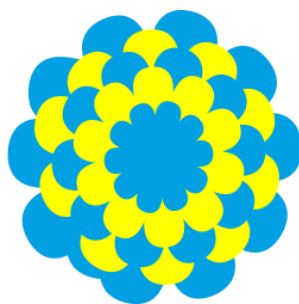
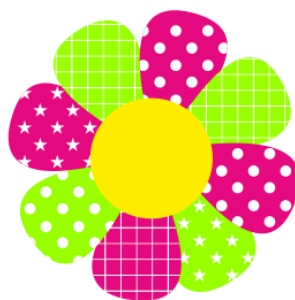


**REPORT**  
**CHILDHOOD 22 and KID'S FASHION 22**

Venue: Almaty, Kazakhstan  
Dates: August 17-19, 2022



**Childhood`22**



**KID`S FASHION`22**

Almaty, 2022

## Analysis of the market for children's goods in the Republic of Kazakhstan

The market of the Republic of Kazakhstan is one of the most promising directions for the export of Russian products.

### Product demand factors

- The Republic of Kazakhstan on the 52nd place (according to the IMF list) in 2020 in terms of GDP - 164 billion USD with an increase of -2.6%;
- Common customs space and quality requirements within the EAEU;
- The number of children under 14 years of age is 5.25 million; (29%)
- According to the IMF forecast, GDP growth by the end of 2021 will amount to 3.2%;
- Potential of access to neighboring regions: Kyrgyzstan, Uzbekistan, Tajikistan;

### Volume and dynamics of the children's goods market

The market for children's goods in the Republic of Kazakhstan is almost completely import dependent.

The most stable area is baby food and feeding and care (diapers). Clothes and footwear have a high potential, the main competition for which is products from China, Turkey, India.

It should be noted that already the volume of imports of children's clothing from Russia is 3 times higher than the volume of imports from China.

The Republic of Kazakhstan can become a good base for the re-export of children's goods to Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan, Mongolia. This opportunity is actively used by Russian manufacturers of baby food, as well as representative offices of diaper manufacturers.

### Growth factors of the children's goods market in the Republic of Kazakhstan

Population and income growth are key drivers of growth in the children's goods market.

