



**HOMETECH
& ELECTRA**

International Exhibition of

ELECTRONICS AND HOME APPLIANCES

HOMETECH & ELECTRA 2026

August 6-8, 2026

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

hometechelectra.com



About the Exhibition

HomeTech & Electra is a key event for the electronics and home appliances sector in Central Asia, bringing together retailers, manufacturers, distributors, wholesalers, importers, exporters, online and offline retail representatives, trade networks, component and solution suppliers, interior designers, developers, and HoReCa representatives.



HomeTech & Electra — is:

- **Expansion** of markets, opportunities, and partnerships
- **Strengthening** of brand positions and trust on the international stage
- **Acceleration** of business growth and securing profitable contracts
- **Promotion** of advanced technologies and innovative solutions
- **Attraction** of reliable partners, investors, and industry leaders
- **Development** of the industry, new standards, and business models
- **Defining** trends and shaping the future of electronics and household appliances

Exhibition in numbers

10 000+

Expected visitors

500+

Participants

New

Interior designers
competition

12 000 m²

Exhibition space

10+

Zones with displayed
products

New

TikTok streamers at the
online fair

In the program

01

Forum: Development of Electronics and Digital Technologies in Central Asia. The forum will feature high-ranking government officials, top managers, business leaders, and heads of industry associations. The participation of leaders from the working committee on digital technologies for the Shanghai Cooperation Organization countries is also expected.

02

HomeTech & Electra Exhibition the largest event of the year with demonstration of new products and technologies from more than 300 companies.

03

B2B session for suppliers and buyers. Direct negotiations and deal-making.

04

Online goods fair. Leading TikTokers and streamers will work at the exhibition and present the products of our participants.

05

Designers and Architects Competition International Designers Contest within HomeTech & Electra. Specialists from different countries will create interior designs using models provided by leading exhibitors.

06

HomeTech & Electra Innovation Awards Recognizing and rewarding companies for their achievements in innovation and technology



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 supply, 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 household appliances.



Electric vehicles and charging: electric cars, charging stations, charging management solutions.



Electronic gadgets for health and cosmetology: smart scales, massagers, skin and hair care devices, fitness trackers, biometric sensors, cosmetic devices for home use.



Gaming and gamer electronics: gaming consoles, VR headsets, gamer accessories (monitors, keyboards, mice), esports equipment.



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05

Exhibition audience

Business and Industry

- Manufacturers, suppliers, and distributors of electronics and household appliances
- Wholesale companies, marketplaces, and retail chains
- Logistics and brokerage companies

Development and Retail

- Developers of residential complexes, commercial real estate, and hotel representatives
- Interior designers and architects
- Vendors and developers of technological solutions for retail

Government and Financial Sector

- High-ranking officials and regulatory bodies
- Representatives of chambers of commerce and industry associations
- Investors, banks, and venture funds

Experts and Media

- Analysts, consultants, and industry experts
- Journalists and media representatives





Benefits of Participation

- 01 International Markets: The opportunity to connect with companies from different countries and expand your global presence.
- 02 Innovation: Showcasing the latest technologies and products that define trends in electronics and household appliances.
- 03 Networking Opportunities: Participation in business meetings and networking sessions to build partnerships and business contacts.
- 04 Sales Growth: Increasing product visibility, which can lead to higher sales and stronger market positions.
- 05 Presentations: Participation in workshops and forums will strengthen your image and boost popularity on social media.



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



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Ministry of Transport of the Republic of Kazakhstan



Akimat of Almaty Region



National Chamber of Entrepreneurs of Kazakhstan "ATAMEKEN"



National Investment Promotion Operator



Center for Trade Policy Development "QazTrade"



Working Committee of the Digital Technology Platform for SCO Countries, KTPSE



Foreign Trade Chamber of Kazakhstan



Representation of German Economy in Central Asia



International Center for Cross-Border Cooperation ICBC "Khorgos"



International Transcontinental Corporation of Innovative Technologies CARAVAN



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