

# KazBuild



The Main International Building  
and Interior Exhibition of  
Kazakhstan

September 4 - 6, 2018

Almaty, Atakent

[www.kazbuild.kz](http://www.kazbuild.kz)

Report on  
exhibition  
holding results

**25**  
YEARS



**KazBuild**  
Almaty



# About exhibition

# Figures and facts

## The Main International Building and Interior Exhibition of Kazakhstan

Total exhibition area	<b>7 644 sq.m.</b>
Number of participating companies	<b>282</b>
Number of unique specialists	<b>3 701</b>
Number of participating countries	<b>25</b>



### Официальная поддержка:



Ministry of Investment and  
Development of the  
Republic Kazakhstan



City Akimat  
of Almaty



Trade Representation of  
the Russian Federation in  
the Republic of Kazakhstan

### Business partners:



## The official opening ceremony was attended by

- **Mynbayev Kenzhebulat Sultanbekovich**  
PP Deputy Chairman of the Committee on Construction and Housing and Public Utilities of the Ministry of Investment and Development of the Republic of Kazakhstan
- **Mammadov Rashad**  
Extraordinary and Plenipotentiary Ambassador of the Republic of Azerbaijan in the Republic of Kazakhstan
- **Joos Bertram**  
Deputy Consul General of Germany in Almaty
- **Tatygulov Aidar Abdysagitovich**  
President of Project Academy "KAZGOR"
- **Farah Wang**  
Director of exhibition company CIC Group (China)
- **Denis Van den Weih**  
Chairman of the Board - President of «Atakent» KCDC JSC
- **Borodikhin Yuriy**  
Director of exhibition company Iteca



