



Office
Central Asia



Post show report
of the exhibition

OFFICE-2024



About the Exhibition

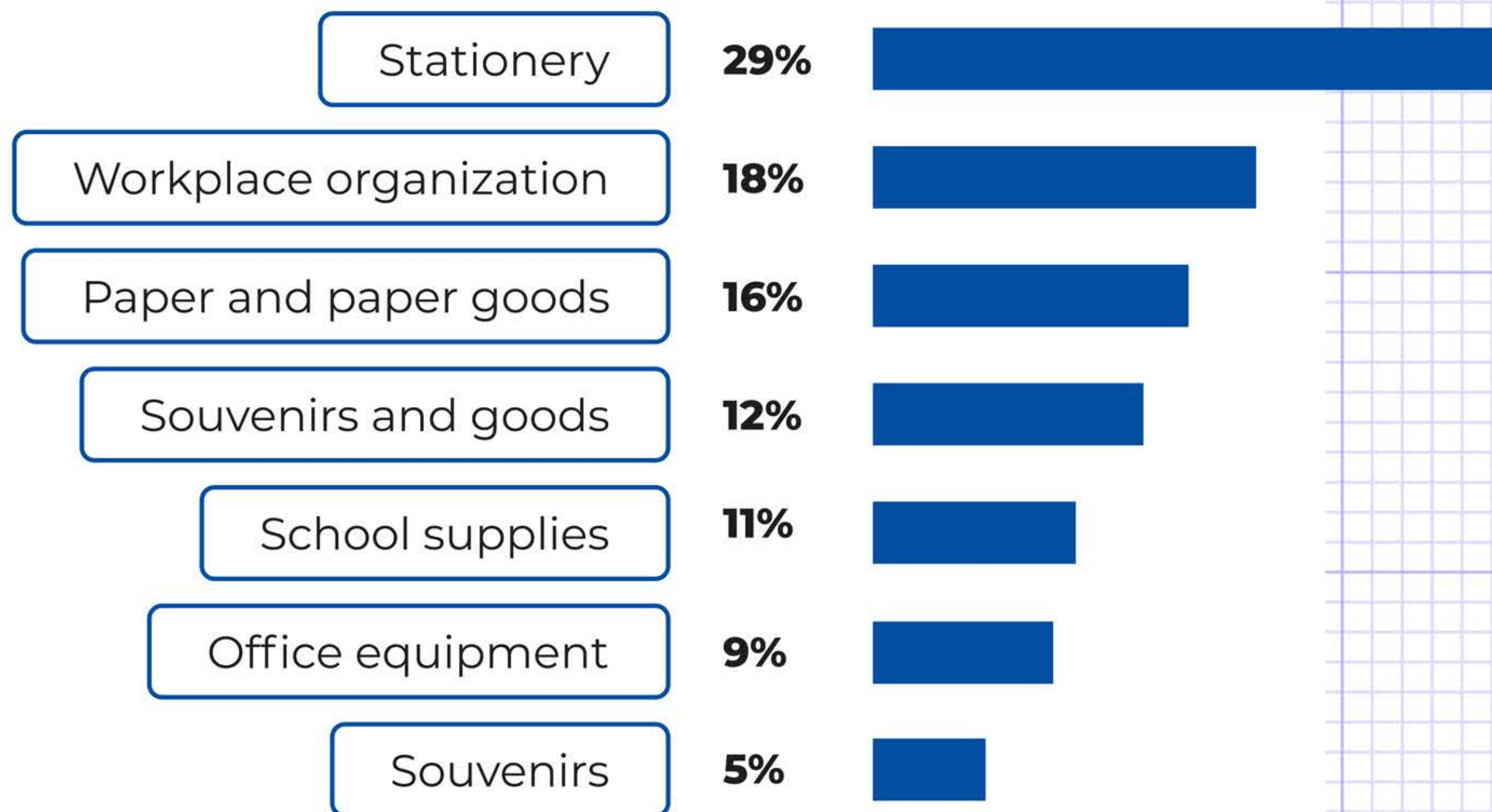
International Exhibition for Office and School Supplies, Stationery and Creativity **CENTRAL ASIA OFFICE**

is a unique event in Central Asia that brings together representatives from Kazakhstan, neighboring countries, and abroad. The exhibition showcases the latest achievements, new products, services, and technologies in the fields of stationery, office equipment, and souvenir products.

