



*Feel the finesse of Thai's product*

# **BUSINESS MATCHING & MARKET SURVEY TRIP**

**17-21 SEPTEMBER 2023  
ALMATY, KAZAKHSTAN**





UNITY





*Feel the finesse of Thai's product*

# **BUSINESS MATCHING & MARKET SURVEY TRIP**

**17-21 SEPTEMBER 2023  
ALMATY, KAZAKHSTAN**





**BEST**  
**OPPORTUNITY**  
**in KAZAKHSTAN**  
**is “NOW”**



# Objective



## 01

### Expand Overseas Market

Developing and expanding Kazakhstan and Central Asia market access for Thai products and services.

## 04

### Promote Thai Culture

Promotes national religions, art and culture and serves the requirement for major tasks of the country, religion and the monarch, fostering sustainable propagation and development.

## 02

### Access to Global Standards

Enhancing the competitiveness of Thai entrepreneurs in the Kazakhstan and Central Asia market.

## 05

### Promote Thai Tourism

promotes and develops tourism, sports, and recreation to be a mechanism that drives economy and sustainable social development.

## 03

### Business Opportunities

Connecting the manufacturers and suppliers to Kazakhstan and Central Asia's importers, distributors and retailers through Business Matching program.

## 06

### Brand Awareness

Building a brand awareness and giving an experience of Thai Taste and Thai style to Central Asia market.



*Feel the finesse of Thai's product*



# ABOUT KAZAKHSTAN

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FACT & FIGURE



**WHY**

**KAZAKHSTAN?**

Russia



Kazakhstan



Belarus



Kyrgyzstan



Armenia



**Eurasian Economic Union (EEU)**



# 1 GATEWAY TO THE WORLD'S LARGEST MARKETS

## KAZAKHSTAN IS A NEW STRATEGIC

Location at the Crossroads of Europe and Asia.

Kazakhstan is a member of the EAEU:  
Preferential access to the market with  
180 million consumers



Access to the market with  
over 500 million consumers:

- Central Asian market
- Western China
- Caspian Sea countries



### China-Europe-China

St. Petersburg: 10 days  
Hamburg: 16 days  
London: 18 days



### Western Europe-Western China

by Auto Expressway: 10 days



### Sea Ports Aktau and Kuryk

Developed Sea Port infrastructure in other countries include Batumi (Georgia) and logistics terminal in the Pacific port of Lianyungang (China)

11 transit corridors

96000 km of auto roads

17000 railways

2 sea ports

# 2

## KAZAKHSTAN'S COOPERATION WITH GLOBAL INVESTMENT COMMUNITY



**TOTAL VOLUME OF FDI: \$380+ BILLION**

(SINCE 1991)

**LARGEST FDI RECIPIENT IN THE REGION  
HIGHEST FDI PER CAPITA IN THE CIS**

### TOP10 INVESTORS

(2021)



**NETHERLANDS**  
(\$7.0 BLN)



**BELGIUM**  
(\$1.1 BLN)



**USA**  
(\$2.8 BLN)



**UK**  
(\$1.0 BLN)



**SWITZERLAND**  
(\$2.7 BLN)



**SOUTH KOREA**  
(\$0.8 BLN)



**RUSSIA**  
(\$1.9 BLN)



**TURKEY**  
(\$0.7 BLN)



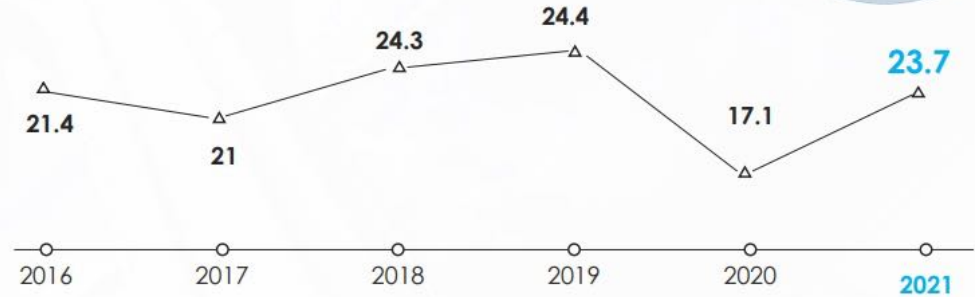
**CHINA**  
(\$1.8 BLN)



