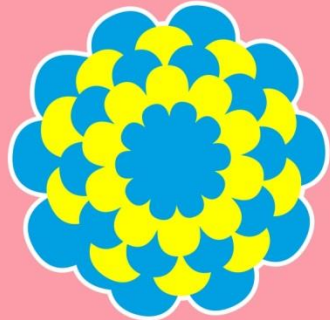


XVII INTERNATIONAL SPECIALIZED EXHIBITION
GOODS FOR CHILDREN «CHILDHOOD`23»

XI INTERNATIONAL SPECIALIZED EXHIBITION
CLOTHES AND SHOES «KID`S FASHION`23»



Childhood`23



KID`S FASHION`23



17-19
AUGUST
2023



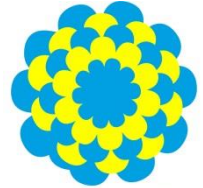
Kazakhstan, Almaty

Organizers:



Exhibitions "Childhood" and "Kid's Fashion"

The Childhood and Kid's Fashion exhibitions are key events in the children's goods market in the Republic of Kazakhstan. These are the only specialized B2B exhibitions that bring together representatives of the children's goods industry from all over Kazakhstan and Central Asia.



Childhood`23



KID`S FASHION`23



Exhibitions "Childhood" and "Kid's Fashion"

The exhibitions "Childhood" and "Kid's Fashion" are traditionally held in Almaty, at the International Exhibition Center "Atakent".

The city of Almaty is the largest metropolis of Kazakhstan, where the largest number of registered wholesale and retail trade enterprises are concentrated. 2/3 of imports of children's goods to Kazakhstan pass through the city of Almaty.

International Exhibition Center "Atakent" is the largest venue for organizing exhibitions in Kazakhstan.



Childhood`23



KID`S FASHION`23



Index	Almaty	Nur-sultan	Areas
Share of registered wholesale and retail trade enterprises	33%	15%	52%
Share of imports of children's goods	69%	4%	26%
Retail trade in consumer goods	26%	10%	64%
Wholesale of consumer goods	50%	17%	34%

Exhibitions "Childhood" and "Kid's Fashion"

Exhibitions "Childhood" and "Kid's Fashion" are held without interruption every year.

2022 was a special year, after a long break, we managed to hold an exhibition, which was attended by 55 companies from 8 countries of the world, such as manufacturers from Kazakhstan, Russia, Belarus, Kyrgyzstan, Poland, Uzbekistan, Turkey, who have a great interest in the children's goods market Kazakhstan.



Childhood`23



KID`S FASHION`23



	Square	Number of participants	Countries	Number of B2B visitors	Effectiveness of participation
2020 online	-	55	6	16 617	49%
2021	670 sq.m. - net 1 700 sq.m. - gross	41	8	915	70%
2022	670 sq.m. - net 1 700 sq.m. - gross	55	8	4 546	72%

Quick reference exhibition

<u>DATES:</u>	17-19 August 2022
<u>A PLACE:</u>	Republic of Kazakhstan, Almaty, IEC "Atakent", pavilion No. 10
<u>SQUARE:</u>	880 sq.m. - net 2 000 sq.m. - gross
<u>ATTENDANCE:</u>	Total 7253 of them B2B - 1916 visitors
<u>EXHIBITORS:</u>	55 companies from 8 countries — Kazakhstan, Russia, Belarus, Kyrgyzstan, Japan, Poland, Uzbekistan, Turkey.
<u>DATE OF ESTABLISHMENT:</u>	Exhibition "Childhood" – 2008 Exhibition "Kid's Fashion" - 2011
<u>ORGANIZER:</u>	LLP "Exhibition Company" ALEexpo " DS Trade Group LLP



Childhood`23

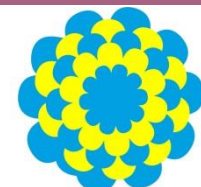


KID`S FASHION`23



Exhibition support 2021

- Ministry of Trade and Integration of the Republic of Kazakhstan
- Akim machinery of Almaty
- National Chamber of Entrepreneurs "Atameken"
- Association of the industry of children's goods of the Russian Federation
- Kazakhstan Association of the Industry of Children's Products



