



KazBuild

Kazakhstan's leading international  
building and interiors exhibition

**POST SHOW REPORT**

Almaty, Kazakhstan





**KazBuild 2015**, the 22<sup>nd</sup> Kazakhstan International Building and Interiors Exhibition was held from **2-5 September** in Almaty. Over 21 years, the exhibition has become well known among industry experts and has established itself as the most significant business event in the industry, as confirmed by the annual audit and international certificate from *UFI, the Global Association of the Exhibition Industry*.

**EXHIBITION SECTORS:**

- Building materials and equipment
- Interiors and finishing materials
- Window technologies
- Ceramics and stone

**THE EVENT IS OFFICIALLY SUPPORTED BY:**

- Ministry of Investments and Development of the Republic of Kazakhstan
- Ministry of National Economy of the Republic of Kazakhstan
- Committee for Construction, Housing, Public Utilities and Land Resources Management Agency of the Republic of Kazakhstan
- Akimat (local administration) of Almaty



**KAZBUILD 2015 STATISTICS**

Total exhibition space.....	<b>8 480 (sqm)</b>
Number of unique visitors.....	<b>4 994</b>
Number of visits.....	<b>8 252</b>
Number of exhibitors.....	<b>369</b>
Number of exhibiting countries .....	<b>32</b>

**The official opening ceremony was attended by:**

- **Almaz Akbaralievich Abdykarov**, Vice Director of the State Agency for Architecture, Construction, Housing and Public Utilities affiliated to the Government of the Kyrgyz Republic
- **Maral Tompiev**, President of the Association of the Kazakhstan Construction Materials Industry, member of the Regional Council of the National Chamber of Entrepreneurs of Almaty
- **Vasil Petkov**, Ambassador Extraordinary and Plenipotentiary of the Republic of Bulgaria in the Republic of Kazakhstan
- **Stefano Ravanyan**, Ambassador Extraordinary and Plenipotentiary of Italy in the Republic of Kazakhstan
- **Renate Schimkoreit**, Consul General of the Federal Republic of Germany in the Republic of Kazakhstan
- **Regimantas Jablonskas**, Consul General of the Embassy of Lithuania in the Republics of Kazakhstan, Kyrgyzstan and Tajikistan
- **Suphi Atan**, General Consul Consulate General of the Republic of Turkey to the Republic of Kazakhstan
- **Osman Elgun**, Attaché of the Consul General of the Republic of Turkey in the Republic of Kazakhstan
- **Sergey Stefanovich Zhartun**, Senior Adviser to the Head of the Belarus Embassy Department
- **Vlodzimezh Kurovskiy**, Adviser of the Trade-Investment Promotion Department of the Embassy of the Republic of Poland in the Republic of Kazakhstan
- **Frantisek Troyachek**, Adviser of the Department of Trade and Economics of the Embassy of the Czech Republic in the Republic of Kazakhstan





✓ This year, the exhibition featured a new special project – **THE PRACTICAL ZONE**. Exhibitors presented building materials, equipment, tools, and finishing materials.

On **3 SEPTEMBER**, a **ROUND TABLE DISCUSSION** took place on *Energy Saving and Green Building*, which was held in an open dialogue format for developers, designers and architects, and manufacturers and suppliers of modern energy-efficient materials and services to identify the relevance and methods of creating a 'green' building. Within the ROUND TABLE the Kazakhstan Council for "green" construction of **KAZGBC** made a presentation on the topic of *"National Standard for "Green Construction and Work on "Green" Technologies National Registry"*.

✓ During the exhibition **FREE CONSULTATIONS WITH DESIGNERS AND ARCHITECTS** on repairing, remodelling, or complete overhauls for interiors and exteriors of private apartments, houses, offices and business premises were organised. The Kazakh interiors magazine *Design Ideas* was a partner for the consultations.