**FRANCE**  
(\$0.6 BLN)

### GLOBAL FDI INFLOW TO KAZAKHSTAN

USD billion



**ANNUAL  
TRADE TURNOVER (2021):**

**\$72.8 BILLION**

## KAZAKHSTAN ON THE GLOBAL ARENA



**#34 in Index of Economic Freedom  
(Mostly Free)**



**#35 in Global Competitiveness  
Index**



**#29 in Global E-Government  
Development Index globally  
#1 among CIS countries**



**#1 in FDI growth among transition  
economies (UNCTAD, 2021)**

### PLATFORMS FOR DIALOGUE BETWEEN INVESTOR AND STATE AUTHORITIES

Foreign Investors' Council  
chaired by the **President**

on strategic issues

Council on Improvement  
Investment Climate  
chaired by the **Prime  
Minister**

on systematic issues

Investment Council  
chaired  
by the **Prime Minister**

on current problems of  
investors

# 3 BUSINESS FRIENDLY ENVIRONMENT: ASTANA INTERNATIONAL FINANCIAL CENTER



## THE AIFC PROVIDES:



**INDEPENDENT JUDICIAL SYSTEM**  
based on English Common Law



**WORLD CLASS REGULATION STANDARDS**  
ease of setting up business



**TAX EXEMPTION UNTIL 2066**  
on the regulated activities



**SPECIAL LABOUR AND VISA REGIMES**  
no restriction on employment

### AIFC COURT

- ❖ Judicial system based on the English Common Law
- ❖ Independent court and judges
- ❖ Online dispute resolution via e-Justice system
- ❖ No administration fees

### INTERNATIONAL ARBITRATION CENTRE

- ❖ Choice of language, arbitrator, mediator and arbitral rules (IAC Procedural Rules, UNCITRAL, ad hoc rules)
- ❖ Final award within 6 months
- ❖ Mediation services
- ❖ No administration fees

# 4

## QUALIFIED AND EDUCATED WORKFORCE



100%

Literacy rate – top 10 globally and highest in the region



#35

UN Education Index 2020



100 000+

Kazakhs studying in the world's top universities

Including over 14 000 alumni of BOLASHAK International Scholarship



Over 100

Universities



400

R&D organizations

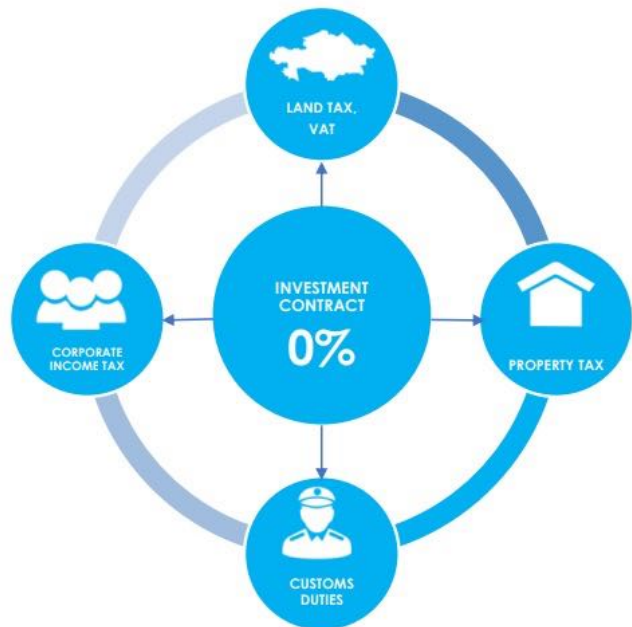


Multilingual workforce

**Kazakhstan has the highest literacy rate in the region, most citizens are bilingual with good knowledge of English**

# 5

## COMPREHENSIVE STATE SUPPORT



LAND PLOT



READY INFRASTRUCTURE  
ON "PLUG-AND-PLAY" BASIS



SIMPLIFIED PROCEDURE  
FOR FOREIGN LABOR  
EMPLOYMENT

# 13

Special Economic zones



# 36

Industrial Zones



**NEW TOOL: CUSTOM-MADE AGREEMENT DIRECTLY WITH THE GOVERNMENT ENSURING STABILITY OF LEGISLATION FOR 25 YEARS FOR THE MAJOR STRATEGIC PROJECTS**