Childhood`23



KID'S FASHION`23



АИДТ
АССОЦИАЦИЯ ПРЕДПРИЯТИЙ
ИНДУСТРИИ ДЕТСКИХ ТОВАРОВ



Sections of the exhibitions "Childhood" and "Kid's Fashion"

KID'S FASHION

- ✓ Baby clothes
- ✓ Children's shoes
- ✓ Maternity and nursing clothes
- ✓ Accessories
- ✓ Linen
- ✓ Hosiery

CHILDHOOD

- ✓ Baby food
- ✓ Toys
- ✓ Household and outdoor goods
- ✓ Products for feeding and care
- ✓ Art supplies and school supplies
- ✓ Education and development
- ✓ Children's furniture
- ✓ Sporting goods and goods for active recreation



Childhood`23



KID`S FASHION`23



Exhibitors 2021

More than 41 companies from 8 countries of the world took part in the exhibitions "Childhood 2021" and "Kid's Fashion 2021":

PILGUNI, BABY BOOM, Альфа-центр Сила, Ульяновский трикотаж, Dominic, Твинс, Youlala, Артилайн, Кларисс, КОТОФЕУ, ЛЕЛЬ, Альтернатива, BUMBARAM, НЗП, ПОЛЕСЬЕ, Вятский сувенир, РЕМА, KIDS, СТЕППАЗЛ, Я Расту Тойз, Пикэндмикс, KAZIK, MEGA TOYS, ЗНАТОК ПЛЮС, Kiddy Toys, Baby Toys Garden, Wercaid Toys, Toys City, Kapital Met Plast, Toys Master, Real Toys, Odil Factory Toys, Zak Toys, Rubber Toys, MSP, ROXY, BEBE TRADING, BALA BALOO, Vita-опт, MEPSI, LULU, Uni Care, БелЭмса, LAPSI, Сириус дети, Лесет Рус, INCANTO, MATTEL, SANTA LUCIA, Минивини, Гамма, АНРО теч, ТК Союз, ИП Целиковская Ю.К.,т ИП Женихова, ТМ BOSSA NOVA, ООО «МАШУК», ООО «Агентство Бизнес – Решений «Эврика»» and many others.



Childhood`23



KID`S FASHION`23

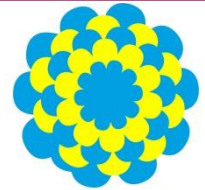
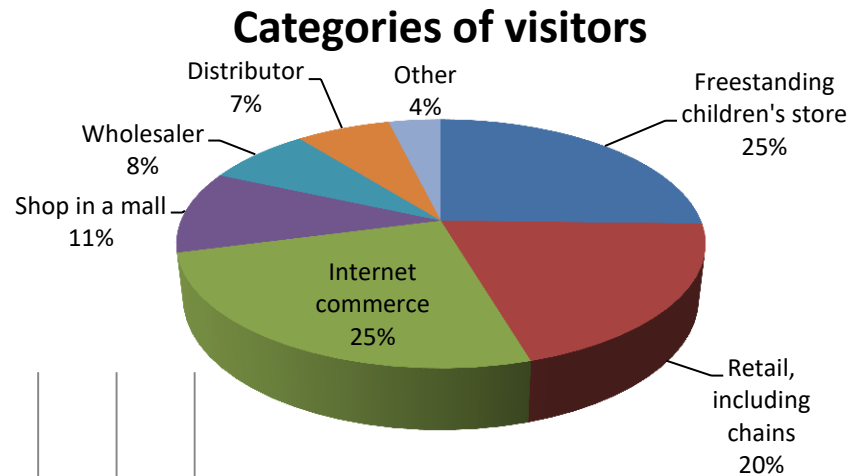
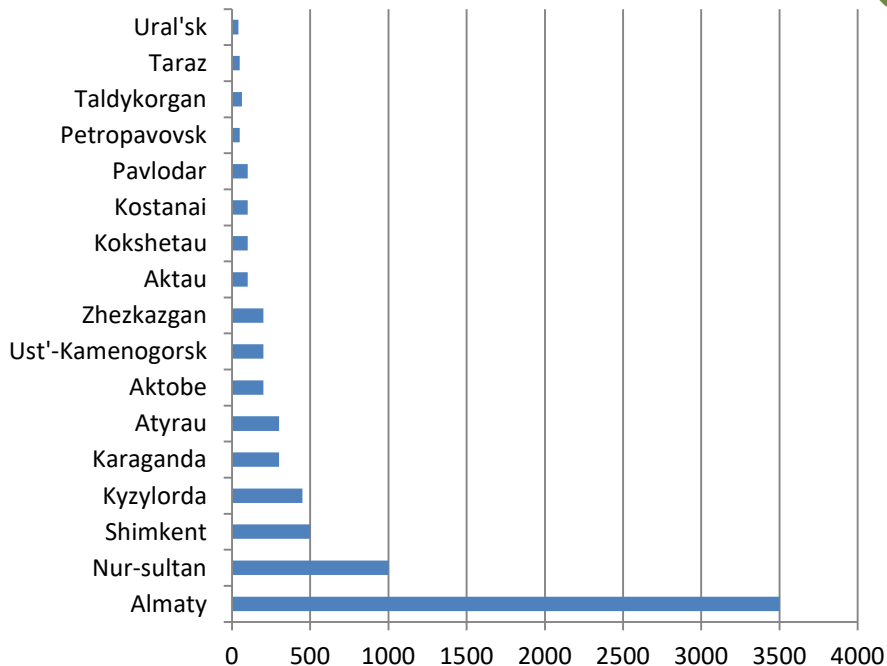


Exhibition attendance

B2B Visitors

Total 4 546 of them B2B
– 1 383 visitors

Geography of visitors



Childhood`23



KID`S FASHION`23



Business program of exhibitions

Round Table "Children's Retail. New challenges. "Meeting Without Ties"



**Congress-Forum of School Principals:
"Traditional and Innovative Game
Technologies for the Education, Training and
Development of Children"**



KID'S FASHION '23



Presentation of Spielwarenmesse Dialogue 2023



Business program of exhibitions



Defile "Kid's Fashion"

Master classes from the speaker Elena Pismenskaya



Childhood`23



KID`S FASHION`23



Shopping Center for Chains

This unique format of the meeting brought together suppliers and many large networks, both from Almaty and from the regions of Kazakhstan, Russia and Kyrgyzstan, in addition, several networks from Russia and Kyrgyzstan expressed their participation in this CGS.

Also, a buffet table and business meetings with representatives of the children's market in Kazakhstan and Russia were held at the stand of the Russian Export Center.



Childhood`23



KID`S FASHION`23



XVIII INTERNATIONAL SPECIALIZED EXHIBITION

GOODS
FOR CHILDREN

17-19 AUGUST



Childhood '23



XII INTERNATIONAL SPECIALIZED EXHIBITION

CLOTHES
AND SHOES

ALMATY, KAZAKHSTAN



KID'S FASHION '23

THE TERMS OF PARTICIPATION



[Submit a preliminary application](#)

Date and venue

DATES:

AUGUST 17-19, 2023

A PLACE:

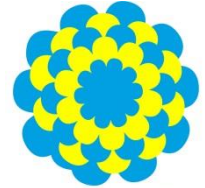
Kazakhstan, Almaty

Схема проезда ВЦ «Атакент»

ВНИМАНИЕ!!!

Въезд на территорию КЦДС «Атакент»
!!!только!!! с пересечения улиц
Жарокова-Утепова

«Атакент» ЕС



Childhood`23



KID`S FASHION`23



Cost of participation

Each participant of the Childhood and Children's Fashion exhibitions pays a registration fee. This registration fee includes:

Placing information about the participant in the Exhibition Catalog;

Participation of up to 2 people at the gala banquet;

Participant badges (2 pcs.)

You can choose one of the stand configuration options:

1. Equipped area;
2. Unequipped area;

Depending on the location of the stand, the price changes taking into account the following coefficients:

1. Corner + 10%;
2. Peninsula + 20%;
3. Island + 25%.



Childhood`23



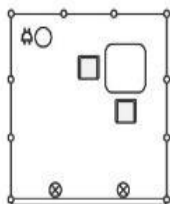
KID`S FASHION`23



Complete set of standard stands

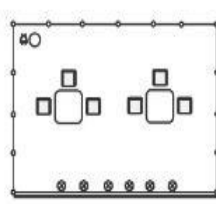
ТИП А 6-9 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 2 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 2 шт.
- ⚡ Розетка 1 шт.



