



HOMEDECO

INTERNATIONAL EXHIBITION OF
HOME TEXTILES AND DECOR

16-18 FEBRUARY 2026

MCC "Atakent", Almaty



www.homedecofair.com



Exhibition Sections



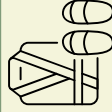
Bedroom Textiles

Products for healthy sleep, bed linen, mattresses, blankets, pillows, mattress pads and protective covers, bedspreads, throws, sleepwear, decorative textiles, children's textiles, accessories and care.



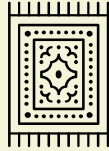
Window Decoration

Sun protection systems, curtains, tulle, cornices and accessories, blinds, roller and cassette blinds, lambrequins and decorative elements, fabrics for curtains, accessories for sewing and care.



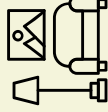
HoReCa Segment Products

Textiles for hotels, bath textiles, textiles for restaurants and catering, curtains and interior decoration, textiles for spa and wellness areas, specialized products.



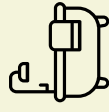
Wall and Floor Coverings

Laminate, parquet board, carpets, carpeting, wallpaper, decorative panels, paints and decorative plasters, natural and designer materials, related materials.



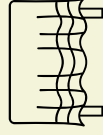
Interior Decoration

Decor, textile decor, lighting, interior aromatization, interior fabrics and materials, seasonal and thematic decor, zoning and architectural decor.



Bathroom Textiles

Towels, robes, slippers, bath mats, accessories, children's bathroom textiles, sets and gift sets.



Kitchen textiles

Kitchen towels, potholders and mittens, aprons, tablecloths, table napkins, runners and table runners, covers, textile accessories for storage, professional kitchen textiles, household goods.



Services

Textile equipment, logistics, custom-made textiles, turnkey textile interior design, interior decoration and styling, branding, maintenance and renovation services.

Aim and Objectives

To provide manufacturers and suppliers of home textiles and decorative items with an effective platform for presenting new collections, strengthening their brand and expanding their customer base.



To facilitate the establishment of direct contacts between manufacturers, distributors, interior designers and retail representatives to establish mutually beneficial cooperation.



To stimulate sales growth and facilitate the entry of participants into new regional and international markets through direct interaction with the target audience and buyers.