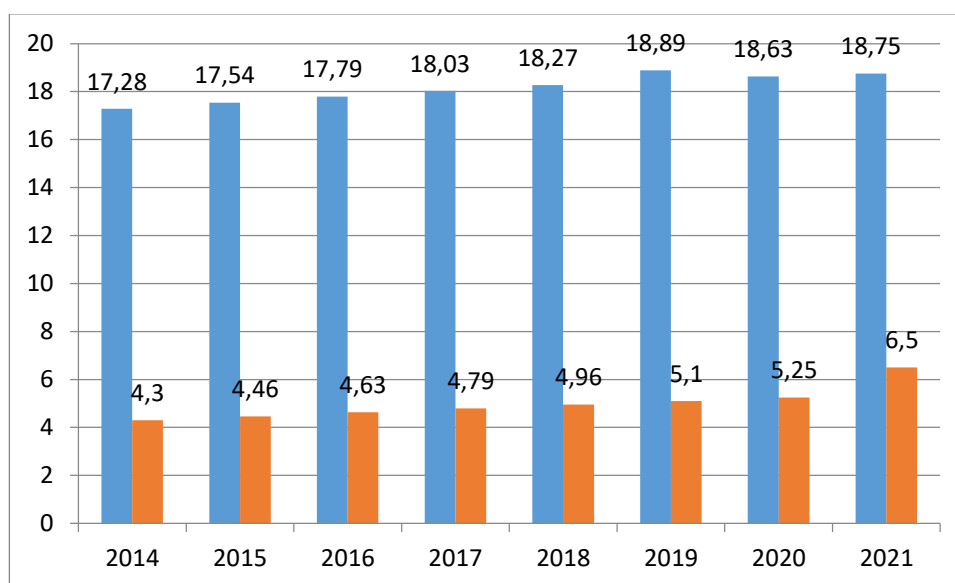
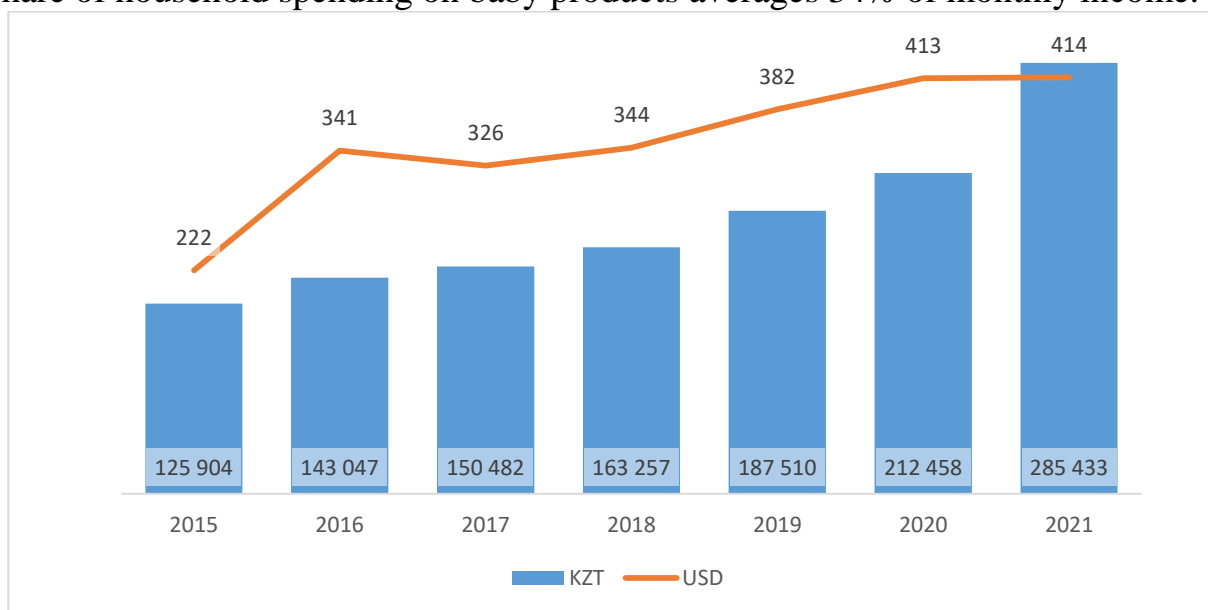


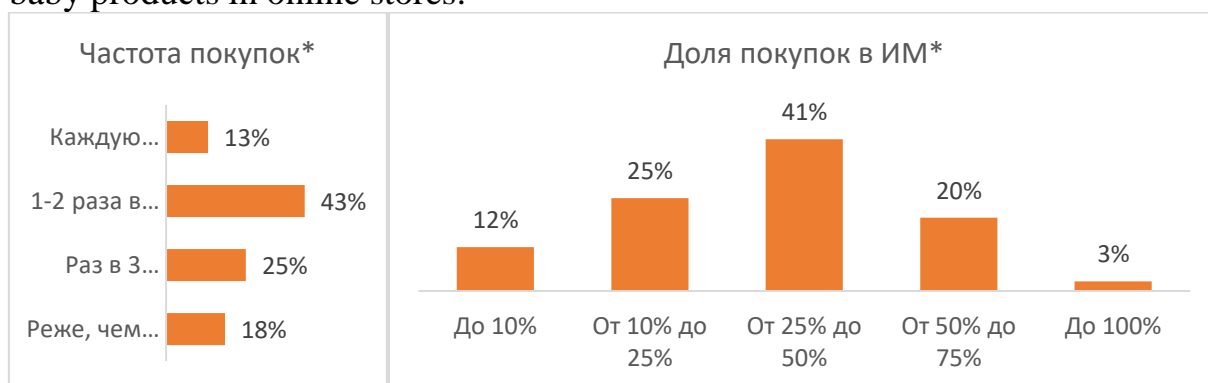
Figure 1 Population of the Republic of Kazakhstan

According to the Kazakhstani Association of Children's Products Industry, the share of household spending on baby products averages 34% of monthly income.



