



POST-SHOW REPORT

CENTRAL ASIA OFFICE & SCHOOL 2026

THE 11TH INTERNATIONAL EXHIBITION
FOR OFFICE & SCHOOL SUPPLIES, STATIONERY,
CREATIVE GOODS, TOYS & GIFTS

22-24 June, 2026

Kazakhstan, Almaty,
ATAKENT Exhibition Center

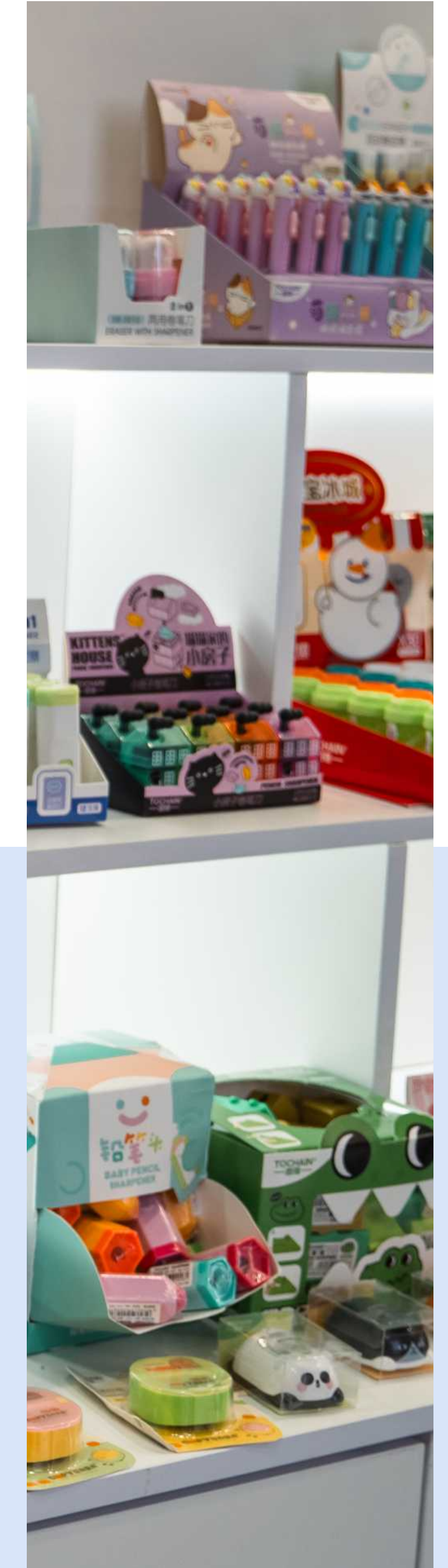
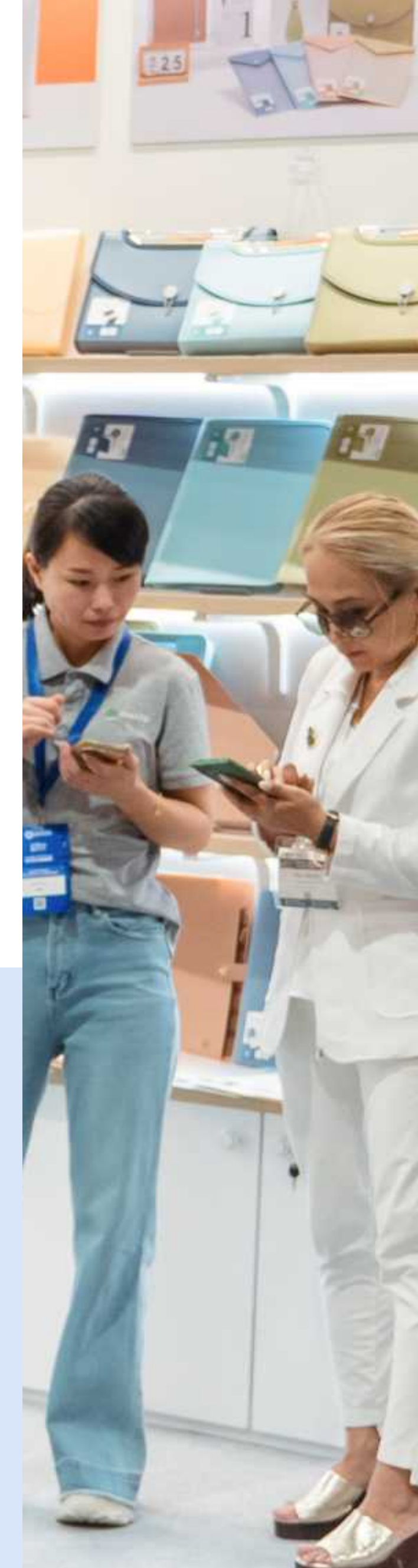
ABOUT THE EXHIBITION

