

Post show report  
Central Asia Hometextile 2019  
**24-27 February 2019**



# About exhibition



The leading specialized exhibition of textiles in the Central Asian region is among the top priority events in Kazakhstan. It is supported by the Ministry of Industry and New Technologies of the Republic of Kazakhstan, National Chamber of Entrepreneurs «Atameken», Government of Almaty, Association of trade and industrial enterprises of the Republic of Kazakhstan, and light industry Association of Kyrgyzstan.

We invite to participate well known brands and new brands, which are not popular in sales market of Kazakhstan yet.

**Exhibition aim:** Creation of the largest b2b platform for industry specialists, the most effective entry to the promising market of Kazakhstan, the organization of the best conditions for finding new partners and creating established business relationships.

## ➤ Exhibitors

62 companies from  
6 countries

## ➤ Visitors

5 243 visitors from  
Kazakhstan and  
other countries

➤ Exhibition area  
was 2128 sqm

# Exhibition Themes

## - Window decoration

Curtains

Tulle

Decorative tissue

Blinds

Accessory Jalousie

Fabrics



## - Textile for kitchen

Tablecloth

Napkins

Accessories for table

Towels

## - Textile for bedroom

Bedclothes

Bedspreads Pillows

Mattresses

Wraps



## - Floor

Carpets

Floor coverings

Rugs



## - Fabrics

Upholstery fabric

Leather

Decorative pillows

Fabric wallpapers



## - Textile for bathroom

Towels

Bath carpets

Bath curtains

Bath accessories

- Curtains and fabrics

42%



- Home Textile

36%



- Upholstery fabrics

9%



- Carpets

7%



- Other companies

6%





# Exhibitors



The Exhibiting Companies are from such countries as Kazakhstan, Russia, Belarus, Turkey, Turkmenistan and China.

Number of exhibitors: **62 companies**

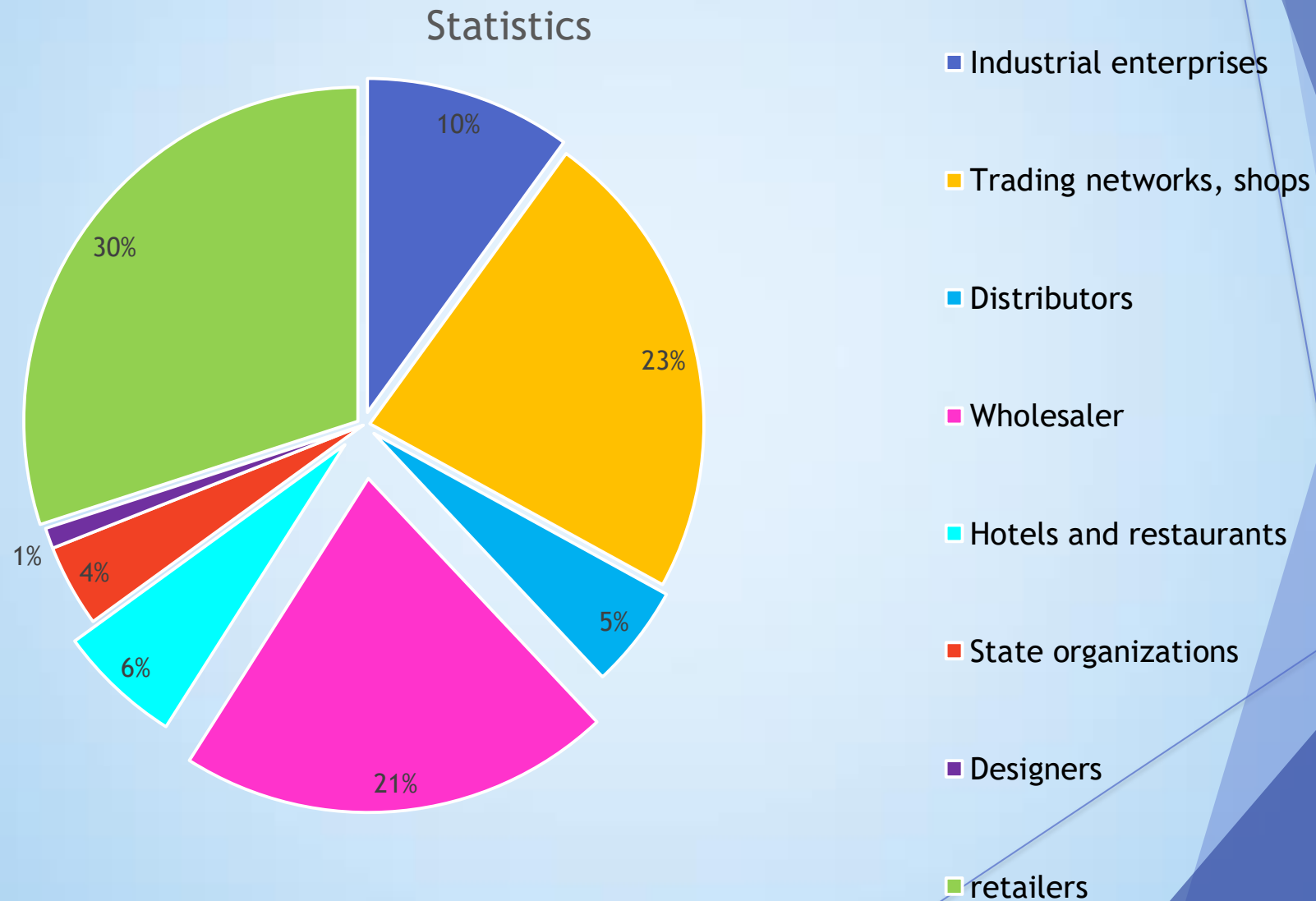
Constant participants and companies which exhibiting the first time were presented at the exhibition : «Abadan Haly» AOOT, Eymes tekstil san. Ve tic. A.S, Lori home collection, Omo tekstil black gold brode, Mo&Da Home Textile, Sahara tül imalat tic. Ltd. Şti., Yasarteks dokuma san. Tic. A.S., Jiangsu goostars hometextiles co.,Ltd, «PK Group» LLP, Lidia décor , EVSER KZ etc.

