



# KazBuild

## WorldBuild Almaty

Kazakhstan's leading international  
building and interiors exhibition

5 – 8 September 2017

Atakent, Almaty

## POST SHOW REPORT



**KazBuild**  
Almaty

a **WorldBuild** event



# About Exhibition

## Figures and Facts

### Kazakhstan's Leading International Building and Interiors Exhibition

Total exposition area	<b>11 100 sq.m</b>
Number of exhibiting companies	<b>408</b>
Number of unique specialists	<b>4 109</b>
Number of participating countries	<b>28</b>



#### Official Support:



Ministry of Investment and  
Development of the Republic of  
Kazakhstan



Akimat of Almaty city



Trade Representation of the Russian  
Federation to the Republic of  
Kazakhstan

#### Business partners:



#### Exhibition Partner:



## The official opening ceremony was attended by:

- **Azamat Rakhimov** - Deputy Head of the Construction Department of Almaty city
- **Mr. Joos Bertram** - Deputy Consul General of Germany in Almaty
- **Aleksandr Yakovlev** - Trade Representative of the Russian Federation in the Republic of Kazakhstan
- **Hamid Reza Arshadi** - Acting Consul General of the Islamic Republic of Iran
- **Valdas Burneika** - Acting Consul of the Republic of Lithuania
- **Sergey Zhartun** - Senior Advisor, Head of the Embassy Branch Office of Belarus in Almaty.
- **Manuel Sanchez Melero** - Economic and Commercial Advisor of the Spanish Embassy in Kazakhstan
- **Bernat Forsay** - Investment & Foreign Trade Advisor of Embassy of Spain in Kazakhstan
- **Nicola Baltatu** - Investment and Foreign Trade Advisor of the Embassy of Spain in Kazakhstan
- **Branislav Jovanovic** - First Secretary, Embassy of the Republic of Serbia
- **Ismail Erkan Sarysachly** - Trade Attaché, Consulate General of the Republic of Turkey
- **Hemdan Ibrahim** - Attache, Director of the Center for Cultural and Educational Issues of the Embassy of Egypt in Almaty
- **Igor Kamynin** - Head of the Representative Office of “Russian Export Center” JSC in Kazakhstan
- **Olga Lukerchik** - Chairman of the Board of “Center for Technical and Estimated Valuation in Construction” JSC
- **Won Shawn Guan** - Vice President, Exhibition Company CiAiSi Exhibition (China)
- **Almazbek Abdykarov** - Deputy Head of Gosarchstroy of the Kyrgyz Republic
- **Van Den Weghe Denis** - Chairman of the Board - President of “Atakent Exhibition Center” JSC
- **Yury Borodikhin** - Director of the exhibition company Iteca
- **Edward Strachan** - Regional Director of ITE (UK)



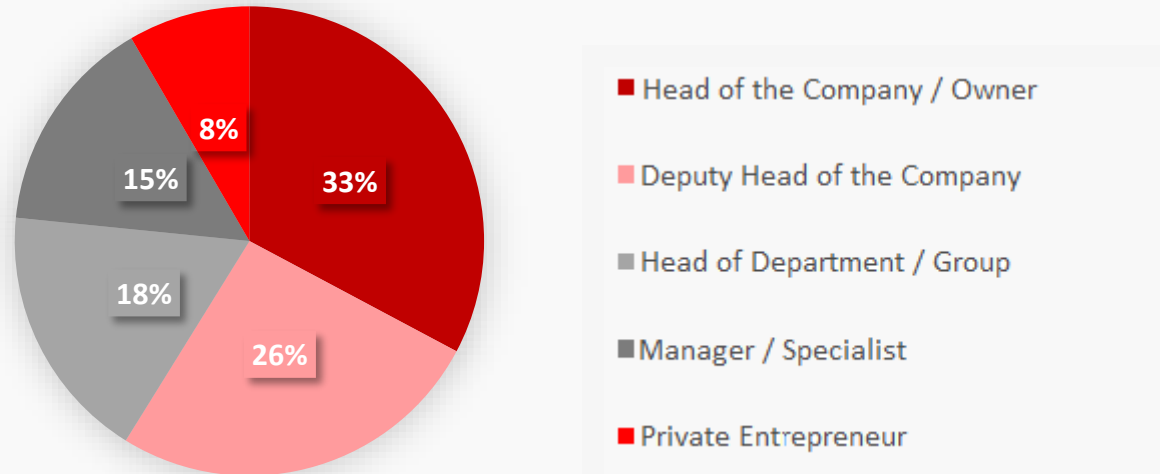
The number of the unique visitors: **4 109**