✓ The exhibition's business programme included, **TOPICAL SEMINARS** from the **Association of Foam Manufacturers in Ukraine** and **ENIKA CZ s.r.o.**

# EXHIBITORS: 369 companies from 32 countries



## ▪National groups:

Germany  
Italy  
China  
UAE  
Czech Republic

## ▪Group stands:

Krasnoyarsk Region  
Kurgan Region

✓**89%** of exhibitors believe that KAZBUILD is important for business

✓**74%** of exhibitors are planning to exhibit at KAZBUILD 2016

## Number of contacts made by exhibitors at KazBuild 2015

1-50	<b>61%</b>
51-100	<b>28%</b>
More than 150	<b>9%</b>
101-150	<b>2%</b>

## Exhibiting objectives

Find new clients/partners	<b>26%</b>
Increase awareness of brands/products/services	<b>17%</b>
Meet/sell to current customers	<b>14%</b>
Enter a new market	<b>13%</b>
Maintain company's image / brand position	<b>10%</b>
Learn about competitors' products/services	<b>7%</b>
Launch a new product/service	<b>5%</b>
Test market a new product	<b>5%</b>
Attract the attention of municipal services and government organisations	<b>4%</b>

## Visitors' job role

Company director / owner	34%
Manager / expert	30%
Head of department / group	17%
Company deputy director	10%
Individual entrepreneur	9%

## Breakdown of visitor interest in exhibition sectors

Building materials and equipment	83%
Interiors and finishing materials	48%
Ceramics and stone	28%
Fenestration technologies	22%

✓ **95%** of visitors consider KAZBUILD 2015 important for their business activities

✓ **89%** of visitors are planning to attend KAZBUILD 2016

✓ **73%** of visitors have buying authority or influence buying decisions



## OFFICIAL EXHIBITION VIDEO



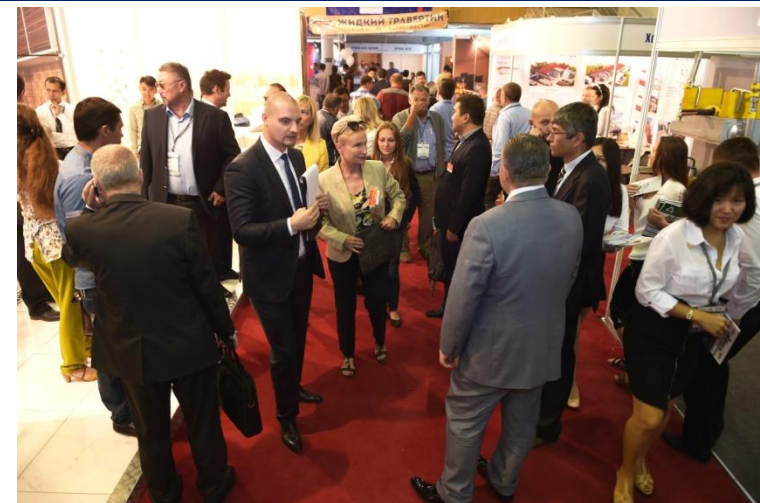
[Click to view](#)

## Visiting objectives

Learn about new products and services	<b>78%</b>
Find new suppliers / business partners	<b>59%</b>
Learn about current market trends	<b>46%</b>
Find a specific product / service	<b>36%</b>
Meet existing suppliers / partners	<b>34%</b>
Learn about competitors' activities	<b>20%</b>
Promote own products and services	<b>19%</b>
Assess the event in order to participate in the future	<b>16%</b>
Learn about the industry as a newcomer	<b>11%</b>
Attend business programme events (conferences, workshops and master classes)	<b>10%</b>
Find jobs and career opportunities	<b>6%</b>
Other	<b>2%</b>

## Areas of business represented by visitors

Production	<b>25%</b>
Construction	<b>20%</b>
Retail	<b>13%</b>
Project works and engineering	<b>11%</b>
Wholesale	<b>11%</b>
Wholesale and retail chains	<b>7%</b>
Design and architecture	<b>6%</b>
Finishing building repairs	<b>3%</b>
Media	<b>2%</b>
Government authorities	<b>1%</b>
Landscape design and improvement	<b>1%</b>



## Geographical distribution of visitors

<b>Kazakhstan</b>	<b>87%</b>	Afghanistan	0.1%
<b>Russia</b>	<b>3%</b>	UK	0.1%
<b>Kyrgyzstan</b>	<b>2%</b>	India	0.1%
Turkey	1%	Portugal	0.1%
Bulgaria	1%	America	0.1%
China	1%	Armenia	0.05%
Ukraine	1%	Ghana	0.05%
Uzbekistan	0.5%	Georgia	0.05%
Italy	0.4%	Israel	0.05%
Germany	0.4%	Ireland	0.05%
Iran	0.3%	Lithuania	0.05%
Spain	0.3%	Pakistan	0.05%
Poland	0.3%	Australia	0.03%
Belarus	0.2%	Austria	0.03%
Korea	0.2%	Egypt	0.03%
UAE	0.2%	Jordan	0.03%
Azerbaijan	0.2%	Luxembourg	0.03%
France	0.2%	Morocco	0.03%
Czech Republic	0.1%	Mongolia	0.03%
Nigeria	0.1%	Senegal	0.03%
Turkmenistan	0.1%	Chile	0.03%
Latvia	0.1%	South Korea	0.03%



On 3 September, a ceremonial reception at InterContinental Almaty Hotel was held to celebrate the exhibition opening.