The aim of the exhibition is to create optimal conditions for demonstrations, establishing new business contacts, signing export-import agreements, conducting market and competitiveness analysis, and fostering business development in the Central Asian market.



Exhibition Sections



Advertising campaign



Banner ad
in search engines



Targeted advertising
in social media



Email и SMS distribution,
distribution
in messengers



Call-center
target audience
call-up



Radio advertising
on the most popular
radio stations



City billboards
billboards at high traffic
city spots

And also...

- our employees participated in specialized events, to exchange experience with colleagues and to announce the Office-2024
- we annually engage industry and government organizations as official and informational support, including:

General inforpartners:



Inforpartners:

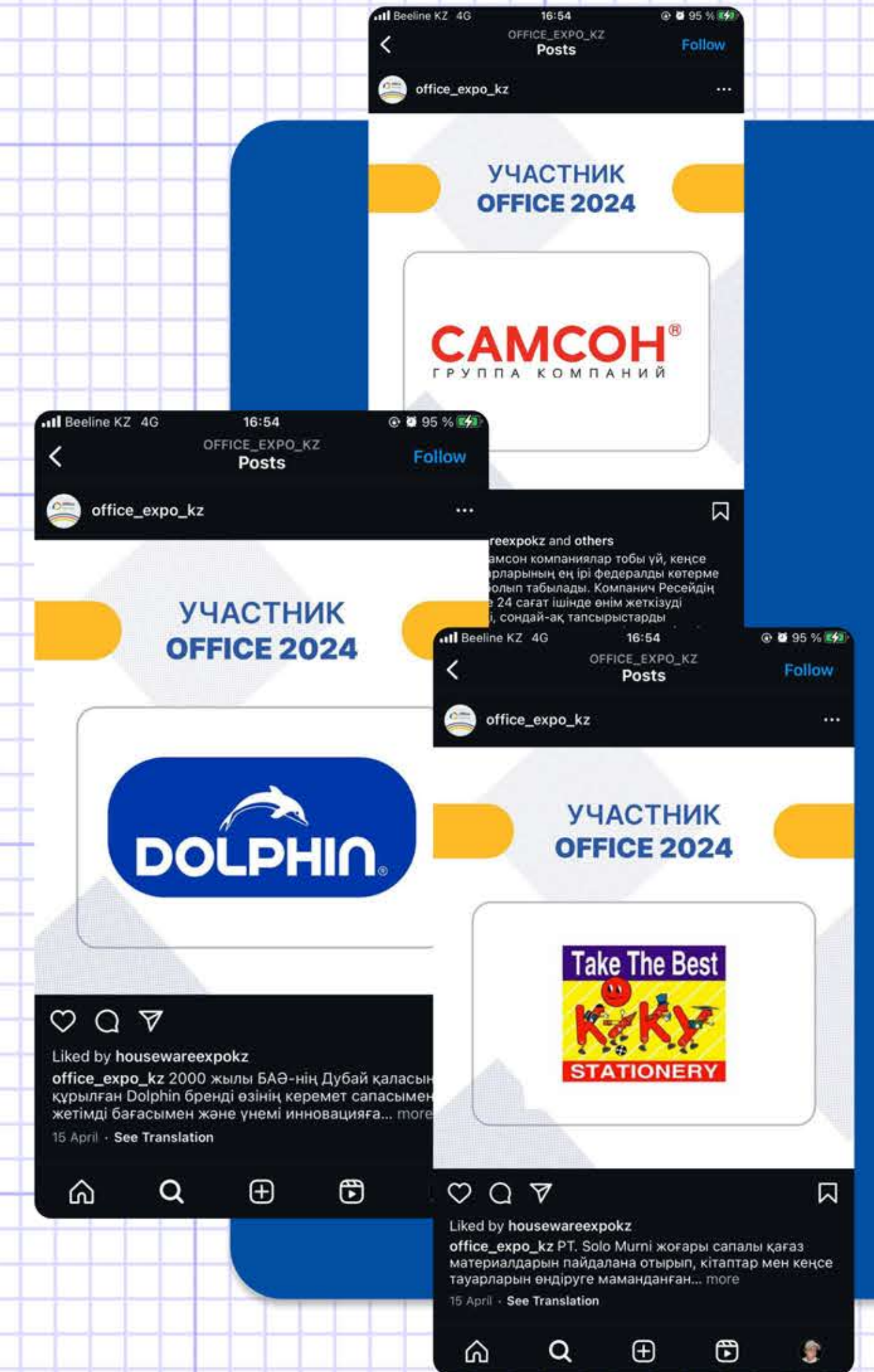
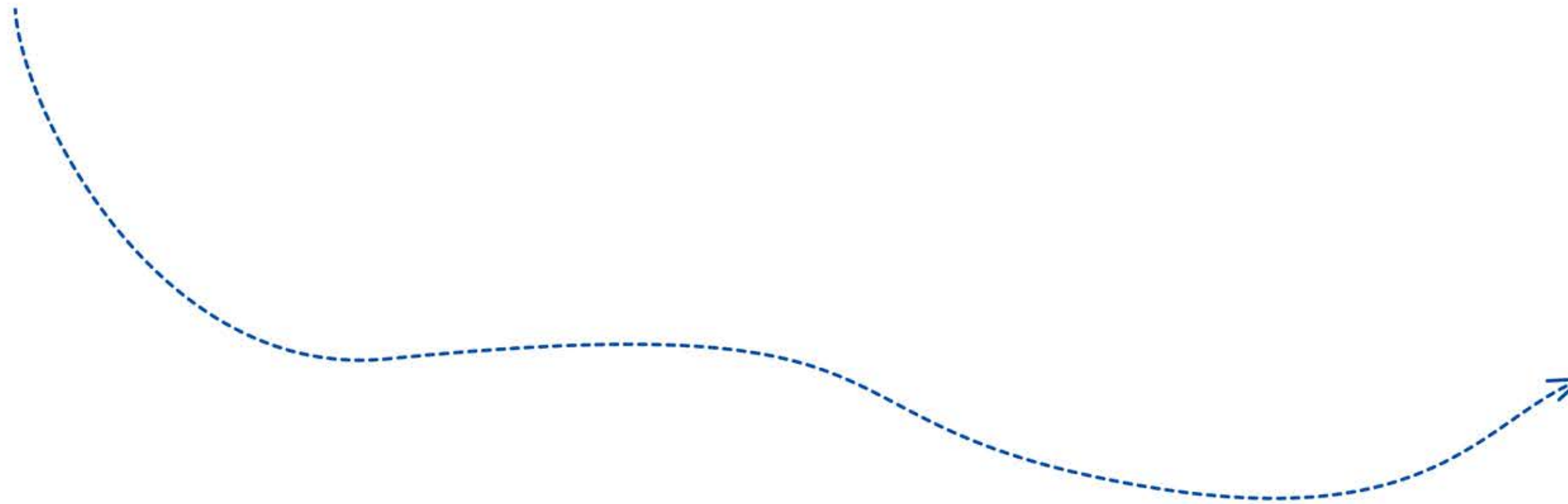