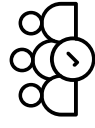
Exhibition in Figures

 **6 000 m2**
exhibition area

 **3**
exhibition day

 **24**
countries of
the world

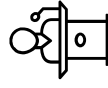
 **5 711**
visitors

 **63**
participant

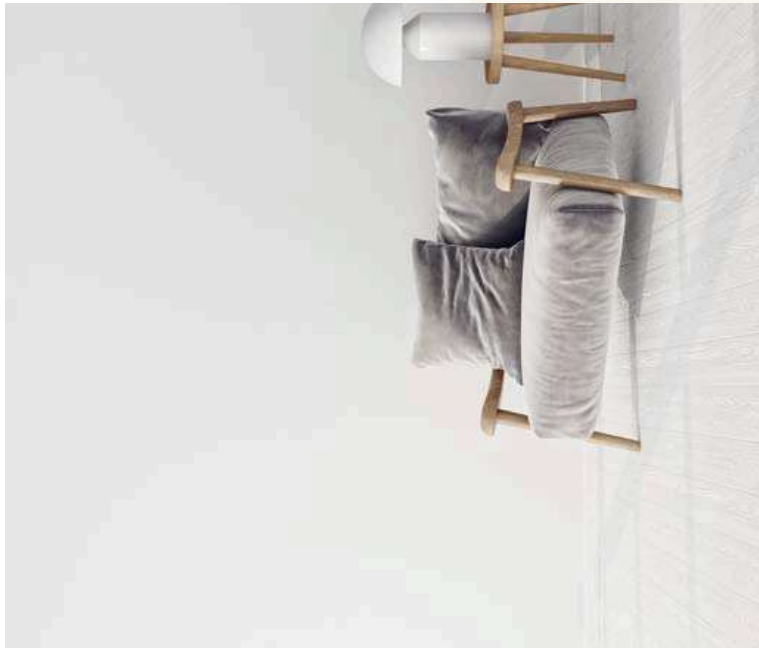
 **2**
pavilion

 **400**
VIP buyers

 **70%**
wholesale
buyers

 **30+**
master classes
business conferences

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Geography of Visitors

5711 professional visitors from 24 countries



	Kazakhstan
	Bahrain
	Finland
	India
	Indonesia
	Nigeria
	Sierra Leone
	Abkhazia
	Azerbaijan
	Belarus
	United Kingdom
	Djibouti
	Canada
	Kyrgyzstan
	Uzbekistan
	China
	Lithuania
	Moldova
	Russian Federation
	Tajikistan
	Turkmenistan
	Türkiye
	France
	Switzerland

Exhibition Venue

The Atakent Exhibition Centre is the largest and only professional exhibition complex in Almaty, recognized as a leading venue for international business events. The complex is located in an ecologically favorable area, near the administrative, cultural and business center of the city, which makes it especially convenient for both participants and visitors.



KTSDS "Atakent", pavilions 9 and 10
Address: Republic of Kazakhstan, 050057, Almaty, st. Timiryazeva, 42



The Kazakhstan Business Cooperation Center is a unique multifunctional complex that has no analogues in Central Asia, 6 pavilions with a total area of 40,000 sq.m.

Convenient entrances and approaches to the complex:

- Central entrance
- Pedestrian entrance - st. Auezov (intersection with Timiryazev street)
- Pedestrian and automobile entrance - Manasa Street (intersection with Timiryazev Street)
- One-way car entrance - Utepova Street (intersection with Zharokova Street)
- Pedestrian and automobile entrance - Utepova street (intersection with Zharokova street)

Participation in the exhibition at the Atakent Exhibition Center is not only comfortable conditions for work and presentation of products, but also strategic positioning of your company in the center of business activity in Almaty.



The HOMEDECO exhibition is a professional international trade platform for demonstrating new products in the field of home textiles and interior decor, focused on establishing direct B2B contacts with the wholesale buyers & outsourcers.

To attract key target audiences from other cities and countries, a Buyer Program is being implemented in 2026, aimed at stimulating complex purchases for the 2026–2027 season.

Buyer Program



- As part of the program, wholesale visitors are provided with:
- 3 nights free hotel accommodation
- Free transfer:
 - from the hotel to the exhibition center
 - from the exhibition center to the hotel

Basic standard development



Participants of the exhibition are provided with a stand with a standard set of equipment, including a basic set of equipment. The composition of the equipment is determined proportionally to the area of the exposition and provides comfortable conditions for demonstrating products and conducting negotiations during the event.

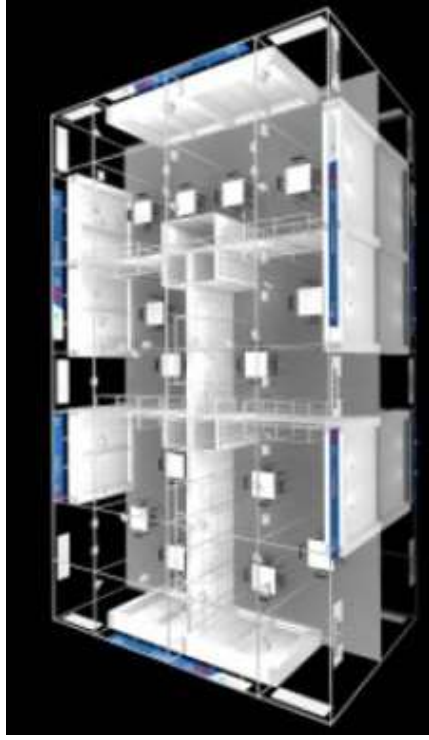
The standard construction price includes:

- 1 table for every 12 m²
- 3 chairs for every 12 m²
- 1 linear meter of hangers or shelves for every 5 m²
- 1 spotlight (100 W) for every 5 m²
- Carpet covering the entire area of the stand
- Electrical socket (220V)
- Fascia panel with company name
- Waste basket
- Clothes hanger

At the participant's request, it is possible to order additional equipment - furniture, display cases, demonstration stands and other elements. The list of options and terms of provision are presented in the participant's technical manual.