# 6

## IMPORTANT FACTS ABOUT KAZAKHSTAN



**Territory**  
**2.7 million km<sup>2</sup>**  
9th largest



**Diverse Population**  
19.1 million people



**Highest GDP**  
**\$171.2 billion**  
Largest economy  
in Central Asia



**Region's highest  
GDP per capita**  
Upper-middle  
economy



**Trade Turnover**  
\$86.5 billion



**International  
Reserves**  
\$90 billion



**Multivector  
Diplomacy**  
Member of the OSCE,  
WTO, UN, OIC, EAEU,  
OTS, SCO, CSTO



**Comfortable  
Tax Burden Levels**  
Double tax treaties  
with 48 countries



**Investors' Rights  
Protection**  
50 bilateral and  
1 multilateral  
investment treaties



**Nationwide Internet  
Coverage**  
97.2% of population  
have broadband  
internet access



## Sea Freight Service

- Containerized Cargo (FCL / LCL)
- Multi-Modal Transport (Sea / Air / Land)
- Customs Clearance
- Project Cargo and Special Equipment Handling
- Door-to-Door Service



## Air Freight Service

- Direct Flight / Flight-in-Transit
- Airport-to-Airport Service
- Customs Clearance
- Small, Large and Special Shipments
- Door-to-Door Service



## Land & Rail Transport Service

- Door-to-Door Service
- Cross Border
- In-Transit and Transshipment
- International and Domestic Rail Freight





