

Post Show Report Houseware 2019



www.houseware.kz

On 28 April 2019, in Almaty started The 17th International Exhibition for Houseware, Household Appliances & Gifts.



The leading specialized Exhibition of household items in the Central Asian region, is among the top priority events in Kazakhstan and supported by the Ministry of Industry and New Technologies of the Republic of Kazakhstan, Almaty City Akimat (the city administration), the Chamber of Entrepreneurs of Almaty, the Association of Trade and Industrial Enterprises of the Republic of Kazakhstan.



The goal of the exhibition- is to create a single platform for establishing business contacts necessary for the development and promotion of companies.

Exhibition Themes

▶ Kitchenware

Cookware of various materials, Tchen tools, accessories. Cutlery, Small household appliances

▶ Tableware

Glass, crystal, porcelain, Dining sets, Tea and coffee services, Items for decoration and table setting, Premium class cookware, HoReCa, Plastic tableware

▶ Household appliances

Refrigerators, Freezers, dishwashers, Washing machines, household cleaning equipment, Cookers, hoods, Kitchen appliances for cooking, Kitchen appliances for making drinks, Climate technology, Processing of products, Built-in household appliances

▶ Household goods

Household plastic products, Accessories for home and bathroom, Items for cleaning

▶ Cottages & country rest items

Garden furniture, Lighting, Garden houses, Hammocks, BBQ facilities, Grills, Disposable tableware, Napkins, Swimming pools, Fountains, Bath and sauna, Hunting&fishing

▶ Textile

Tablecloths, Napkins, Kitchen towels, Aprons, etc, Textile for bathrooms, Carpets and floor coverings

▶ Gifts

Chrismass these and decorations, Pyrotechnics, Exclusive gifts, Gift wrap, Watches

Candles& Candlesticks, Fragrances, Art&Craft



Exhibitors

The 2019 exposition was attended by companies from: Kazakhstan, Russia, Turkey, Belarus, Ukraine, China, Uzbekistan.



The best offers from the tableware market leaders were presented by the following companies: Santex Plant, Mehta, Nice Cooker, Zeta, Lysvenskii Enamelware Plant, Kukmor Metalwork Plant, Imperatoy Porcelain, Kutahya Porselen Kazakhstan, Axion Concern and many others. The participants demonstrated cast aluminum cookware, ceramic crockery sets, porcelain dinner sets, pans, cauldrons, woks, granite grills, galvanized, plastic goods, household appliances.



Exhibitors

- ▶ One of the leading companies in the Russian market for the production of cast aluminum cookware, known in the market under the trademark **KUKMARA** specializes in non-stick cookware, decorative cookware, baking molds, goods for tourism and recreation.
- ▶ **CONCERN AXION** presented a line of household appliances. The newest technologies, constant quality control, used in the production of household appliances, market monitoring allows to produce products in accordance with modern trends in this direction and meet the increasing needs of customers.



KUTAHYA PORSELEN official dealer of the Turkish company for the production of porcelain tableware and kitchen utensils.



Exhibitors

MECHTA Own production, including the chain from molding to the packaging of finished products, allows to create attractive high-quality dishes at an affordable price.

GRANIT LUX premium-class non-stick coating.



- ▶ **AKKU** - First Kazakhstan porcelain brand. Fine Bone China- is the most prestigious and safest china in the world. “AKKU” is a modern Kazakhstan style, which combines western aristocracy, eastern generosity and centuries-long experience of Chinese masters.



Our annual participant, the **Corporation ES** is the official distributor of Kredmash factories. For 20 years now, the main criteria for product sales have been quality, practicality and productivity.

At the exhibition presented:

Sealing Machine, Meat grinder MA-S,

The meat grinder MCH-S(pig-iron), Manual juicer SB-1 (aluminum), Kitchen Hammer, Nutcracker, Blowtor lamp.



Exhibitors

- ▶ **ZIL GARANT** is the official distributor in Russia. At the exhibition presented plastic products.



- ▶ **IMRRERIAL PORCELAIN**

presented tea, coffee and table sets, glass, textiles and other items of the Imperatorskiy Porcelain Factory.