*Figure 2 Average monthly wages in the Republic of Kazakhstan*

Internet commerce is actively developing in Kazakhstan. So, according to the results of a survey conducted by KAIDT in August 2021, 6 out of 10 respondents buy baby products in online stores.



*Figure 3 Frequency of purchases of children's goods in the MI and the share of the budget*

## About exhibition

International specialized exhibition for children's goods "Childhood 22"

International specialized exhibition of clothing and footwear for children "Kid's Fashion 22"



**DATES:**

17-19 august 2022

**A PLACE:**

Republic of Kazakhstan, Almaty, IEC "Atakent",  
pavilion No. 10

**SQUARE:**

670 sq.m. - net

1 700 sq.m. - gross

**ATTENDANCE:**

Total 7253 of them B2B - 1916 visitors

**EXHIBITORS:**

55 companies from 8 countries - Kazakhstan,  
Russia, Belarus, Kyrgyzstan, Japan, Poland,  
Uzbekistan, Turkey.

**WITH THE SUPPORT  
OF:**



Ministry of Trade and Integration of the  
Republic of Kazakhstan



National Chamber of Entrepreneurs  
Atameken





Almaty Akim machinery of Almaty



Association of the industry of children's goods of the Russian Federation



Kazakhstan Association of the Industry of Children's Products

**DATE OF  
ESTABLISHMENT:**

Exhibition "Childhood" - 2008

Exhibition "Kid's Fashion" - 2011

**ORGANIZER:**

LLP "Exhibition Company" ALEspo "

DS Trade Group LLP



## Feedback from exhibitors

The results are compiled on the basis of the completed Exhibitor's feedback form.



Figure 4 Exhibitor Satisfaction Assessment

*“I want to express my deep gratitude to the organizers of the exhibition for holding the event at a high level. From the very entrance you are greeted with a friendly smile, they help you to orient yourself. Meetings with potential customers were organized, a colossal work was done to attract an audience. On behalf of our company, we would like to wish you the greatest success and hope that we will be able to participate more than once.”*

ООО Leset Rus

*“Many thanks to the organizers and manager Nursul for organizing the exhibition at a difficult time. Everything was done at the highest level, all the requests and wishes of the participants were taken into account, although they were not easy, sometimes even contradictory (this is me about our company). Thank you for the fact that, in spite of everything, the arrival of customers and wholesalers was organized, an advertising campaign was carried out about the exhibition. Good luck and prosperity to your team!”*

Balapan

*“We express our deep gratitude for the organization and attention. For an individual approach to each participant of the exhibition. The booth was agreed and mounted promptly and in the shortest possible time. We wish prosperity and more participants.”*

*"We thank Darya Pavlovna and the whole team for the excellent organization of the exhibition. High-quality preparation of the event, high attendance of the stand, a rich interesting program, the interest of potential partners - all this left the most positive emotions and satisfaction from the work done. Warm friendly atmosphere!!! Pleasant attentive employees: Nursulu, Anna, Elena. Thanks a lot! Many thanks to the Export Support Center for such a wonderful opportunity to visit this exhibition. Thanks a lot! Special thanks to the builder of the stand! For the first time we come across such high-quality work, in which everything is thought out to the smallest detail. Thank you all for a wonderful experience and positive emotions. We will do our best to meet your expectations! See you next year!)))"*

PK Leader LLC (Mega toys)