# MAIN REASONS TO DO BUSINESS IN **KAZAKHSTAN**



GATEWAY TO THE WORLD'S  
LARGEST MARKETS



ABUNDANT NATURAL  
RESOURCE BASE



BUSINESS-FRIENDLY  
ENVIRONMENT



QUALIFIED AND EDUCATED  
WORKFORCE



COMPEHENSIVE  
STATE SUPPORT



VAST OPPORTUNITIES  
ACROSS VARIOUS INDUSTRIES

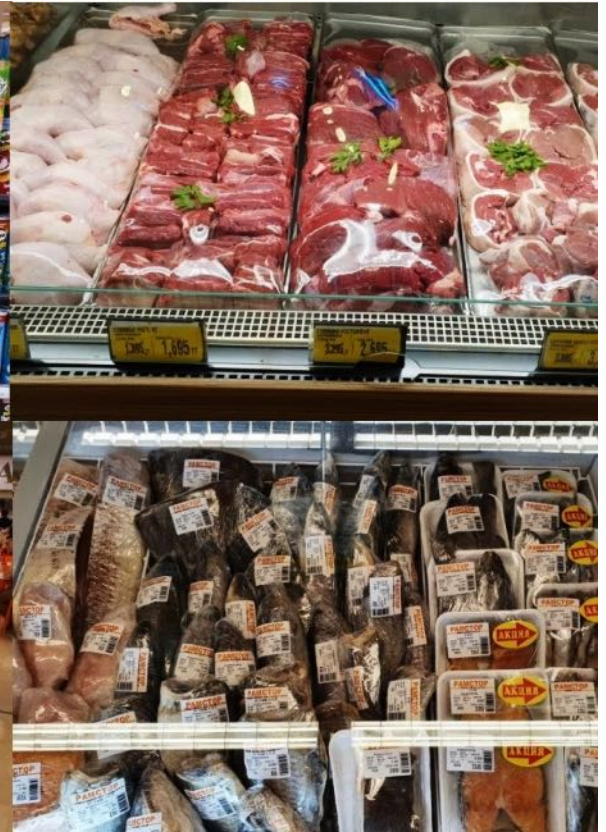
**KAZAKHSTAN**

# TRADE AND MARKET



**KAZAKHSTAN**

# TRADE AND MARKET





# OPPORTUNITY FOOD INDUSTRIES FROM THAILAND



FOOD & BEVARAGE



VEGETABLES AND FRUITS



FRESH & PROCESSED  
SEAFOODS



READY TO EAT



DRIED FOOD & SNACK



PROCESS FOOD



TOURISM AND SERVICE



CONSUMER PRODUCTS



HEALTH & BEAUTY



*Feel the finesse of Thai's product*



# BUSINESS MATCHING & MARKET SURVEY TRIP

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FACT & FIGURE



# EXECUTIVE SUMMARY

## ABOUT THE EVENT

<b>EVENT NAME</b>	Thailand Festival 2023, Almaty   Business matching	
<b>SUB-HEADING</b>	Feel the finesse of Thais' product	
<b>FAIR PROFILE</b>	Connecting top food producers, manufacturers, and suppliers from Thailand, such as; processed food & beverage products, fresh and processed fruit factories, processed seafood, snacks, and other related product to Kazakhstan to meet B2B partners such as; importers, distributors, retailers, and restaurants. and offer a flavorful experience a finesse Thai product to B2C customer.	
<b>CATEGORY</b>	Food & Beverage, Consumer product, Health & Beauty, Tourism	
<b>DATE</b>	18 September 2023 (Mon) 19 September 2023 (Tue) 20 September 2023 (Wed)	Business matching + Gala dinner Visit Kazakh Invest / Industrial zone Business survey trip : modertrade, traditional trade, and local market
<b>TIME</b>	09.00-17.00 hrs.	
<b>TEMPURATURE</b>	Autumn Season, avg. 11-22 °C	
<b>ADMISSION FEES</b>	Invitation only (Modertrade buyer, Importer, Distributor)	
<b>ORGANIZER</b>	Kazakh Thai Alliance, Kaz Thai Corp and Platinum Travel	



# EXECUTIVE SUMMARY

## ABOUT THE ACCOMMODATION

<b>VENUE</b>	Business Matching	Novotel Almaty City Center Hotel
<b>CITY, COUNTRY</b>	Almaty, Kazakhstan	

## VISITOR PROFILE

<b>BIG BUYER</b>	Importer / Exporter Wholesaler / Distributor Manufacturer / Processor
<b>CHAINS &amp; SERVICES</b>	Department Store / Convenience Store / Grocery Store Supermarket Café & Restaurant Catering Service / Food Delivery Service
<b>Limited seat :</b>	30 companies

## EXHIBITOR PROFILE

<b>FOOD &amp; BEVERAGE</b>	Process Food / Ready to Eat / Seafood / Agricultural Product Dried Food & Snack / Beverage
<b>HEALTH, WELLNESS &amp; BEAUTY</b>	Beauty Product & Services / Skin Care Product Thai Herbal Product / Thai Incense Product
<b>Limited seat :</b>	20 companies

# OFFICIALLY SUPPORTING ORGANIZATIONS



The Embassy of the Republic of Kazakhstan  
to The Kingdom of Thailand



Chamber of Commerce of Republic  
of Kazakhstan



KAZAKH INVEST  
NATIONAL COMPANY

Kazakh Invest  
National Company



Kazakh Thai Alliance  
by The Supported of The Embassy of Kazakhstan  
to The Kingdom of Thailand



## DAY 1 : 17 SEPTEMBER 2023 (SUNDAY)

Arrival : From Bangkok to Almaty / Check in at Novotel Almaty City Center Hotel

## DAY 2 : 18 SEPTEMBER 2023 (MONDAY)

B2B matching : Meeting room, Novotel Almaty City Center Hotel  
 Gala Dinner : Restaurant Alasha

## DAY 3 : 19 SEPTEMBER 2023 (TUESDAY)

Official meeting : Kazakh Invest meeting  
 Official meeting : Visit industrial zone

## DAY 4 : 20 SEPTEMBER 2023 (WEDNESDAY)

Survey trip : Supermarket, Traditional trade, and Local markets survey  
 Free time : Shopping & Dinner  
 Departed : Go to Airport

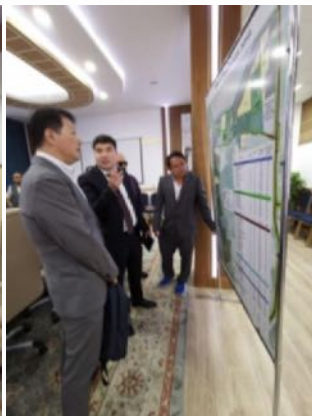
## DAY 5 : 21 SEPTEMBER 2023 (THURSDAY)

Departure : From Almaty to Bangkok  
 (Arrived at 09:00 am on 21 September 2023)



