

# POST-SHOW REPORT:

analysis, conclusions, results

Office  
& School  
Central Asia

23-25/06/2025

Almaty | ATAKENT





# ABOUT EXHIBITION

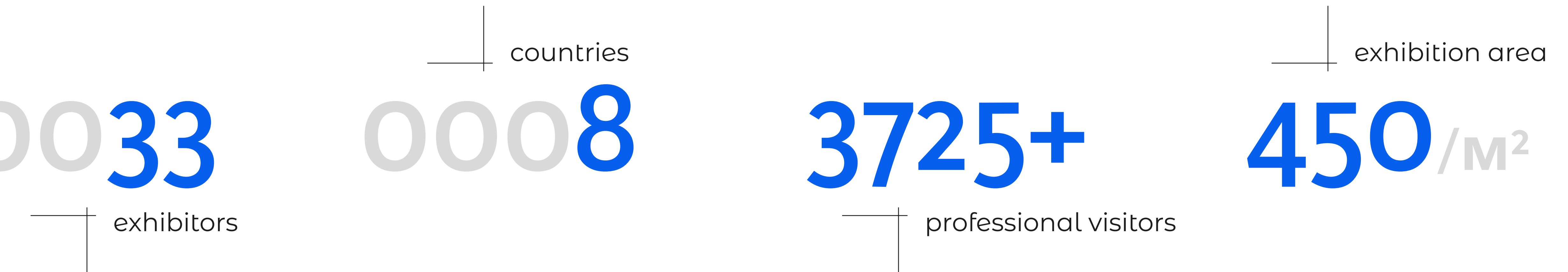
The 9th International Exhibition of Office and School Supplies, Stationery, Creative Goods, Toys and Gifts **CENTRAL ASIA OFFICE & SCHOOL 2025** was held from June 23 to 25 in Kazakhstan, Almaty, Exhibition Center “Atakent”, Hall 7-8.

## Exhibition Sections:

- Stationery
- Paper products
- Workplace organization, storage and archiving of documents
- School Supplies
- Consumables for office equipment
- Equipment for presentations, training, demonstrations
- Desktop Accessories
- Stamp Equipment
- Art and craft
- Software
- Means of communication
- Security Office
- Office furniture
- Decoration and accessories office
- Leather goods: briefcases, suitcases, accessories
- Toys, educational materials, board games.



