



exhibition-fair
**"EVERYTHING
FOR CHILDREN"**

19-22
august
2024

"Everything for Children"

is the largest congress and exhibition B2B event in the field of children's goods industry in Turkmenistan, Central Asia and the CIS countries, uniting professionals who produce and purchase quality products.



**ORGANIZERS
OF THE EXHIBITION-FAIR:**

Chamber of Commerce and Industry of Turkmenistan ▼
Individual enterprise "Turkmen Expo" and partners ▼

CONCEPT

The exhibition-fair "Kids Expo: Everything for Children" is intended to become an important event that will contribute not only to the development of the market, but also to increase the business activity of enterprises in Turkmenistan. This event is aimed at gaining global recognition and becoming an integral part of the country's economic life.

"Kids Expo: Everything for Children" is a platform where companies working in the field of children's services can present their innovative products and services, enriching the market with new opportunities. "Kids Expo" will not only provide a platform for local businesses, but also becomes an open window to the world for Turkmen brands. The exposition of our exhibition is aimed at attracting the attention of international partners, investors and representatives of the children's industry from all over the world.

ORGANIZERS

- ▶ Chamber of Commerce and Industry of Turkmenistan
- ▶ Individual enterprise "Turkmen Expo" and partners

OBJECTIVES OF THE EXHIBITION-FAIR

"Everything for Children" is the largest congress and exhibition B2B event in the field of children's goods industry in Turkmenistan, Central Asia and the CIS countries, uniting professionals who produce and purchase quality products. The main goals of the exhibition-fair:

1. Stimulating Economic Growth: Providing an opportunity for businesses to showcase and promote their products and services, promoting business growth.
2. Raising awareness of innovation: Introducing new technologies, products and services designed to improve the lives of children and their parents.
3. Create a platform for business cooperation: Support the interaction of local and international enterprises, stimulating the conclusion of transactions and contracts.
4. Formation of a positive image of the country: Presentation of Turkmenistan as an innovative and promising country in the field of goods and services for children.



MAIN CHARACTERISTICS

1. Scope of the event:

The exhibition-fair will cover all areas of goods and services for children, including toys, education, health, entertainment and additional services. The fair will feature both traditional and lesser-known brands that, in addition to quality, bring originality and ingenuity to the field of toys, games and children's products. It will also support startups and small local creators for the first time.

Sections of the exhibition-fair:

PRODUCTS FOR NEWBORNS AND BABIES.	ARTS AND MUSIC EDUCATION.
GOODS FOR SCHOOL (STATIONERY, CHILDREN'S FURNITURE).	INCLUSIVE EDUCATION AND CARE FOR CHILDREN WITH SPECIAL NEEDS.
EDUCATION AND TRAINING FOR CHILDREN.	FAMILY VALUES AND UPBRINGING.
TOYS AND EDUCATIONAL AIDS.	SAFETY TECHNOLOGIES FOR CHILDREN.
DANCE, MUSIC AND ART IN CHILDREN'S LIVES.	NUTRITION AND HEALTHY EATING FOR CHILDREN.
HEALTH AND SAFETY OF CHILDREN.	FAMILY ENTERTAINMENT AND TRAVELING WITH CHILDREN.
INNOVATIVE TECHNOLOGIES IN CHILDREN'S EDUCATION.	CHILD PSYCHOLOGY AND DEVELOPMENT.
CHILDREN'S LITERATURE AND READING.	TECHNOLOGIES FOR SAFE INTERNET USE FOR CHILDREN.
SPORTS AND PHYSICAL DEVELOPMENT.	THE ROLE OF PARENTS IN THE DEVELOPMENT OF CHILDREN.
CREATIVITY AND ARTISTIC ACTIVITY.	CHILDREN'S TOURISM AND TRAVEL.
ENVIRONMENTAL EDUCATION AND SUSTAINABILITY.	INTERACTIVE OUTDOOR AREAS FOR CHILDREN.
CHILDREN'S FASHION AND STYLE.	CREATIVE ACTIVITIES AND MASTER CLASSES FOR CHILDREN.
ENTERTAINMENT AND ACTIVITIES FOR CHILDREN (EVERYTHING FOR THE HOLIDAY).	

2. Participants:

Enterprises, organizations, professional and public associations, entrepreneurs, individuals of Turkmenistan, near and far abroad, working in the field of children's goods and services. The estimated number of participants in the exhibition-fair "Kids Expo: Everything for Children" is 150 local companies, 200 international companies, the indoor exhibition area is 2300 sq. m, open – 6030 sq. m.