BUSINESS PROGRAM

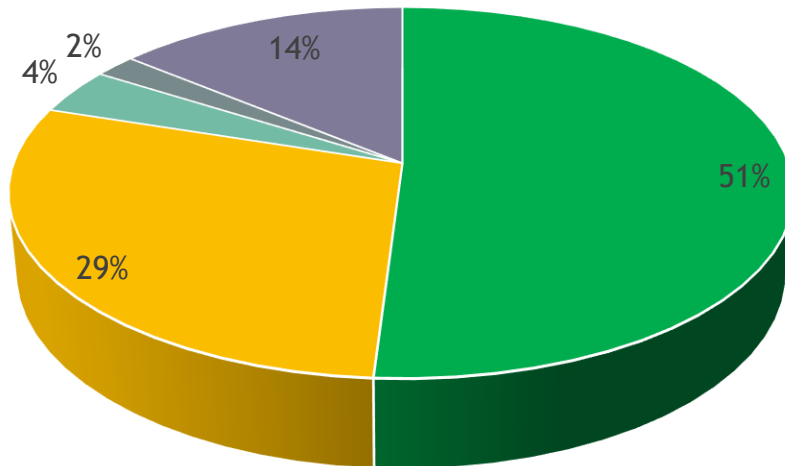
The rich program of the exhibition allowed specialists and interested parties to discuss a wide range of professional topics and hold discussions with colleagues.

- The center of the business program was a seminar-Topical issues of the market for household goods and tableware.
- **Online Marketplace. Display of goods and packaging.**
- Invited speaker from Moscow - Alexey Trembitsky.
- **Trends in modern equipment of HORECA industry enterprises.**
- Kazakhstan Association of Hotels and Restaurants KAGIR
- **Mystery and Legend of China.**
- Speaker: Kim Marina Valerievna - representative of TM AKKU in Kazakhstan and Russia.



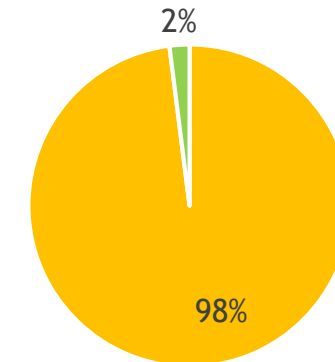
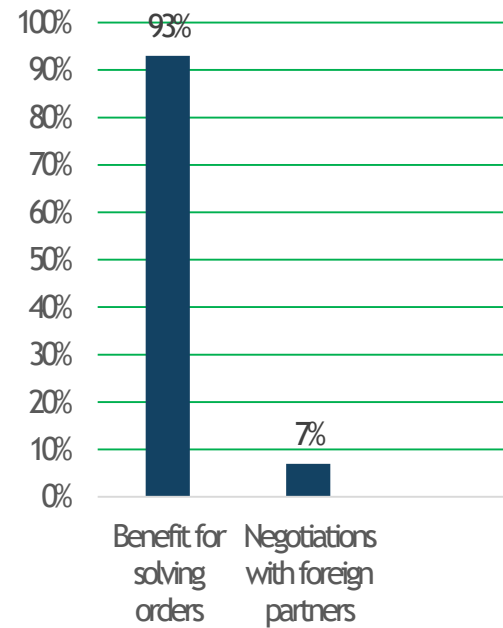
Visitors

► The exhibition in 2019 was visited by 6540 people. The number of representatives of industrial companies from other countries: Kyrgyzstan, Azerbaijan, Uzbekistan, Tajikistan and the neighboring region of Russia accounted 30% of the total number of visitors. A greater number of visitors 70% are specialists from cities of Kazakhstan.



- Almaty
- Other regions of Kazakhstan
- Kyrgyzstan
- Uzbekistan
- Foreign countries

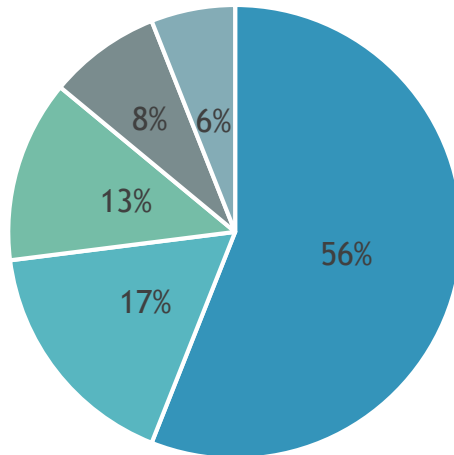
► 93% of visitors consider visiting the exhibition Central Asia Houseware useful for solving questions about future orders of the company, 7% noted the need to communicate with foreign colleagues, exchange experiences. 98% of visitors plan to attend the next Houseware exhibition in 2020.



