

ShymkentBuild

The 4th South Kazakhstan International
Building & Interiors Exhibition

Shymkent, Kazakhstan

Postshow Report



About Exhibition

Opening Ceremony

On March 13th-15th, Korme Exhibition Center of the city of Shymkent hosted the 4th South Kazakhstan Building & Interiors Exhibition **ShymkentBuild 2018**.

The tour around the exposition was headed by:

- **Tuimebayev Zhanseit Kanseitovich** – Akim of South Kazakhstan oblast
- **Sauranbayev Nurlan Ermekovich** – Akim of the city of Shymkent

The official opening ceremony was attended by:

- **Abubakirov Askar Begdauletovich** – Director of the South Kazakhstan Branch of the National Chamber of Entrepreneurs
- **Kurmanseit Batyrkhan** – Head of the South Kazakhstan Oblast Department of Entrepreneurship, Industrial and Innovative Development, and Tourism
- **Gulzana Abdusharipova** – Head of regional projects of the South Kazakhstan oblast of Iteca Company

In his welcome address, **Askar Begdauletov**, Director of the South Kazakhstan Branch of the National Chamber of Entrepreneurs noted:

“We need fresh knowledge in this sphere. This building exhibition, which is held for the fourth time, serves as a business platform. It is attended by businesses that represent different countries of the world: both from the neighboring states and far abroad. We can see more than 60 companies here, including from Shymkent. The discussion panel will cover shared opinions, creating joint projects under the umbrella of this event, since some companies do not have branches in our large region. The South Kazakhstan oblast borders with Zhambyl and Kyzylorda oblasts, plus soon we will have an access to the market of Tashkent. Overall prospects for the construction sector of the South Kazakhstan oblast are indeed impressive.”



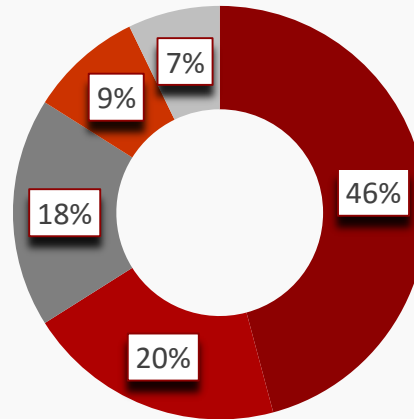
Visitors

Corporate status

March 13th-15th 2018
Exhibition Center
Shymkent, Kazakhstan

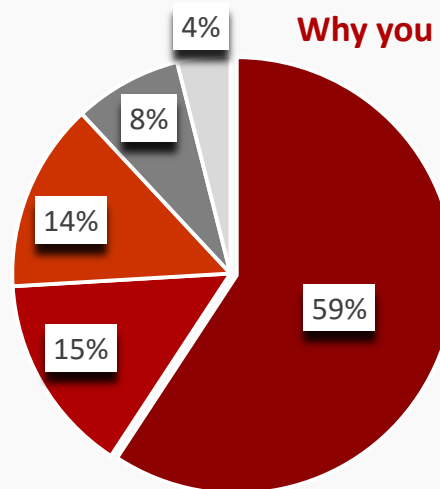


Corporate status



- CEO/Business owner
- Individual Entrepreneur
- Manager/Specialist
- Deputy CEO
- Department/Division Head

Why you visit the Exhibition



- To find products and services for own business
- Personal interests and objectives
- To obtain general industry-related information
- For educational purposes
- To promote own goods and services

Visitors

Geography

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Exhibition Center
Shymkent, Kazakhstan



Geography of visitors



Most of the visitors were from Kazakhstan – **964**

In total, the exhibition was attended by representatives of **7 countries**

Most of the Kazakhstani visitors were from the South Kazakhstan oblast - **77,6%**

Visitors

Business activity area

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Breakdown of visitors by their business activities

Retail	48%
Construction of buildings and facilities	16%
Wholesale	12%
Production	9%
Design & Architecture	4%
Design & Engineering	4%
Interior finishing and repairs	2%
Road construction	2%
Other*	6%

* “Other” included specialists from the companies that deal with construction and assembly works manufacturing, logistics, engineering, as well as representatives of mass media, educational institutions, and other spheres

76% of all visitors believe that participation in ShymkentBuild is important or their business

Visitors

Specialization

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Specialization breakdown of visitors by categories of production and trade activities

Building materials and facilities	507
Construction equipment and accessories	104
Finishing materials	53
Water supply/water treatment/water purification	34
Heating systems	30
Plumbing equipment	29
Doors	25
Pump equipment and appliances	23
Air conditioning and ventilation systems	23
Wall papers and wall covering	20
Ceramics and stones	19
Interior items and accessories	19
Windows and profile systems	18
Light systems and electrical products	18
Tools and fittings	12
Gates and automated systems	11
Other	15

Visitors

Products of interest

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Number of visitors interested in certain products*



*This questions provided for the multiple choice answer

Exhibitors

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Shymkent, Kazakhstan



This year, the event gathered over **30** manufacturers, suppliers and mass media representatives from Kazakhstan, Uzbekistan and Russia, including **9** companies from the South Kazakhstan oblast.