Central Asia Office & School is the leading international B2B exhibition in Central Asia for office and school supplies, stationery, arts and crafts materials, toys, and gift products.

From 22 to 24 June 2026, the exhibition took place at the 'Atakent' Exhibition Centre in Almaty (Kazakhstan), bringing together manufacturers, suppliers, distributors and professional buyers from Kazakhstan, countries Central Asia, the CIS, China and other countries to present new collections, develop business contacts and expand international cooperation.

Key Sectors:

- Paper Products
- Stationery and Writing Instruments
- Workspace Organization and Filing Solutions
- Office Equipment and Consumables
- Business Accessories and Leather Goods
- Promotional and Corporate Gifts
- Arts & Crafts Supplies
- Toys, Educational Products and Board Games



CO-LOCATED EXHIBITION

Concurrently with Central Asia Office & School, the international exhibitions **Central Asia Houseware** and **Central Asia Home Textile** took place at the same venue. The co-location of these three specialized trade shows created a unified B2B platform for manufacturers, suppliers, distributors, and buyers of housewares, home textiles, and office products, ensuring maximum coverage of related industries.



Central Asia Office & School

Stationery • Office Supplies
Office Equipment • Office Furniture



Central Asia Houseware

Tableware • Kitchenware
Home Appliances • Household Goods

HOME TEXTILE

Central Asia Expo

Central Asia HomeTextile

Home Textiles • Bedding
Interior Textiles

KEY FIGURES

106 — 7 — 500+ — ~4k — 62%

Exhibitors

Exhibitors from
7 Countries

Countries

International
Exhibition

B2B meetings in 3 days

Retail chains | Distributors | Marketplaces

Visitors

Professional
B2B Audience

Rebook rate

Repeat Exhibitors



All key exhibition metrics demonstrated solid growth.
Compared to last year, the number of exhibitors increased by 34%, exhibition space expanded by 27%, and the share of professional visitors grew by 11%, confirming the steady development of the project and the rising interest from the professional community.