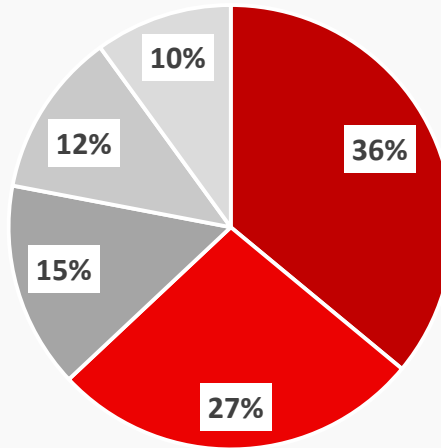
Number of unique visitors: **3 701**

# Visitors

## Job title

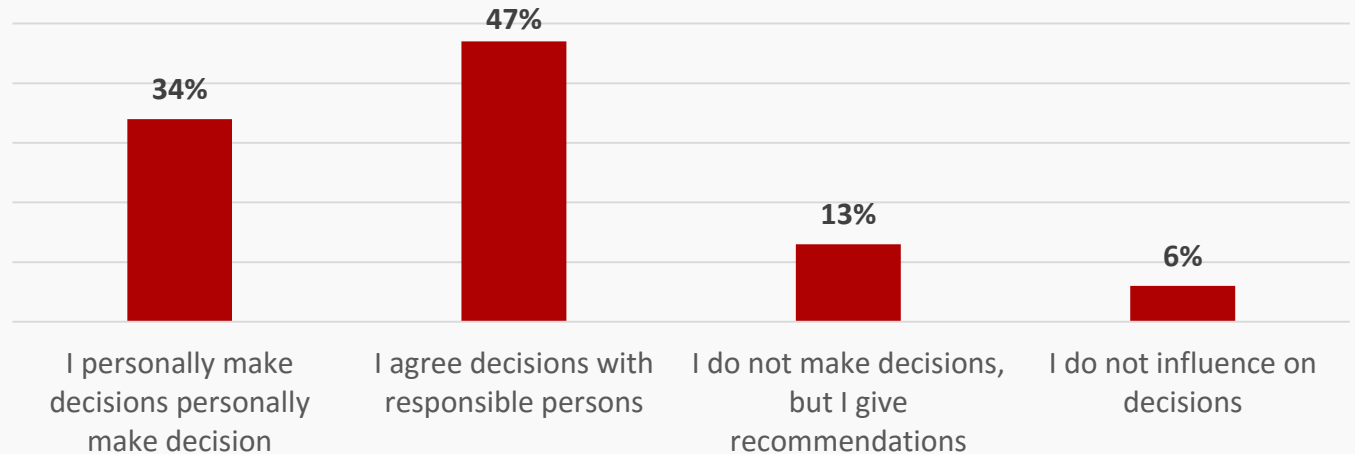


## Job title



- Company manager / Owner
- Manager / Specialist
- Head of Department / Group
- Deputy Head of the Company
- Individual entrepreneur

## Level of decision making



# Visitors

## Field of activity

### Division of visitors according to company`s type of activity

Retail	<b>19%</b>	694
Construction of buildings and structures	<b>17%</b>	623
Wholesale	<b>15%</b>	561
Production	<b>15%</b>	560
Design and Architecture	<b>12%</b>	451
Design and Engineering	<b>10%</b>	354
Decoration and repair of premises	<b>4%</b>	152
Other	<b>8%</b>	306

### Representatives of the companies are among visitors

"BI Group", "BAZIS-A", "Elitstroy", "Alina Group", "DOMUS A", "TS Development", United Building Corporation, "GALAKSI", Kazakh Scientific Research and Design Institute of Civil Engineering and Architecture (KAZNIISA), "Cumbre Construction", Association of Enterprises of Industry and New Technologies of the Republic of Kazakhstan, KazGor and other large companies.