# Visitors

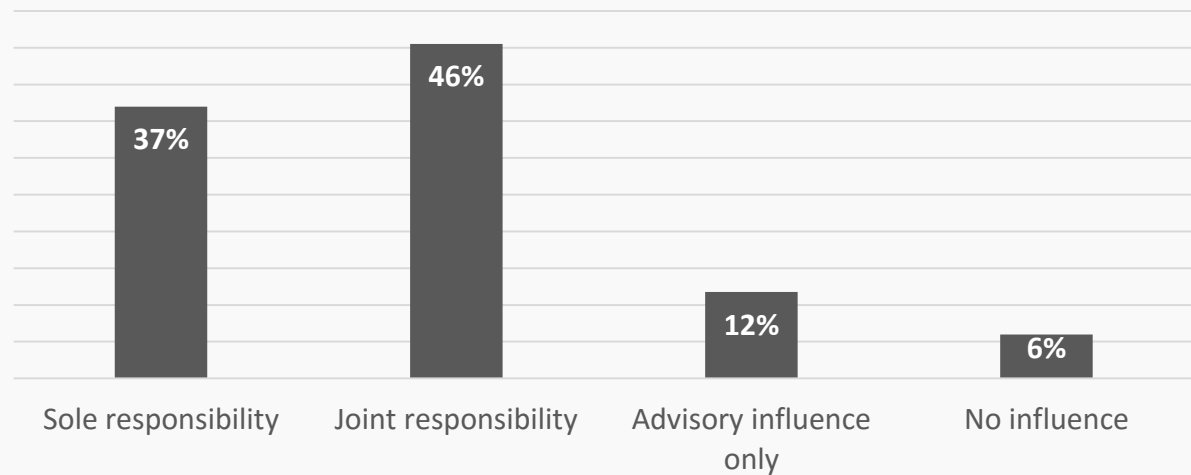
## Official Composition



### Job titles of the visitors



### Level of decision making



# Visitors

## Type of activity

### Areas of Business Represented by Visitors

Production	24%	996
Construction of Buildings and Structures	13%	538
Wholesale and Retail Chains	12%	476
Wholesale Trade	11%	472
Retail Trade	9%	378
Designing and Engineering	8%	332
Design and Architecture	7%	271
Other	6%	235
Repair and Finishing Works	3%	120
State and Local Government Authorities	1%	38
Road Construction	1%	31

### The representatives of the following companies are among the visitors:

“BI Group”, “BAZIS-A”, “Elitstroy”, “Alina Group”, “DOMUS A”, “Heidelberg Cement”, “TS Development”, the United Building Corporation, “GALAKSI”, Kazakh Scientific Research and Design Institute of Construction and Architecture (KAZNIISA), “Cumbre Construction”, the Association of Industry and New Technology Enterprises of the RK and other large companies.



The 10th Anniversary International Exhibition of Household and Industrial Equipment for Heating, Water Supply, Sanitary, Air-Conditioning, Ventilation - Aquatherm Almaty 2017 was held in parallel with **KazBuild / WorldBuild Almaty 2017** on the same platform. The total number of unique visitors for both exhibitions was 5 266 specialists.