GEOGRAPHY OF EXHIBITORS

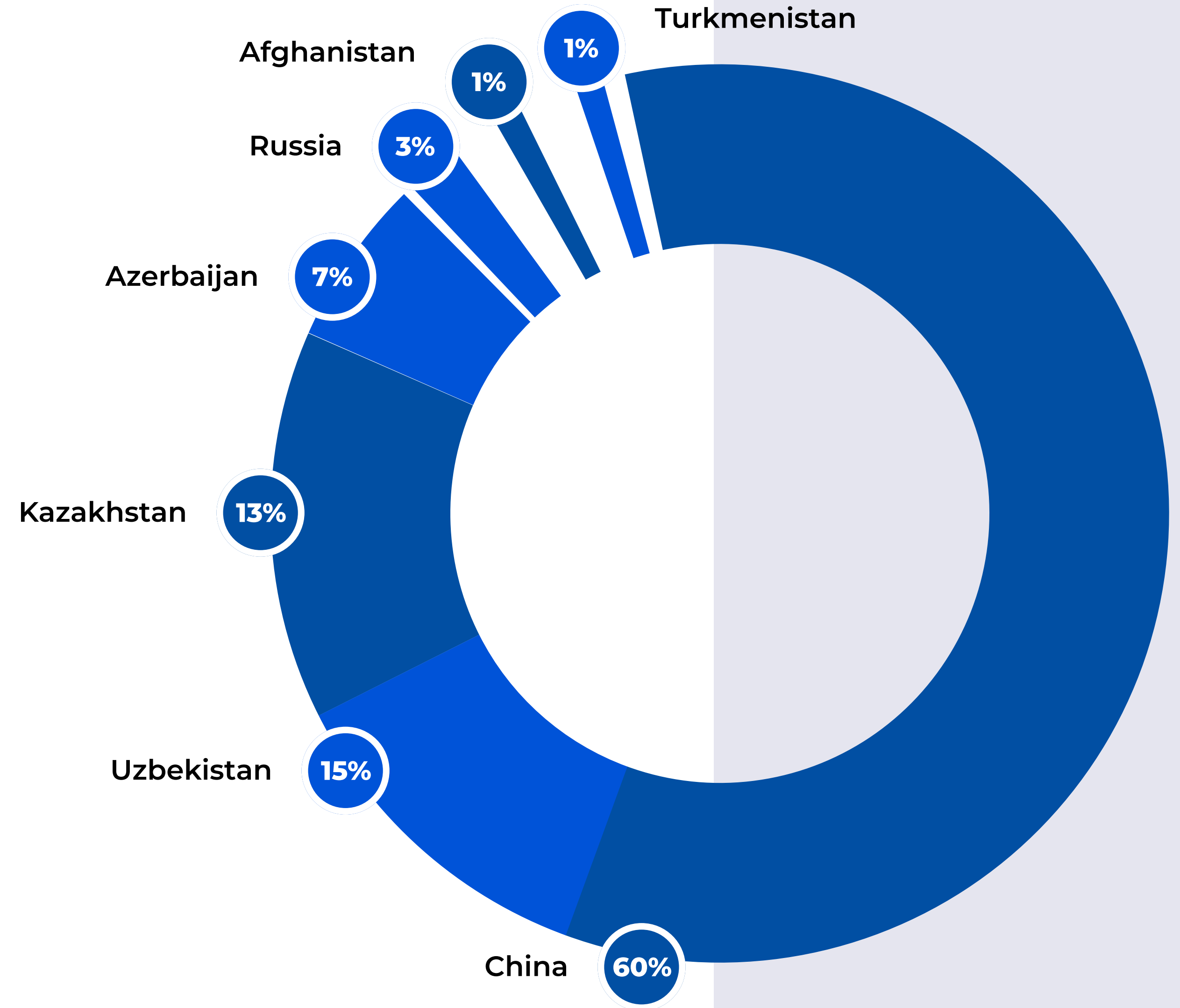
The exhibition featured

**106 companies
from 7 countries**

The majority of the exposition was comprised of companies from China (60%).

A significant contribution to the exhibition was made by participants from Uzbekistan (15%) and Kazakhstan (13%).

The international scope of the project was further enriched by exhibitors from Azerbaijan, Russia, Turkmenistan, and Afghanistan.

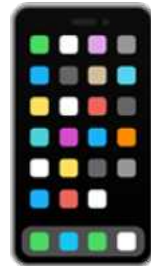


PROMOTIONAL CAMPAIGN

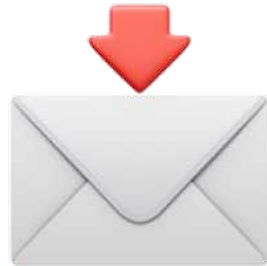
To attract the widest possible professional audience, a multi-channel promotional campaign is implemented, including:



Banner Ads
in search engines
and on specialized
online platforms



Targeted Ads
on social media
networks



**SMS, Email
& Messengers**
newsletters and
broadcasts to targeted
industry databases



Industry Media
professional
communities and
business associations



Call Center
direct outreach
to potential visitors
and buyers



Radio
advertising on the
region's leading
radio stations



Outdoor Advertising
digital screens
and billboards
in high-traffic areas



Official Support
from industry partners
and government
organizations

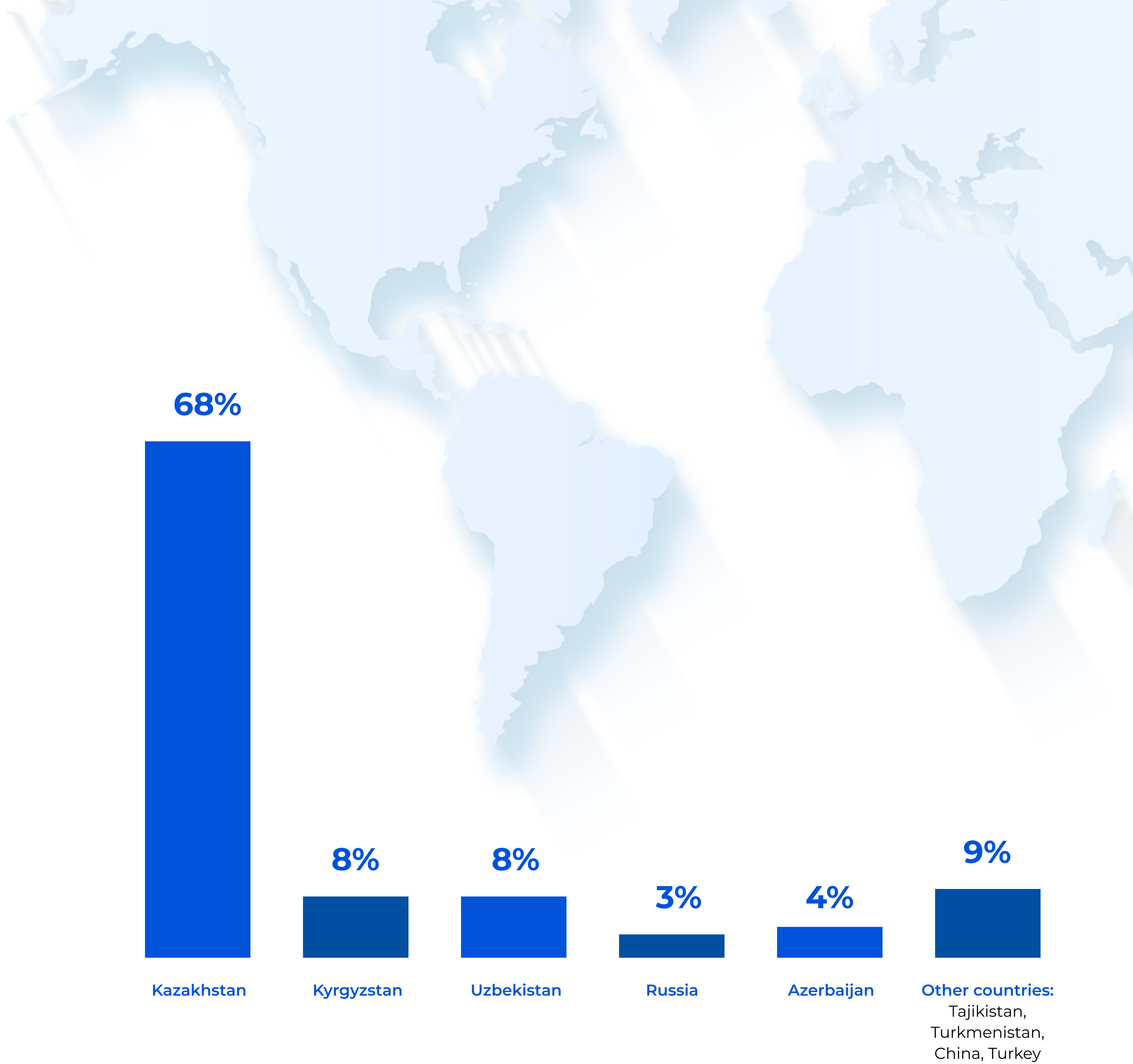
VISITORS

Central Asia Office & School 2026 attracted approximately 4,000 industry professionals.

The international status of the exhibition is highlighted not only by the diverse geography of its exhibitors but also by its professional audience. Over the course of three days, the event was attended by representatives from Central Asia, the CIS, and Asia, including Kazakhstan, Kyrgyzstan, Uzbekistan, Azerbaijan, Russia, Tajikistan, Turkmenistan, China, and Turkey.