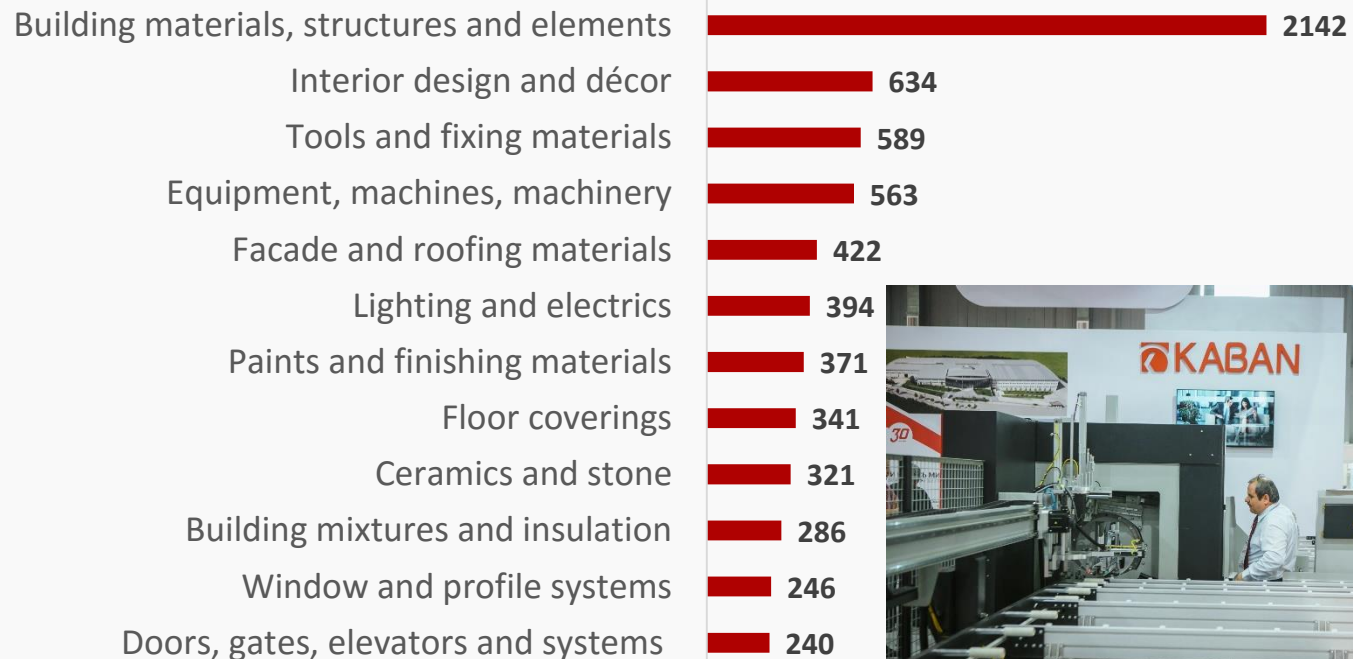


At the same time, the 11th International Exhibition of Domestic and Industrial Equipment for Heating, Water Supply, Sanitary Ware, Air Conditioning, and Ventilation was held at the same venue at KazBuild 2018 exhibition - Aquatherm Almaty 2018. Total number of unique visitors for both exhibitions was 5020 professionals.

# Visitors

## Interests

### Number of visitors interested in certain types of products \*

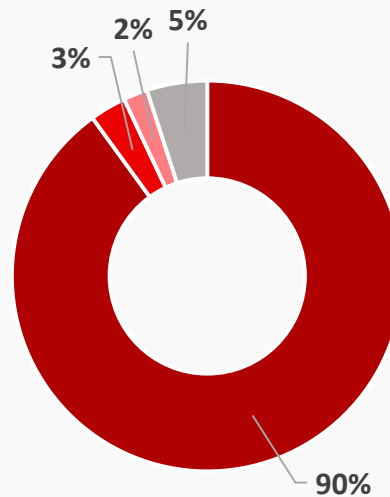


\* A multiple choice question was used

# Visitors

## Geography

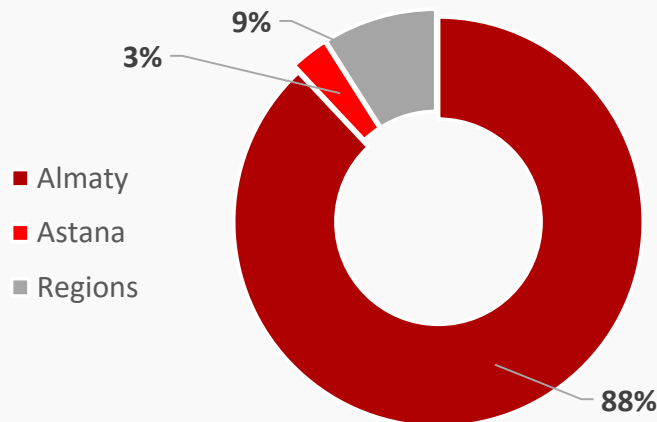
### Geography of visitors



#### Other:

- Australia
- Austria
- Azerbaijan
- Algeria
- Armenia
- Bangladesh
- Belarus
- Belgium
- Bosnia and Herzegovina
- United Kingdom
- Germany
- Hong Kong
- India
- Iran
- Spain
- Italy
- China
- Korea
- Latvia
- Lithuania
- Mongolia
- Netherlands
- UAE
- Poland
- Portugal
- USA
- Tajikistan
- Turkmenistan
- Turkey
- Uzbekistan
- Ukraine
- Finland
- France
- Switzerland
- Sweden
- South Korea
- Japan

### Посетители из Казахстана



# Visitors

## Special Service

### Buyer program

**112** specialists from Kyrgyzstan used the bus transfer to the exhibition. This program was launched in 2016 to attract key buyers. At the special invitation of Iteca LLP, on the second day of the exhibition, a **VIP delegation** arrived, which included representatives of such large enterprises as Archdesign KA, KG Navien, TSARIK ARCHITECTURE & DESIGN, Alpha Development, Arch-Everest, VEMA Build, Gorproject, StroyRemService and others.