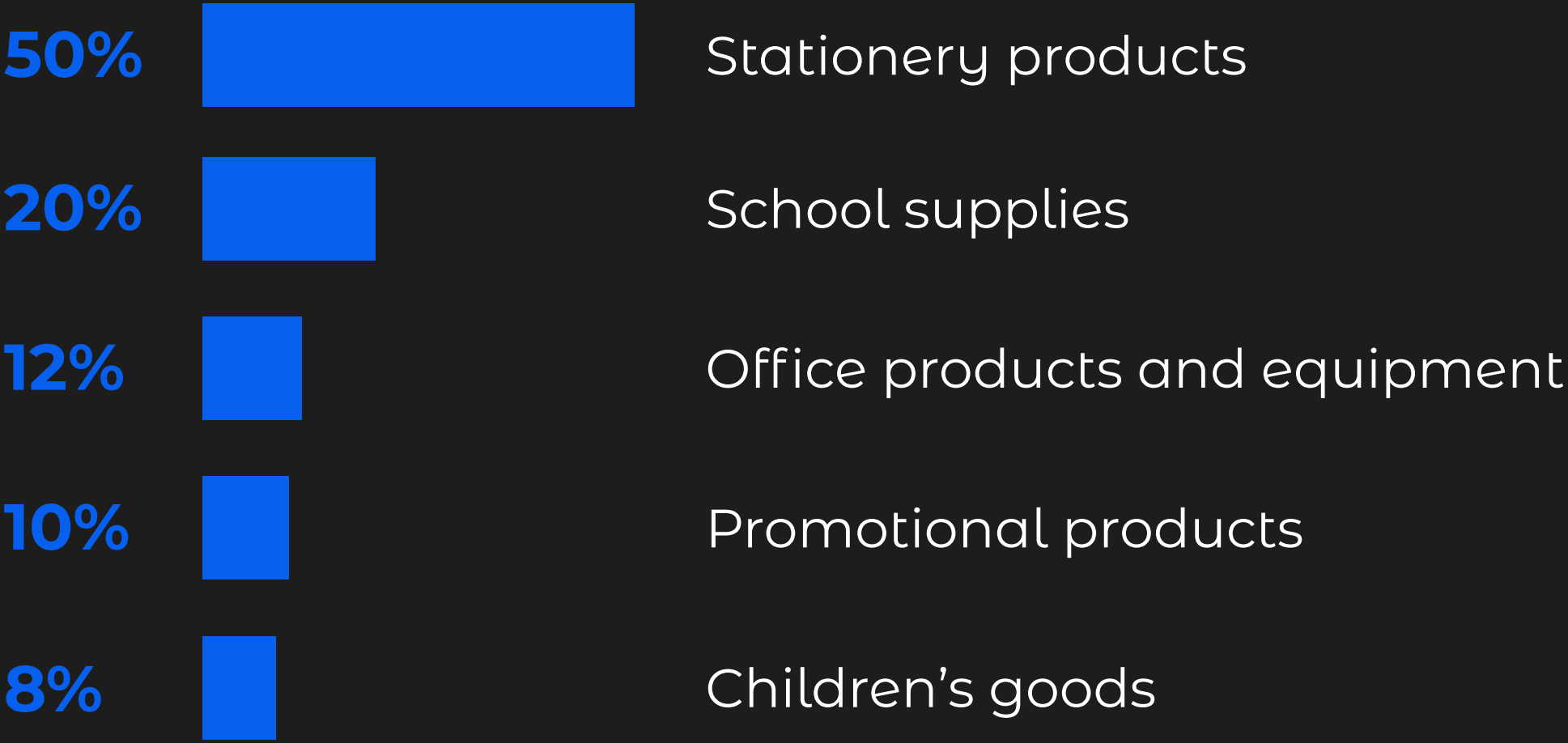
# KEY FIGURES





# EXHIBITOR PROFILE

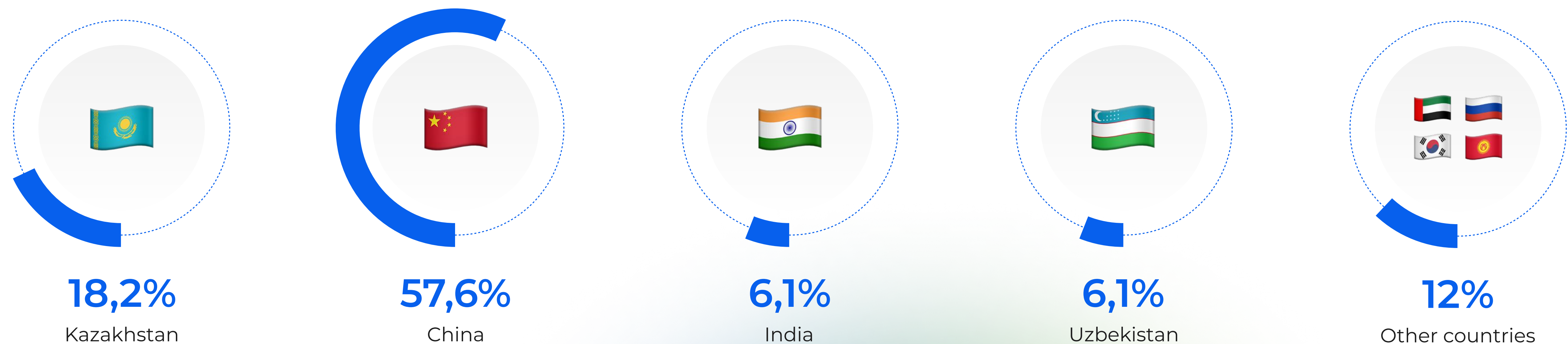
At the Central Asia Office & School 2025 exhibition, leading manufacturers and suppliers of stationery and office products, gift items, children’s goods, and solutions for business and creativity were represented. Among the exhibitors were international brands, official distributors, and local companies.





