

POST RELEASE

CENTRAL ASIA OFFICE 2023

7th INTERNATIONAL EXHIBITION OF OFFICE AND
SCHOOLACCESSORIES, STATIONERY AND CREATIVITY

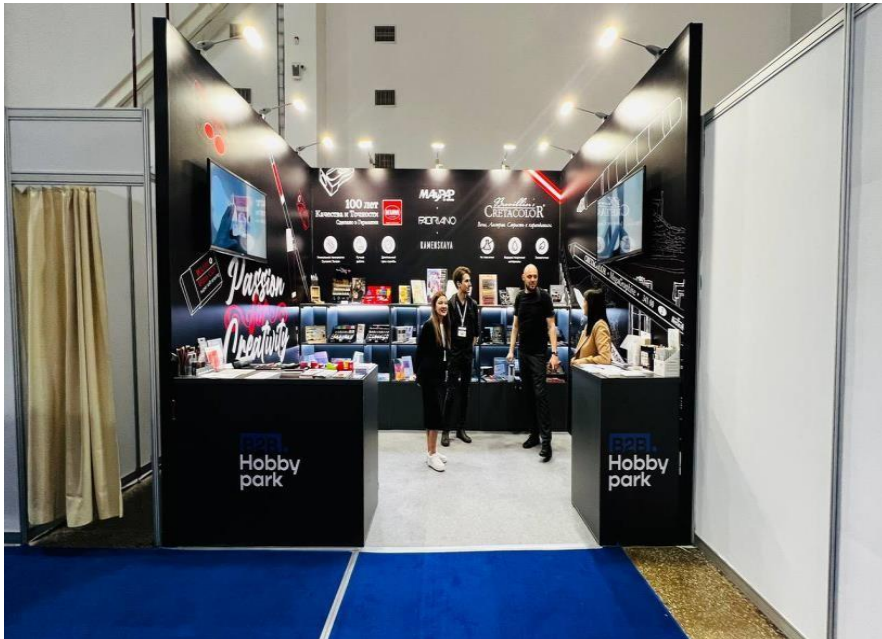


Office

Central Asia

14 May-17 May

About exhibition



Central Asia Office is the only international exhibition in Central Asia that brings together representatives of the stationery industry from all regions of Kazakhstan, countries of near and far abroad. Exhibitors from such countries as Russia, Belarus, Turkmenistan, Turkey, UAE, South Korea took part in the exhibition.

If you are planning :

- Enter the market of Kazakhstan
- Expand your activities in the Central Asian region
- Find new partners
- Strengthen existing business positions
- Showcase company achievements
- Show new products in your industry
- Get to know the experience of well-known companies
- Maintain the company's image



Participant



Gamma is a dynamically developing company, one of the largest operators in the market of goods for hobbies and creativity in Russia and the CIS countries. The company's carefully selected assortment portfolio includes over 100,000 items of goods, which allows us to fully satisfy the needs of the most demanding customers. The company delivers in the following product categories: • children's and school stationery • goods for children's creativity • professional art materials • goods for hobbies and creativity.

Participant



SAMSON company is the leader of the Russian market of wholesale distribution of goods for the office, study and creativity. The company's partners are more than 800 suppliers from Russia, Europe and China. The company owns exclusive distribution rights well-known brands - Brauberg, Junlandia, Staff, Galant, Pythagoras, Brabix. Samson carries out wholesale and small wholesale deliveries of goods throughout the Russian Federation, as well as in the Republic of Belarus, Kazakhstan, Armenia and Kyrgyzstan in the following product categories:

- household goods, household chemicals and packaging materials
- office and study goods
- paper and paper products
- goods for artists and architects
- office and household appliances
- computers and consumables
- electronics and accessories
- furniture

Participant



The **Edelweiss** company was founded in Izhevsk at the very beginning of the 21st century. Over the years of development, the company has created a full cycle of production of artistic brushes of excellent quality. In addition, they produce wooden rulers and other related products such as work aprons and shoe bags.

