



CHAINS WHOLESALE CENTRE™

WITHIN THE FRAMEWORK:

 **UzFood**



1-2 APRIL 2026

UZEXPOCENTRE
TASHKENT

POST SHOW REPORT

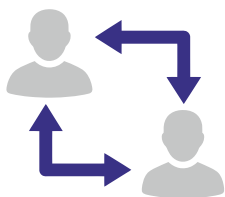


About:

The Retail Centre, which has been operating successfully since 2019, reached a new level in 2026 by transforming into the Chains Wholesale Centre. This has significantly expanded the geography of participants and doubled the number of retailers by creating additional opportunities for direct contracts. For the first time, retail chains from the CIS joined the project, strengthening the potential for foreign trade links and increasing export-import turnover.

As part of the Chains Wholesale Centre, an effective negotiation platform was established, where suppliers from Azerbaijan, Armenia, Republic of Belarus, Kazakhstan, Kyrgyz Republic, Republic of Korea, Malaysia, Russia and Uzbekistan and other countries held targeted meetings during two days with the buyers from retail chains, marketplaces and distribution companies.





862
negotiations



93,6%
successful
negotiations



\$620 889 000
total procurement
amount



WHAT IS THE CHAINS WHOLESALE CENTRE™?

The **Chains Wholesale Centre™** is a unique technology for arranging business negotiations, where suppliers can personally deliver their brief presentations to buyers and agree deliveries of their products to the largest chains in Uzbekistan and the CIS in a single day.

2

days

68

buyers

129

suppliers

The collection and visualisation of statistics were made possible through the **Sale Tracker** platform provided by CEC Imperia Forum, the partner behind the innovative Retail Centre format.



Benefits:

- **Direct access to buyers:**

Meet buyers who are genuinely interested in your products. The Sale Tracker platform helps match you with relevant contacts in advance, creates an efficient meeting schedule and provides detailed analytics based on the results of your negotiations.

- **Contracts on the spot:**

More than 93% of negotiations result in successful outcomes. Documents are generated automatically, helping to reduce the time from negotiation to delivery from months to days.

- **Direct feedback from retail chains:**

Receive first-hand feedback on your products from category buyers and gain immediate insight into how to strengthen your offering.

- **More than 25 buyers in one place:**

The platform brings together leading retail chains from Uzbekistan and the CIS, as well as distributors and e-commerce companies.

- **Participants include:**

Grocery retail chains; specialist retailers; marketplaces; distributors and importers.



The launch of the Korea-Uzbekistan project is one of the standout achievements of negotiations at the Chains Wholesale Centre 2026

Following the participation of 21 Korean companies at UzFood, the dedicated Korean Food Sections will be introduced in Korzinka supermarkets across Tashkent, offering Uzbek consumers a wide selection of Korean food and agricultural products.



The initiative follows the signing of a Memorandum of Understanding between the Embassy of the Republic of Korea, KOTRA, the Export-Import Bank of Korea (KEXIM) and the Korzinka retail chain.

Ambassador Extraordinary and Plenipotentiary of the Republic of Korea, Won Do Yeon commented:

“I am delighted that the Embassy of the Republic of Korea, together with KOTRA and KEXIM, has signed a Memorandum of Understanding with Korzinka to open Korean Food Sections across the Korzinka supermarket chain.”

[More](#)



Retail chains of Uzbekistan and CIS countries:



How to join?

For suppliers

(UzFood participants and non-participants)

Participation in the Chains Wholesale Centre for food and beverage producers and suppliers is subject to a participation fee.

To submit an application and get information about the terms of participation, please contact managers.



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13·14 APRIL 2027

UZEXPOCENTRE
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**THE CHAINS WHOLESAL CENTRE
IS YOUR DIRECT ROUTE TO RETAIL CHAINS
IN UZBEKISTAN & THE CIS!**

[Website](#)

ORGANISER:

