

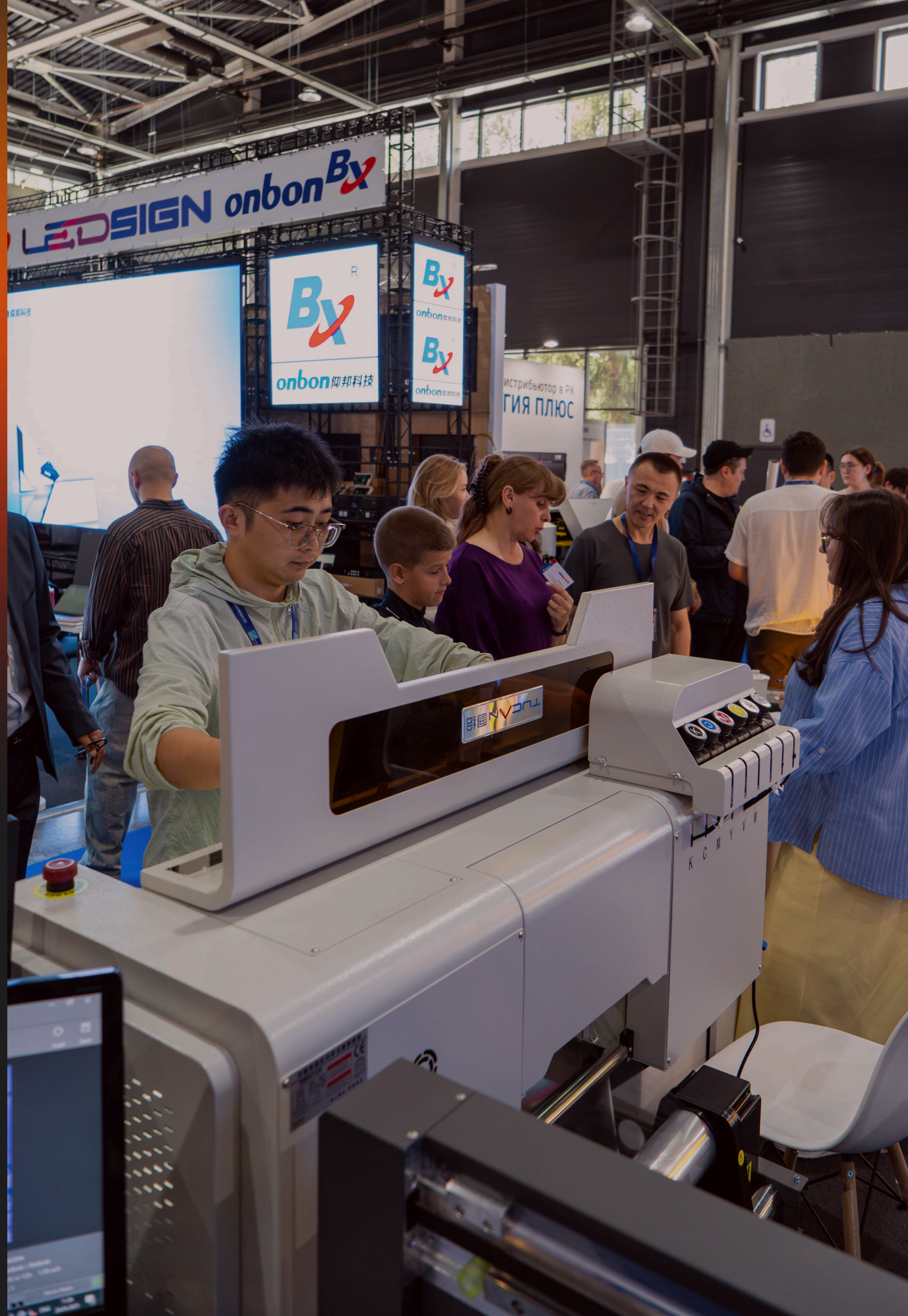
POST-SHOW REPORT:

analysis, conclusions, results

R/ *CENTRAL ASIA*
EKLAM

28-30/05/2025

Almaty | ATAKENT



ABOUT THE EXHIBITION



From May 28 to 30, 2025, the international exhibition **Central Asia Reklam**, dedicated to modern technologies in the field of advertising, was held in Almaty. The event has traditionally become a key platform for meeting industry professionals from Central Asia, Russia, Turkey, China and Europe.

