

# ShymkentBuild

3rd South Kazakhstan Building and  
Interiors Exhibition

Shymkent, Kazakhstan

## Post Show Report



# About exhibition

## Opening Ceremony



On **March 15-17** at the exhibition center “Korme” in Shymkent the 3rd South Kazakhstan Building and Interiors Exhibition **ShymkentBuild 2017** was held.

The official opening ceremony was attended by:

- **Ilyas Ospanov** - Deputy Head of the Department of Entrepreneurship, Industrial and Innovation Development and Tourism of the Region
- **Gazizbek Natbayev** - Deputy Director of the Chamber of Entrepreneurs of South Kazakhstan region
- **Gulzana Abdusharipova** - Head of Regional Projects of SKR of the company “Iteca”

In his welcome speech, Ilyas Ospanov noted that the sphere of building is one of the important components not only for the development of the economy, but also for simple human existence:

*“As you know, large projects were launched in the region, which are aimed at developing the building industry in a modern format through the mechanism of public-private partnership (PPP), the platforms as ShymkentBuild allow us to implement this at the highest level. Building in our region takes a large share. In the region, such building materials are produced that have no analogues in the territory of the CIS countries.”*

Number of unique visitors : 858



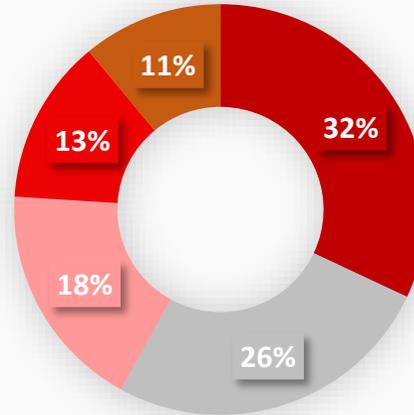
# Visitors

## Job title

March 15 – 17, 2017  
Exhibition Center  
Shymkent, Kazakhstan

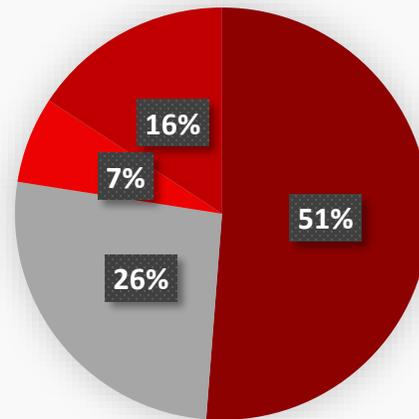


## Job title



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

## Purpose of visiting the exhibition



- Search for products and services for business
- Obtaining industry-wide information
- Promotion of own products and services
- Educational purposes

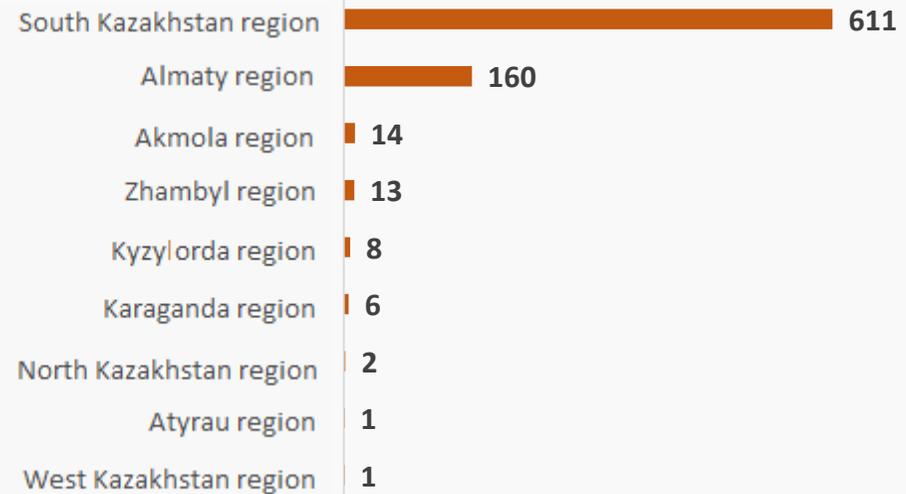
# Visitors

## Geography

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### Visitors' geography



The majority of visitors are from Kazakhstan - **834**, in total at the exhibition there were the representatives from **9 countries**. The largest number of Kazakhstan visitors are from South Kazakhstan region (**73.3%**). **16** representatives of the building organizations came from Uzbekistan.

# Visitors

## Sphere of activity

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### Distribution of visitors by type of company activity

Production	34%
Retail	17%
Wholesale	11%
Wholesale and retail chains	7%
Construction of buildings and structures	10%
Designing and engineering	4%
Finishing and repair of premises	3%
Design and architecture	3%
Central and Local authorities	2%
Road construction	1%
Other *	6%

\* “Other” specialists selected companies involved in building and installation, production, logistics, engineering, as well as representatives of the media, educational institutions, etc.

