

HoReCA Expo Kazakhstan

International Exhibition of Equipment,
Products and Services for the Hospitality
Industry in Kazakhstan

 **June 16-18, 2026**

 **Astana, Kazakhstan,
Astana Expo IEC**

 horecaexpokazakhstan.com





HoReCA Expo Kazakhstan - is the largest specialized exhibition in Kazakhstan, bringing together suppliers of products, equipment, and solutions for hotels, restaurants, cafés, and bars on one professional platform.

The event showcases a large-scale exposition of leading manufacturers and distributors, highlighting modern technologies and innovations for the hospitality and tourism industry. The exhibition is accompanied by a business program with the participation of experts, where key issues in the development of the restaurant and hotel business are discussed.

Key Objectives of the Exhibition:

- Dealerships
- Representation
- Contracts
- Direct Supplies
- Subsidies
- Investments
- Human Resources
- Innovations



EXHIBITION SECTIONS



Technologies for HoReCa

- POS systems
- Online booking
- CRM and accounting systems
- Mobile apps for guests
- Order and payment automation
- Video surveillance and access control systems



Food Service

- Kitchen equipment
- Refrigeration and freezing equipment
- Dishwashing equipment
- Serving lines and heating equipment
- Kitchen utensils and tools
- Tableware and cutlery
- Catering and delivery equipment



Coffee, Tea, and Coffee Technologies

- Coffee machines
- Coffee in various formats
- Roasting and grinding equipment
- Professional coffee accessories
- Water treatment and filtration systems
- Milk and alternatives
- Syrups, toppings, and flavor additives
- Tea and tea beverages



Cleaning and Hygiene

- Professional cleaning and washing agents
- Disinfectants and antiseptics
- Cleaning equipment
- Disposable hygiene products
- Soap, dispensers, and delivery systems
- Milk and alternatives
- Uniforms and protective clothing



Textiles

- Hotel bed linen
- Towels and bath accessories
- Tablecloths and napkins
- Curtains and drapes
- Furniture covers and slipcovers
- Textiles for spa and wellness areas
- Mattresses, mattress toppers, and pillows
- Kitchen textiles



Recreation, Spa and Wellness

- Spa equipment
- Fitness equipment for hotels and wellness centers
- Saunas and hammams
- Cosmetics and personal care products
- Accessories for spa and wellness treatments
- Furniture for relaxation areas
- Lighting and music for relaxation



Tableware and Kitchen Utensils

- Tableware
- Glassware and drinkware
- Cutlery
- Pots and pans
- Kitchen utensils
- Cutting boards and knives
- Heat-resistant cookware and baking dishes
- Serving accessories and stands



Equipment and Consumables

- Small kitchen tools and utensils
- Cutting boards and professional knives
- Containers and gastronorm pans
- Thermometers and scales
- Foil, cling film, and baking paper
- Disposable supplies
- Cleaning and disinfection products
- Takeaway food packaging
- Storage and workspace organization

Exhibiting companies at HoReCA Expo Kazakhstan present a wide range of products and services covering all key needs of the hospitality industry — from construction and equipment to supplies for hotels, restaurants, and catering enterprises.

The exhibition occupies all halls of the exhibition center and is organized into thematic sectors, enabling visitors to easily navigate and find solutions within their areas of interest.

5 Reasons to Participate in the Exhibition



Increase sales volumes



Expand market reach



Find suppliers



Establish new / maintain existing business contacts



Discover market innovations and global trends

BENEFITS OF PARTICIPATING IN HORECA EXPO IN KAZAKHSTAN:



Strategic Location in the Heart of Eurasia

Astana is an important logistics and political hub, making the exhibition a convenient platform for partnerships with Central Asia, China, Russia, and the Gulf countries.



Fast-Growing Domestic HoReCa Market

The foodservice and hospitality sector in Kazakhstan is actively developing, driven by domestic tourism growth and preparations for international events.



Government Support for the Hospitality Industry

The Government of Kazakhstan stimulates the development of tourism, hotel infrastructure, and local production of food and equipment.



Low Competition Among Premium Brands

The market remains relatively open for new entrants, especially in restaurant technologies, equipment, and franchise segments.



Access to Partners from Uzbekistan, Kyrgyzstan, China, and Azerbaijan

The exhibition serves as a regional B2B platform, covering not only Kazakhstan but also the rapidly growing neighboring markets.



Unique Format: Exhibition + Practice

Master classes, tastings, culinary shows, and the business program create a dynamic atmosphere for sharing experience and technologies.



Visa-Free Regime and Direct Flights

Many CIS and Asian countries enjoy simplified entry, while Astana offers direct air connections with major cities in the region.



Attractive Platform for Production Localization

Many international brands view Kazakhstan as a gateway for localization and expansion into Central Asia.

Holding the Horeca exhibition in Kazakhstan will be a key event promoting the development of the industry, attracting investment and stimulating interest in local culture and cuisine

REGIONAL STATISTICS



2.724.900 km²

Kazakhstan is the largest state in Central Asia, completely landlocked, but with consistent strategic significance. Its large area makes it the ninth largest country in the world. Kazakhstan borders Russia (north), China (east), Uzbekistan, Uzbekistan and Turkmenistan (south).