The exhibition attracted strong interest from a **professional audience**, including:

- Distributors and Wholesalers (42%)
- Small, Medium and Large Businesses (25%)
- Corporate Buyers and Procurement Specialists (13%)
- Business Owners and Decision-Makers (12%)
- Manufacturers and Suppliers (8%)



AMONG THE VISITORS

- ABDI JSC
- Rezervsnab Plus
- Don Plus LLP
- MARWIN | MELoman
- Eler-Plast
- Asem
- NBK Trade
- KIDCITY
- Talshyn Education
- Pilot Corporation
- Lider Stationery
- Svetofor Retail Chain
- Bank CenterCredit JSC
- ARM-Design
- Advertau / Giftware
- Acar Kazakhstan
- COCOBEE
- Skif Trade
- Khatber Kazakhstan LLP
- Kniga-NV LLP / BookCity
- AKTAN Kense
- Acis Distribution Kazakhstan



B2B PROGRAM

AN EFFECTIVE PLATFORM FOR B2B NEGOTIATIONS

As part of Central Asia Office & School 2026, a large-scale B2B Program was successfully implemented, bringing together manufacturers, suppliers, distributors, retail chains, and buyers from Central Asia.

Over the three days of the exhibition, more than 500 targeted B2B meetings took place, serving as a highly effective platform for finding new partners, negotiating terms of cooperation, and expanding international business relations.

500+

B2B meetings in 3 days



B2B PROGRAM

KEY BUYERS AND PARTNERS OF THE B2B PROGRAM

The program brought together leading retail chains, distributors, marketplaces, and procurement companies in the region, representing Kazakhstan, Azerbaijan, Kyrgyzstan, and Turkmenistan.

The participation of these major market players drove a high level of business activity, enabling exhibitors to hold direct negotiations with potential partners and buyers.

Next year, the B2B Program will be further expanded to include new international buyers, additional negotiation formats, and an increased number of targeted meetings.



KAZAKHSTAN

MAGNUM • MELOMAN
OFISDOM.KZ • SPARG
CAREFOOD

AZERBAIJAN

BRAVO • KONTAKT • ARAZ MARKET • QEDIROGLU
VIVOCASA MMC • ILAY CEHIZLIK • DECORINA MMC • ELEGANT
PERDE • LIDER STATIONERY • KONUS DEFTERHANA • KASPI LAND

KYRGYZSTAN

ASIA RETAIL

TURKMENISTAN

ALSAT

BUSINESS PROGRAM

As part of Central Asia Home Textile 2026, a Business Program was held, bringing together industry experts, entrepreneurs, and business representatives.

Participants discussed the development of international cooperation, entering new markets, and modern approaches to creating comfortable living and working environments.

Key Presentations:

Entering the Turkmenistan Market for Foreign Suppliers

Dovran Rzakuliyev, ALSAT (Turkmenistan)

Practical tools for assessing B2B demand, finding partners, and developing export sales without opening a local office.

Psychology of Space: How Interior Design Affects People

Aizhan Sarbassova • Natalya Maznitsyna • Safiya Balakireva

The impact of interior design on emotional well-being, behavior, productivity, and quality of life. Modern approaches to creating comfortable living and working spaces.



HIGH LEVEL OF TRUST

More than 60% of exhibitors have confirmed their intention to participate in Central Asia Office & School 2027 once again. This high rebooking rate is a strong testament to the participants' trust in the exhibition and confirms its effectiveness as a business development platform.

Based on the event's results, exhibitors particularly highlighted:

- The high standard of exhibition organization;
- The high-quality composition of the professional audience;
- The efficiency of B2B meetings and business negotiations;
- Strong prospects for developing long-term partnerships and entering new markets.

62%

Rebook rate



OFFICE & SCHOOL 2027

Central Asia Office & School 2026 reaffirmed its position as one of the leading industry events in the region. The exhibition served as an important platform for showcasing new products, strengthening business relationships, and fostering international cooperation.

We sincerely thank all exhibitors, partners, and visitors for contributing to the success of the event.

See you at Central Asia Office & School 2027!

24-26 June, 2027

Almaty, Kazakhstan, 42 Timiryazev Str.,
Atakent Exhibition Center

Exhibition space
booking
is now open!

Organizer:



"Central Asia Trade Exhibitions" LLP
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Almaty, A25C9B3, Kazakhstan
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