The exhibition presented the latest solutions in the field of outdoor advertising, digital screens, LED technologies, advertising printing, POS materials, branding. More than 60 companies participated, including leading equipment manufacturers and suppliers, agencies, and distributors.

Central Asia Reklam 2025 reaffirmed its status as one of the region's premier industry events, fostering knowledge exchange, the development of business partnerships, and the promotion of innovative solutions in the advertising sector.



ABOUT THE EXHIBITION

Traditionally, the exhibition was held alongside **Central Asia KazPromo**, which showcased business souvenirs, gift products, merchandise, and corporate gifts.

The visitors of KazPromo included representatives of advertising agencies, corporate marketing departments, distributors, promotional product suppliers, as well as corporate clients interested in branded and gift products.



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LED SOLUTIONS

This year, Central Asia Reklam stood out with a strong focus on cutting-edge LED display technologies.

Leading companies in the industry showcased innovative solutions that open up new opportunities for bright, dynamic, and impactful visual advertising.

Modern high-resolution LED displays, featuring improved energy efficiency and enhanced functionality, captured the attention of visitors and professionals alike, setting new standards for advertising campaigns and spatial design.



KEY FIGURES



+43% compared
to last year

0050

50 exhibitors
from 7 countries

brands
represented:

0087+

including
5+ multi-brand companies

+29% compared
to last year

4500+

professional
visitors

exhibition
area:

1184/m²

+72% compared
to last year

Reklam-2025 demonstrated confident growth in all key indicators: the number of exhibitors and brands increased, the exhibition area expanded, and interest from the professional audience grew. — the result of the organizers' painstaking work, constant striving for development, as well as the trust of participants and visitors.

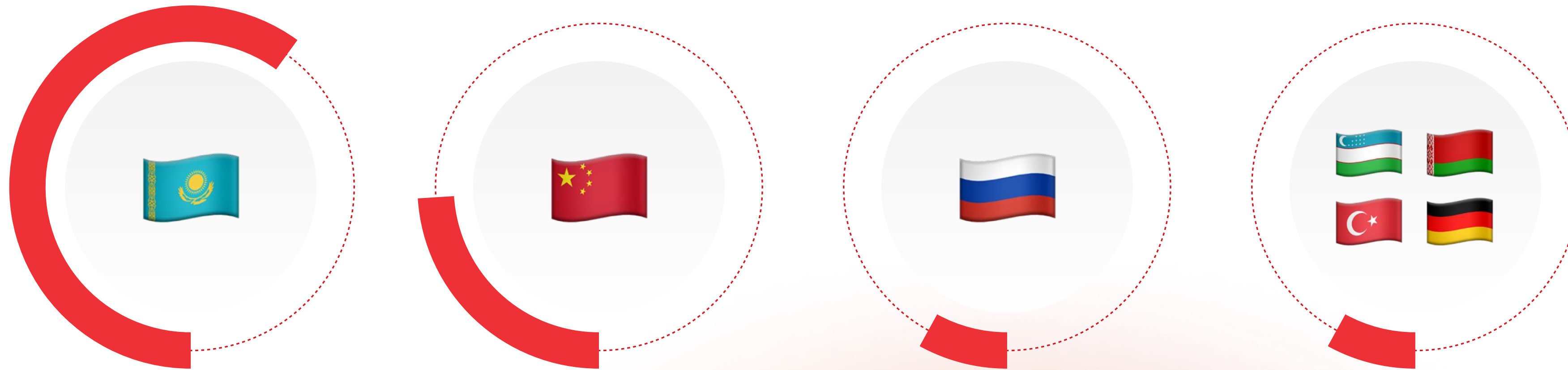
Reklam confidently strengthens its status as the leading specialized exhibition of the advertising industry in the region.

EXHIBITORS' GEOGRAPHY



The geography of participants at Reklam-2025 covered 7 countries:

Kazakhstan (60%) Uzbekistan (2%) Russia (8%) Belarus (2%) China (24%) Turkey (2%) Germany (2%).



The exhibition traditionally brings together representatives of the advertising industry from Central Asia, the CIS, and beyond, reaffirming its status as an international platform.

In addition, the exposition featured **global brands from Japan, the United States, and other countries**, including well-known manufacturers of equipment and solutions for advertising and printing.

EXHIBITORS' PROFILE

Reklam-2025 brought together a wide range of companies covering all key segments of the advertising industry. Among the participants were manufacturers, equipment and material suppliers, service providers, as well as official distributors of leading global brands.

