurement



Memorandums and Agreements

Cross-border E-commerce

Counterparty	Form of Cooperation
ROBOHUB	Memorandum of Understanding
Kyrgyz Association of Cross-border E-commerce	Memorandum of Understanding
Uzum Market	Agreed Next Steps
Uzbekistan Sellers Association	Further Engagement



Technology Track on Day Two

Artificial Intelligence, Digital Transformation and Smart City



Urban Data

Ruslan Barmashev's presentation, "Smart City Almaty: Urban Data and Digital Infrastructure," sets out the technology agenda of the business program.



Digital Infrastructure

Urban data, a digital twin, a situation center and technology solutions form the basis of the case presented.



Application Areas

Internet of Things (IoT), energy efficiency, mobility and logistics. The program identifies potential for international pilot projects.



International Business Forum

Outstanding Entrepreneur and Distinguished Public Figure

22 100

Business program
participants and
regional representatives

01 Investment
and Manufacturing

02 Entrepreneurship
and Regional Business

03 Exports, Imports
and Trade

04 Tax and Legal Literacy

ХАЛЫҚАРАЛЫҚ БИЗНЕС-ФОРУМ 2026

МЕЖДУНАРОДНЫЙ БИЗНЕС-ФОРУМ
INTERNATIONAL BUSINESS FORUM



Program Geography

Entrepreneurs from Kazakhstan's regions

01 Aktau

02 Astana

03 Taraz

04 Shymkent

05 Kostanay

06 Karaganda

07 Temirtau

08 Atyrau

09 Turkestan

10 Taldykorgan

11 Pavlodar

12 Almaty Region

Value for International Manufacturers on Day Three

Business Contacts Beyond Almaty



Entrepreneurs



Regional Partners



Dealers



Contacts Beyond
Almaty



Joint Project
Participants



Investors

Е-commerce подстраивается под клиента

Как быстрее подстраивается под поведение
клиента, тот забирает рынок.



поведение
=
стратегия

...овля адаптиру...ся к человеку, а не человек к м...зину.



05

Government, Regional and International Participation

Development institutions · regions · diplomatic corps · international organizations

Central Government Bodies

Central Government Bodies of the Republic of Kazakhstan



Ministry of Trade
and Integration



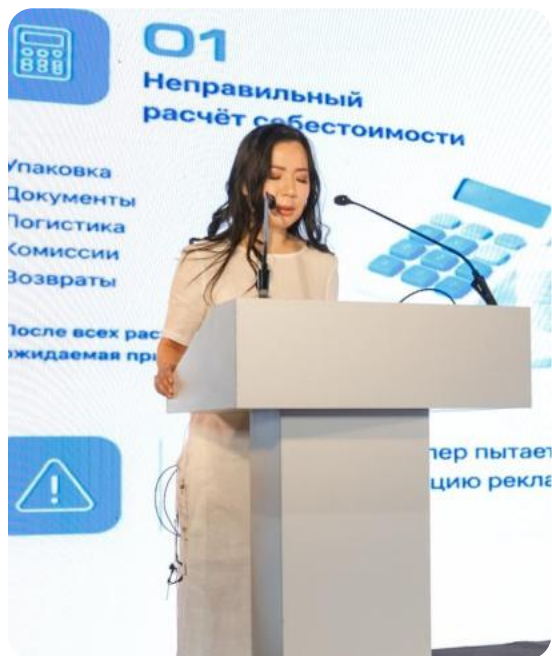
Ministry of Industry
and Construction



Ministry of Foreign Affairs



Ministry of Artificial Intelligence
and Digital Development



National Development Institutions

Entrepreneurship, Exports and Investment

Institution	Role in the Program
QazTrade — Aynur Amirbekova	Exports, localization and international industrial cooperation
KAZAKH INVEST National Company JSC	Investment and export agenda; international participants
Atameken National Chamber of Entrepreneurs — Alnur Danishev	Economic integration; address on 7 August

Almaty and Almaty Region

Two Regional Support Channels

Almaty	Almaty Region
Almaty City Administration, City Maslikhat and Public Council	Almaty Region Administration
Departments of Tourism and Youth Policy	Department of Entrepreneurship and Industrial-Innovative Development
Almaty City Development Center JSC	Almaty Region Development Center, Alatau Invest
Almaty Invest	Investment, industry and localization



