



**HOMETECH
& ELECTRA**

INTERNATIONAL EXHIBITION OF ELECTRONICS AND HOME APPLIANCES

HOMETECH & ELECTRA 2025

August 7-9, 2025

**Pavilions 9, 10, 11
Atakent Exhibition Center
Almaty, Kazakhstan**




About the Exhibition

HomeTech & Electra is a key event for the electronics and home appliance sector in Central Asia, bringing together executives, retailers, manufacturers, and distributors. The exhibition offers unique opportunities to expand markets, increase sales, and establish new partnerships. In 2024, the exhibition took place in an updated format, attracting over 100 booths and 4,000 visitors. In 2025, new thematic sections will be introduced, including smart home and sustainable energy.

HomeTech & Electra 2025 by the Numbers

- 10 000+** Visitors
 - 12 000 m²** Exhibition Area
 - 400+** Exhibitors
 - 10+** Product Display Zones
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In the Program of HomeTech & Electra 2025

- **Forum with Invited Guests**
Experts and industry leaders discuss trends and the future of electronics and home appliances.
 - **The "HomeTech & Electra" Exhibition**
The largest event of the year showcasing innovations and technologies from over 300 companies.
 - **B2B Session for Sellers and Buyers**
Direct negotiations and deal-making between sellers and buyers.
 - **Online and Offline Product Fair**
More than 30 streamers will be selling online directly at the exhibition, which can immediately showcase the relevance and demand for your product, as well as help you find new clients and promote your brand.
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- **HomeTech & Electra Innovation Awards Ceremony** Recognition and awards for companies for their achievements in innovation and technology.
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Product Categories:

- **Consumer Electronics:** home and theater electronics, smart and security devices, automotive electronics, audio and video products, smart gadgets, wearable electronics.
- **Home Appliances:** large and small household appliances, kitchen, bathrooms, water purification, smart home devices.
- **LED Lighting:** lamps, smart and outdoor lighting, LED panels and strips.
- **Electronic Components:** power supplies, batteries, wires, components, boards, and sensors.
- **Smart Home Technologies:** control systems, security systems, thermostats, locks, and access controllers.
- **Energy Solutions:** solar panels, batteries, energy-saving technologies.
- **Logistics and Finance:** transportation, warehousing, banks, financial technologies.
- **Startups in Electronics:** innovative products and technologies, smart devices, software, AI for home appliances.
- **Electric Vehicles and Charging:** electric cars, charging stations, charging management solutions.

Audience of the HomeTech & Electra Exhibition:

- Manufacturers, suppliers, and distributors of electronics and home appliances, end consumers
 - Retail chains and electronics stores
 - Wholesalers and marketplace sellers
 - Vendors and solution providers for the retail business
 - Logistics and brokerage companies
 - Representatives of trade chambers and associations from various countries
 - Representatives of government agencies and media
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Marketing and Promotion

We will ensure high visibility for the "HomeTech & Electra" exhibition in Central Asia, Azerbaijan, Russia, Turkey, and Georgia through comprehensive promotion, including advertising in industry publications, digital promotion, and PR collaboration.

Multilevel Promotion for HomeTech & Electra 2025:

- 1. Outdoor Advertising:** Targeted advertising in elevators and on buses.
- 2. Video Marketing:** Distribution of videos featuring key moments from the exhibition.
- 3. Email Marketing:** Mailings to up to 1 million potential visitors monthly.
- 4. SEM Marketing:** Increasing visibility through search engine marketing.
- 5. Social Media Marketing:** Promotion through Facebook, LinkedIn, and Instagram.

Benefits of Participating in the "HomeTech & Electra" Exhibition:

- 1.Brand recognition and image enhancement** — participating in the prestigious "HomeTech & Electra" exhibition allows companies to strengthen their market presence, increase consumer loyalty, and confirm their expertise.
- 2.Direct access to a wide audience** — brands have the opportunity to engage directly with thousands of customers, showcasing their products and receiving immediate feedback.
- 3.Analysis of consumer preferences** — the exhibition helps to better understand customer demands and needs, allowing companies to adjust their marketing and product strategies.
- 4.Influence on the market and trends** — participation allows companies to set trends by presenting innovations and strengthening their brand's influence in the industry.
- 5.Conclusion of profitable contracts** — "HomeTech & Electra" opens opportunities for partnerships with distributors and retail chains, facilitating market expansion.
- 6.Showcasing innovations** — the exhibition allows companies to demonstrate technological leadership and attract the attention of both buyers and experts.
- 7.Strengthening partnerships** — an opportunity to reinforce existing connections and find new partners among the leading market players.
- 8.Social responsibility** — participation allows companies to showcase environmental and social initiatives that are important to consumers.
- 9.Comparison with competitors** — the exhibition provides an opportunity to showcase achievements against the backdrop of competitors and strengthen market positions.
- 10.Engagement with the media** — attracting the attention of journalists and bloggers helps to raise public interest and strengthen positions in the media landscape.

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Ministry of Digital Development, Innovations, and Aerospace Industry of the Republic of Kazakhstan



Ministry of Trade and Integration of the Republic of Kazakhstan



Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan



Ministry of Transport of the Republic of Kazakhstan



Akimat of Almaty City



National Chamber of Entrepreneurs of Kazakhstan "ATAMEKEN"



International Center for Cross-Border Cooperation "Khorgos"



International Transcontinental Corporation of Innovative Technologies "CARAVAN"



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