Stands of the participating companies demonstrated a wide range of products: façade décor of polyurethane and expandable polystyrene, aqueous emulsion, paint oils, scaffolding, gypsum wallboards, dry building mixes, cement, water-based panels, acoustic engineering, molding systems, roofing and wall sandwich-panels, plumbing equipment and bath appliances, pipes and fittings of polypropylene, polyethylene and PVC, boiler facilities, heating, water supply and sewerage systems, and much more

“The Exhibition is well organized. It is good that there are no uninterested people here, the audience consists of the companies engaged in the construction business. The event is attended by professionals of the industry: builders, designers, engineers. Several quite large companies are represented as well, and we have already established quite promising arrangements with them. It is not unimportant that they organized meals, since we do not have time to go out. It is pleasing that we have a direct contact with the organizers of the exhibition. We’ve found this region to be rather interesting, and we are looking forward to further cooperation”

Olga Korovnikova

Specialists of the welding equipment division of RIKAZ LLP

“I am much impressed with the flow of visitors which Iteca Company has provided to us in the very first day when the exhibition was open. I have no doubt that tomorrow will be the same intensive as today. We have already got a lot of business contacts from our potential clients. In short, the organizers do know how to do their job and they do it well. Please, accept our gratitude”

Igor Kravtsov

Head of the engineering design department of MEGA LTD LLP

85%

of all exhibitors share an opinion that their participation in ShymkentBuild is important for their business development

Business Program

March 13th-15th 2018
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Shymkent, Kazakhstan



Conference “Introduction of new technologies into the construction industry”

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ
КӘСІПКЕРЛЕР ПАЛАТАСЫ



ПАЛАТА ПРЕДПРИНИМАТЕЛЕЙ
ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

Speakers

- **Abubakirov Askar Begdauletovich**, *Director of the South Kazakhstan Branch of the National Chamber of Entrepreneurs*
- **Zhamashev Kuttybek Rakhmatullayevich**, *Head of the Construction Administration of the South Kazakhstan oblast*
- **Orazbayev Rakhmanali Duisebekovich**, *Chairman of the Committee of construction, manufacture of building materials, and housing and communal services*
- **Usenbayev Alymzhan Mirovich**, *Deputy Director in KARLSKRONA LC AB*
- **Bakarasova Elena Evgenjevna** *General Director in business Development in Concern Bakarassov*

Support

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Exhibition Center
Shymkent, Kazakhstan

Officially supported by:



Ministry for Investments and Development of the Republic of Kazakhstan



Akimat of the South Kazakhstan oblast

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ
КӘСІПКЕРЛЕР ПАЛАТАСЫ



ПАЛАТА ПРЕДПРИНИМАТЕЛЕЙ
ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ



Union of Builders of the Republic of Kazakhstan and Central Asia



Kazakhstan Center for Modernization and Development of Housing and Communal Services



Representation of the Russian Federation in the Republic of Kazakhstan

Media support:



Advertising campaign

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Telemarketing

A year of cold calls to more than 1 500 companies according to the Visitor's Profile



VIP mailing

One more prior to the event



TV advertising

Video-clips on the Otyrar TV channel, running letters on KTK and NTK channels



E-mail marketing

E-mail newsletters to over 8 000 professional contacts of the industry



SMS marketing

SMS-notifications to 2500 contacts of the database



Outdoor advertising

Billboards, transport advertising



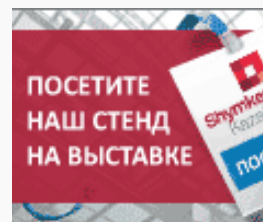
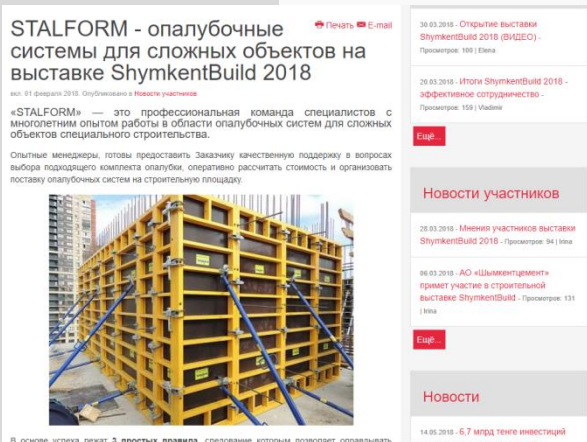
Promo activities

Distribution of 2000 invitation tickets



Services for participants

- **A year of free publications of new on the demonstrated products at the event website**
Information on the new products, best sellers, special offers and deals, and competitive advantages of the products or services
- **Specialized tools to attract more visitors at the stand of a participating company:**
 - Electronic invitations for customers and partners
 - “Visit Our Stand” banner to be posted on the participant’s corporate website
 - Images for signatures and e-mail newsletters
 - Printed invitations for customers and partners
 - Invitation letter template and other materials as requested by the participants
- **Participant’s personal account that enables to:**
 - Submit the information on the company to be included into the event’s catalogue
 - Download the customized electronic invitation with the stand number and corporate name
 - Pre-register company’s employee to get their participatory badges a
 - Upload the corporate logo to be posted on the main page of the exhibition website and in the interactive list of participants
 - Download technical guidelines, exhibition logistics details, and so much more



Organizers

March 13th-15th 2018
Exhibition Center
Shymkent, Kazakhstan



Why you should participate:

- Unique opportunity to enter a new market
- Ознакомить специалистов отрасли с продукцией и новыми технологиями в области строительства
- Establishment of new business connections
- Expansion of your regional sales channels



Reserve your stand at **ShymkentBuild 2019!**

For further information on your participation in the exhibition, please, contact the organizers:

Organized by: Iteca LLP, ITE Group Plc
E-mail: build@iteca.kz
Tel: 8 727 258 34 34



The statistics is given according to the data from ShymkentBuild 2018