Almaty: Investment, Technology and Urban Development

Investment, Technology and Urban Development

Organization	Role in the Program
Almaty Invest	Investment agenda and international projects
Almaty City Development Center — Ruslan Barmashev	Substantive contribution to the technology agenda
Department of Tourism	Official program and international guests
Department of Youth Policy	Business Program
Almaty City Maslikhat	Participation in and support for the business program
Public Council — Rustam Kairiyev	Participation as recorded in the report

Almaty Region

Regional Investment Portfolio Presented to
International Participants

> 65,000

potential jobs

> KZT 4.7
trillion

total portfolio value

77

projects with foreign participation

The region presented its investment portfolio and invited businesses to discuss the projects. Aibol Rakhymbayev and Bauyrzhan Yermekbayev presented the region's priorities.

Guests and Project Leaders

Key Kazakhstan Officials	Role
Alik Zhatkambayevich Shpekbayev	Public official and civic leader; former Chair of Kazakhstan's Anti-Corruption Agency
Aibol Aibekovich Rakhymbayev	Head of the Department of Entrepreneurship and Industrial-Innovative Development of Almaty Region
Aynur Sultanaliyevna Amirbekova	Deputy Chief Executive Officer, QazTrade Trade Policy Development Center JSC
Alnur Danishev	Managing Director and Director of the Economic Integration Department, Atameken National Chamber of Entrepreneurs
Assem Bolatzhan	Adviser to the Minister of Artificial Intelligence and Digital Development of the Republic of Kazakhstan
Isatay Adresov	Deputy Chair of the Management Board, Almaty Invest
Ruslan Barmashev	Managing Director for Information Technology, Almaty City Development Center JSC

Project Leadership and Organizers	Role
Assiya Burlybayeva	Chief Executive Officer (CEO), World Silk Way; Head of B2B Way Club
Azat Assembay	Director, World Silk Way; Head of HomeTech & Electra



Diplomatic Corps and Foreign Officials

Seven Diplomatic Missions

Diplomatic Mission	Representatives
Hungary	Szabolcs Szőke; Tibor Kovács
Germany	Benedikt Löcherer
China	Zhang Zite
Czech Republic	Uzakbai Aitzhanov; Rustam Abdurashitov
Singapore	Talgat Chinikeyev
United States	Representatives of the U.S. Consulate General
Nigeria	Richard Agi