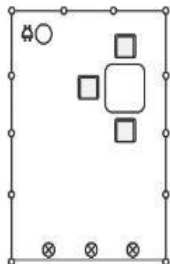
ТИП D 19-24 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 6 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 6 шт.
- ⚡ Розетка 1 шт.



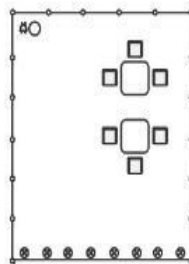
ТИП В 10-12 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 3 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 3 шт.
- ⚡ Розетка 1 шт.



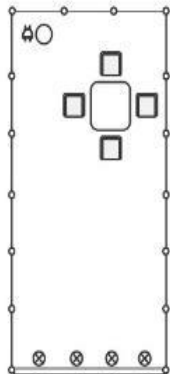
ТИП E 25-30 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 8 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 8 шт.
- ⚡ Розетка 1 шт.



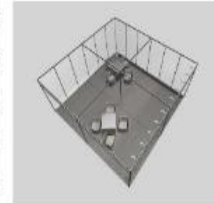
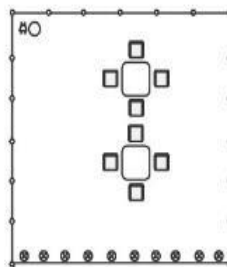
ТИП С 13-18 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 4 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 4 шт.
- ⚡ Розетка 1 шт.



ТИП F 31-36 кв.м (включительно)

- Элемент стены (100x250см)
- Каркасное покрытие
- Фризная панель
- Стол (80x80см) 1 шт.
- Наименование компании на фризе (15 стандартных знаков)
- Стул 8 шт.
- Корзина для бумаг 1 шт.
- ⊗ Слот-брак 10 шт.
- ⚡ Розетка 1 шт.



Childhood`23



KID`S FASHION`23



ВЫСТАВОЧНАЯ КОМПАНИЯ
ALEXPO
МЫ СТРЕМИМСЯ К ПАРТНЕРСТВУ
С КАЖДЫМ КЛИЕНТОМ



Optional equipment *

If necessary, Participants of the Childhood and Kid's Fashion exhibitions can order additional equipment: racks, tables, chairs and much more.

Below are some of the samples of additional equipment.



