

# ShymkentBuild

2nd South Kazakhstan  
Building and Interiors Exhibition

Shymkent, Kazakhstan

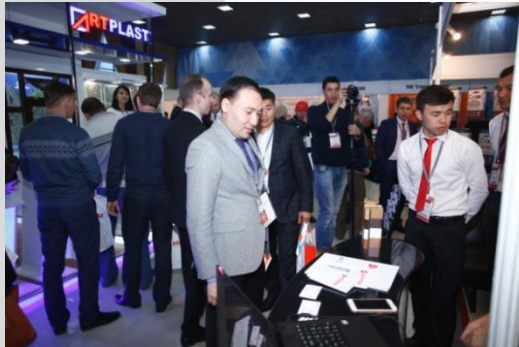
# Post Event Report



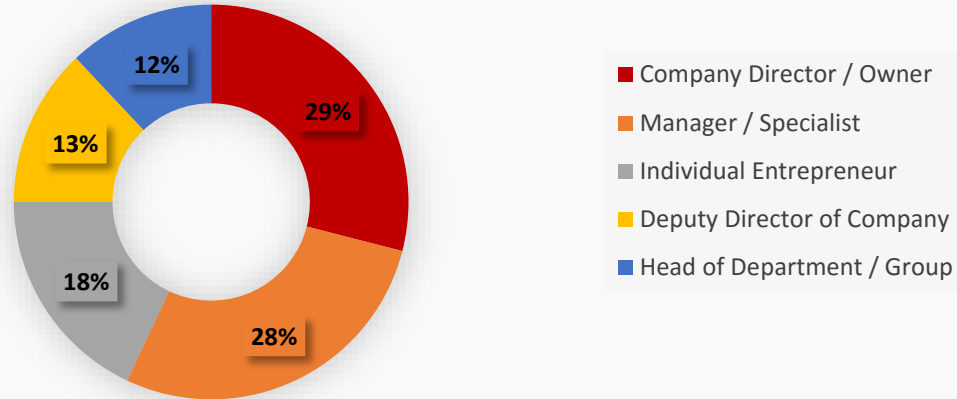
# Visitors

## Post Event Report

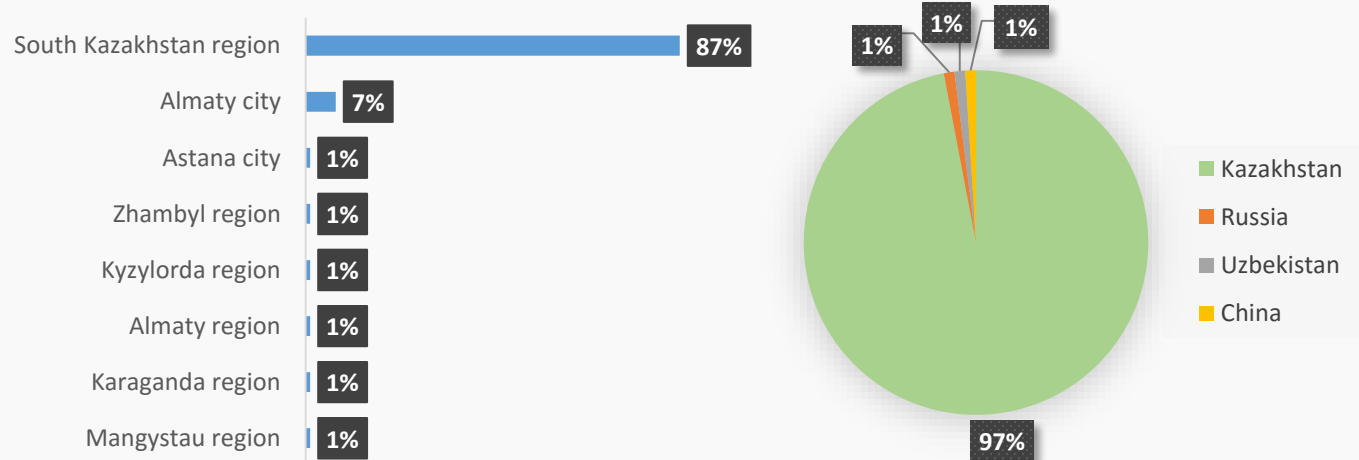
March 16 – 18, 2016  
Exhibition Centre  
Shymkent, Kazakhstan