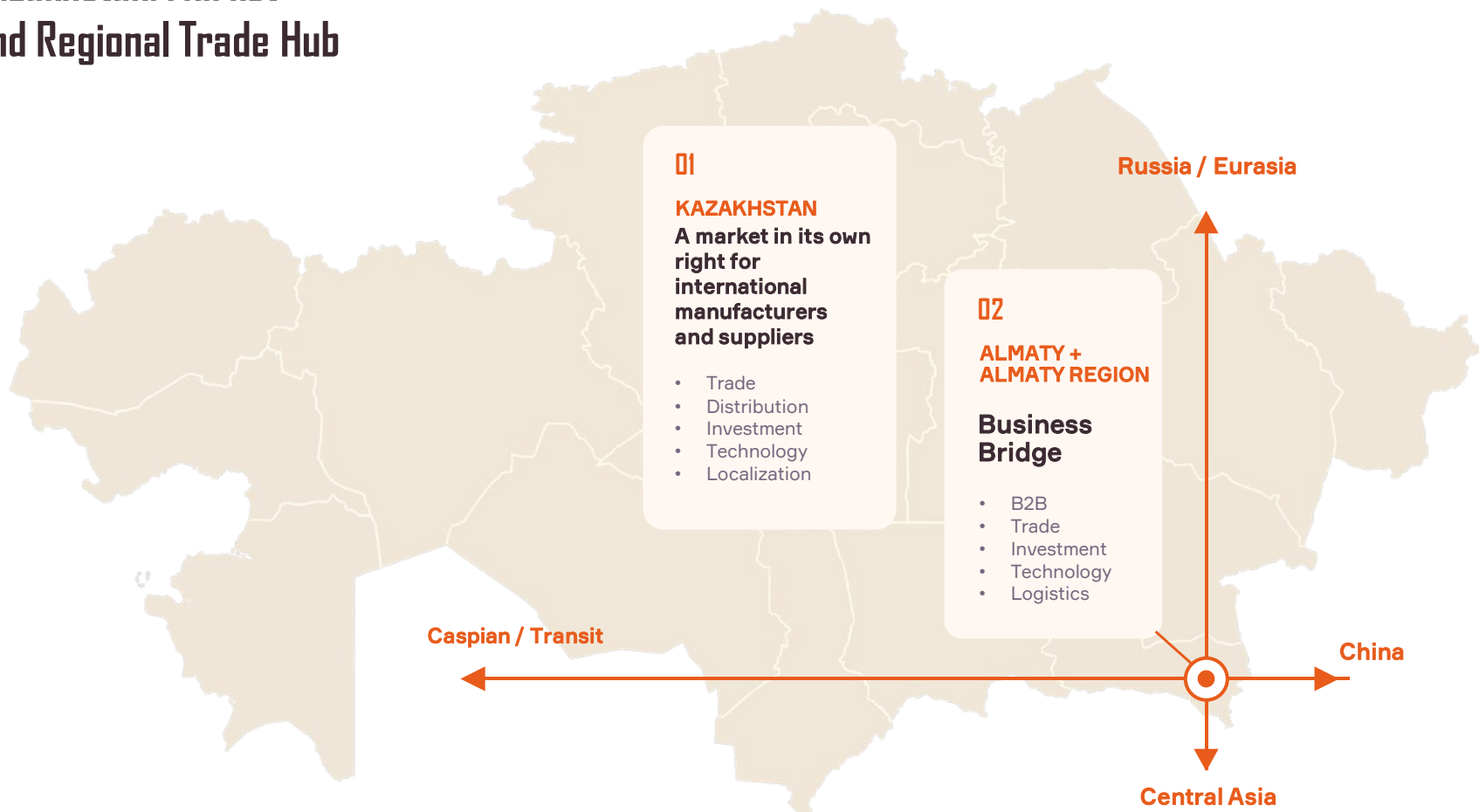
International Organizations

International Organizations and Business Institutions

Organization	Area of Engagement
United Nations High Commissioner for Refugees (UNHCR) — Aiya Siyaz and Anson Lee	International engagement; interest in continued cooperation
United Nations Volunteers programme	International and civic participation
Hong Kong Trade Development Council	Trade and economic engagement
British Chamber of Commerce in Kazakhstan	International business engagement
The Ulytau Educational Foundation	International and civic engagement



Kazakhstan: Market and Regional Trade Hub



INFRASTRUCTURE FOR INTERNATIONAL BUSINESS

Marketplaces + logistics + business associations + international institutions

Expanding International Reach

International Business Development Priorities



01 CHINA AND CENTRAL ASIA

02 EASTERN EUROPE

03 AFRICA

04 NORTH AND SOUTH AMERICA

05 MIDDLE EAST AND EURASIA

Strategic priorities, not confirmed exhibitor markets.

06

Information and Media Outreach

Media · television · digital
Direct outreach · outdoor advertising
International promotion

Reach of Marketing and Media Outreach

Figures cover audience reach, direct response and advertising placements.

AUDIENCE

≈ 1.5 million entrepreneurs in the Atameken National Chamber network

300 000+ digital reach

≈ 2 million TikTok creator’s followers

121,000 Instagram followers

RESPONSE AND DIRECT CONTACT

100 000 targeted text messages (SMS)

≈ 28 000 leads and website visits

6 152 unique contacts reached by voice calls

776 confirmed attendance

PROMOTION CHANNELS

News media · TV · Instagram · Facebook · TikTok
SMS · voice bot · LED screens · outdoor billboards
Expomap · 10Times

GOVERNMENT AND INSTITUTIONAL SUPPORT

Ministry of Trade and Integration of the Republic of Kazakhstan
Ministry of Industry and Construction of the Republic of Kazakhstan
Ministry of Foreign Affairs of the Republic of Kazakhstan
Atameken National Chamber of Entrepreneurs