Childhood`23

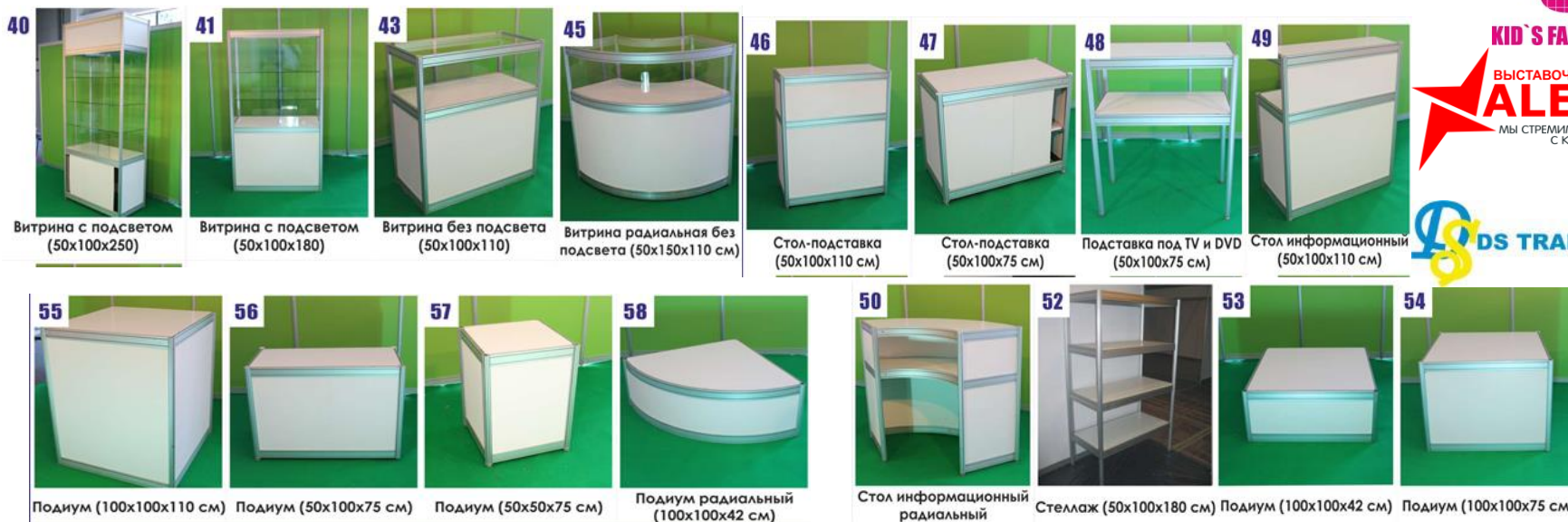


KID`S FASHION`23

ВЫСТАВОЧНАЯ КОМПАНИЯ

ALEXPO

МЫ СТРЕМИМСЯ К ПАРТНЕРСТВУ
С КАЖДЫМ КЛИЕНТОМ

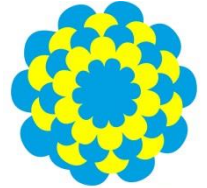


* Оплачиваются отдельно

Absentee participation in exhibitions

You can also take part in the exhibition in absentia. In this case, you get:

- Placing information in the exhibition catalog;
- Placement of the module in the exhibition catalog;
- Distribution of leaflets at the exhibition registration desk;
- 5 online negotiations;
- List of interested companies (up to 20 contacts).



Childhood`23



KID`S FASHION`23



Advertising opportunities

You can additionally place your advertisement in the official exhibition catalog.

FORMAT

A4 (297X210 mm)

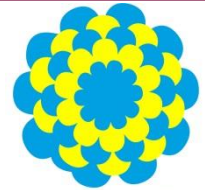
Horizontal

CIRCULATION

2,000 copies

ACCOMMODATION OPTIONS:

- 2nd cover
- Inner page



Childhood`23



KID`S FASHION`23



Additional services and opportunities

At the request of the participants, the exhibition company AExpo and DS Trade Group provide the following additional services:

- Search for a hotel or apartment;
- Delivery of exhibition samples;
- Visa support;
- Placement of a mobile stand;
- Placement of arrows on the floor to the stand;
- Rent of a conference room;
- Conference hall branding;
- Distribution of leaflets;
- Organization of promoters.



Childhood`23



KID`S FASHION`23



Accommodation

Special conditions for hotel accommodation are available for participants in the Childhood and Kid's Fashion exhibitions.



Atakent Park Hotel (****)

Distance to IEC "Atakent" - located on the territory.



Astana International Hotel (***)

