

POST-SHOW REPORT:

analysis, conclusions, results



KAZAKHSTAN INTERNATIONAL OUTDOOR FAIR

3-6/04/2025

Almaty | Bakshasaray



ABOUT THE EXHIBITION

The 6th International Hunting, Fishing and Outdoor Fair —

KIOF (Kazakhstan International Outdoor Fair) — was held from April 3 to 6, at the international exhibition center ATAKENT at the Event Venue “Bakshasaray” in Almaty, bringing together more than 50 exhibitors from different regions and countries.

The event has become a key event of the season for hunters, fishermen, tourists, equipment manufacturers and outdoor enthusiasts.

Exhibition Themes:

- Hunting and fishing equipment
- Camping and outdoor gear
- Outdoor apparel and footwear
- Food products and organic goods
- Specialized vehicles and machinery
- Tactical and optical devices

KEY FIGURES



Key Brands:

Camarad, Master Fish, Swarovski, Kahles, Skywoods, Jaskall, Sumo, Dive&Drive, Aiman Organic Food, Altay Outwear, Ebisu, Outdoor Center Almaty, Mergen Outdoor, Lusky, Azot Group, Export Center of Republic of Sakha, Zavyalov Partnership, Saiga Company, Kynat spirital decoy and others.

EXHIBITOR GEOGRAPHY

The exhibition brought together participants from 7 countries:

Kazakhstan — 51%, Russia — 38%, China — 5%, Kyrgyzstan — 1%, Germany — 1%, Austria — 1%, Egypt — 1%



KIOF traditionally unites representatives of the industry from Central Asia, the CIS, and beyond, reinforcing its status as a truly international platform.

The exhibition also featured showcases from **leading global brands such as Swarovski, Kahles, Leica, Favorit, Lucky, Camarad**, and many others.

EXHIBITOR PROFILE

KIOF brought together a diverse range of companies covering all key areas of the hunting, fishing, and outdoor industries. Participants included manufacturers, service providers, and official distributors of leading global brands.