AD PLACEMENTS

224 158
Expomap campaign reach

11+
online placements

9
media and exhibition platforms

13
LED screen locations

3
outdoor billboard locations

Industry outreach: Kazakhstan Union of Builders

MEDIA COVERAGE

MEDIAPRESS24: Media and Television Coverage

ONLINE MEDIA

Kursiv
Egemen Qazaqstan / Egemen.kz
Ardageruni.kz
Nurlyolke.kz

UakytNews.kz
Zanmedia.kz
SportPress.kz

INTERNATIONAL PUBLICATION

Global Bakış · Turkey

Director, MEDIAPRESS24 **Lyazzat Agibayeva**

TELEVISION COVERAGE

Alatau TV

news report

Qonaev Media

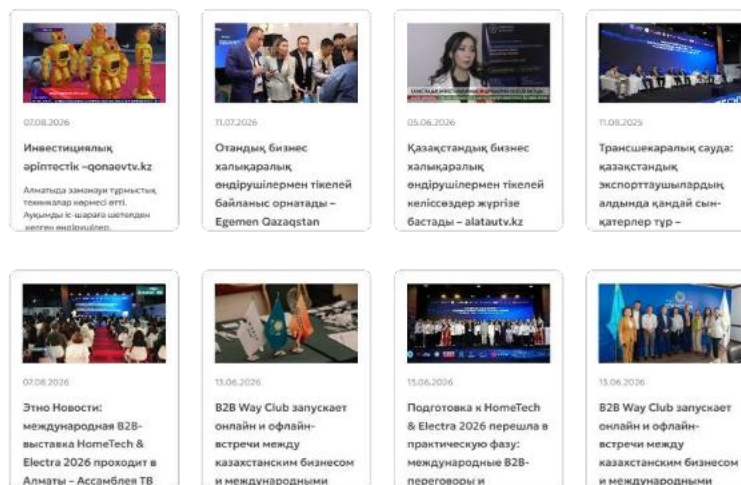
media features

“Foshan–Almaty”
HomeTech & Electra 2026

“Khabar” · “7 Kun”
Assembly TV / Ethno News



ON-SITE INTERVIEWS



Institutional Support Channels

01 MINISTRY OF TRADE AND INTEGRATION OF THE REPUBLIC OF KAZAKHSTAN The final report identifies the Ministry as the central government body supporting the project. Trade · exports · international cooperation	02 MINISTRY OF INDUSTRY AND CONSTRUCTION OF THE REPUBLIC OF KAZAKHSTAN Information outreach to manufacturers and industrial companies. Industry · localization · industrial cooperation	03 MINISTRY OF FOREIGN AFFAIRS OF THE REPUBLIC OF KAZAKHSTAN The Ministry circulates information through Kazakhstan’s diplomatic missions abroad. Embassies · consulates · international partners
--	---	---

NATIONAL BUSINESS SUPPORT INFRASTRUCTURE

ATAMEKEN NATIONAL CHAMBER OF ENTREPRENEURS

Exhibition and business program information circulated in Russian and Kazakh. Participation in the business program and B2B meetings.

≈ 1.5
MILLION
ENTREPRENEURS

INDUSTRY LEVEL	Kazakhstan Union of Builders	Information distributed across the construction and professional community
----------------	------------------------------	--

Digital and Direct Outreach

Target Audience Outreach for HomeTech & Electra 2026

Instagram / Facebook	300 000+	≈ 28 000	
	digital reach	Leads and Website Visits	
Voice Bot	12 593	6 152	776
	call attempts	unique contacts	confirmed attendance
Influencer Promotion	≈ 2 million	121,000	
Abdulaziz Salimov	TikTok followers	Instagram followers	
Targeted SMS Messages	100 000		
	messages		

Almaty's Offline Presence

LED and Outdoor Billboard Placement Details

LED SCREEN PLACEMENTS

13

screen locations

10 sec

ad duration

720–1 440

plays per day on
each screen

Almaty · 10 June–10 July 2026

OUTDOOR BILLBOARDS

3

LOCATIONS

Two placements were at Barakholka wholesale market. A third was planned along a busy central street, subject to final confirmation.

