

TOO "WORLD SILK WAY"

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Dear Sir and Dear Madam,

Please allow me to extend my deepest respect to you. On behalf of *World Silk Way*, the organizer of international exhibitions in Kazakhstan, it is with great pleasure that we invite your esteemed association to participate in the **HomeTech & Electra 2025** International Exhibition for Electronics and Home Appliances, which will be held from **August 7 to 9, 2025**, at the *Atakent Exhibition Center* in Almaty, Kazakhstan.

We also ask you to inform the companies that are members of your association to take part in the **HomeTech & Electra 2025** International Exhibition.

HomeTech & Electra has become an important platform for showcasing the latest technologies and products in Central Asia. In 2024, the event brought together participants from China, Korea, Germany, and leading local companies. We are pleased to inform you that the number of brands and participants is expected to increase fivefold in 2025, reflecting the rapidly growing interest in the regional market.

This year, the exhibition will be divided into two zones:

- **Image Pavilion (Pavilion 10):** For the presentation of advanced solutions and innovative products by leading global brands.
- **Business Pavilion (Pavilion 11):** For exhibitors focused on expanding their distribution networks, finding new partners, and developing their businesses.

Central Asia is a dynamically growing market with high potential in the electronics and home appliances sector.

We would also like to emphasize that Kazakhstan is a member of the **Eurasian Economic Union (EAEU)**, which provides your company with significant additional advantages:

1. **Free movement of goods** — no additional customs duties within the EAEU countries (Russia, Belarus, Armenia, Kyrgyzstan).
2. **Unified certification standards** — simplifying and accelerating market entry.
3. **Access to over 180 million consumers.**
4. **Simplified logistics** — thanks to the absence of internal customs borders within the union.



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Participation in **HomeTech & Electra 2025** will offer your company an excellent opportunity to showcase your achievements, strengthen your position in the region, and establish new partnerships.

Contact Information:

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We would be happy to discuss all participation details, help select the optimal space for your exhibition, and provide full organizational support.

Sincerely,

Elmira Markabaeva
Director
World Silk Way LLP

28 March 2023