Participant



Dolphin brand has become a symbol of excellence and quality at reasonable prices, thanks to the hardworking and innovative team that has made it a respected corporation. Moreover, consistency has been the pride of the company in creating high quality products. The Dolphin brand start sale in 2000 in the UAE and has reached its networks in the regions of the Middle East, Africa and Central Asia. The Dolphin stationery range includes a full range of reliable products such as office and school stationery and office equipment including but not limited to fine paper, paper clips, pens, fountain pens, ballpoint pens, document folders of all types, plastic covers, calculators , adhesive materials, diaries, notepads and much more. Dolphin is looking to expand its categories to meet the technological needs of its customers. All products are modern, non-toxic and easy to use. Dolphin products have always been the #1 choice of top users and office supply professionals. All products are stored in warehouses capable of withstanding extreme weather conditions, making them durable.

Participant



Unitary Enterprise "Paper Factory" of Goznak, nowadays produces more than 200 types of paper products that meet modern trends. Through technical re-equipment, modern, flexible, highly mechanized paper production with a complete cycle has been created - from processing raw materials to direct deliveries of finished products to the consumer. Modern envelope production, availability of high-performance equipment for the production of notebooks, commissioning Italian automatic line for cutting and packing office paper. Moving towards modern requirements, UE "Paper Mill" of Goznak uses only high standards raw materials and supplies.

Participant



Alpha was founded in 1971.

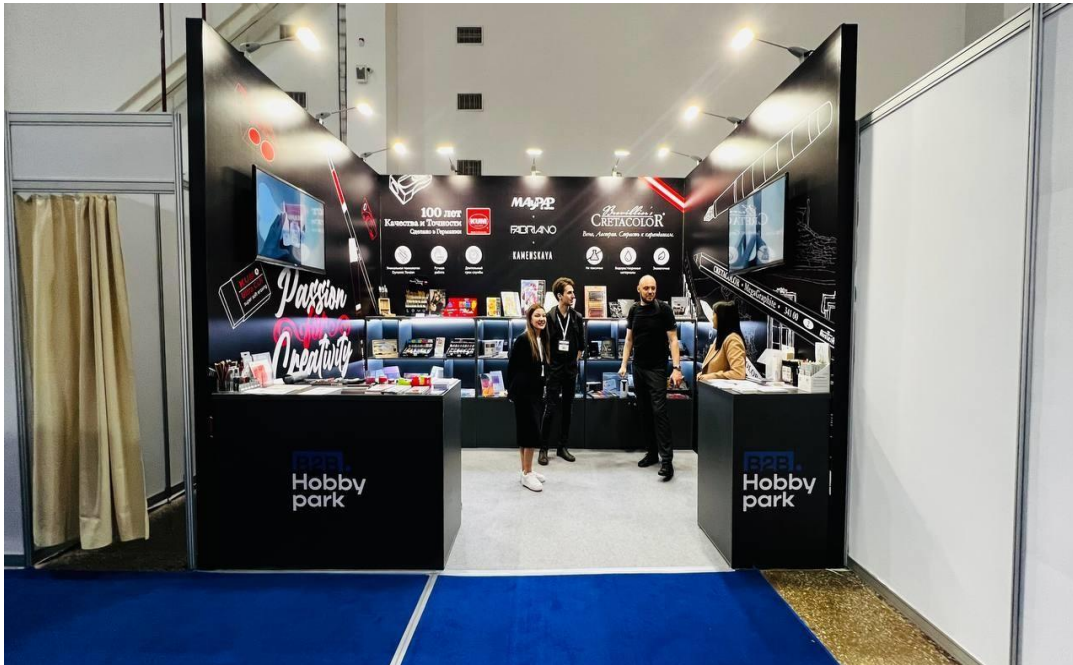
Alpha currently has about 750 online and offline franchise stores in Korea. Alpha is the largest stationery distributor in Korea that sells office, school and household supplies.

Participant



Manufacturer and distributor of covers for notebooks and textbooks. **Oblozhka** is a consistently wide range, suitable for various formats, a wide range of colors and high quality products. A company with many years of experience that has established itself as a reliable supplier.