Total exposure area: **7 644 sq.m.**  
**282** participants from **25** countries

# Exhibitors

**Participating countries:** Azerbaijan, Belarus, Germany, Greece, Denmark, Iran, Spain, Italy, Kazakhstan, Canada, China, Kyrgyzstan, Lithuania, Poland, Portugal, Russia, USA, Taiwan, Turkmenistan, Turkey, Uzbekistan, Finland, France, Sweden, South Korea.

## National groups:



Germany



Azerbaijan – **first time!**



Poland



Portugal



China

## Collective exposition:

- Vladimir Region
- Lipetsk Region
- Krasnoyarsk Region
- Omsk Region
- Pskov Region
- Samara Region
- Tyumen Region
- Chelyabinsk Region
- Ulyanovsk Region
- Yaroslavl Region
- Republic of Udmurtia
- Italy



“Every year September Almaty is associated with KazBuild exhibition. For all enterprises that are related to construction industry (design, exterior and interior decoration), this is a unique platform for both beginners and existing companies, where exhibitors can demonstrate their new products, technological capabilities and their status. And exhibition is always interesting to the final consumer. I believe that holding of such an exhibition allows Kazakhstan to reach international level, because there are a lot of foreign partners who can show our domestic products, share experience and sign contracts”

**Raushan Yeschanova**  
**Marketing designer**  
**Palatin Company**

**78%** *Participants estimate the ROI positively*



**For the first time at the exhibition** the following events were held:

- Master class of Italian architect **SIMONE MICHELI** "ARCHITECTURES TO WIN FUTURE BUSINESS CHALLENGES"
- **Round table** "Problems and solutions in relationship between supplier companies and designers"
- BIM Technology **Conference**

In the framework of business program of the exhibition **thematic seminars and presentations** were held:

- "BIM technologies through architect`s eyes. Practical experience" - Project Academy KAZGOR
- "How to build work with supplier company" - Association of Architects and Designers of Kazakhstan
- "Analytics of labor market of construction segment in Kazakhstan" - HeadHunter Job Resource
- "Promotion of energy efficiency in buildings: UNDP experience in Kazakhstan" - UNDP
- "Criteria for choosing the right land for building a house" - FORT GROUPE
- "State support of entrepreneurship" – Chamber of entrepreneurs of Almaty

## Events held in the framework of KazBuild 2018

Demonstration area is a special platform designed for practical presentations and master classes. From September 4 to 6, master classes were held at the site:

- "Seismic resistance of buildings and structures in Kazakhstan"
- "New NordFox facade solutions in construction: innovation and quality"
- "10 useful tips for design"
- "Creation of ergonomic comfortable environment for harmonization of human environment" and others.

Designers, architects and other specialists spoke about effective use of building materials and tools, items for interior design, application of finishing materials, as well as current trends and directions in design.



- **"School of Professional Designers and Architects"** - within the days of exhibition, a lecture hall for specialists was open, where experts held training sessions and told about market trends and professions. The event is devoted to training of designers and architects for professional development in the modern market of Kazakhstan and is held annually with support of Association of Architects, Designers and other professional participants in construction industry.
- **The Design Laboratory "Design Ideas Club"** – event aimed at creation of interactive interior, development of creative thinking, and also practical work with material. The partner was Kazakhstan interior magazine "Design Ideas".



# Advertising campaign



- **Media support:** more than 45 specialized publications, more than 120 publications during the year. Advertising in Internet resources - the most rated and specialized sites Regions of Kazakhstan and the CIS.
- **Social networks:** Facebook
- **Contextual targeting:** Google, social networks
- **Telemarketing:** calling more than 2 000 companies during the year according to "Visitor's Portrait"
- **VIP mailing** 1.5 months before the event
- **E-mail marketing:** newsletters on the basis of more than 20 000 contacts of industry professionals
- **Buyer program:** VIP delegation from Kyrgyzstan
- **Outdoor advertising:** more than 25 LED displays in Almaty and Astana
- **Messaging:** 5 000 contact numbers
- **Promotions:** distribution of 5 000 invitation cards in Almaty and regions of Kazakhstan