20.4 million people

Population of Kazakhstan

Astana and Almaty

The main concentration of hotels and restaurants is in the two largest cities



4.315

There are 4,315 hotels and accommodation facilities in Kazakhstan, offering around 226,000 beds

16.674

The HoReCa sector in Kazakhstan continues to grow dynamically. As of 2024, there were 16,674 foodservice establishments operating in the country, marking a 5.4% increase compared to 2023. Significant growth has also been observed in the first quarter of 2025, particularly in Astana.

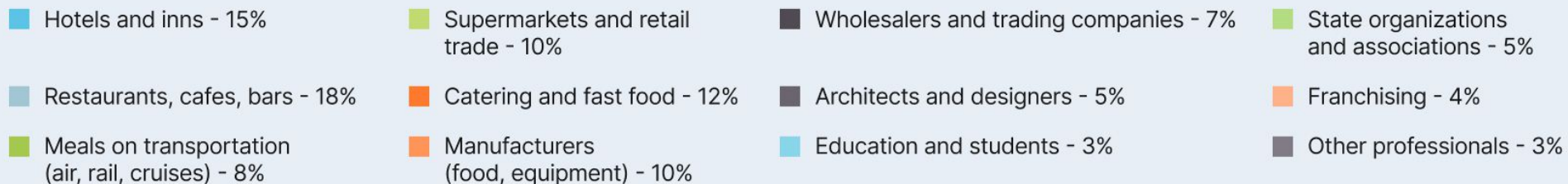
From 2020 to mid-2024, Almaty led the country in the number of cafés and restaurants, but since mid-2024, Astana has become the leader. Astana now has the highest number of operating cafés and restaurants in Kazakhstan. The largest number of restaurants are located in Astana (540), Almaty (446), and Aktobe region (161). In terms of cafés, the top regions are Astana (643), Almaty (618), and Karaganda region (589).

This demonstrates the growing role of the HoReCa sector in Kazakhstan's economy and the increasing demand for dining and leisure options across major cities.

HoReCA Expo Kazakhstan

An important event for every professional in the hospitality and foodservice industry. Having established itself as a key trade platform for the hotel, restaurant, and tourism business in Central Asia, the exhibition provides access to the latest innovations from leading Kazakhstani and international suppliers. Visitors will be able to expand their network of contacts, build partnerships, and gain up-to-date industry insights

Composition of the main groups of visitors to the exhibition



HORECA EXPO KAZAKHSTAN ATTRACTS THE ATTENTION OF PROFESSIONALS AND BUSINESS REPRESENTATIVES FROM THE FOLLOWING CATEGORIES:

- Hotels, guesthouses
- Rented rooms – Hostels
- Foodservice chains
- Canteens – Diners
- Bakeries – Confectioneries
- Restaurants
- Cafés – Bars
- Coffee groups
- Taverns
- Grill houses
- Fast food – Pizzerias
- Hotel F&B managers
- Executive chefs – Chefs
- Agritourism businesses
- Food wholesalers
- Catering companies
- Entertainment – Leisure venues
- Organized retail trade
- Bakery product manufacturers
- Confectionery workshops
- Institutional catering
- Ice cream producers
- Architects – Designers
- Construction companies
- Equipment manufacturers
- Ship and airline catering
- International buyers
- Exhibitors and product categories
- Tourism school students

VISITOR AREAS OF ACTIVITY:



HOTEL



RESTAURANT AND CAFE



**MEALS ON BOARD
AIRLINES**



**CORPORATE
AND INSTITUTIONAL
CATERING**



HOSPITALS



MEALS ON TRAINS



CRUISE LINES



**SUPERMARKETS /
HYPERMARKETS /
GROCERY STORES**



CLUBS AND RESORTS



**STATE
AND TRADE ASSOCIATIONS**



**INDUSTRIAL
AND TOURISM
CATERING**



**FRANCHISORS
AND FRANCHISEES**



CATERING SERVICES



**KITCHEN DESIGNERS
AND MORE**



**ELECTRONIC
COMMERCE**

WHY KAZAKHSTAN IS A STRATEGIC MARKET FOR HORECA

Dynamic Market Growth

More than 15,800 foodservice establishments across the country with an annual sector growth of 4–6%.

Tourism and Investments

Over 1.4 million tourists served by hotels in just the first quarter of 2024.
₸947 billion invested in the hotel and restaurant industry in 2024.

Government Support

Programs to stimulate domestic and inbound tourism.
Support for the restaurant and hotel sector as a driver of the economy.

Consumer Market Potential

Young and growing population (average age — 31 years).
Expanding middle class and rising demand for quality service.

Geostrategic Location

Kazakhstan — a bridge between Europe and Asia.
Convenient logistics and trade links with Central Asian markets.



We invite you to take part in the exhibition!

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If you have any questions about participation,
please contact us.:

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