In addition, the possibility of individual stand construction is provided. In this case, a unique design project is developed, reflecting the corporate style of the participating company. Individual construction is implemented on the basis of an agreed technical assignment and does not include a standard set of equipment.

Improved Octanorm+ standard



The Octanorm+ construction option is an improved version of the standard stand with additional decorative and structural elements.

The price of the improved standard Octanorm+ development includes:

- 1 decorative wooden module (275 cm or 175 cm wide) for each open side of the stand – depending on the width of the open side
- 1 table for every 12 m²
- 3 chairs for every 12 m²
- 1 linear meter of hangers or shelves for every 5 m²
- 1 spotlight (100 W) for every 5 m²
- Carpet covering the entire area of the stand
- Electrical socket (220V)
- Fascia panel with company name
- Waste basket
- Clothes hanger

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The choice of the appropriate format - basic, advanced or custom - allows participants to effectively present their products, stand out at the exhibition and emphasize the brand image.





Travel agency services

www.homedecofair.com

Additional service from the travel agency TF TUR for participants of the HOMEDECO exhibition.

For the convenience and comfort of the participants of the HOMEDECO exhibition, the travel agency TF TUR, which is part of the organizing team, offers an expanded range of related services:

coskun@turkel.com.tr

- Special offers for accommodation in economy class hotels located near the exhibition area are the best option for practical accommodation with minimal costs.
- Booking hotels of various categories - from comfortable economy to business class, taking into account the individual preferences of participants.

+90 (212) 284-23-00 / 146

- One-day tours around Almaty — an opportunity to get acquainted with the culture, architecture and atmosphere of the southern capital of Kazakhstan.
- Unique excursion routes — booking of original programs around Almaty: mountain walks, ethnographic tours, natural attractions.

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Transfer organization:

airport — hotel — airport

- TF TUR provides professional support at all stages of preparation for the trip, so that participation in the HOMEDECO exhibition becomes not only a business event, but also a comfortable and memorable one.



Advertising campaign



e-mail newsletter



call center



outdoor advertising



radio



social media



TV



print advertising



targeting



VIP invitations



SMS



contextual advertising



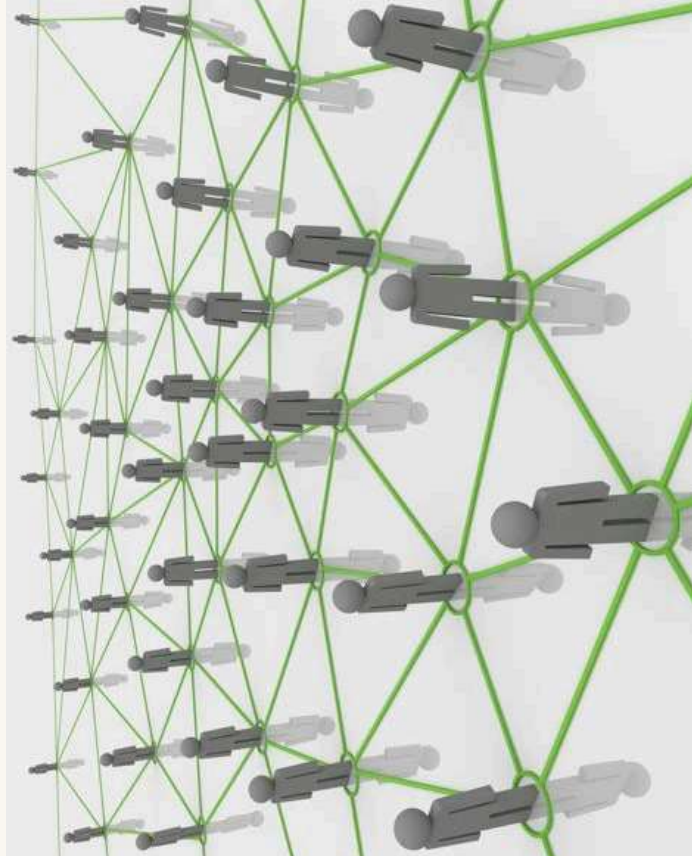
WhatsApp newsletter

Social Media



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Turkel Fair Organization Inc.

Contacts

For questions about participation, please contact us!

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