- Decided to visit the next exhibition
- will think

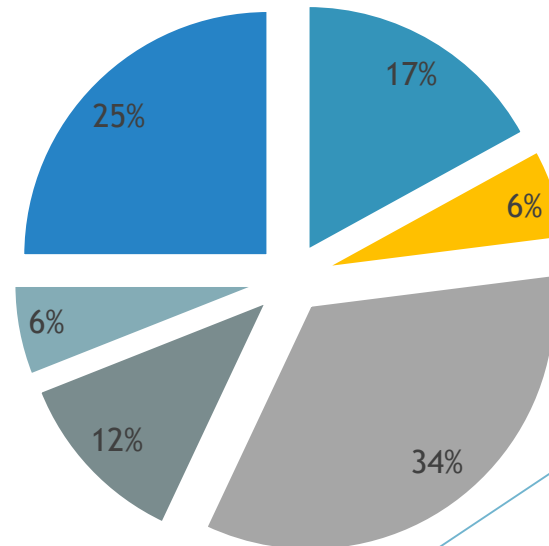
PURPOSE OF VISITING THE EXHIBITION

- Search for products or services for business
- Personal interests and goals
- Obtaining general industry information
- Promotion of own goods and services
- Educational goals



TYPE OF ACTIVITY OF COMPANIES VISITING THE EXHIBITION

- Trading networks, markets
- Distributors
- Bulk buyers
- Hotels, restaurants
- State organizations
- Retail Buyers



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 **Google Yandex**



Instagram



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.



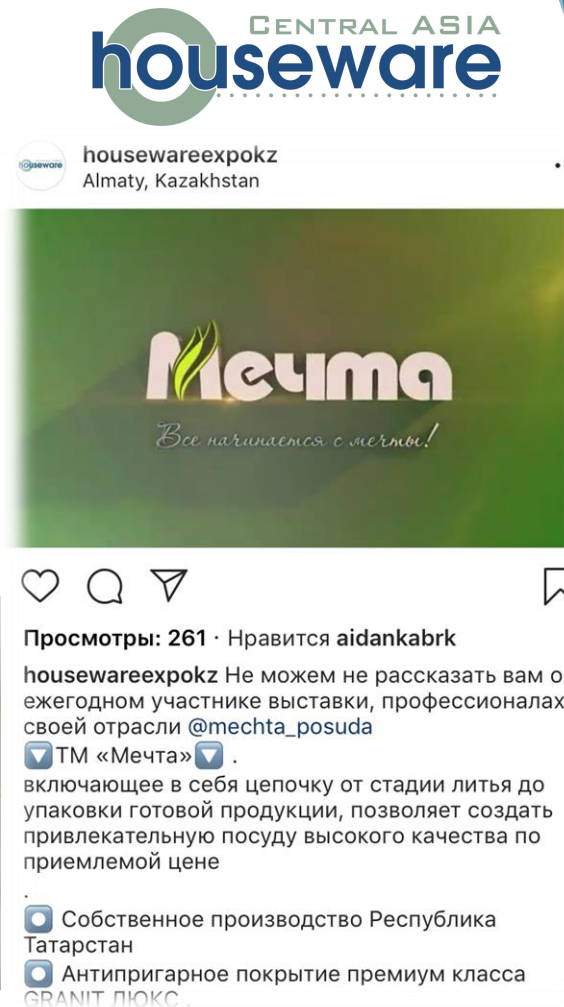
SERVICE FOR PARTICIPANTS

In order to increase the effectiveness of participation, the organizers provided free service.

- ▶ Free publication of news about the products presented on the official Instagram “Events” page during the year.

Special tools to attract visitors to the exhibitors' booth :

- ▶ E-invitation for customers and partners
- ▶ Call-center
- ▶ Sms-notifications
- ▶ E-mailing



FEEDBACK FROM PARTICIPANTS



Нравится: 42

akkyfarfor_official С 28 по 30 апреля в выставочном центре "Атакент" города Алматы прошла 17-ая Международная Выставка Посуды и товаров для дома "Central Asia Houseware" @housewareexpokz

Хотим выразить благодарность организаторам выставки, всем участникам, а также вам, дорогие наши клиенты!

Гости выставки по достоинству оценили стенд костяного фарфора "Акку". Отдельная благодарность всем слушателям семинара "Тайны и легенды фарфора", проведённого официальным представителем бренда "Акку" в РК

ZETA Atakent-Expo

17-АЯ МЕЖДУНАРОДНАЯ ВЫСТАВКА ПОСУДЫ, ТОВАРОВ ДЛЯ ДОМА И СУВЕНИРОВ

houseware

с 28 по 30 апреля 2019 г.
Выставочный центр Атакент



ZETA



Нравится: 1 004

zeta.kz Компания "ZETA" приглашает всех желающих посетить мероприятие "17-АЯ МЕЖДУНАРОДНАЯ ВЫСТАВКА ПОСУДЫ, ТОВАРОВ ДЛЯ ДОМА И СУВЕНИРОВ", которая

CENTRAL ASIA
houseware

kukmara_posuda



Нравится: 1 232

kukmara_posuda Кукморский завод Металлопосуды по ежегодной традиции принимает участие в Международной выставке посуды, товаров для дома и сувениров



See you next year!

The exhibition company Central Asia Trade Exhibitions thanks for the excellent emotions and effective work of all participants and visitors of the last exhibition.

You made this event unforgettable!

See you next year at Houseware 2020 from February 29 to March 3