Distance to IEC "Atakent" - 10 minutes with transfer without additional payment



Childhood`23



KID`S FASHION`23



XVIII INTERNATIONAL SPECIALIZED EXHIBITION

GOODS
FOR CHILDREN

17-19 AUGUST



Childhood '23



XII INTERNATIONAL SPECIALIZED EXHIBITION



KID'S FASHION '23

CLOTHES
AND SHOES

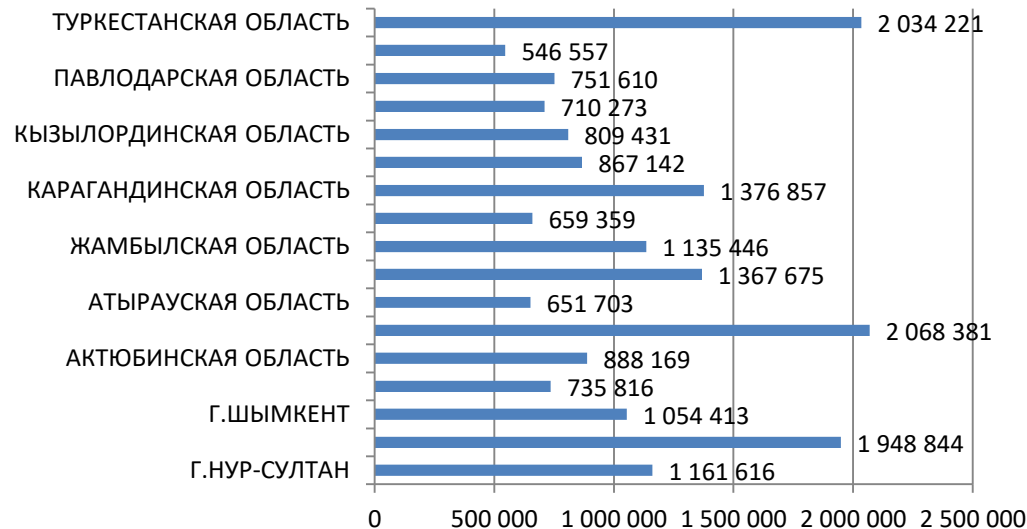
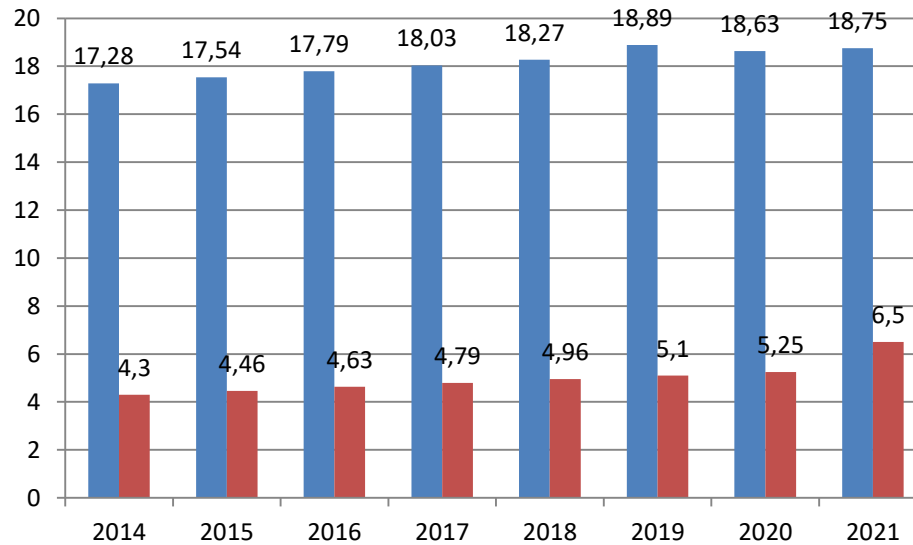
ALMATY, KAZAKHSTAN

ABOUT KAZAKHSTAN



Population

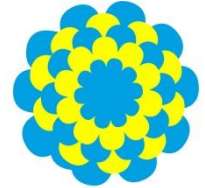
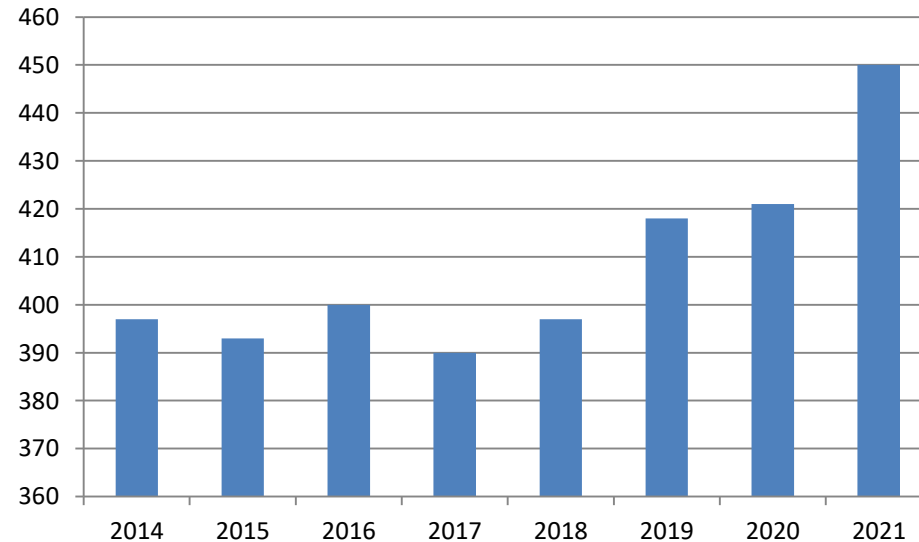
The population in Kazakhstan is growing rapidly. At the same time, the share of children under 14 is also increasing, which has a beneficial effect on the market for children's goods.