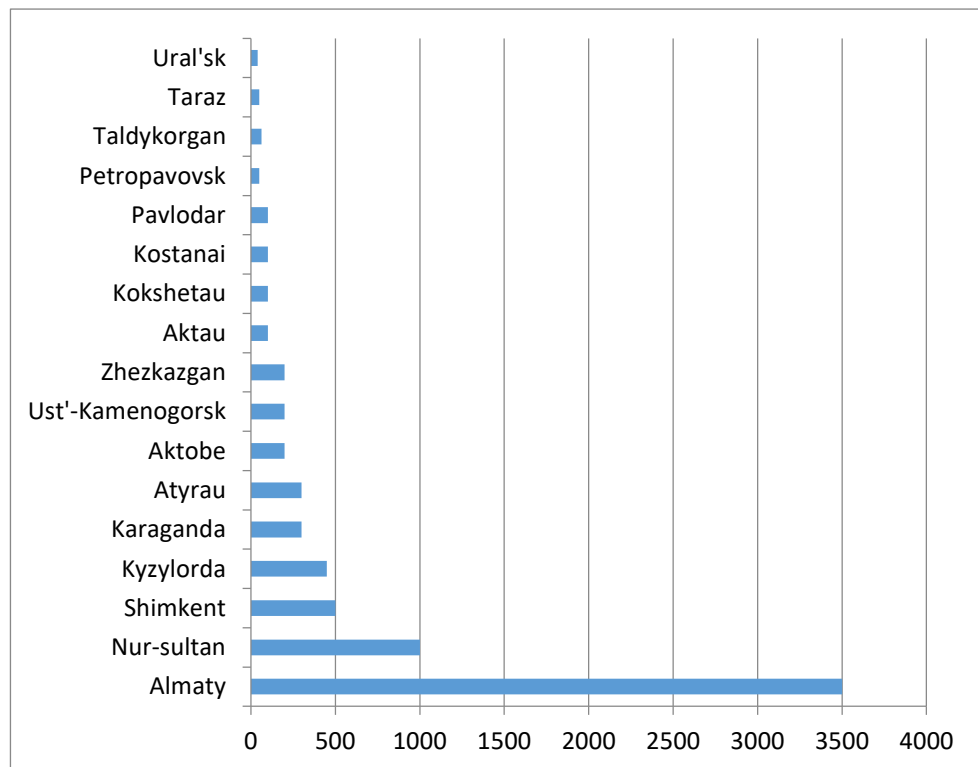
*"The exhibition "Childhood 2022" and "Kid's Fashion 2022" is a great opportunity to find new partners of the international format. We believe that the new acquaintances and experience gained during the exhibition will help our company expand sales channels, which will bring fruitful cooperation throughout Kazakhstan."*

JSC "Egorievsk-obuv"

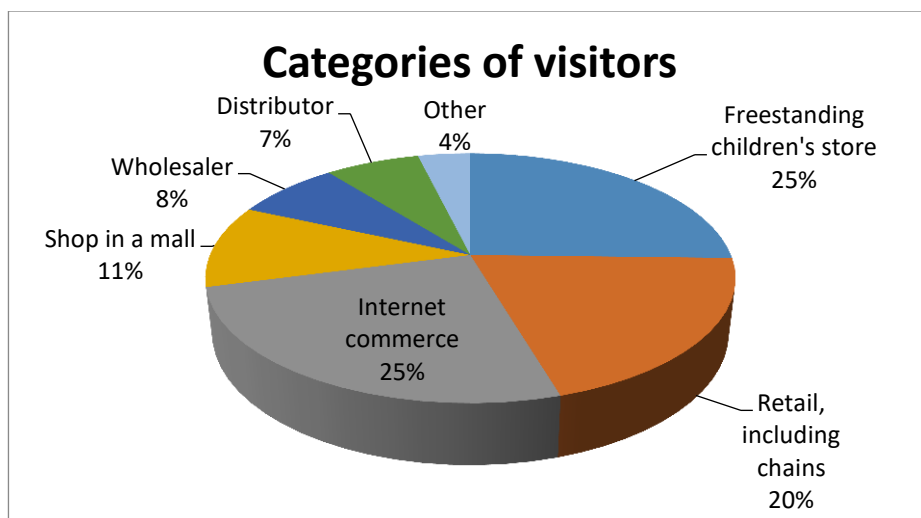
*"We thank the host and the administration of the exhibition for the efficient organization, warm welcome and prompt resolution of organizational issues. See you soon in Kazakhstan! Thank you"*

