



Kazakhstan Country Stand Execution at Gulfood 2026

26th - 30th January 2026
Dubai Exhibition Centre

Case Study



PRISM
ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND

Brand Architects and Designers of Demand

Prism Advertising managed the complete execution of Kazakhstan Country Pavilion at Gulfood 2026. The scope of work covered the complete lifecycle of the pavilion, from strategic concept development to on-ground execution.

Conceptualization and Master Design of the Pavilion Layout and Visual Identity, Tailored to reflect the agricultural theme and a cohesive atmosphere.

Complete Stand Fabrication & Build-Up of the country pavilion with 3D design & technical drawings aligned with DWTC regulations.

Exhibitor Zoning & Space Planning for 26 participating Kazakh exporters

Centralized Coordination with all exhibitors for branding, stand requirements, and compliance

On-Ground Project Management including installation, handover, and show-day support



Exhibitors from Kazakhstan

Prism brought together 30 exhibitors under one cohesive national identity, while maintaining individual brand visibility. End-to-end coordination with all stakeholders ensured on-time delivery to international exhibition standards.



A high-impact country pavilion that strengthened Kazakhstan's national presence at Gulfood and enabled seamless participation for 26 exporters through a single, centrally managed execution partner.



Brand Architects and Designers of Demand





Kazakh National Game Asyk Bone



Grain Décor



B2B Meeting & Storage area





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