## The Number of Visitors Interested in Certain Types of Products\*



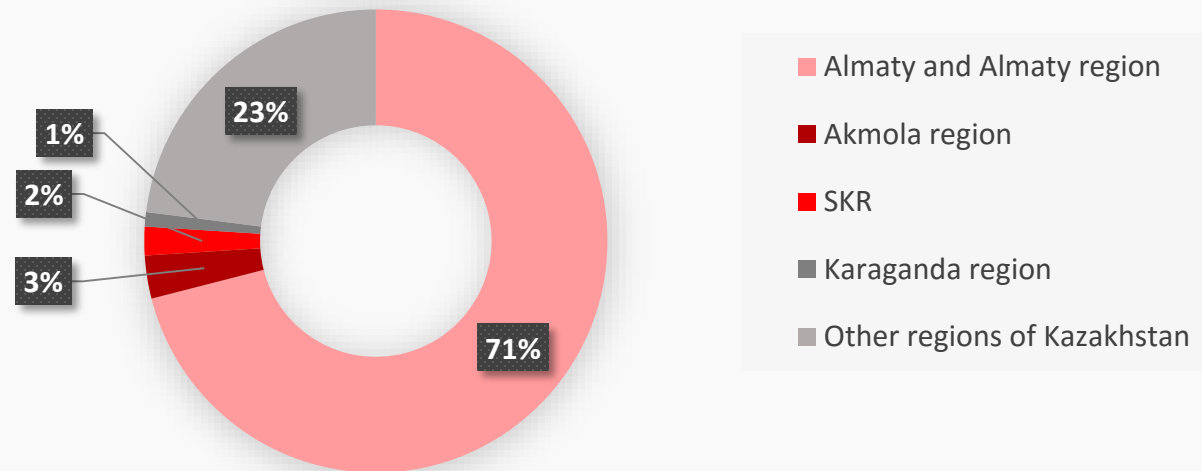
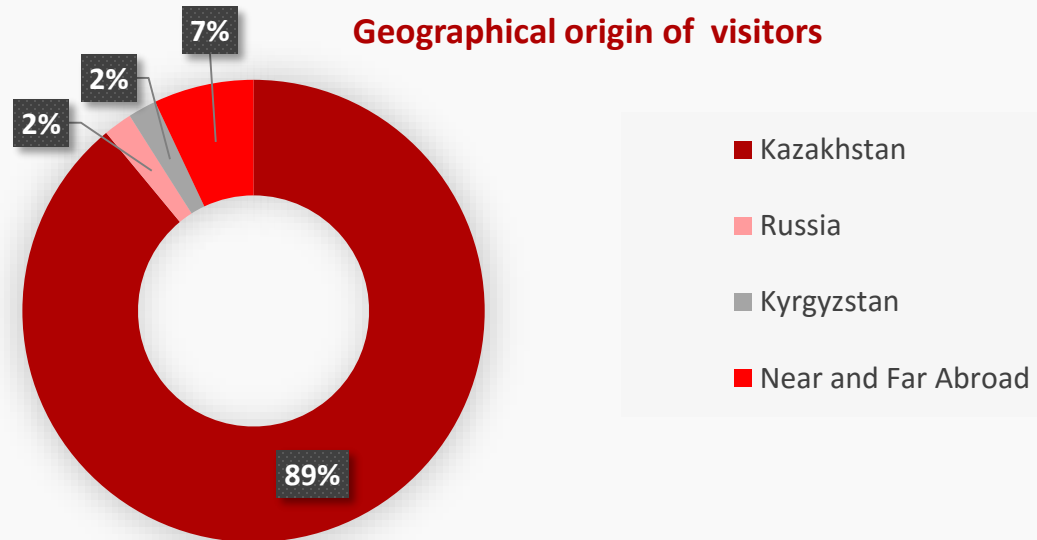
\*Multiple-choice questions were used

# Visitors

## Geography



### Geographical origin of visitors



# Visitors

## Special Service

**This year we have launched the EXPO TOUR for the visitors from different regions of Kazakhstan for the first time!**



In the framework of KazBuild / WorldBuild Almaty Exhibition the expo-tour was organized for the first time, in which the first heads of “KKK Engineering” LLP and “KKK Beton” LLP from Karaganda took part.

Based on this programme results fruitful business meetings were held, negotiations for the supply of elevators have been conducted, and the contract for the supply of cassette systems for the production of reinforced concrete products was signed for more than **300 000 euros**.

### “Bus Transfer” Programme

**129** specialists from Kyrgyzstan used the bus transfer service to get to the exhibition. This programme was launched in 2016 in order to attract key buyers. By special invitation of “Iteca” LLP the **VIP delegation** was arrived on the second day of the exhibition, namely representatives of the large enterprises from “Project Office “ARKHSTROYPROEKT” LLC, “KGS” LLC, “Seido Systems” LLC, “Elite House” CC, “Aalam Story” LLC, IC “Family Village” CC and others.



Total exposition area: **11 100 sq.m**  
**408** exhibitors from **28** countries of the world



# Participants

**Participating countries:** Germany, Denmark, Egypt, India, Iran, Spain, Italy, Kazakhstan, Canada, Kyrgyzstan, China, Lithuania, Malaysia, UAE, Poland, Portugal, the Republic of Belarus, the Republic of Korea, Russia, Serbia, Slovenia, the USA, Turkey, Uzbekistan, Ukraine, Finland, the Czech Republic, Sweden.