LLC Bumbaram

## Attendance B2B traffic



*Figure 5 Distribution of B2B visitors from Kazakhstan by city*



*Figure 6 Distribution of B2B visitors to areas of activity*



## Business program

### Opening ceremony of the exhibition "Childhood 22" and "Kid's Fashion 22"



At the opening ceremony of the exhibition were:

- Head of the Project Support Department of the National Chamber of Entrepreneurs "Atameken" **Zharikov Nurkhan Muratovich**
- Head of the Trade Representation of the Russian Federation in Almaty **Kabanov Andrey Olegovich**
- President of the Kazakhstan Association of Children's Goods Industry **Geidenreich Daria Pavlovna Darya Pavlovna Gaidenreich**

### Tour of the exhibition







The officials of the delegations of Kazakhstan and the Russian Federation toured the exhibition and got acquainted with the products of the participants of the Childhood and Children's Fashion exhibitions.

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












#### Organizers:









ALE "Kazakhstan Association of the Industry of Children's Products"  
Exhibition Company "ALEXPO"



Representatives of manufacturers, retailers, marketplaces and large online stores gathered on one site. Such as:

Company name	Logo	Country
--------------	------	---------

1	LLC "Smart"		Russia
2	LLC "Maxima Group"		Russia
3	JSC "Vanderkind"		Russia
4	Trade Mak LLC		Russia
5	DOK YUG LLC		Russia
6	Babymarket Project LLC		Uzbekistan
7	Auchan		Russia
8	LLC Avikar		Russia
9	Ozon		Russia
10	Bubble Gum		Russia
11	Detsky Mir LLP		Russia
12	Happy childhood		Russia
13	Chain of stores "I was born"		Uzbekistan
14	Mideer.toys		Kyrgyzstan
15	Chain of stores "Sветофор"		Kazakhstan
16	Meloman HOME VIDEO LLP		Kazakhstan

17	Sabiland		Kazakhstan
18	Elfina		Kazakhstan
19	Flip.kz LLP		Kazakhstan
20	Jmart		Kazakhstan
21	Kaspi		Kazakhstan
24	Company "SAKS"		Kazakhstan
25	Gulliver		Kazakhstan
26	LLP "Children's World - Kazakhstan"		Kazakhstan
28	Child's world		Kyrgyzstan

Round Table “Children's Retail. New challenges. "Meeting Without Ties" is the most authoritative and influential meeting of professionals in the specialized sector of children's goods, Kazakhstan, Russia, Uzbekistan and Kyrgyzstan.

New economic and political conditions and uncertainty have affected the entire business, transformed supply chains, changed business relationships, companies have to re-build or adjust development plans, and sometimes even survival. The problems of demand for children's goods and consumer behavior do not remain aside, in this matter both trade and manufacturers also face new challenges.

The central theme of the round table was the discussion of the above issues and the exchange of experience with each other. Discussion of current commercial and economic concepts, assessment of the current state of the consumer market, search for growth points in the current environment.

Representatives of the children's business gathered at one site, where the speakers shared their experience, plans for the future, and also offered optimal solutions, common mistakes and features for successful work in a period of economic uncertainty. The speakers told what is expected from retail and how it can be



transformed. The discussion was attended by companies from the Republic of Kazakhstan, Russia, Uzbekistan, Kyrgyzstan.