EXHIBITORS LIST




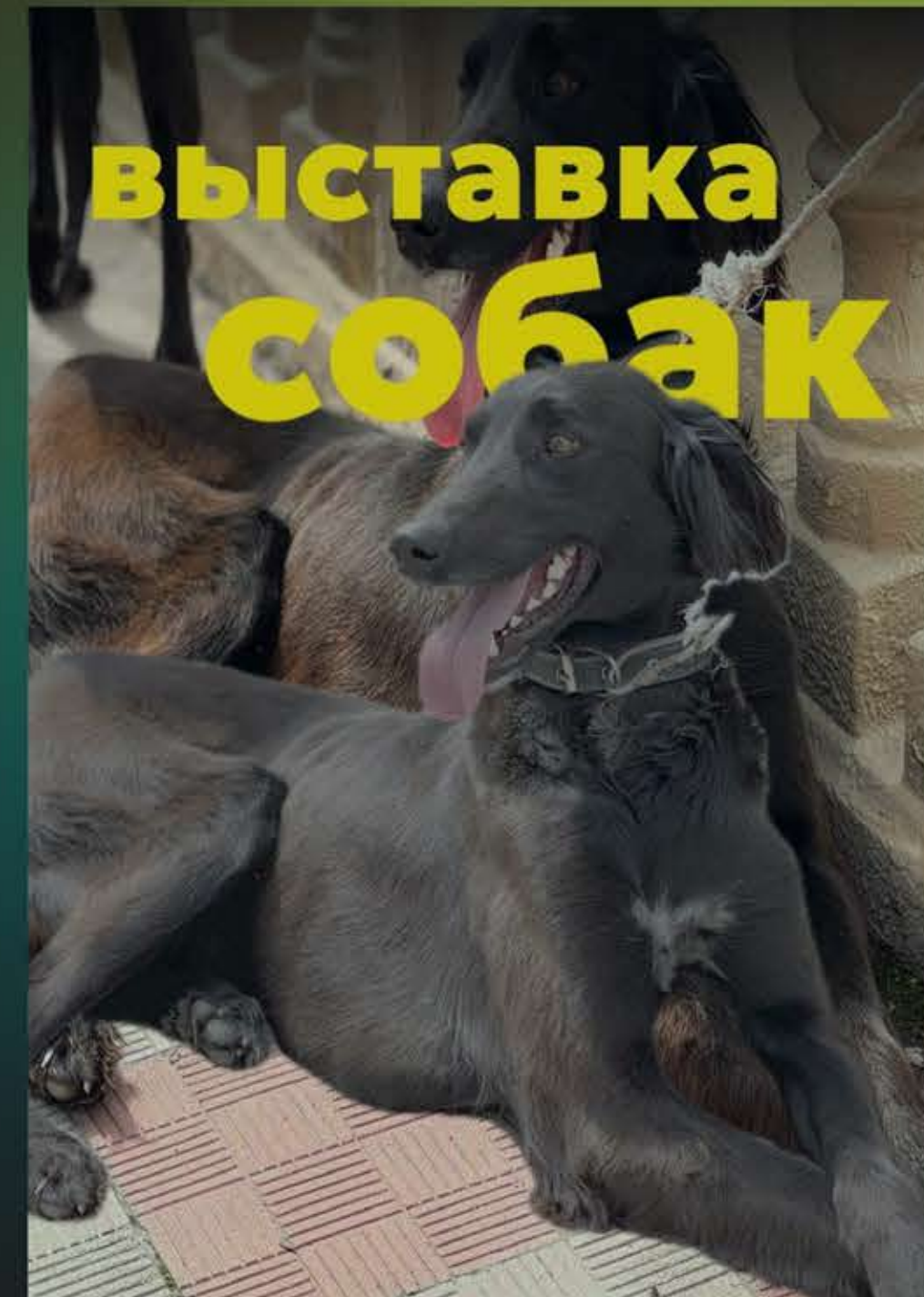
- TEZ ET
- HOME CREDIT BANK BUSINESS
- SUMO
- KUZNICA KOVAL
- HFT
- JACKALL
- SECRET OF ROBINZON
- KUZNICA GORBUNOVA
- IZHEVSKAYA YAGODA
- FIRMA SAIGA
- DIVE&DRIVE
- A-FISHING (NORD FISH)
- CAMARAD
- DUCK MANIA
- DOLPHIN DIVING CENTER
- VIKING
- IZH.BERRY
- SOCIETY OF DISABLED PEOPLE OF AUEZOV DISTRICT
- STILNAYA SHTUCHKA
- SADAK.KZ
- MASTER-FISH.KZ
- NOMAD SAFARIS
- AIMAN ORGANIC FOOD
- KOMPASS.KZ
- KLESH OFF
- DJUZEPE.KZ
- SWAROVSKI OPTIK KAHLES
- TABIGAT
- TOVARISHESTVO ZAVYALOVA
- BAIDAM UUS
- OHOTNICHYI KLUB KUUMAAN
- IP ARGUNOV P.V.
- YAKUTSKIE SUVENIRY
- DUKHOVYE MANKI KYNAT
- ANO TSPE RESPUBLIKI SAKHA (YAKUTIYA)
- KINGMARS INDUSTRIAL CO
- OHOTNIKI_KZ_SHOP
- KIZLYAR KNIFE
- JINAN YINGHUA OUTDOOR EQUIPMENT CO, LTD
- UNTY IZ SEVERNOGO OLENYA
- ALTAY OUT WEAR
- KUZNETS VASILYEV
- HUNTING DELICATES
- EBISU
- LETNYAYA ZOLOTITSA
- OUTDOOR CENTER ALMATY
- MERGEN OUTDOOR
- OHOTNIK KZ
- JINHUA LUCKY ET MANUFACTURER CO.LTD
- SKYWOODS INTERNATIONAL
- GK AZOT
- SAMGA BREND

WITHIN THE FRAMEWORK OF THE EXHIBITION

KIOF was held with the support of the Republican Association of Public Hunting Organizations and Hunting Enterprises “Tabigat”. The Association’s President, Mr. Kazhym Jumaliev, along with other participants, organized a rich business program and workshops featuring local and international speakers, significantly expanding the scope and audience of the event.

- Product launches and presentations from leading brands
- Shooting and tactical training workshops
- Seminars on environmental protection and sustainable hunting tourism
- Contests and prize draws for visitors

 The exhibition hosted the annual pedigree show of the national Kazakh dog breeds Tazy and Tobet.



MEDIA COVERAGE

To attract a professional audience, a large-scale PR campaign was implemented in key industry and mass media:

- Publications in industry-specific media
- Active coverage in social media, targeted advertising, more than **500,000 covered accounts**
- Live broadcasts and reports from the event
- Advertising campaigns on radio and outdoor media
- Advertising placements on cityboards, billboards, in specialized stores, as well as radio advertising
- Advertising at specialized exhibitions



KIOF-2025, ASTANA

KIOF has become more than just an exhibition — it is a meeting point for like-minded professionals and enthusiasts, where hunting, fishing, and outdoor recreation inspire both participants and guests.

The organizers express their gratitude to all partners, exhibitors, and visitors and extend an invitation to the next edition of KIOF, which will take place:

- **November 6-9, 2025**
- Kazakhstan, Almaty,
hotel Radisson Astana

Organizer:



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