## National Groups:



Germany



India – **First time!**



Italy



Lithuania – **First time!**



UAE



Poland



Portugal



Russian – **First time!**



Serbia – **First time!**



China

## Collective Stands:

- Novosibirsk region
- Omsk region
- Kurgan region
- Tyumen region
- Chuvash Republic
- Republic of Tatarstan



*“We are participating for the third time in Kazakhstan, for the second time we brought our products to Almaty. At the exhibition there are a lot of technical specialists who come to our stand daily and it’s nice that they are interested in our products. We noticed that every year the exhibition is becoming more interesting, bigger, more companies are coming to it. Not only visitors, but also manufacturers, who are of interest for us, can get to know our products. KazBuild is an international exhibition, where the companies that we can not meet at exhibitions in Russia arrive”.*

*Kseniya Khalova  
The company “Ogneza”  
Russian manufacturer of fireproof materials*

**75%** of exhibitors estimate the ROI positively

### The events held within KazBuild / WorldBuild Almaty 2017

The Demonstration Area is a special platform designed for practical presentations and master classes. From September 5 to 8, there were the master classes on the platform devoted to the following topics:

- “Layout of Premises, Division into Zones”
- “Finishing, Selection of Materials, Lighting”
- “Furnishing of Premises and Interior Design”
- “Landscape, Arrangement of the Outer Territory”

Within the framework of this programme, designers, architects and other specialists of the companies were presenting the effective use of building materials and tools, interior decoration items, application of finishing materials, as well as the current trends and areas in design.



## EXHIBITION'S BUSINESS PROGRAMME



There were interesting and cognitive **thematic seminars and presentations** in the business programme:

- “The Main Thing about BIM Technology or Why It Is Important. BIM Technologies Through the Architect’s Eyes” - KAZGOR Design Academy
- “AIDA” Automated Sales Service – Service team of “AIDA”
- “1C Technologies in Construction as a Tool for Improving the Performance of Construction Organizations” – “1C-Rating” LLP
- “Fracture Resistance of Gypsum Plasters” – “ETC- Kazakhstan” Company
- “IP Video Intercoms for Residential Complexes and Apartments, WIFI Video Surveillance for Home, Smart Locks for Hotels. Access Control Systems” – “ISS Trade” LLP
- “Measures of State Support for Private Entrepreneurship Entities” – “DAMU” Entrepreneurship Development Fund



In addition to seminars **for the first time at the exhibition**:

- **The Exchange of Contacts** with the Polish entrepreneur from “Business-to-Business KZ”
- Open discussion with the foreign exhibitors with the participation of Damu Logistics on the topic: “**The Features of the Process to Entry the Foreign Products to the Market of Kazakhstan.**”
- “**CHINESE DAY**” - Presentations from the representatives of the Chinese companies
- **B2B meetings**

## EXHIBITION'S BUSINESS PROGRAMME



- **“Free Consultations of Designers and Architects”** –traditionally for all comers the special events were organized operating non-stop all exhibition days, which allowed participants to solve the tasks for redevelopment, decoration of premises, design and renovation of interiors, as well as to gain the opportunity to get recommendations on the acquisition and selection of materials and furniture. The event was supported by the Association of Architects, Designers and other professional participants of the construction industry.
- **The Design Laboratory - “Design Ideas Club”** - an event aimed to create an interactive interior design, develop creative thinking, as well as practice working with the material. The partner was Kazakhstan’s interior design magazine “Ideas of Design”.







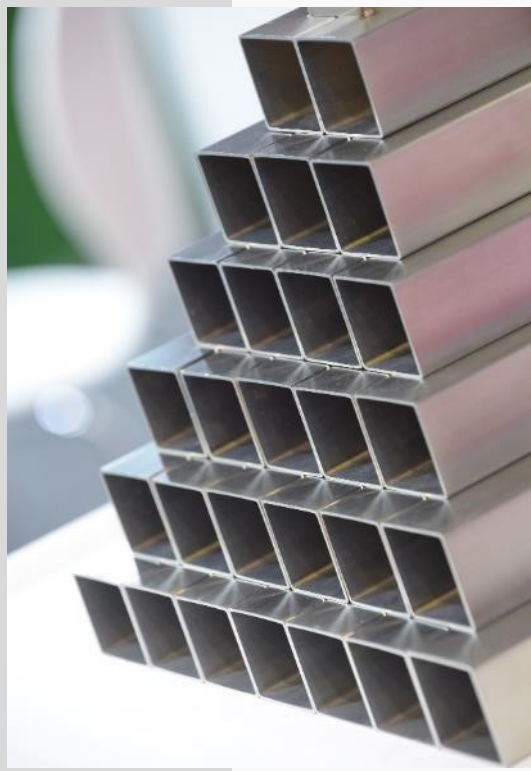
# Advertising Campaign



- **Media support:** more than 30 specialized issues, over 90 publications during the whole year. Advertising on the Internet resources – the highest rated and specialized websites of Kazakhstan and CIS regions.



