



ShymkentBuild 

**1st South Kazakhstan International  
Building and Interiors Exhibition**

**POST SHOW REPORT**

Shymkent, Kazakhstan



From 11-13 March, the City of Shymkent hosted **ShymkentBuild 2015**, the first South Kazakhstan International Building & Interiors Exhibition. 47 companies from Kazakhstan, Russia, Uzbekistan, Italy, and Turkey took part in the exhibition.

#### EXHIBITION SECTORS:

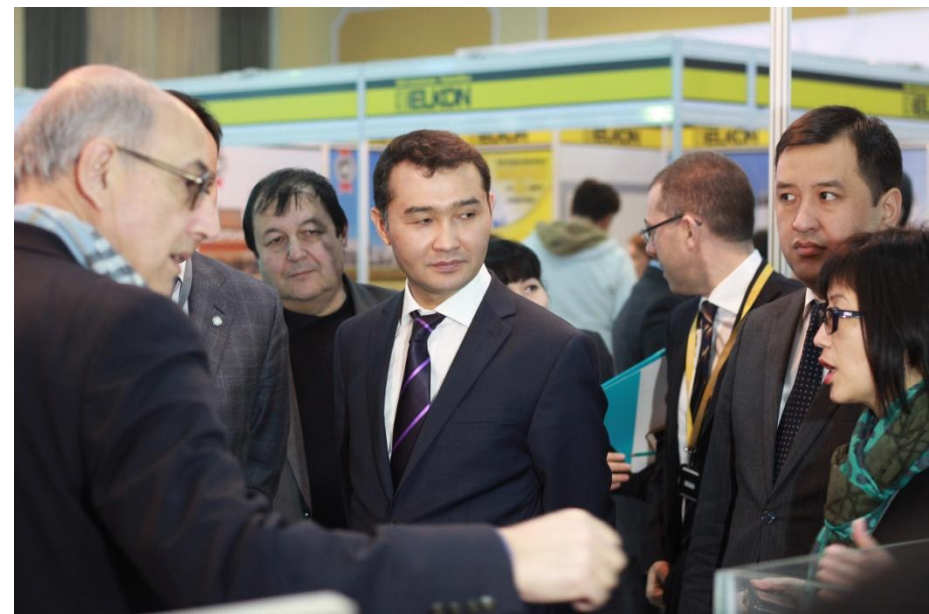
- Building materials and equipment
- Interiors and finishing materials
- Ceramics and stone
- Heating and ventilation
- Water supply
- Window technologies
- Road construction

#### 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
- Akimat (local administration) of South-Kazakhstan region
- Committee for Construction, Housing, Public Utilities and Land Resources Management Agency of the Republic of Kazakhstan
- The Chamber of Entrepreneurs of South Kazakhstan region

#### SHYMKENTBUILD 2015 STATISTICS

Total exhibition space .....	632 (sqm)
Number of unique visitors .....	815
Number of exhibitors .....	47



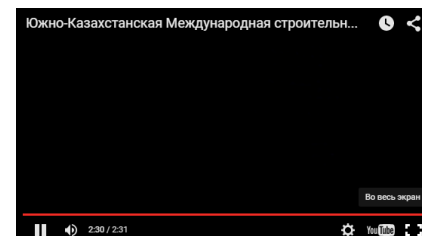


The official opening ceremony was attended by:

- **Tuyakbayev Saparbek Kurakbayevich** – Deputy Akim of the South Kazakhstan region
- **Dulatov Zhenisbek Kamaldinovich** – Director of the Chamber of Entrepreneurs of the South Kazakhstan region
- **Tompiyev Maral Kazkenovich** – President of the Kazakhstan Association of Building Materials Industry



## OFFICIAL EXHIBITION VIDEO



*Click to view*

## FIRST CONSTRUCTION FORUM IN THE SOUTH KAZAKHSTAN REGION

The *First Construction Forum* took place as part of ShymkentBuild 2015. The Forum was organised with the support of the Akimat of the South Kazakhstan region and the South Kazakhstan Region Chamber of Entrepreneurs and was aimed at the promoting both the development of the construction industry and related sectors in the region and its location on the border with Uzbekistan and Kyrgyzstan.

### *The Forum covered the following topics:*

- ✓ Prospects for developing the construction industry in the South Kazakhstan region
- ✓ Improving the image of Kazakhstani products on domestic and foreign markets
- ✓ The role of Kazakhstan's regions in implementing public and private partnership policies
- ✓ Innovative solutions in the field of construction

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*Agreements between Grand Development Group and Zhilstroy Industriya, Grand Development Group and AT- Trade, and Otau Stroy and Alyn Tastak were signed at the Forum.*

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## SEMINARS

The exhibition's business programme included specialised seminars:

- ✓ Ferroli-Service's energy efficient heating systems
- ✓ Alyugal's aluminium systems



## Reasons for exhibiting

Meeting new customers	22%
Improving brand awareness	19%
Assessing demand for products/services	16%
Meeting existing customers	15%
Improving awareness of products	15%
Launching new products at the exhibition	12%
Other	1%