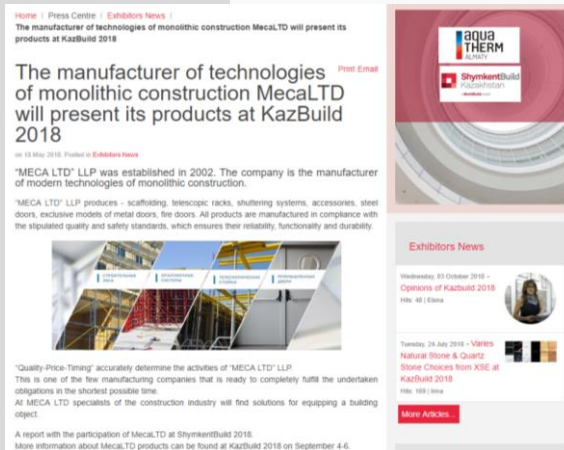


## АҚПАРАТТЫҚ ҚОЛДАУШЫЛАР / ИНФОРМАЦИОННАЯ ПОДДЕРЖКА / MEDIA SUPPORT:



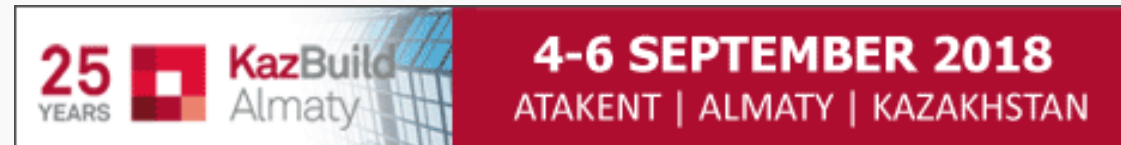
# Service for exhibitors

- **Free publication of news about the products presented on the event website during the year:**
  - ✓ Information about new products, "best sellers", special promotions and offers, competitive advantages of a product or service.
- **Promotion programs for new participants**
  - ✓ New participants are marked with a special sign "**NEW**" on the event website in "Participants List" section.
  - ✓ Sign "**NEW**" in the list of exhibitors in exhibition catalogue
- **Special tools to attract visitors to exhibitors' stand:**
  - ✓ E-invitation for customers and partners
  - ✓ Banner "Visit our stand" for placement on the website of the company Image for signatures and e-mail newsletters
  - ✓ Invitation letter template and other materials requested by exhibitors



## Personal account of exhibitors, which provides the ability to:

- ✓ Submit company information to the exhibition catalog
- ✓ Download e-invitation with stand number, company name and individual promo code for partners
- ✓ Register employees of the company in advance to receive exhibitor badge
- ✓ Upload a logo for placement on the main page of the site and in interactive list of exhibitors
- ✓ Download technical guidance and logistics for exhibition and much more.



## Participation advantages

### **KazBuild is a unique opportunity to:**

- expand geography of distribution channels
- find new customers and increase sales
- explore competitive environment
- directly interact with your target audience

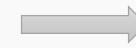


In 2018, the Main International Building and Interior Exhibition celebrated its Anniversary - 25 years since its foundation. Over the 25 years of its existence, the exhibition has become the largest and most representative exhibitor on building and interior in Kazakhstan and Central Asia. Each year, the project brings together hundreds of manufacturers, suppliers and key specialists in construction industry from around the world. It is here where industry trends are set, new products are demonstrated and important agreements are reached.

### **In 2019 KazBuild exhibition will have a new logo!**



**25**  
YEARS  **KazBuild**  
Almaty



**KazBuild** 

**NEW BRAND!**

See you at **KazBuild 2019!**  
September 4 – 6, Almaty

**KazBuild** 

Reserve stand at  
**KazBuild 2019!**

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



Statistics is provided according to KazBuild 2018