SAMPLE PLACEMENTS



Expomap: Measurable Digital Campaign

Campaign period: 13 April–8 August 2026

224 158

campaign reach

680

website visits

1 63 765

premium placement
impressions

1 095

clicks to the profile page

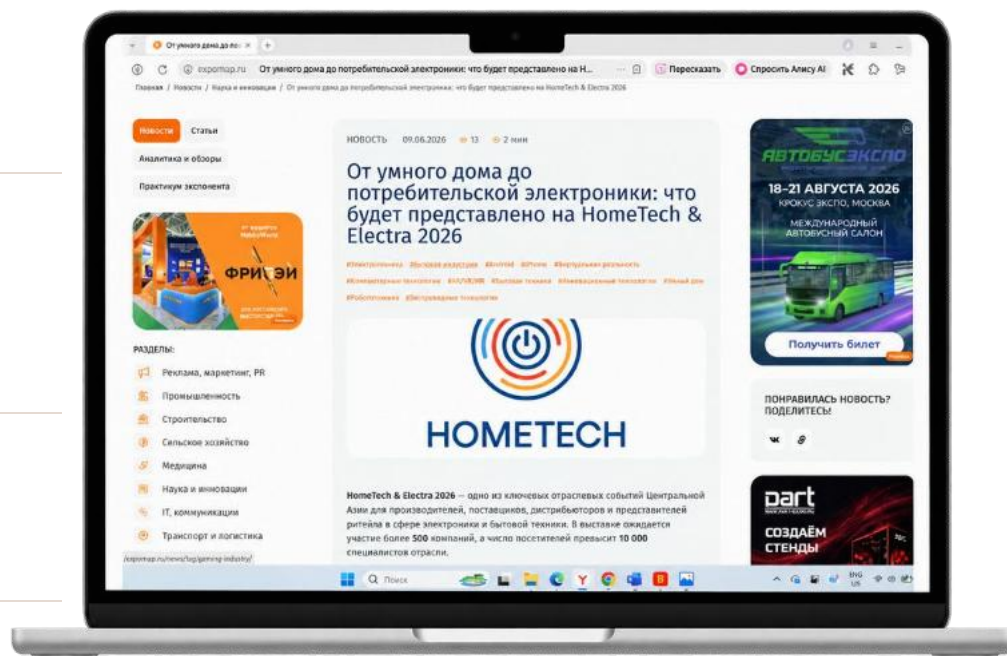
ADDITIONAL CHANNELS

3 email campaigns
Telegram · news post · VKontakte

PLATFORM REACH

198 countries
2+ million visitors per year
70,000+ email subscribers

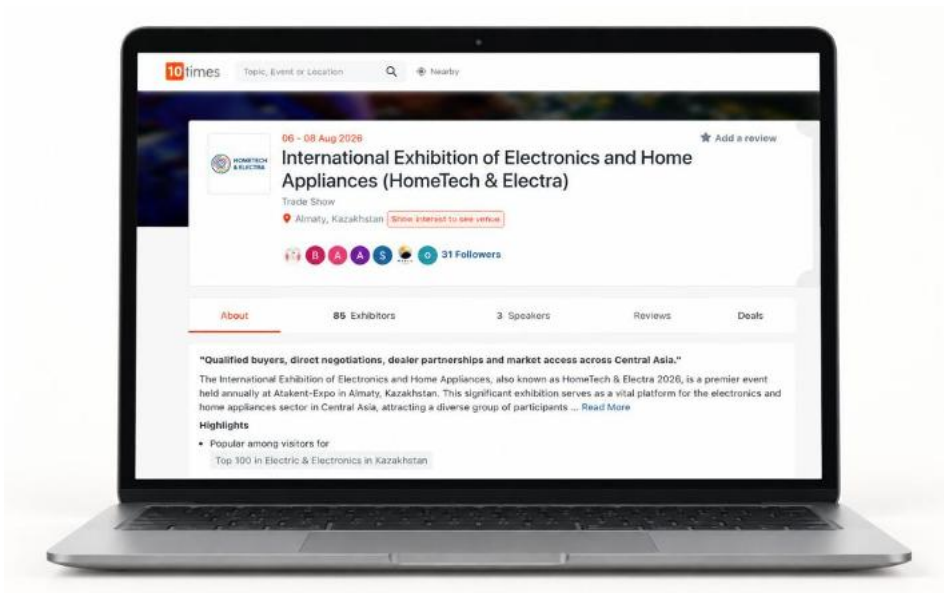
198 countries reflects the platform's geographic reach,
not HomeTech & Electra's campaign reach.