Organisers presented special awards to:

✓ Best Stand in the Building Materials sector  
**Arsenal Asia LLP**

✓ Best Stand in the Finishing Materials sector  
**Kastamonu Entegre**

✓ Best Stand in the Window Technologies sector  
**Galaksi Group LLP**

✓ Best Stand in the Ceramics and Stone sector  
**Sina Tile and Ceramics Ind Co**

✓ Best Stand in the Outdoor Area  
**Vima LLP**

✓ Best Newcomer  
**Aluminium of Kazakhstan LLP**

✓ Best Marketing Decision  
**Aventin LLP with Kerama Marazzi brand**



*I was very impressed. Everything is great. We have already found distributors in Almaty, Astana and Shymkent. People visited out stand and were interested in us, so we got positive feedback. Kazakhstan is 'the door to Europe' for us. It was a great exhibition. I'm ready to pay for our stand for next year right now. We are very satisfied. Money ... costs ... it's not the most important thing, what really matters is the results, and we are sure we will see them! Thanks to the organisers!*

**Nodir Dilmuratovich Badalov,**  
Director, NEOLIT

*I think it's a good exhibition and one of the biggest in Kazakhstan. We spoke to dealers from Kazakhstan, as well as from Russia and Bishkek. Over the 3 days, we have already signed several agreements. It was a very useful exhibition. We will definitely exhibit next year and expand our stand.*

**Kamal Fakhritdinovich Kurbanbaev,**  
Director, DECO STONE

*This is our 3<sup>rd</sup> time exhibiting at KazBuild. It's a very good exhibition. Everything is great. We have come to this exhibition to expand our customer base and introduce ourselves, as well as learn about new areas for development. The exhibition has met our expectations and there's been a good turnout of visitors. We will definitely exhibit next year.*

**Marina Plotnikova,**  
Business development manager, DAS ERSTE HAUS

*The exhibition is interesting. First of all, it's international and we have made a lot of foreign contacts. We have already agreed to a meeting on building floors and supplying materials. We are very satisfied with the exhibition. Thanks to the organisers.*

**Anatoliy Vadimovich Mozhaev,**  
Customer service director  
Business Inkubator





*We are a fast-growing construction company. We are involved in building high-rise residential complexes. KazBuild is a great opportunity to showcase ourselves and to do valuable business. It is a very useful and profitable exhibition. We are still a young company, but it does not prevent us competing with large and long-established companies. Thank you for the exhibition.*

**Kaldar Zhamaliyarovich Auevov,**  
Vice-President, Talan Construction LLP

*For me, personally, this is my first visit. Such a large exhibition! I am impressed. Everything is perfectly organised. We found companies and exchanged contact details in every pavilion. I hope we will see some positive results.*

**Evgeniya Irgebaevna Uvalieva,**  
Director, Fiammata Company

*We have a branch of our company in Shymkent. We are involved in building and installation, manufacturing metal structures, and performing general building and concrete works. Of course, KazBuild presents exactly our company's field. We are visiting because we are interested in finding out what competitors we have on the market. We are also talking with our old partners as well. It is really useful to have them all in one place.*

**Tatyana Antonenko,**  
Director, SHYN Company

*We love visiting Iteca's exhibitions. We plan our visit in advance, as we know which companies will be there. We can say "I came, I saw, I closed a deal". It is really convenient doing this at the exhibition. We also noted the new companies exhibiting. We are grateful to the organisers for the opportunity to develop our company.*

**Zhenis Karimov,**  
Director General, Ideal Trade LLP





In 2016, **KazBuild 2016**, the 23<sup>rd</sup> Kazakhstan International Building and Interiors Exhibition will take place from **5-8 September** under a new brand. The rebranding of **Iteca's** building events is part of a broader initiative to create a single global brand for **ITE Group's** worldwide events.

A new memorable logo, a name that is clear and close to the industry community will increase brand awareness and contribute to a more effective promotion of the portfolio of building exhibitions among the target audience.

### To exhibit, please contact:

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doors, lighting, interiors*

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# SEE YOU AT KAZBUILD 2016!