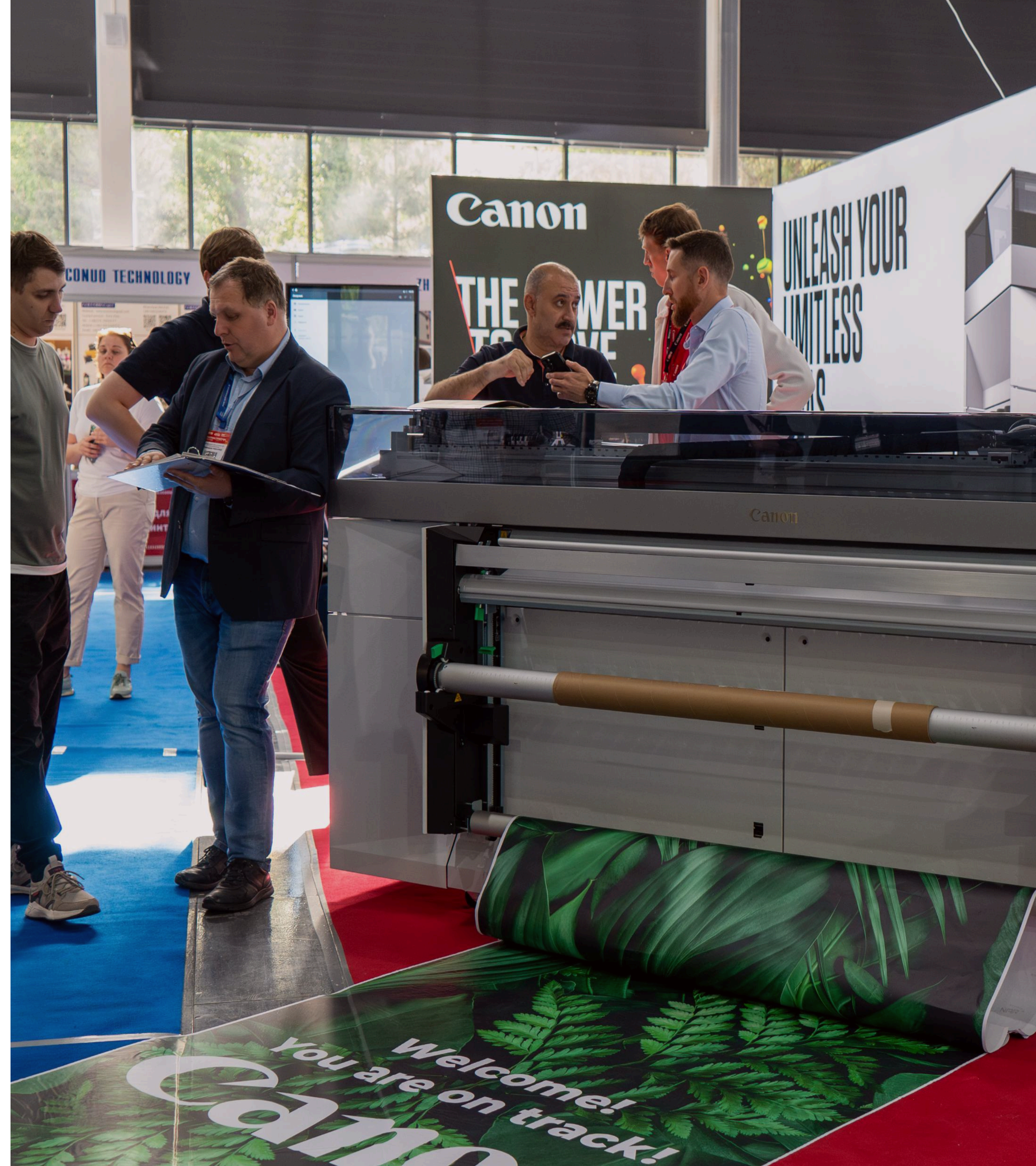


EXHIBITORS

EQUIPMENT AND TECHNOLOGIES FOR PRINTING:

- PRINTCONSULTING.KZ
- SAGA
- SHANGHAI DER NEW MATERIAL CO. LTD.
- ZHUHAI HEFENG DIGITAL TECHNOLOGY CO.,LTD
- REPRESENTATIVE OFFICE OF CANON CEE GMBH IN KAZAKHSTAN
- XEROX LIMITED
- ILHAS POWER ENGINEERING
- MATAPRINT TECHNO
- TECHNOLOGY PLUS
- ZENON
- ART TECHNOLOGY