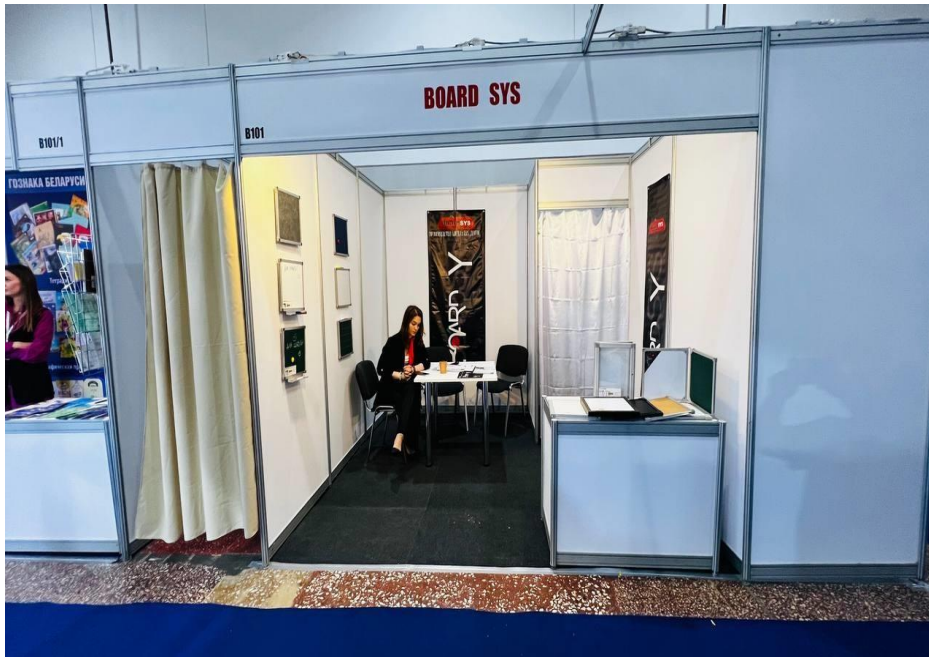
Participant



B2B.HobbyPark is a wholesale distributor of art supplies. The company's product range includes more than 2,000 premium quality items from leading European and Russian brands. They are exclusive distributor of Cretacolor, KUM, Fabriano, Luma, MayPap, Kamenskaya brands in Kyrgyzstan, Kazakhstan and Uzbekistan. The company offers:

- leading European brands with many years of experience
- transparent system of discounts
- personal manager who accompanies the client at every stage
- all necessary documents
- marketing support (POS-materials).

Participant



The **BoardSYS** brand was founded in 2002 and is one of the largest manufacturers in the domestic market. Its name means "board system". The company managed to create an image of a recognizable brand. And behind every well-known brand there is always quality, reliability and the work of people who are constantly working to improve the quality of their products. The BoardSYS brand has become an example of reliability and quality. The main specialization is the production and sale of school and office boards. Over the years, the company has established itself as a reliable partner for many companies that are dealers in many regions of Russia and the CIS countries. The workshop with advanced equipment allowed the qualified specialists of BoardSYS to produce products of exceptionally high quality with all quality standards from environmentally friendly materials. It is this fact, combined with a powerful production and raw material base, that makes it possible to perform large volumes of work in a short time.

Participant



The STATIONERY KOREA magazine has been published since February 1, 1990. The Stationery Korea is the key magazine for resellers and retailers of stationery and office products in Korea. The editorial content of The Stationery Korea includes product information, company profiles, technical and educational articles, interviews with professionals in the field, and economic management information. The STATIONERY KOREA is a member of ISPA

Participant



The economic society "Gundogar Shohlesi" was founded in 2020 as an organization specializing in the production of agricultural and industrial products. In 2021, the organization entered the writing instrument industry with the release of nationally popular ballpoint pens under the brand name "nusGa". NusGa pens were an immediate success domestically and became a national consumer favorite. The organization is presented as a pioneer in the pen industry in Turkmenistan, and high quality and modern design have contributed to competition with world-class pen manufacturers.

In less than 3 years, nusGa has become the most sought after writing instrument in Turkmenistan and the company has begun to establish long-term business relationships with neighboring countries such as the Russian Federation and Uzbekistan. Due to high quality, fashionable design and affordable price, nusGa branded pens win the hearts of consumers around the world and become a worthy competitor for local businesses. nusGa's writing tools provide the ideal minimum for clients to share their ideas in writing and help them communicate their thoughts in the most satisfying way. In today's digital world, nusGa serves as a reminder of how a simple writing tool can improve a person's thinking skills and help develop fine motor skills.