Job titles of the visitors



Geography of the visitors



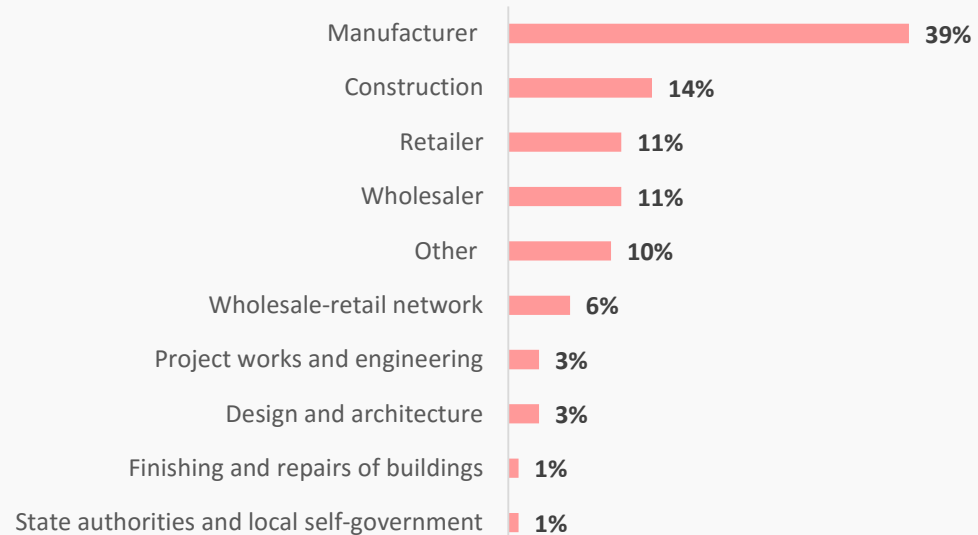
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### Visitors' business activities



### Specialization of visitors in production and trade

Construction Equipment and Accessories	39%	Paints and Coatings	2%
Finishing Materials	17%	Water Supply/Water Purification/Water Treatment	2%
Building Materials and Constructions	8%	Ceramics and Stone	2%
Doors	4%	Wallpapers, Wall Coverings	2%
Heating	4%	Sewage Systems	2%
Doors and Profile Systems	3%	Light and Electrics	2%
Floor Coverings	2%	Tools and Fasteners	1%
Ventilation	2%	Interior Items	1%
Conditioning	2%	Pumping Equipment	1%
Plumbing Equipment	2%	Architectural Glass	1%
Pipes / Pipeline Accessories / Fittings	2%	Gates and Automation	1%

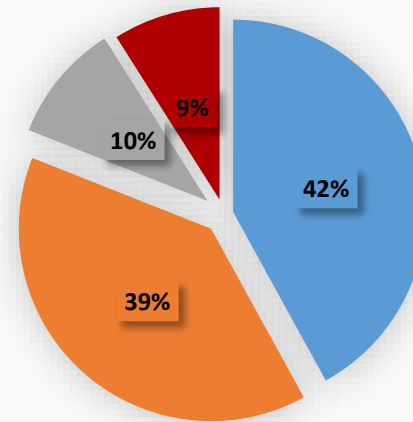
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### The purpose of visit



- Business purposes
- Gathering general industry Information
- Educational purposes
- Promotion of your own products and services

### Sections the visitors are interested in

Building Materials and Constructions	29%
Construction Equipment and Accessories	15%
Finishing Materials	9%
Tools and Fasteners	5%
Paints and Coatings	5%
Window Technologies	5%
Heating	4%
Ventilation	4%
Ceramics and Stone	4%
Wallpapers, Wall Coverings	4%
Water Supply/Water Purification/Water Treatment	4%
Conditioning	2%
Light and Electrics	2%
Pumping Equipment	2%
Pipes / Pipeline Accessories / Fittings	2%
Plumbing Equipment	2%
Doors	2%
Road Construction	1%
Gates and Automation	1%