- **Social Network:** Facebook 
- **Targeted Advertising:** : Google, Social Network 
- **Telemarketing:** calling more than 2,000 companies during the year according to "Portrait of Visitor"
- **Postal VIP Newsletters:** 1,5 months before the event
- **E-mail Marketing:** sending newsletters to over 15,000 industry professionals in the database
- **Buyer's Program:** VIP delegation from Kyrgyzstan and Kazakhstan regions
- **TV Advertising:** video clips on the First channel "Eurasia" in the cities of Shymkent, Karaganda, Ust-Kamenogorsk, Pavlodar, Petropavlovsk 
- **External Advertising:** 6 Billboards, 5 LED displays
- **SMS Newsletters :** 5,000 contact numbers 
- **Mobile application for business events:** BusinessEventNetwork
- **Promotion:** distribution of 5,000 invitation tickets



**ВЫСТАВКА СТРОИТЕЛЬСТВО**

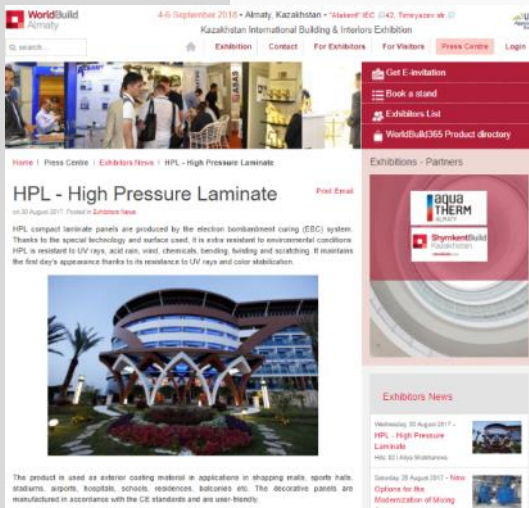
**KazBuild Almaty** 5-8 сентября АТАКЕНТ


**БЕСПЛАТНЫЙ БИЛЕТ**

[www.worldbuild-almaty.kz](http://www.worldbuild-almaty.kz)

**ПРОМОКОД: KBW17BILET**

# Service for Exhibitors



- **Free posting of the news about the products presented on the event website throughout the year.** Information about new products, hit sales, special promotions and offers, competitive advantages of products and services.
- **The programme for promoting new exhibitors**
  - There is a programme, which gives a unique opportunity to advertise the business clearly, developed specially for new exhibitors
  - New exhibitors are marked with a special sign **“NEWCOMER”** on the website of the event in the section called **“List of exhibitors”**
  - The exhibition catalogue: the sign **“NEW”** in the exhibitors list 
- **Special tools for attracting visitors to the stands of exhibitors:**
  - E-invitation for clients and partners
  - The banner to be placed on the website of the company **“Visit our stand”**
  - Image for subscription and e-mail newsletters
  - Printed invitations for clients and partners
  - Sample invitation letters and other materials at the request of exhibitors
- **A personal account of exhibitor which enables to:**
  - Post information about the company in the exhibition catalogue
  - Download e-invitation with the stand number, name of the company and unique promocode for partners
  - Pre-register the employees of the company to get the exhibitor’s badge
  - Upload a logo to place on the main page of the website and in an online exhibitors list
  - Download technical manual, logistics of the exhibition, etc.



# Benefits of participation

**WorldBuild Almaty / KazBuild is a unique opportunity:**

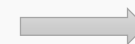
- to interact with your target audience directly
- to find new customers and increase sales
- to expand the geography of sales channels
- to study the competitive environment



In 2018, the Main International Building and Interiors Exhibition will celebrate its 25<sup>th</sup> Anniversary, and will take place over 3 days under the new brand **WorldBuild Almaty**. Over 25 years of its existence the exhibition has become the largest in terms of the number, and the most respectable expo-event on construction and interior design in Kazakhstan and Central Asia. Annually, the project brings together hundreds of manufacturers, suppliers and key specialists of the construction industry from around the world. It is here where the trends in the development of the industry are set, novelties are demonstrated and important agreements are reached.



**NEW BRAND!**



See You at **WorldBuild Almaty / KazBuild 2018!**



**Book a stand at the exhibition**  
**WorldBuild Almaty / KazBuild 2018!**

Organizers: "Iteca" LLP, ITE Group Plc  
E-mail: [build@iteca.kz](mailto:build@iteca.kz)  
Tel. + 7 727 258 34 34



The statistics is provided based on the results of KazBuild / WorldBuild Almaty 2017