# FULL-PROGRAM BUSINESS TRIP AGENDA





**BUSINESS MATCHING**

**NOVOTEL  
ALMATY CITY  
CENTER  
ALMATY**



**GALA DINNER  
& NETWORKING**

# **ALASHA RESTAURANT**



# Our previous seminar and activities

**CENTRAL ASIA BUSINESS FORUM**

**WEBINAR TOURISM 2023**

**KAZAKHSTAN IS TRAVELSTAN**

October 28, 2022

10:00 - 16:00

LIVE ON ZOOM WEBINAR

**MR. TAKANORI OGASAWARA**  
Ambassador to the Kingdom of Thailand  
Ministry of Foreign Affairs of Japan

**MS. NADEZHDA KABANOVA**  
Secretary of the Association of the Republic of Kazakhstan  
General Administration of Kazakhstan

**MR. SERGEY MULYUKIN**  
Director of marketing department JSC NC «Kazakh Tourism»  
Patron of the Tourism Sector of Kazakhstan

**MS. NADEZHDA KABANOVA**  
Secretary of the Association of the Republic of Kazakhstan  
General Administration of Kazakhstan

**MR. ASAT BAIDYNOV**  
General Manager Tourism Travel Thailand  
Wholesaler in Kazakhstan

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**AGENDA**

10:00 - 10:10: Greeting.

10:20 - 10:40: Embassy of the Republic of Kazakhstan in the Kingdom of Thailand.

10:40 - 11:00: Expert.

11:00 - 11:30: Traveler.

11:30 - 12:00: Expert.

12:00 - 12:00: Lunch Break.

12:00 - 12:30: Monday Travel.

12:30 - 13:00: Interview.

13:00 - 14:00: Interview.

14:00 - 14:30: Expert.

14:30 - 15:00: Traveler.

15:00 - 15:30: Expert.

15:30 - 16:00: Conclusion of the webinar.

**SPONSORED BY**

**REGISTER**

**SEEK OPPORTUNITIES IN TRADING AND INVESTMENT IN CENTRAL ASIA : KAZAKHSTAN**

**MR. MUBAYT GAFANOV**  
General Manager  
Air Astana Engineering Company

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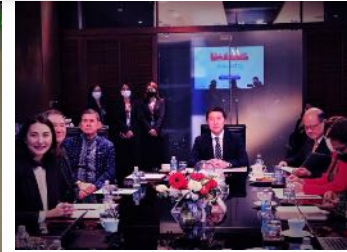
**MR. MUBAYT GAFANOV**  
General Manager  
Air Astana Engineering Company

**REGISTER NOW**

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<https://www.facebook.com/kzembassyth>



# Seminar and business forum series for business owners, buyers and sellers online and offline



## **Seminar series topic:**

Doing business in Kazakhstan / Logistic / Taxation / Investment in Each sector (with Kazakh Invest)  
Sharing trading experience from Thai company in Kazakhstan and more.  
(Offline & Online webinar depended on speaker availability)



*Feel the finesse of Thai's product*



# OUR PACKAGE

BUDGET & BENEFITS

# THAILAND FESTIVAL : BUSINESS MATCHING & SURVEY TRIP PACKAGE

**Business Matching  
& Survey Trip**  
(Price per Person)

**In Return For Your Partnership / Sponsorship Package Fee**

**THB 220,000**  
\* Not included VAT 7%

## Benefit

**(1) Business Matching** + 1 Liaison per company (Rus-Kazakh translator)



**(2) Welcome Dinner & Networking with Buyer** from Kazakh Thai Alliance & KazThai Corp LLP



**(3) Market survey trip** + Group guide

**one seat**

**(4) Sample products in Festival Bag** or giveaways can be distributed at the registration zone



**(5) Air ticket** (BKK-ALA-BKK)

**one economy seat**

**(6) Room** (4\* hotel)

**one single-bed**

**(7) Meal and Accommodations** + Group guide + Land (Bus or sprinter shuttle)

**breakfast & dinner**

**(8) Company Branding**

Logo on onsite backdrops and signages



Logo & company profile on event website and show directory



Logo on promotional media





# Contact Details

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Ms. Napassamol Junkrajang (Nok)



**Tel :** +66 (0) 93 454 5979



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**Email:** noknapassamol@gmail.com

## Sponsorship



Mr. Pheeraphon Pipawakorn (Nueng)



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**Email:** pheeraphon@superzup.com

## Partnership



*Feel the finesse of Thai's product*

# Thank You