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EXHIBITORS



MATERIALS FOR ADVERTISING, PRINTING, AND VISUAL COMMUNICATIONS:

- JIANGXI XINYUYUAN PLASTIC CO., LTD
- SHENZHEN ECONVO TECHNOLOGY CO.,LTD
- ADMART
- BESTLY
- JIANGXI OUNVO ACRYLIC TECHNOLOGY CO.,LTD
- SHANDONG EVERGREEN IMPORT AND EXPORT CO., LTD
- ANHUI MAIMING ACRYLIC TECHNOLOGY LTD.
- LENTAPRINT
- LOVE MOLLY(SHANGHAI)NEW MATERIAL TECHNOLOGY
- CO., LTD
- HAINING SHINING CENTURY BANNER MATERIAL

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EXHIBITORS

**LIGHT INSTALLATIONS, LED SOLUTIONS,
DIGITAL DISPLAYS:**

- LED SIGN ILLP
- I SEE REAL
- REKART COMPANY
- QIANGLI JUCAI KAZAKHSTAN
- ARYSTAN IT GROUP
- NANTONG WEIDUO DISPLAY EQUIPMENT
- MANUFACTURE CO.,LTD
- FARBERG

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EXHIBITORS



SOUVENIR PRODUCTS, PROMOTIONAL MATERIALS, AND PACKAGING:

- ALAI-PRINT
- OASISCATALOG.COM
- FLEXPOCKET
- "CHAGAY-PLUS" LLC
- «LENTAPRINT» LLP
- ARTE
- «MERIDIAN KAZAKHSTAN» LLP
- TM «ADJUTANT»
- «ABICA» LLP
- «SUVTECH» LLC
- SHM PRO TEXTILE
- LEDDEN LIGHTS
- BVV SOUVENIR
- OJW!
- SUNDAY STUDIO
- NAKLEYKA
- ALTYN BARYS MERCH

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EXHIBITORS

SERVICES AND SOFTWARE:

- «AYACOM» LLP
- ARYSTAN IT GROUP
- FARBERG
- APPEXPO & CSA
- GUANGZHOU CNINT'L EXHIBITION & PLOT CO., LTD.

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VISITOR PROFILE

Reklam-2025 brought together a high-quality professional audience — executives, specialists and entrepreneurs making decisions in the field of advertising, printing and visual communications. The exhibition visitors cover all key segments of the industry: manufacturing companies, suppliers, agencies, trade organizations and end customers.



VISITOR PROFILE

The exhibition attracted a wide range of business representatives, including key players from the Kazakhstani and international markets, among them:

FUJIFILM
RTSDECAUX
DASM GROUP
MOSAIC AGENCY
VOSTOK GROUP
FOODMASTER
KNAUF
SENSATA GROUP
FERRERO KAZAKHSTAN
JSC GALANZ BOTTLERS
MILKYWAY
MINISTRY OF EDUCATION OF THE REPUBLIC OF KAZAKHSTAN
JACOBS DOUWE EGBERTS KAZAKHSTAN
BIPEK AUTO KAZAKHSTAN
FREEDOM BANK
OMG KAZAKHSTAN
BI GROUP
AIR ASTANA
SAMAT SHOW TECHNIC
DIPLOMAT METALL LLP
YAM INTERNATIONAL



BUSINESS PROGRAM

Reklam-2025 was not only a large-scale exhibition but also featured a rich program of business and special events. The agenda included presentations and talks from leading industry companies, held in parallel across two conference halls.

TOPICS AND SPEAKERS:

XEROX — presentation of the latest printers Xerox PrimeLink C9265 / C9275 / C9281

CANON — presentations of equipment and solutions for digital printing

ZENON — updates on the wide-format printing market and heat transfer technologies for textiles and promotional products

AYACOM — digital platform for print shop management PrintBoost and a product-oriented approach in printing

I See Real — presentations of solutions for the printing industry



MEDIA COVERAGE



To attract a professional audience, a large-scale PR campaign was carried out across key industry and mainstream media outlets:



Print Media

Publish Eurasia, Asia Sign
Tekhnologiya Izobrazheniy
Pechatnik.com



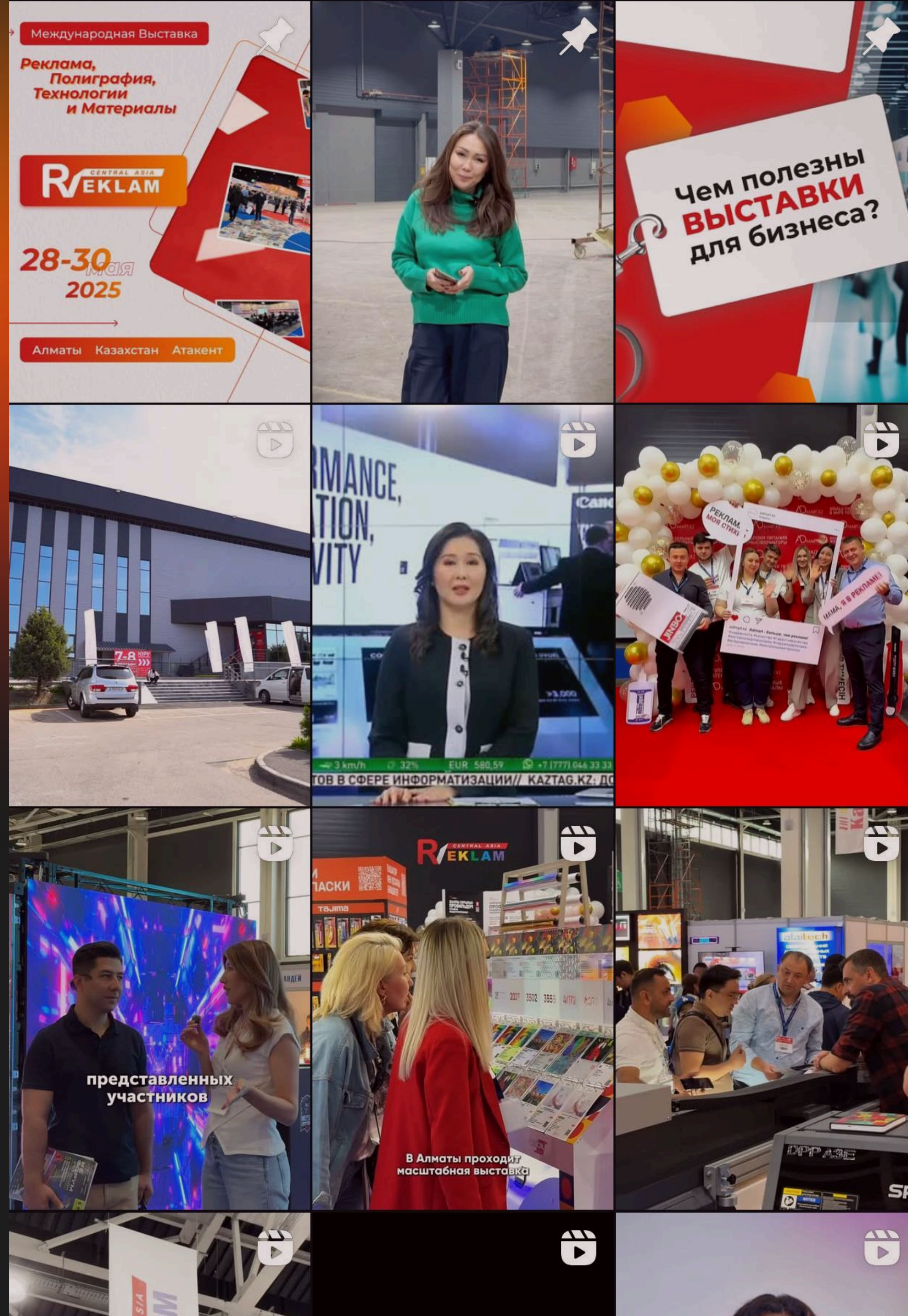
Radio

Russkoe Radio
Lux FM
Monte Carlo



Industry Online Resources

APPP EXPO, EXPOSALE,
EXPOMAP, Designer.kz,
MAPP



DIGITAL REACH



The advertising campaign covered a wide digital audience and ensured targeted communication with industry professionals through:

800 000+

Impressions from Google banner advertising

700 000+

Reached accounts on Instagram

8 000+

Contacts for Email, WhatsApp, SMS campaigns, and direct calls

Digital & City boards

in Almaty and other regions

REKLAM-2026

We would like to thank all exhibitors, partners, speakers, and guests for their active participation in Reklam-2025. We look forward to welcoming you again next year!

- **June 2–4, 2026**
- Kazakhstan, Almaty, 42 Timiryazev Street, **Atakent Exhibition Center, Pavilions 7 & 8**

Exhibition **Central Asia Reklam**

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