✓ **98%** of exhibitors plan to exhibit at ShymkentBuild 2016

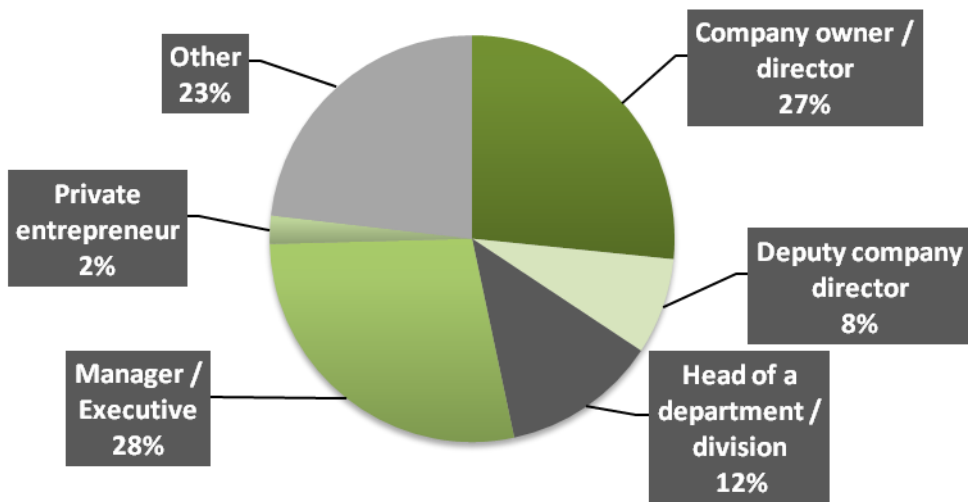
✓ **92%** of exhibitors achieved their goals

✓ **87%** of exhibitors are satisfied with the quality and the number of visitors

✓ **35%** of exhibitors signed contracts at the exhibition

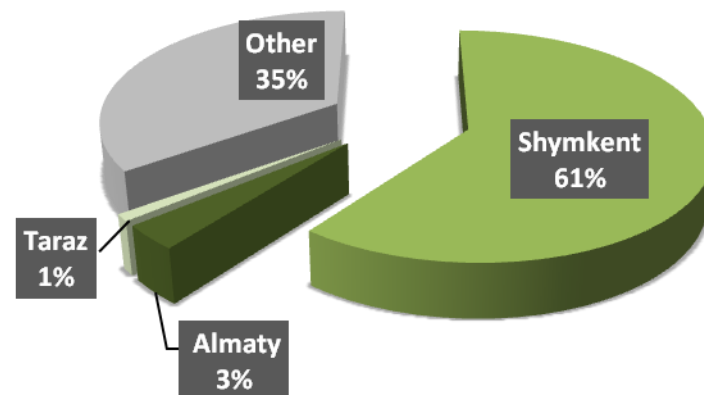


Visitors by job position



✓83% of visitors make purchasing decisions or influence purchasing decisions

Visitors by location





### Exhibition sectors visitors were interested in

Construction materials and equipment	<b>29%</b>
Finishing materials	<b>16%</b>
Heating and ventilation	<b>12%</b>
Tools and fittings	<b>10%</b>
Window technologies	<b>9%</b>
Ceramics and stone	<b>9%</b>
Gates and automatic devices	<b>7%</b>
Road construction	<b>7%</b>
Other	<b>2%</b>

### General outcomes of visiting ShymkentBuild 2015

Learnt about the latest developments on the market	<b>38%</b>
Compared products and services	<b>20%</b>
Found new partners / customers / suppliers	<b>18%</b>
Met existing partners / suppliers	<b>18%</b>
Signed / plan to sign new contracts	<b>5%</b>
Other	<b>2%</b>

✓ **90%** of visitors find the exhibition useful for making decisions on future orders

✓ **77%** of visitors plan to visit ShymkentBuild 2016



*This is our first time exhibiting and we achieved the goals we set, but the result will be made clear after the event. We plan to sign a contract with one of the visitors of the exhibition. We had many visitors from design and construction companies. Overall, we are satisfied.*

**Irina Ilinichna Pak**  
Commercial Director, Ivan Heating

*We got new contacts, met potential customers, new companies, and design institutions we work closely with. Also, we got partners who will present our products in the Southern region, directly in Shymkent, Taraz, Kyzylorda, etc. I am happy, I like it.*

**Konstantin Viktorovich Borodayenko**  
Director, Tesco

*We set an image goal for exhibiting: to introduce people to the construction culture. Overall, this goal was achieved. We got several important contacts, both from this region and other regions and cities. We established certain contacts. Everything was very well arranged. Thanks to the organisers!*

**Andrey Kokarev**  
Manager, Gexa

*The results will be positive, I hope. We believe, after the exhibition, those buyers and customers who were interested in us will cooperate with us in the future. For example, Akimat representatives were interested in purchasing our tractor. In general, we are satisfied.*

**Vladislav Vladimirovich Kim**  
Director, PE Khan



*We exhibit at many exhibitions but this is our first in Shymkent. At first glance, this exhibition is more dynamic, people are interested, this is what they missed. More private entrepreneurs tend to visit the exhibition and we wanted to meet them. Architects and designers were really interested in our products. The first day was successful for us, we witnessed a lot of interest.*

**Vladimir Vladimirovich Kazlov**  
Regional Manager, Das Erste Haus

*We achieved our goals. The quality of visitors was excellent. The result is perfect. There were many interested visitors. We will continue working together in the future.*

**Boranbay Yusupov**  
Director, Mega Lider Plast



In 2016, **SHYMKENTBUILD 2016**, the 2nd South Kazakhstan international building and interiors exhibition will take place from **16-18 March** 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:**

**Vladimir Rossiyskiy**

*Building and finishing materials, equipment ,  
tool, windows, doors, lighting, interiors, and  
road construction*

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**SEE YOU AT SHYMKENTBUILD 2016, 16-18 MARCH!**