Participant



Daisytek Computer L.L.C, Dubai is one of the largest traders of computer consumables and equipment in the Middle East. The company deals with a wide range of brands and is a leading wholesaler distributing a wide range of toners, ink cartridges, printheads, printers, desktops, laptops, servers, scanners, graphics cards, copiers, APC UPSs, LEDs and multimedia products worldwide. over the past 32 years. Daisytek Computer L.L.C offers some of the best prices on 100% ORIGINAL new items from HP, CANON, EPSON, LEXMARK, BROTHER, LOGITECH, APC and some other brands

Participant



HizliKartus is a Turkish wholesale company operating in the market for over 17 years. The company sells original consumables for printing and printers around the world. Europe, Middle East, Africa and USA are the main sales markets. HizliKartus offers a wide range of products such as printers, printing consumables, PCs, laptops, computer accessories, etc.

Participant



Poyraz Kartuş Toner was founded in 01/01/2005 as Poyraz Computer Consumables, headquartered in Istanbul. The company has become one of the most important cartridge and toner sellers in Turkey in a very short time. Poyraz Kartuş Toner is also a distributor of world brands such as Brother, Canon, Epson, HP, Lexmark, Oki, Philips, Samsung and Xerox.

Official support

- Satu.kz
- International Association of Presentation Products (IAPP)
- Clipso

Information support



Exhibition theme

55% Stationery



25% Paper and paper products



10% Office equipment and consumables



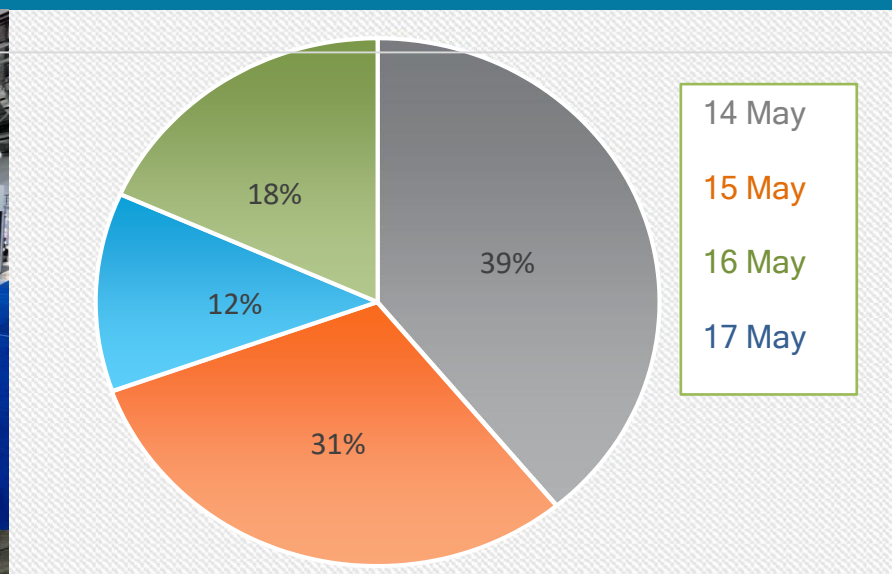
5% Goods for creativity



5% Souvenirs and gifts



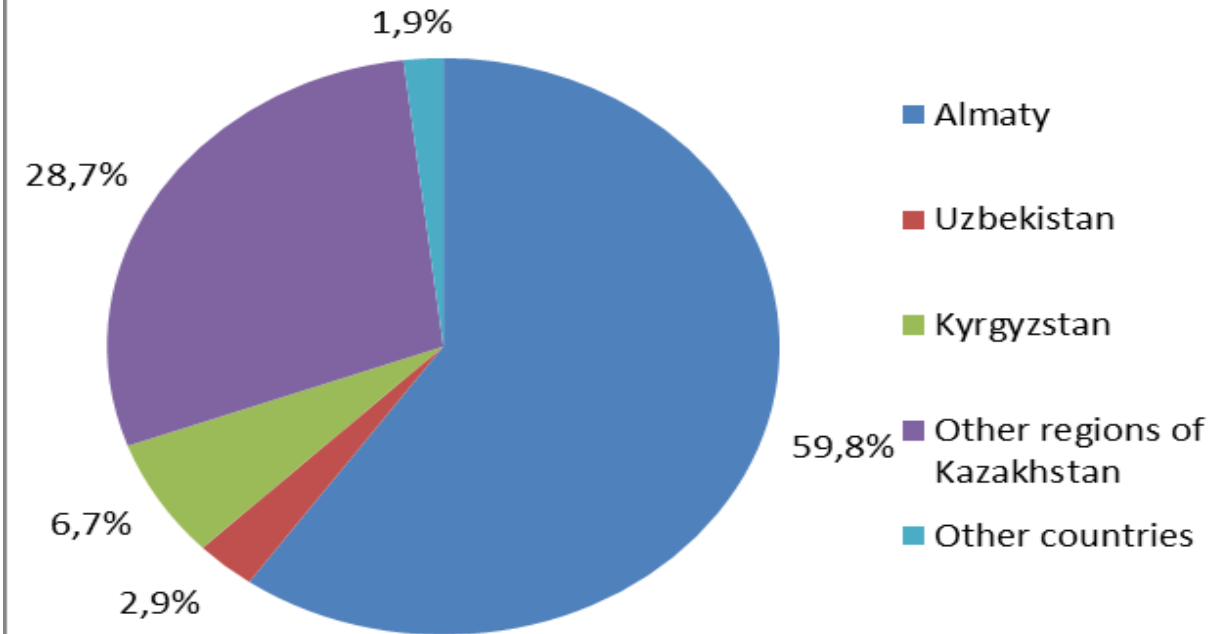
Number of visitors per day



Visitors (countries and regions of Kazakhstan)

The exhibition in 2023 was visited by 3285 Human.

Many representatives of companies from other countries, such as Kyrgyzstan, Uzbekistan, Russia, Iran, and from other regions of Kazakhstan.



Special advertising campaign

The key to success at any trade show is making the right business connections. By participating in this exhibition, you can be sure that all business representatives will definitely visit this event to search for new offers and future suppliers. To attract potential partners, the organizers have developed a special advertising campaign.