# Visitors

- ▶ More than 5243 visitors for 4 days visited this exhibition :
- ❖ Wholesaler
- ❖ Manufacturing of furniture
- ❖ Businessmen
- ❖ Industrial enterprises
- ❖ Distributors
- ❖ Representatives of trading network
- ❖ Managers of furniture salon
- ❖ Designers
- ❖ Construction companies
- ❖ Representatives of the hotel and restaurant business
- ❖ State organizations

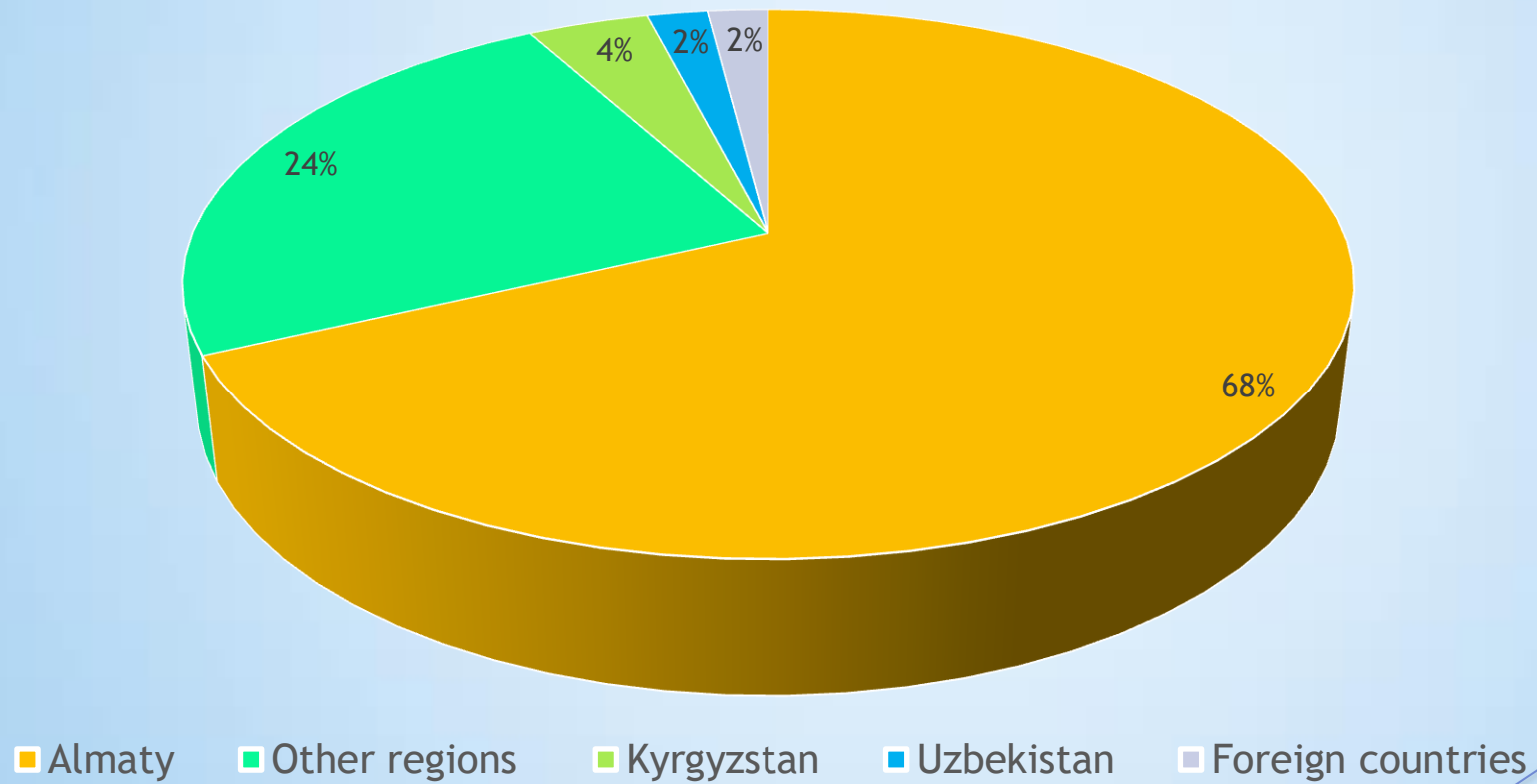


# Fields of activities of companies, who visited our exhibition



# Visitors geography

Statistics





# ADVERTISING CAMPAIGN

The key to success in any exhibition is to establish the necessary business connections.

By participating in this exhibition, you can be sure that all business representatives will definitely attend this event for searching new offers and future suppliers.

To attract potential partners, the organizers have developed a special advertising campaign:



Contextual advertising



Yandex



Telemarketing - invitation call for the exhibition and business program

SMS – рассылка

VIP mailing - inviting specialists

E-mailing - more than 8,000 professional contacts

Buyer program- VIP delegation from Kyrgyzstan, Shymkent.

Outdoor advertising - billboards, LED displays

Radio advertising



TV advertising

**Promotion at exhibitions:** The team of organizers visited specialized exhibitions in Kazakhstan and abroad, distributing brochures and informing participants about the upcoming Central Asia Houseware 2019 exhibition.



# Conclusion of visiting the exhibition

- ▶ Got to know with new products
- ▶ Had a meeting with new providers
- ▶ Had a meeting with new existing partners
- ▶ Made a deal
- ▶ They figure out to secure the contact
- ▶ Bought goods in bulk

Exhibitors made sales contract with buyers, got a new contacts, found reliable representatives in Kazakhstan.





**The 17<sup>th</sup> International HomeTextile Exhibition will be held  
from February 29 - to 3 March 2020 in Almaty / Kazakhstan**



Due to the activity and professionalism of the participants and the growing interest in our market of foreign producers and exporters, a more extensive exposition is expected at the “Home Textile” exhibition in Almaty on February 29 -03 March, 2020.  
We will be glad to see you like a participants!

Tel: +7 (727)266 36 80  
Mob: +7 707 611 81 03  
e-mail: [info@hometextileexpo.kz](mailto:info@hometextileexpo.kz)  
Web: [www.hometextileexpo.kz](http://www.hometextileexpo.kz)