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



### Organizers:

ALE "Kazakhstan Association of the Industry of Children's Products"

Exhibition Company "ALEXPO"

LLP "Pedagogy-PRESS"



Within the framework of the forum, the possibilities of games and toys in the development of the child's exploratory behavior were discussed. In today's dynamic world, exploratory behavior, developed exploratory abilities are a necessary condition for survival. One of the most effective factors in the development of a child's exploratory behavior is playing a toy. It is observed that in the development of exploratory behavior, a special place belongs to games, during which children acquire knowledge about the world around them. Differences in the perception of toys by children and their parents are analyzed. During the forum, the participants discussed with teachers, psychologists, heads of educational institutions and parents about how to include the game in the educational process. What needs to be done to make learning for children interesting and informative.



## Presentation of Spielwarenmesse Dialogue 2023



### Organizers:

ALE "Kazakhstan Association of the Industry of Children's Products"

Exhibition Company "ALEXPO"

"Spielwarenmesse eG", Nuremberg, Germany



After a forced break, from February 1 to February 5, 2023 in Nuremberg, the world's largest exhibition of toys and goods for the game Spielwarenmesse 2023 will open its doors wide again. And thousands of specialists from all over the world will once again be able to personally meet with business partners, pick up the latest designs products, feel the breath of the world market after the crisis and understand the main trends and prospects for its development.

## Defile "Kid's Fashion"



### Organizers:

ALE "Kazakhstan Association of the Industry of Children's Products"

Exhibition Company "ALEXPO"

Andres Modeling Agency



The children's clothing show presented new fashionable clothes for children in 2021-2022 from leading manufacturing companies in Russia, Poland, Belarus and other countries. Bows from companies: winter-summer seasons, elegant dresses and suits, outerwear, as well as casual wear. Defile from TM SILA (Russia), Do-minic (Turkey), PILGUNI (Poland), TM Twins (Uzbekistan), TM YouLaLa (Russia).

### Master classes from the speaker Elena Pismenskaya



#### Organizers:

ALE "Kazakhstan Association of the Industry of Children's Products"

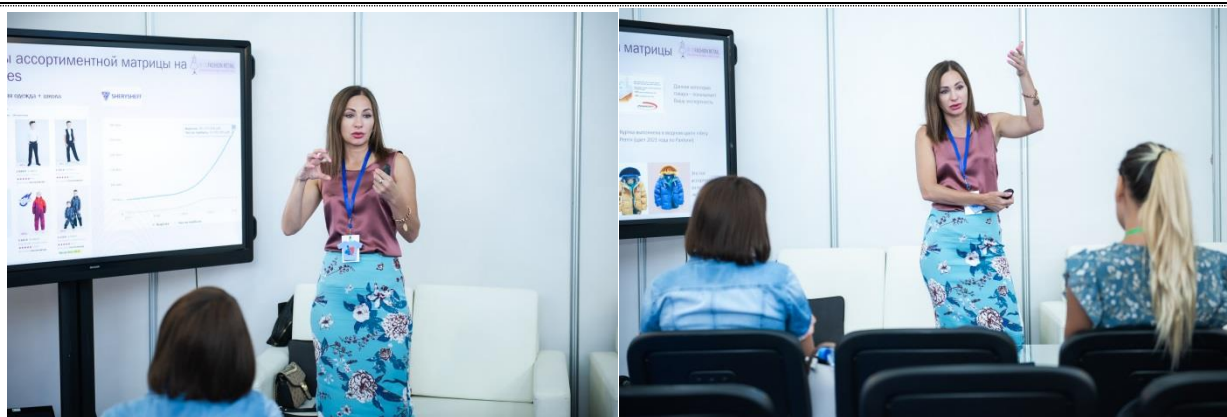
Exhibition Company "ALEXPO"

KIDS FASHION RETAIL is a consulting agency in the children's fashion industry.