# GEOGRAPHY OF EXHIBITORS

The geography of participants at the Central Asia Office & School exhibition covered 8 countries:  
**Kazakhstan, China, India, Russia, UAE, South Korea, Uzbekistan, and Kyrgyzstan.**





# B2B PROGRAM

As part of the Central Asia Office & School 2025 exhibition, a specialized B2B program was organized, aimed at establishing direct and productive contacts between exhibitors and leading buyers in the region.

Exhibitors had the opportunity to meet in person with major distributors, retail chains, and marketplaces.





# B2B PROGRAM

- **Abdi** – The largest national retail and educational chain.
- **Kanstik** – The largest network of office and school stationery stores in Uzbekistan.
- **Asia Trade** – One of the largest retail chains in Kyrgyzstan.
- **Magnum** – The largest retail chain in Kazakhstan.
- **Ofisdom.kz** – A marketplace.
- **Carefood** – One of the largest retail stores in Kazakhstan.
- **Uzum** – The largest marketplace in Uzbekistan.

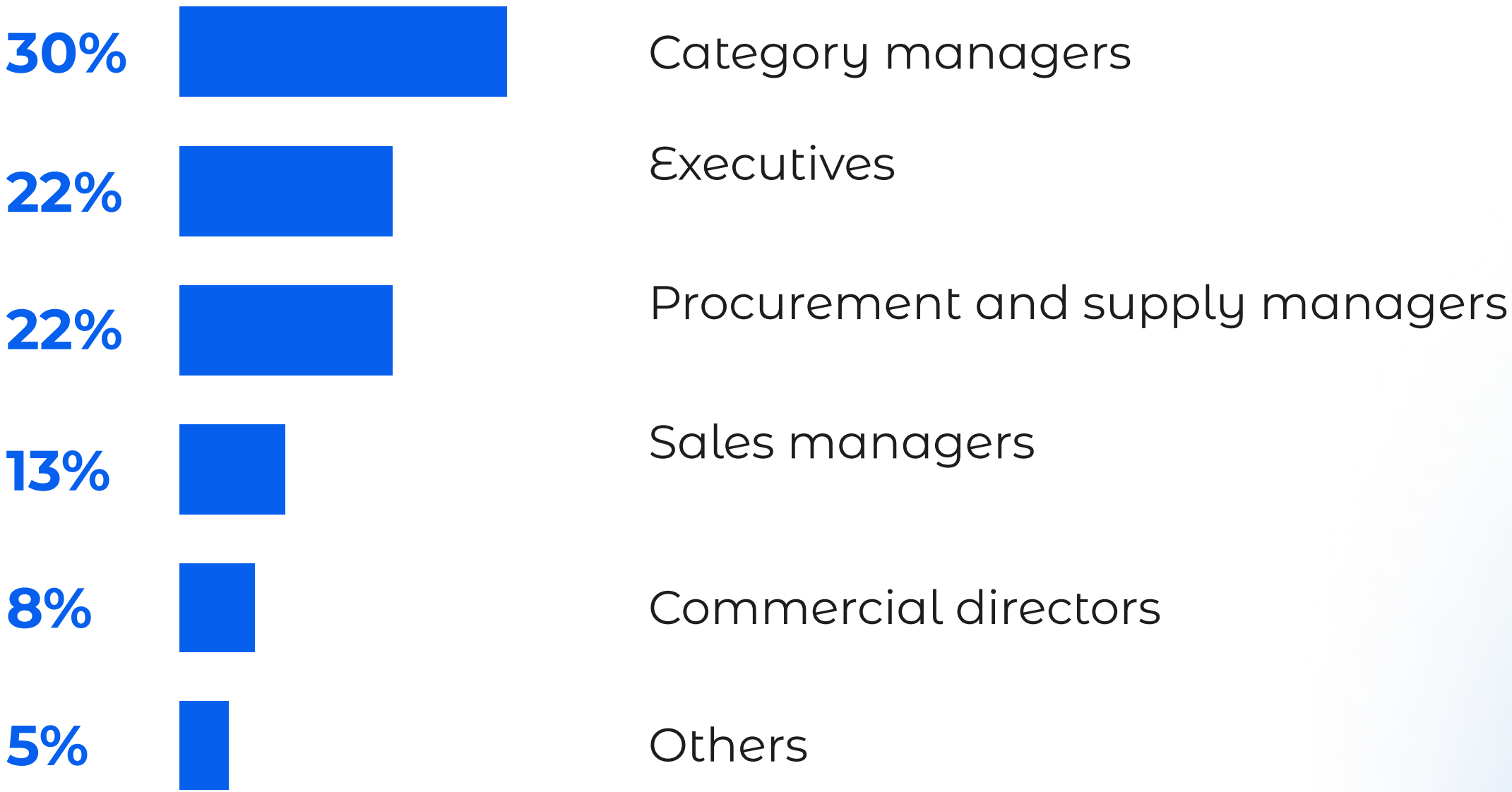




# VISITOR PROFILE

Central Asia Office & School 2025 became a key meeting point for industry professionals.

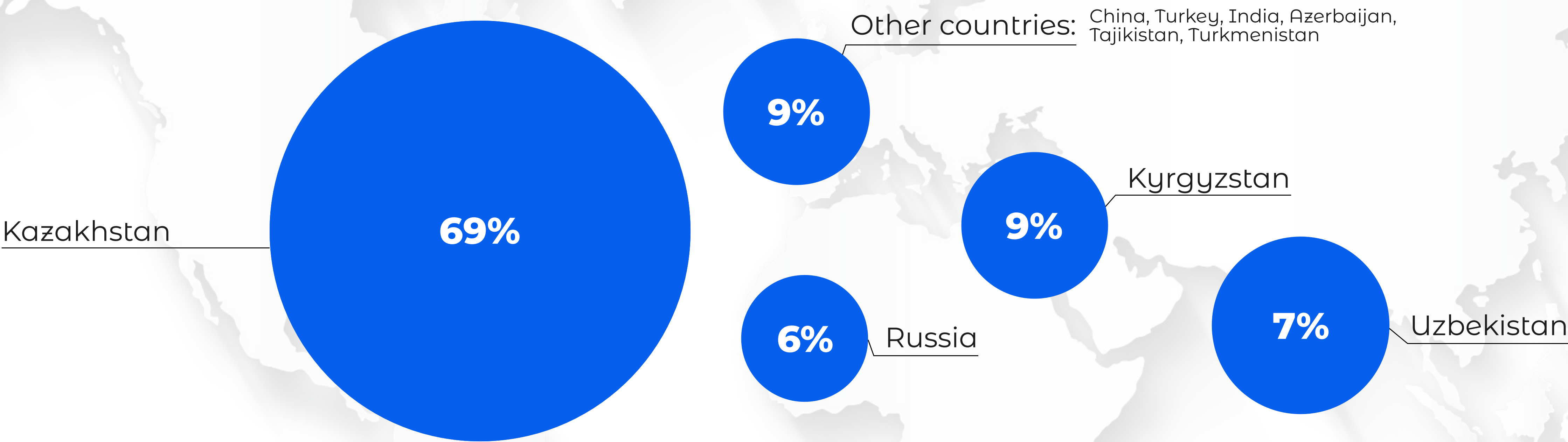
Exhibition visitors included category managers, executives, purchasing managers, sales managers, and commercial directors. The platform ensured direct interaction between manufacturers, end customers, and distributors.





# GEOGRAPHY OF VISITORS

International interest from key business and educational sectors demonstrates the growing importance of the exhibition in the region and the sustained demand for office, school, and stationery products in Central Asia.





# ADVERTISING CAMPAIGN



**Banner  
advertising**  
in search engines



**Targeted  
advertising**  
on social media



**Email, SMS,  
and WhatsApp**  
mailing



**Call center**  
call-up of the  
target audience



# ADVERTISING CAMPAIGN



Radio advertising  
on the most popular  
radio stations



Outdoor advertising  
billboards  
in high-traffic areas

## Additionally...

- Our team took part in **specialized events** to exchange experience with colleagues and announce the Central Asia Office & School 2025 exhibition.
- Every year, we engage industry-related government authorities and commercial organizations as providers of **official and informational support**, among which are:

Partners:



## Official support





# CENTRAL ASIA OFFICE & SCHOOL 2026

We would like to thank all exhibitors, partners, speakers, and guests for their active participation in Central Asia Office & School 2025. We look forward to seeing you again next year!

- **June 22–24, 2026**
- Kazakhstan, Almaty, 42 Timiryazev Street, **Atakent Exhibition Center**

## Central Asia Office & School Exhibition

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