Official Support:



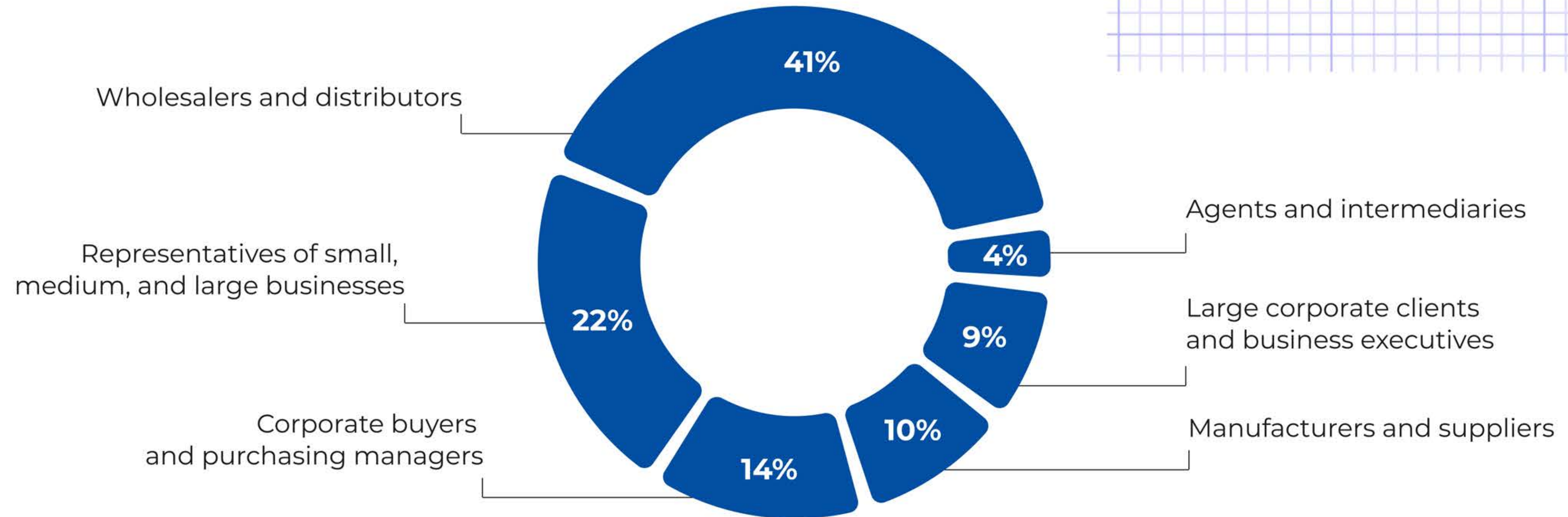
Promotional Campaign for Participants

In addition to a large-scale advertising campaign for the exhibition, a promotional campaign is launched individually for each participant to enhance the effectiveness of their participation. This includes posting **an announcement about the company's participation** free of charge through the most effective channel — on the social media platforms of the Office-2024 exhibition.