EXPOMAP CAMPAIGN

10Times: International B2B Promotion

HomeTech & Electra 2026 listed on 10Times



TOP 100

Electric & Electronics in Kazakhstan

8M+

10Times community members

≈ 56,000+

Electric & Electronics community members

10TIMES PLATFORM REACH

140 countries · 10,000+ cities · 200,000+ events ·
3.5M+ page views per month

Industry community membership changes; the figure is rounded.
10Times metrics describe the platform's scale, not the campaign-specific reach of HomeTech & Electra.

07

Post-event Follow-up

Exports · agreements · orders
· continued negotiations



ROBOHUB

F48

Самара

Екатеринбург

Одна карточка -
все продукты

Все игры

Скорость
Казахстана
Кыргызстана

POST-EVENT FOLLOW-UP

Exports and Commercial Support

Support for Kazakhstani Products and Commercial Relationships After the Exhibition

Kazakhstan's Export Potential

Promote Kazakhstani products
Identify buyers, importers and business partners
Agreement on access to the Chinese market in the final stages of signing

Business Value

Direct access to international manufacturers
Compare suppliers, products and commercial terms
OEM/ODM, private label and localization

Post-event Follow-up

Negotiations, proposals and samples
Follow-up meetings and contractual arrangements

China and partner markets

98
companies
from China

825
3 050

inquiries and contacts

direct B2B meetings

2026 Results

Transactions and commercial outcomes are being verified. A full report on post-event follow-up will be compiled at the end of 2026.

POST-EVENT OUTCOME

Formalized Post-event Outcome

From Initial Contact and Negotiations to International Cooperation

15 AUGUST
2026



Tripartite Framework Agreement

B Line Holding Kingdom of Saudi Arabia

KazYouthDiplomacy International projects

World Silk Way Commercial engagement

CURRENT STAGE · Orders and commercial opportunities under review

Agreement

Next steps: proposals, orders and joint projects

Orders Under Review

Commercial Projects

Exports and Commercial Support

Follow-up continues after the exhibition closes



Kazakhstani Product Exports

Organize exports to China and other partner markets. Identify buyers, importers and business partners. Develop export and import channels and logistics solutions.



International Contacts

Follow-up on 825 inquiries generated during 3,050 B2B meetings. Continue negotiations, exchange proposals and samples, and prepare business missions, meetings and contractual arrangements.

Post-event Agreements: Saudi Arabia and China

15 August 2026 · Tripartite Agreement

Party	Area of Cooperation in the Original Report
B Line Holding	Strategic cooperation
KazYouthDiplomacy	International Projects
World Silk Way	Project organization

From Contact to Agreement

International and Institutional Engagement

Negotiations, agreements, business missions and joint projects



Post-event work continues

HomeTech & Electra News

Latest Project Updates

hometechelectra.com/ru/novosti





中国(佛山)-哈萨克斯坦 (阿拉木图)经贸合作交流会

ХАЛЫҚАРАЛЫҚ ФОРУМ

Әлемдік Экономикалық ынтықтасуы

Әлемдік Экономикалық ынтықтасуы



08

Next Stage: International Development

Business missions · new markets · localization ·
investment projects

A Company at the Center

Twelve Business Engagement Channels





Around the Delegation

A complete business
itinerary for missions,
regions, chambers and
associations

- 01 Market Preparation
- 02 Buyer Identification
- 03 B2B Meeting Schedule
- 04 Group Exhibition
- 05 Institutional Meetings
- 06 Marketplaces
- 07 Regional Contacts
- 08 Investment Dialogue
- 09 Localization
- 10 Post-visit Follow-up

Before, During and After

HomeTech & Electra brings together preparation, the exhibition and follow-up



Before

○
Preparation

International forums, regional outreach, demand mapping and preliminary B2B meetings. Preparation for participating companies and delegations.