#### Speaker:

Elena Pismenskaya





In addition, as part of the business program, trainings and master classes on the children's clothing market were held:

- Fashion collection trends;
- Marketplaces - effective tricks and latest life hacks;
- Effective assortment matrix - a step-by-step development algorithm;
- The modern format of children's retail is offline&online;
- New opportunities for the children's clothing market.



## Shopping Center for Chains



Within the framework of the exhibitions "Childhood" and "Kid's Fashion", the Network Purchase Center was held. The format of this event allowed representatives of retail chains to conduct many business negotiations with suppliers and manufacturers of children's goods within one day.

A feature of the Network Purchase Center is that the suppliers represented at it are not only companies that are directly involved in the exhibition, but also completely new companies that are just looking at the market of children's goods in Kazakhstan. A wide range of categories was presented within the Chain Purchase Center: toys, educational games, strollers, feeding and care products, baby cosmetics, clothing, footwear, and others.

Participating companies:

<b>№</b>	<b>The name of the company</b>	<b>Product category</b>	<b>Town</b>
1	Vita world	All categories	Ust-Kamenogorsk
2	Skif Trade	All categories	Almaty
3	IE Valentina, online store Golden_tigercub.kz	All categories	Almaty
4	Ayasam.kz	All categories	Almaty
5	Marvin	All categories	Almaty
6	FE "L&D", Internet shop	All categories	Almaty
7	Chancellor	All categories, toys	Almaty
8	Elfina	Toys	Almaty
9	Fortune	Toys	Almaty
10	Selrad toys	Toys	Almaty
11	Toy house	Toys	Almaty
12	Teremok	Toys	Karaganda
13	Sabiland Karapuz LLP	Toys	Almaty
14	EX Toys Almenov Askhat	Toys	Almaty
15	Toytoy	Toys	Almaty
16	Pumbaa Toy Store	Toys	
17	Foxy toys	Toys	Almaty
18	Funtik	Toys	Almaty
19	SP Dzhumasheva, Boutique Stylyaga. Shoes and clothing	Shoes and clothing	Almaty
20	Gulliver	Clothing	Almaty
21	Bass Industrias	Clothing	Nur-Sultan
22	BABYSHIK	Clothing	Nur-Sultan
23	OPTOSHOPKZ	Clothing	Nur-Sultan
24	vinny__kz	Clothing	Almaty
25	Salon Orleu	Clothing	Families



26	SP Baydaulet	Clothing	Nur-Sultan
27	Wings Kz	Clothing	Almaty
28	mamam_kzo	Clothing	Kyzylorda
29	Ip Bimukhanova	Clothing	Almaty
30	Innovasipplies LLP	Clothes, shoes	Nur-Sultan
31	Candy baby	Clothes, shoes	Pavlodar
32	Sachiko-Olzha Products LLP	Products for newborns	Almaty
33	Almamount Products Sabi LLP	Products for newborns	Almaty
34	ADAMEX	Products for newborns	Almaty
35	Lux_TOT	Products for newborns	Almaty
36	SP "Zherebtsova D.Zh." online store "Baby like"	Clothing, shoes, toys	Almaty
37	WAY, online store	All categories	Almaty
38	jmart	All categories	Almaty
39	LLP "Bekk Courier Kazakhstan"	Courier service, logistics	Almaty
40	kids_brand	Clothing	Kyzylorda
41	Baby	Clothing	Karaganda
42	Chain of boutiques of children's shoes "Top-Top"	Shoes	Nur-Sultan
43	Chain of stores "Unitop shose"	Shoes	Almaty
44	KINCARRE	Toy and children's clothing store	Ust-Kamenogorsk

## Festival Mom + Childhood

Within the framework of the exhibition, the VI Festival for pregnant women and newborns "Mom + Childhood" was held. The festival hosted such events as: a parade of strollers, a fashion show for children's clothes, a school for mothers, a Berenemyashki photo contest and other various competitions and master classes. 5337 people took part in the festival and tried their hand at various activities and competitions (strictly target audience pregnant women and mothers with children).