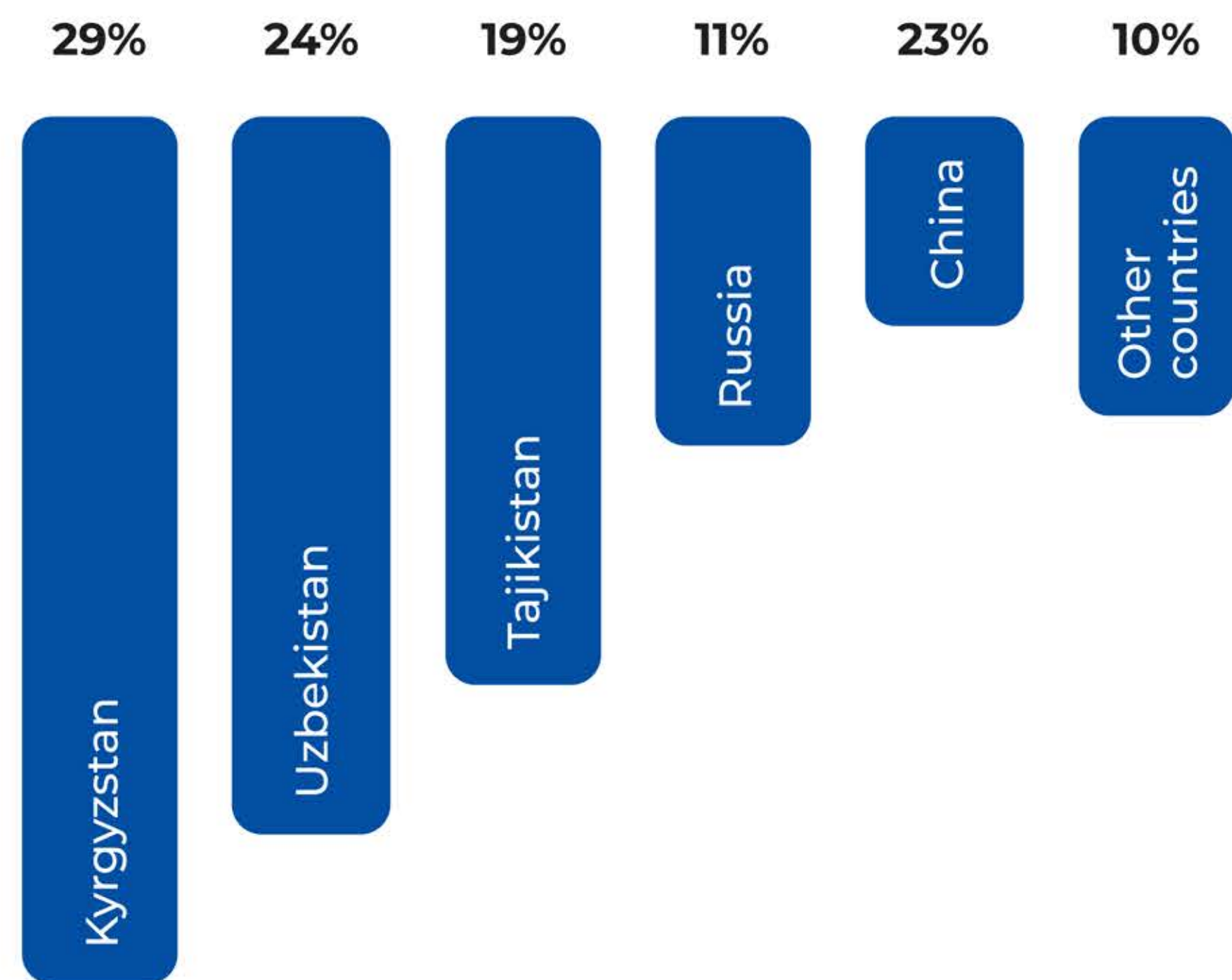
Participants

More than 3,000 professionals from the stationery and office supplies sector attended the Office-2024 exhibition. Among them were:



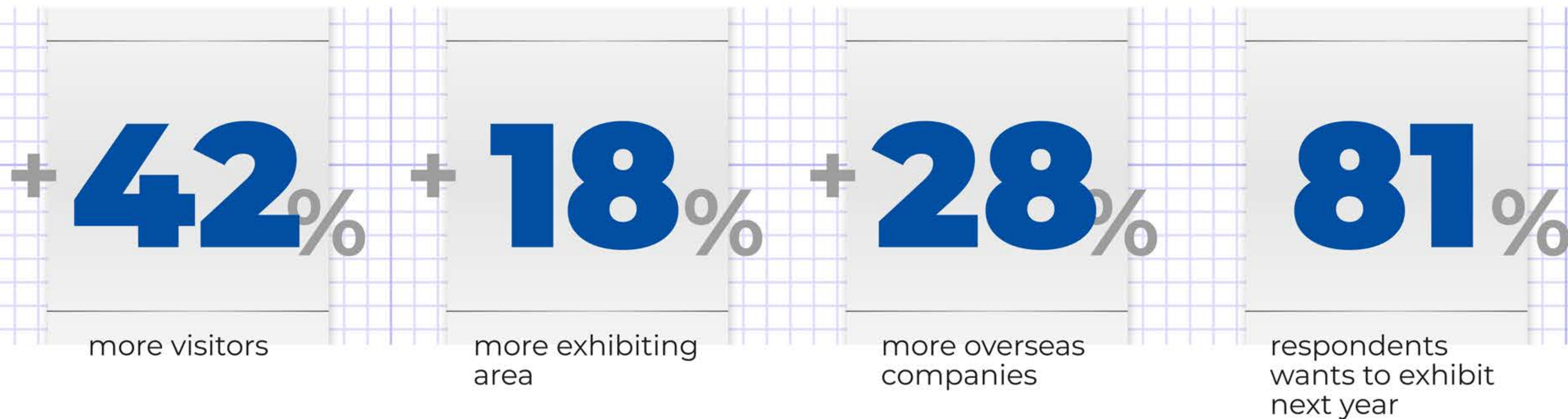
The international level of the exhibition is confirmed not only by participants from different countries.

In addition to local visitors, representatives from near and far abroad came to the Office-2024 exhibition.



Exhibition Results

In 2024, **we updated the positioning of the exhibition, added new sections, and implemented new strategies** for its development. As a result, we reached new heights and exceeded the performance of the Office exhibition in 2023.



OFFICE-2025

We are happy to continue contributing to the development of the stationery, workplace organization, office equipment, and souvenir products industries. Therefore, we look forward to welcoming all specialists and professionals as participants and visitors at the upcoming exhibition, which will take place:

- **23-25 June 2025**
- in Kazakhstan, Almaty, Timiryazev Street, 42, **Exhibition Centre “Atakent”, 7, 8 hall**

Exhibition Organizer:



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Central Asia Office Exhibition

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Exhibitors

The Office-2024 exhibition featured both well-known large companies and new brands, with a total of **72 companies** from neighboring countries, including:

- China
- Russia
- Turkey
- India
- Others
- Kazakhstan