Contextual advertising

VIP mailing - attracting specialists

E-mail - more than 3500 professional contacts

Buyer Program - Delegation from Shymkent

Outdoor advertising - billboards, LED displays

Radio advertising Rotation of the commercial on Europa+, Eldorado, Love Radio

Telemarketing - calling with the aim of inviting to an exhibition and business program



Показы



Клики



Звонки



923 тыс.

Частота показа
ваших объявлений

7,04 тыс.

Действия с
объявлениями

42

Звонки в
компанию



Exhibition promotion: The organizer visited specialized exhibitions in Moscow (Russia) such as Skrepka and RKF, distributing brochures and informing participants about the upcoming Central Asia Office 2023 exhibition.

The exhibition organizer Central Asia Trade Exhibitions held specially designed PR-campaign, the purpose of which was informing domestic and foreign specialists: distribution of promotional materials, outdoor advertising, direct marketing, partnership with professional associations, work with the press, etc. Demonstrating various areas of advertising activities on one site, the exhibition promotes the latest trends of our time, current business solutions and promising technologies to the Kazakhstani stationery market, providing unlimited communication with new partners. Exhibition company Central Asia Trade Exhibitions, based on many years of experience, gives a chance and a noticeable advantage to each participating company to demonstrate its achievements, meet new customers, conclude profitable deals and get its market share. Central Asia Office is an exhibition of professionals for professionals, an active marketing area for companies aimed at promoting the promising market of Kazakhstan..



Results of the exhibition: Exhibitors got new contacts, concluded contracts, found representatives in Kazakhstan. Due to the activity and professionalism of the participants, as well as the growing interest in our market of foreign manufacturers and exporters, a more extensive exposition of the Central Asia Office exhibition in Almaty is expected next year.

Contacts

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Office Central Asia



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**SEE YOU NEXT YEAR AT
THE 8TH INTERNATIONAL SHOW**

**CENTRAL ASIA OFFICE
22 - 24 MAY, 2024**

ALMATY, KAZAKHSTAN