3. Event format:

Combined format, including exhibition stands, master classes, lectures, entertainment events and business meetings.

The most important task of the exhibition-fair is to create conditions for active negotiations and promotion of new projects, developments and technologies to the market. The exhibition exposition is structured according to industry principles. Participants place their expositions in separate stands. Regions of Turkmenistan can display their expositions at joint stands. When creating exhibitions, it is proposed to make maximum use of existing full-scale exhibits, layouts, models, and modern audio and video equipment.

To enhance the attractive power of the exhibition-fair among potential participants and stimulate high attendance by specialists, it is necessary to organize special events on professional and economic issues with invitations to major experts who are authoritative in this field. Organize information support for the conference in the press - advertising in the professional press, widespread mailing and faxing of information and personal invitations.

4. Innovative solutions:

Focus on modern technologies, innovative products and services for children that contribute to their full development. In the strategic location of the exposition there will be a single exposition of the "zone of new products", where everything new and advanced will be located - industrial and technical products, consumer goods, technologies, services, as well as modern innovative developments, promising business proposals and plans will be presented. Thus, visitors will be able to familiarize themselves with new products at the very beginning of their route to the exhibition-fair.

The novelty of each exhibit will be confirmed by an exhibition diploma. The awarding of the diploma is carried out during the opening ceremony of the exhibition-fair in order to enhance the significance of the competition for exhibitors.

All exhibits presented at the exhibition-fair by participants can be offered for sale.

TIME:
last week of August 2024

EXHIBITION-FAIR OPENING HOURS:
10:00 - 18:00

CHECK-IN OF PARTICIPANTS:
17-18.08.2024

DISMANTLING OF EXHIBITION STANDS:
23-24.08.2024

VENUE:
Ashgabat, Trade and exhibition center

EXPOSITION STRUCTURE:
more than 30 specialized sections with a special emphasis on the beginning of the school year.



5. Attracting public attention:

Marketing campaigns, including the use of social networks, print and electronic media. The structure of the exposition of the exhibition-fair is designed to maximize the full use by participating enterprises of all modern advertising and information tools for the implementation of marketing activities, obtaining up-to-date information on various aspects for effective activities at the exhibition-fair.

PROGRAM OF EVENTS | PRELIMINARY

Day 1: Grand opening

International exhibitions:

- ▶ "Everything for children – 2024"
- ▶ "Children's fashion 2024. Autumn"

Day 2: Master classes and exhibition-fair

- ▶ Master classes: Training sessions and demonstrations from leading experts in the field of children's products and services.
- ▶ Exhibition-fair: An open area for the presentation and sale of products.

Day 3: Continuation of master classes and exhibition fairs

- ▶ Master classes: Continuation of educational sessions for participants and visitors.
- ▶ Exhibition-fair: An opportunity for businesses to continue demonstrating their products and services.
- ▶ Gala concert: A festive event in honor of the beginning of the school season.

Day 4: Cultural program

- ▶ Cultural program: Special events and excursions for foreign participants, allowing them to become better acquainted with local culture and traditions.

Note: Schedule is subject to change.



EVENTS FOR VISITORS

- 1) Concert program + children's fashion show**
- 2) Soap bubble show**
- 3) Musical "The Magic Tale" Alba Musical Theater**
- 4) Choco exhibition - sale**
- 5) Exhibition and sale of handmade toys**
- 6) Master class of ceramic products**
- 7) Master class on making children's shoppers**
- 8) Master class on making soft toys**
- 9) Modern dance show**
- 10) Dances and songs of Turkmenistan**
- 11) "Fair of Taste" - exhibition selling flour products**
- 12) Visit to an open-air ethno village**
- 13) Robot show**
- 14) Excursion "Virtual Turkmenistan"**
- 15) Children's drawing competition**
- 16) Show of Turkmen cartoon characters + screening of the best cartoons**

CONCLUSION

The international universal exhibition-fair "Kids Expo: Everything for Children" is designed to become an important event in the cultural and business life of Turkmenistan. This is not only a great opportunity for businesses to showcase their potential, but also a source of inspiration for parents and children to support their inner peace and development.

"Kids Expo: Everything for Children" will be not just an exhibition, but also a platform where important issues of culture, education and care for the future of our children will be discussed. Turkmen Expo will strive to ensure that this event becomes a platform for uniting efforts in supporting children and creating a favorable environment for their development.