Fertility

For more than 15 years in a row, there has been a positive trend in the number of newborns. The number of newborns has reached 400,000.

The birth rate per 1000 people is also high at 22.96 newborns.



Childhood`23



KID`S FASHION`23

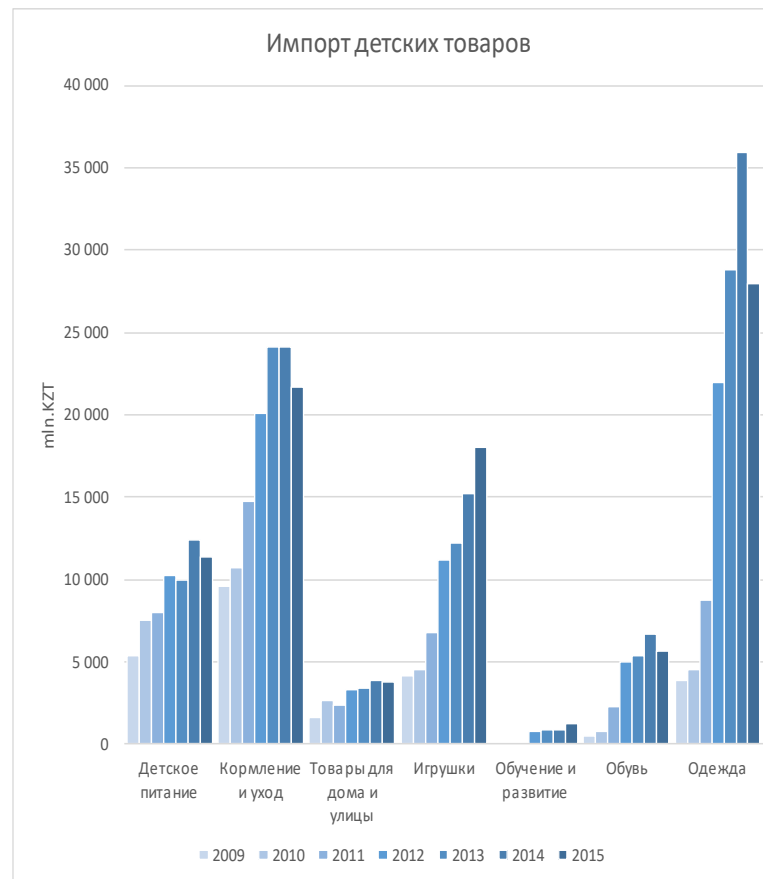


Market structure

The main volume of imports falls on **clothing and footwear (31% and 6%)**, a sharp increase in which occurred in 2011-2012. This is due to the active legalization of the market and the rapid development of civilized retail.

The baby food and care markets in Kazakhstan have the longest history of development and the most established distribution network.

The toy market in 2015 was the only one that showed positive dynamics.



Childhood`23



KID`S FASHION`23



XVIII INTERNATIONAL SPECIALIZED EXHIBITION

GOODS
FOR CHILDREN

17-19 AUGUST



Childhood '23



XII INTERNATIONAL SPECIALIZED EXHIBITION


CLOTHES
AND SHOES



KID'S FASHION '23

ALMATY, KAZAKHSTAN

WE ARE WAITING FOR YOU AT THE EXHIBITION!


 +7 727 397 68 43

+7 727 397 76 00

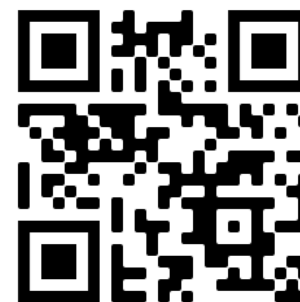
+7 727 397 68 66

+7 707 115 42 42

 childexpo_almaty

 www.alexpo.kz

 darya@alexpo.kz



Organizers:

