

MADE IN EXIM PARTNERS!



June 28-29, 2018

Kazakhstan, Astana, Palace of Independence

CONVENTION WORLD OF TRADE МИР ТОРГОВЛИ

INTERNATIONAL NETWORKING CENTER BETWEEN RETAILERS AND SUPPLIERS. ALL AREAS OF RETAIL BUSINESS

*new format from the organizers
of RETAIL BUSINESS KAZAKHSTAN SUMMIT and BIG DEALS FORUM*

The largest meeting of trade industry professionals in Eurasia: retailers, suppliers, distributors, government officials and independent experts. We expect more than 3000 professional participants from 35 countries of the world and **100 retailers from different countries** on negotiations with suppliers. The international meeting will take place on June 28-29 in Astana and will be held in **Convention** format.



Good afternoon, dear colleagues!

My name is Elena Sargaldakova; I am the head of the company-organizer of the main events of the retail industry and commodity production in Kazakhstan. We have united virtually all the trade business of the EEU countries, the most influential businesspersons of the industry.



*At WORLD OF TRADE 2018, we expect to gather the most representative quorum of trade networks from the CIS, Middle East and Asia, and discuss the main point: **how will the retail business transform in the next 2-3 years? What will be the next big trend, after Omni-channel? What technologies need to be invested now to win tomorrow's competition?***

We are the authors of the projects: Retail Business Kazakhstan Summit, Asian Retail & Distribution Congress, Retail Expo Kazakhstan, EXIM BIG DEALS Forum, Kazakhstan Export Day, Kazakhstan Producer congress, Retail Expedition, and the following projects: Center of retailer purchases of EEU countries, industry awards: Miss Retail Kazakhstan and Retail New Wave.

WHAT IS THE WORLD OF TRADE 2018 CONVENTION?

CONVENTION is a new format replacing the traditional conferences. In truth: sitting all day on lectures and meetings is rather boring and - most importantly! - Unproductive: all news, important meetings, negotiations occur outside the conference rooms.

To make this event the most useful to its participants, we decided to divide the **entire space into 10 zones**. Each will have its own program. Each will be decorated in its own style with addition of interactive elements and a variety of activities. You can move from one space to another to cover all interesting events for two days of the event, get acquainted with colleagues from different fields and find new partners.

The heart of the convention is the International Center for Negotiations of Retailers and Suppliers of EEU Countries.

This is the space for bilateral blitz-negotiations between suppliers and purchasing directors. It may become the world's largest meeting of manufacturers and retailers in this format.

National manufacturers from 35 countries of the world will present their products.

More than 100 trade networks from the CIS countries, distributors, operators of international electronic commerce will join the negotiations on the part of retail.

We invite commercial directors and purchasers of retail chains, such as (attached a list of more than 300 retailers) to participate in the International Center for Negotiations of Retailers and Suppliers of the EEU Countries.

The final list of participants-retailers (about 100 companies) will be published one week before the start of the **Convention**.

IMPORTANT!

1. Due to the fact that the largest trading network in Kazakhstan Magnum traditionally causes the greatest interest among suppliers, this time the network will negotiate in a personal meeting room with only the pre-selected suppliers from the general list. We will provide the list of participants-suppliers to the trading network Magnum on **May 15.**

We recommend that you make all the payment for participation in advance so as not to miss the opportunity to enter the list for consideration for the Magnum trade network.

2. Bilateral meetings at the International Center for Negotiations of Retailers and Suppliers of the EEU Countries will be held in two rounds for 2.5 hours on June 28 and 29 at the Convention site. Buyers of more than 100 retail chains will attend the negotiation session. We draw your attention to the fact that the meetings are held on a first-come-first-served basis. Therefore, in order to cover the maximum number of contacts, we recommend that you register at least two company representatives for the event.

Three large congresses will be held in the conference area:

Eurasian Trade Congress

Together we will discuss the best practices for regulating the relationship between suppliers and retailers in different countries. Barriers and opportunities in international trade. Fresh logistics solutions, such as the new "Silk Road" from Europe to China and the opportunities for integration into this logistics chain; practice of state regulation; issues of export and import within the EEU and trade relations between countries on a global scale; cooperation with transnational online sites.

Retail Practice Congress

Conference on how to spend less in retail. Reduce inventory costs. Make the work of staff more efficient. Reduce logistics costs. Build a new system of relationships with customers to eventually get a higher average check, purchases that are more frequent. Real cases from trading networks from Kazakhstan, Russia, Ukraine and other CIS countries. Specific things and working schemes that you can immediately apply in your business.

Day of Kazakhstan Exporter Congress

Special closed event for national producers. Useful sessions on how to work with Chinese online shopping sites. How to enter the European markets.

For the first time ever! Blitz-format of speeches of purchasing directors with recommendations on work with networks for suppliers. "The best exporters of Kazakhstan" Showcase.

WHAT ARE THE ZONES OF WORLD OF TRADE 2018?

We turned the exhibition area into several real shops. This is convenient because suppliers do not have to design separate stands to exhibit samples of their products. Moreover, retailers will be able to assess the potential of a particular product right on the shelf.

The following exhibition zones will be represented in the frames of the Convention:

City hypermarket

A real grocery store, but with a very wide assortment. More than 200 food companies will place samples of their products on the shelves of the hypermarket. The store is located next to the International Center for Procurement of Trade Networks of the EEU countries. This is convenient for the negotiators: it will be possible to show the samples of the goods to partners at any time.

International Business Center

A zone for accommodation of foreign delegations. We will arrange convenient personal offices for negotiations for suppliers of goods from different countries.

Smart city

This space will be given to suppliers of retail technology. Smart systems that help plan the assortment. Technologies for inventory management and procurement automation. IT-development to stimulate sales. All the latest and most interesting solutions for retail business in one place.

City of Beauty and Health

A small cozy shop: cosmetics, healthy food, goods for beauty salons and fitness centers. We will have MAKE-UP BAR with professional make-up artists - for the girls-guests of the Convention.

City of masters

One part of this zone will be framed as a strict DIY-hypermarket: laconic shelves with goods for home and repair. Another part will be a "Cozy house" in the truest sense of the word: a prototype of a dwelling, which designers will decorate with interior products from suppliers participating in the exhibition.

City of Childhood

Children's goods store. Carriages and car seats. Goods for baby care, for bathing and feeding. Children's clothes and shoes. The most interesting, most unusual toys from suppliers from all over the world.

Healthy Farm

Another grocery store, but with fresh products. And it is not just vegetables and fruits. It is also baking, desserts, cooking: everything that is produced right in the store and sold within 24 hours. Displays for the most successful demonstration of goods in the fresh category. In addition, the equipment necessary to organize such a zone in your shop.

The last thing we would like to do is a serious event at which everyone will wear pious expressions. Therefore, in addition to meetings, important negotiations, discussion round tables, the Convention provides an **entertainment program**.

While in the evening of June 29, we will be happy to invite you to a gala dinner, within the framework of which there will be a competition of erudition and charm among girls working in retail, **Miss Retail Kazakhstan**.

All business events of EXIM Partners are held with the participation of representatives of the Ministries of the Republic of Kazakhstan, ECE, industry associations of Kazakhstan and Russia, embassies of foreign countries, and are widely covered in the rating media of Kazakhstan and abroad.

Important! Registration of "Country Stand" packages ends on June 1, 2018.

Your personal managers will answer all questions and coordinate the terms of participation:



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