### Overall results of the exhibition

**85%** of the visitors are planning to visit the next exhibition ShymkentBuild 2017

**70%** of the visitors think that the exhibition is important for business

The number of exhibitors: **44**

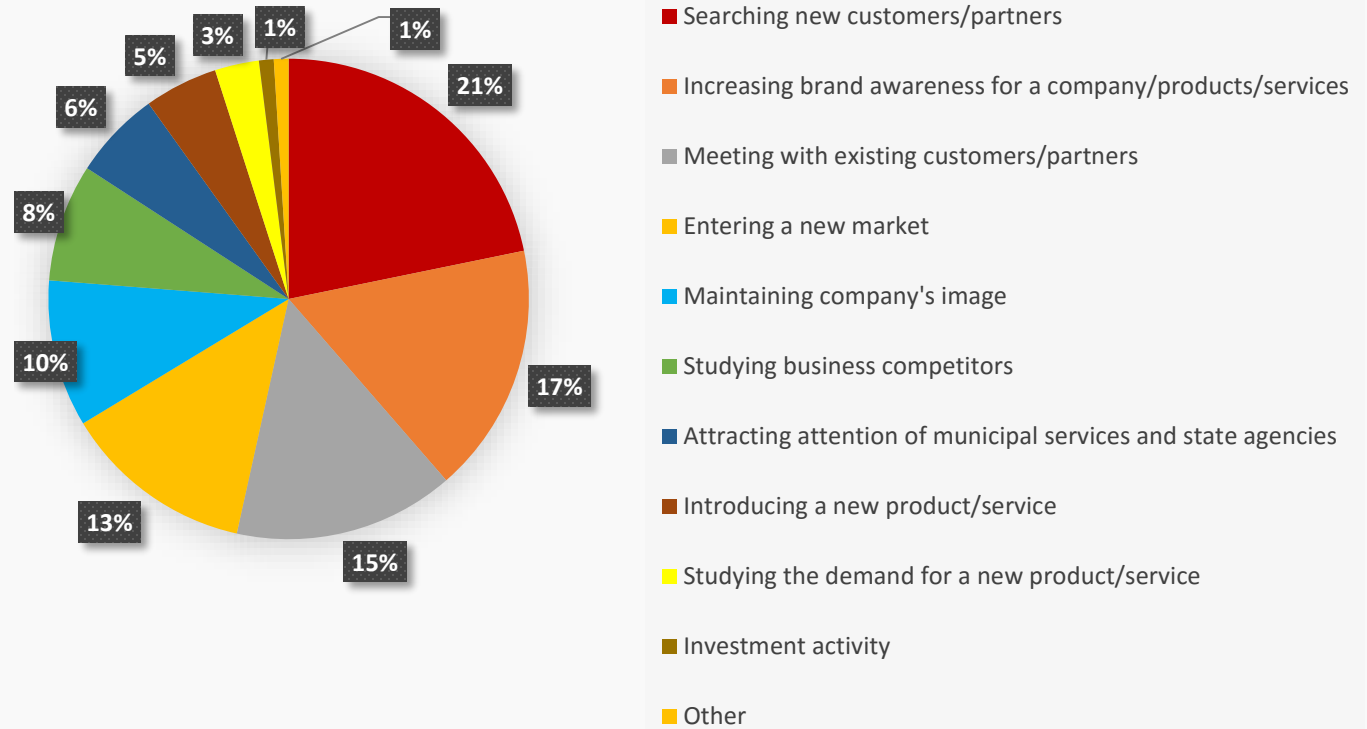
# Exhibitors

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The purposes of participation in ShymkentBuild 2016



**88%** of the visitors think that ShymkentBuild Exhibition is important for developing business  
**63%** of the visitors are satisfied with the quality of the visitors  
**57%** of the visitors are satisfied with the number of visitors  
**33%** of the visitors signed contracts during the exhibition



# Exhibitors' testimonials

[See the official video from the exhibition](#)



## **Vyacheslav Verbonol, Sales Director, “Kamsk Concrete Plants”:**

We have been cooperating with many enterprises of the construction industry of Kazakhstan for several years and participate in exhibitions quite often. In particular, we are a regular exhibitor at KazBuild Exhibition. This year we arrived to Shymkent for the first time. Participating in the exhibitions is really interesting for us. During the two days of exhibition our stand was visited by more than fifty interested potential customers.

## **Duman Smakov, Regional Representative, “KazPlast / Bekem Plast”:**

I think the exhibition is very useful and essential. We established a lot of new useful contacts and signed new contracts regarding the delivery of products to the South region. There were many visitors. We meet with the representatives of the companies from Karaganda, Aktau, Atyrau, Kyzylorda and Taraz, who learned our products, and that is very important for further cooperation.

## **Fakhritdin Kurbanbayev, Director, “Deco Stone”:**

The exhibition is very useful, we have already found new partners. And we are planning to work with the new distributors. Our stand was visited by the specialists from Aktau, Atyrau, Aktobe and Shymkent. We hope for further fruitful cooperation with the potential new partners.

## **Arman Sabyrbayev, Quality Engineer, “Alma Grad Real Estate”:**

We enjoyed the exhibition very much; everything is well organized. At the moment we are satisfied with the results. During the exhibition we signed an agreement. We hope for further contracts. We are planning to be engaged in the construction of houses in Shymkent. Many visitors came to our stand purposefully, and we were pleasantly surprised. In addition to the visitors from Shymkent the companies from Almaty and Karaganda visited us; and also we had interesting offers from foreign companies.

