

Hcx.№94-25

24.06.2025г.

**To His Excellency Mr. Mustafa Kapucu  
Ambassador Extraordinary and Plenipotentiary  
of the Republic of Türkiye to the Republic of Kazakhstan**

**Your Excellency Ambassador Mustafa Kapucu,**

On behalf of Mayer Expo Asia LLP, the organizer of international exhibition events in Central Asia, we would like to extend to you our highest esteem and sincere appreciation for your continued support in fostering intergovernmental dialogue and enhancing trade and economic cooperation between the Republic of Kazakhstan and the Republic of Türkiye.

From 26 to 28 November 2025, the city of Almaty will host the 4th International Specialized Exhibition — NON-FOOD ASIA EXPO 2025 (NFA) at the Atakent Exhibition Center (Pavilions 10 and 11). The event is dedicated to the non-food consumer goods market.

The exhibition is held with the support of the Ministry of Trade and Integration of the Republic of Kazakhstan, the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken", and other industry associations and unions. Over the years, NFA has established itself as an effective platform for business interaction between manufacturers, distributors, and retailers.

The exhibition highlights include household goods, perfumery and cosmetic products, household and professional chemicals, packaging, raw materials, and components. The business program features B2B negotiations with major retail chains in Central Asia.

Given the dynamic development of the Turkish non-food industry and the strategic role of the Republic of Türkiye as one of Kazakhstan's key trading partners, we are particularly interested in expanding the presence of the Turkish manufacturers at NON-FOOD ASIA EXPO.

**In this regard, we kindly request your support in the following:**

- to consider informing the relevant ministries, industry associations, and enterprises of the Republic of Türkiye about this event;
- to support the initiative of forming a collective national stand under the "Made in Turkey" brand, which would allow for a prominent representation of Turkey's production potential and the expansion of its export opportunities.

We are ready to offer special participation conditions for the Turkish delegation and provide full organizational support.

We are confident that the participation of the Turkish companies in the exhibition will mark another important step in strengthening business cooperation and open up new prospects for interaction between our two countries.

Please accept, Your Excellency, the assurances of our highest consideration and respect.

**Zhanar Abilova**  
Director of the Exhibition  
Mayer Expo Asia LLP



Contact: +7 (777) 829 22 69  
Email: [abilova.zh@mayer.kz](mailto:abilova.zh@mayer.kz)  
Website: <https://non-food.asia/>