During

○
On-site Program

Exhibition, direct B2B meetings and a three-day program. Diplomatic engagement, marketplaces and regional businesses.



After

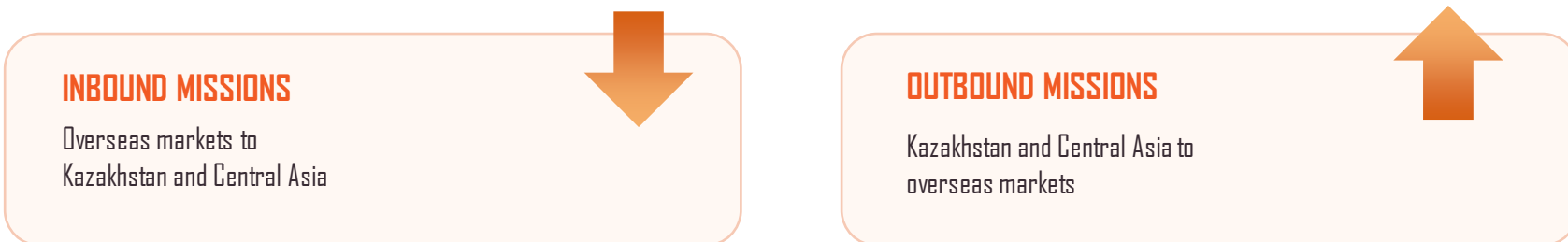
○
Business Support

Inquiries, Kazakhstani exports, negotiations and agreements. Business missions and expansion into new markets.

NEXT STAGE: INTERNATIONAL DEVELOPMENT

International Business Missions and Industry Delegations

Incoming and outgoing missions linking international markets with Central Asia



BUSINESS MISSION MARKETS

CHINA

THAILAND

VIETNAM

INDONESIA

BULGARIA

NIGERIA

Additional countries across Asia, Europe, the Middle East and Africa as projects and partnership programs develop.

COOPERATION FORMATS



National Exhibitions



B2B and B2G Programs



Business Missions and Procurement



Marketplaces and Distribution



Localization and Manufacturing



Investment Projects

Export programs for Kazakhstani companies

NEXT STAGE: INTERNATIONAL DEVELOPMENT

Practical Value for Each Stakeholder

International contacts progress toward commercial, manufacturing or investment outcomes.

MANUFACTURER

Buyers and distributors
Exports and new markets
OEM/private-label production and localization

BUYER / IMPORTER / DISTRIBUTOR

Manufacturer sourcing
Compare terms and negotiate
Build supply relationships and long-term partnerships

KAZAKHSTANI BUSINESS

International manufacturers and buyers
New suppliers and export inquiries
Marketplaces, logistics and cooperation

INVESTOR / PROJECT OWNER

Project and partner sourcing
Joint ventures
Localization and investment opportunities

GOVERNMENT BODIES / CHAMBERS / ASSOCIATIONS

Promote regional companies
Exports and investment
Delegations, missions and cooperation

World Silk Way Ecosystem Objective

Advance every international contact toward a specific commercial, manufacturing or investment outcome.



Home & Elec 2026

ХАЛЫҚАРАЛЫҚ
МЕЖДУНАРОДН
INTERNATIONAL

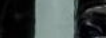
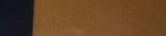
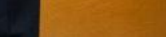
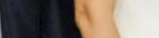
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ҰЙЫМДАСТЫРУШЫЛАР / ОРГАНИЗАТОРЫ / ORGANIZERS



B2B СЕРИКТЕСТЕРІ / B2B ПАРТНЕРЫ / B2B PARTNERS



From Exhibition to International Business Infrastructure

Report 2023–2026

Almaty, Republic of Kazakhstan

WORK CONTINUES

Latest results, new agreements, international projects and business missions are published in the News section of HomeTech & Electra.



Further
Project
Results
Project

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