# Support

## OFFICIAL SUPPORT:



Ministry of Investments and Development  
of the Republic of Kazakhstan



Local Administration of South Kazakhstan  
region

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ  
КӘСІПКЕРЛЕР ПАЛАТАСЫ



ПАЛАТА ПРЕДПРИНИМАТЕЛЕЙ  
ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ



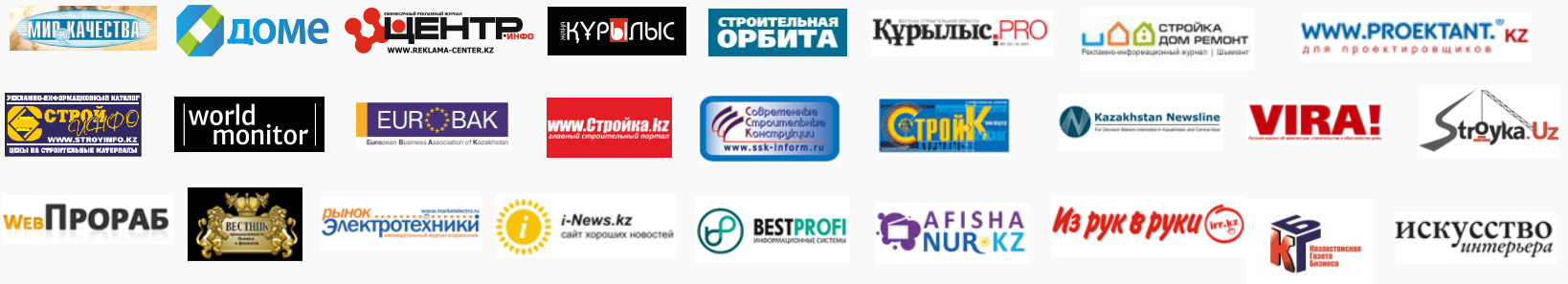
Union of Builders of Kazakhstan



Trade Representation of Russia in the RK

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## INFORMATION SUPPORT:



# Advertising campaign

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- **Telemarketing**

Calling around to companies during the year according to “Visitor’s Portrait”



- **E-mail marketing**

Sending newsletters to over 15,000 industry professionals in the database



- **TV Advertising**

Video clips on Otyrar TV, scrolling text on KTK, NTK channels

- **External Advertising**

Billboards, Transport Advertising



- **Social Networks: Facebook**



- **SMS Newsletters**



- **Promo Actions**

Distribution of invitation cards





## Service for exhibitors

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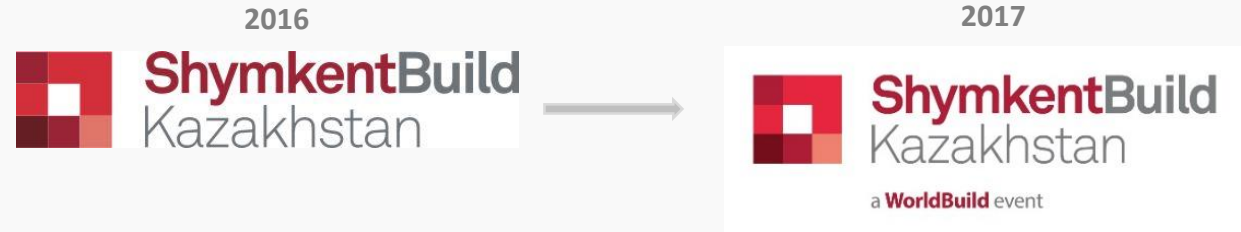
- **Free posting of the news about the products presented on the event website throughout the year**
  - Information about new products, hit sales, special promotions and offers, competitive advantages of products and services.
- **Special tools for attracting visitors to the stands of exhibitors:**
  - 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 participants.
- **A personal account of the exhibitors which enables to:**
  - Post information about the company in the exhibition catalogue
  - Download an e-invitation with the stand number and name of the company
  - Pre-register employees of the company to get the participant’s badge
  - Upload a logo to place on the main page of the website and in an online participants list
  - Download technical manual, logistics of the exhibition, etc.

# Organisers

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In 2017 the 3rd South Kazakhstan Building and Interiors Exhibition **ShymkentBuild/WorldBuild Shymkent** will be held in a new format from **March 15 to 17**. As a result of rebranding all building events of Group of companies ITE Group Plc will be united under one brand - **WorldBuild**.



To get more information about participation in the exhibition, please contact the organisers:

Organisers: “Iteca” LLP, ITE Group Plc

E-mail: [build@iteca.kz](mailto:build@iteca.kz)

Tel. + 7 727 258 34 34

Book a stand at  
**ShymkentBuild/WorldBuild Shymkent 2017!**

Statistics is provided according to the results of ShymkentBuild 2016 exhibition