**73%** visitors think that visiting ShymkentBuild is important for business

# Visitors

## Specialization

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### Specialization of visitors for production and trade

Building materials and constructions	458
Building equipment and components	149
Finishing materials	111
Floor coverings	66
Doors	47
Gates and automation	30
Tools and fasteners	33
Windows and profile systems	33
Paints and coatings	42
Light and electrician	42
Architectural glass	34
Wallpaper, wall coverings	20
Interior items	14
Pottery and stone	25
Plumbing equipment	16
Heating	30
Water supply / water treatment	28
Water Treatment	20
Ventilation and cooling systems	22
Pump equipment	17

# Visitors

## Products of interest

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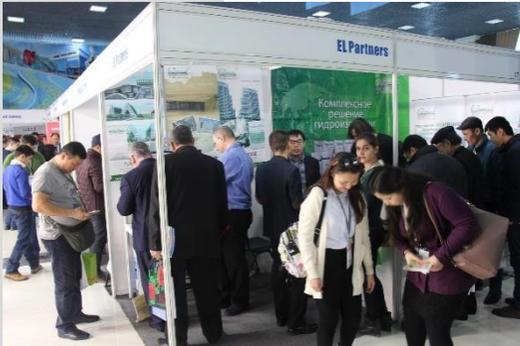
### Number of visitors interested in certain types of products \*



\*Использовался вопрос с множественным выбором варианта ответа

# The participants

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This year more than 40 manufacturers, suppliers and media representatives from Kazakhstan, Uzbekistan, Russia and Kyrgyzstan, 11 companies from South Kazakhstan region took part in the exhibition.

**At the stands of the participants the following were presented:** facing ceramic bricks, claydite, marble, lighting devices, light-and-electrical engineering, fibre concrete equipment, bathroom furniture, roofing and facade materials, cement, pipes, fittings, pipeline fittings, radiators, floor coverings, light metal structures, tires for various purposes, accessories for glass, special equipment, concrete and much more.

*"I would like to note good attendance at this exhibition. Compared with last year, there were a lot of new customers. We are certainly planning to participate next year. For about 10 years our company has been an exhibitor of KazBuild in Almaty, but given the growth of the market in South Kazakhstan region, we are confident that ShymkentBuild 2017 will also be our priority place of promotion."*

**Yuliya Ivanova**

**PolymerMetal-T Company**

**Manufacturer of roofing and wall sandwich panels**

*"We observe great activity and interest on the part of visitors, there are certain customers with whom business relationships are already established. There were many visitors not only from SKR, but also from the northern regions, Astana, Kyzylorda, Taraz. Also many visitors came from Uzbekistan"*

**Nurlan Tambayev**

**Kant THP Ltd.**

**Plant for the production of chrysotile cement products**

**77%** participants think that the participation in ShymkentBuild is important for developing business

# Support

## Official support:



Ministry of Investments and Development  
of the Republic of Kazakhstan



The Local Administration of South  
Kazakhstan Region

ОҢТУСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ  
КӘСІПКЕРЛЕР ПАЛАТАСЫ



ПАЛАТА ПРЕДПРИНИМАТЕЛЕЙ  
ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ



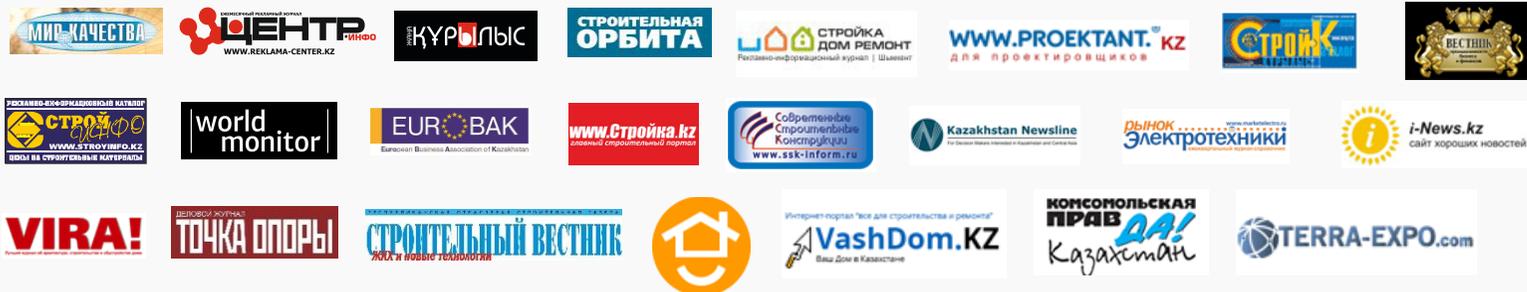
Union of Builders of Kazakhstan



Trade Representation of the Russian Federation in the Republic  
of Kazakhstan

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## Information support:



# Advertising campaign

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- **Telemarketing**
- Call over 1,500 companies during the year according to the “Visitor Portrait”



- **Postal VIP mailing**
- 1.5 months before the event

- **E-mail marketing**

Sending emails on the basis of more than 8 000 contacts of industry professionals



- **TV advertising**

- Video clips on the Otyrar TV channel, scrolling texts on the channels of the TV channel



- **Outdoor advertising**

- Billboards, advertising on transport



- **Social networks: Facebook**



- **SMS newsletters**

- **Promo actions**

- Distribution of invitation tickets



# Service for participants

- **Free publication of news about the products on the site of the event during the year**  
Information about new items, “hits” of sales, special promotions and offers, competitive advantages of products or services.
- **Special tools for attracting visitors to the stand of the participants:**
  - Electronic invitation for clients and partners
  - Banner for posting on the website of the company "Visit our stand"
  - Image for signature and e-mail mailings
  - Printed invitations for customers and partners
  - Sample invitation letters and other materials at the request of participants.
- **The participant’s personal account, which provides the opportunity to:**
  - Post information about the company to the exhibition catalogue
  - Download an e-invitation with the stand number and company name
  - Pre-register employees of the company to get the participant’s badge
  - Upload a logo to post on the main page of the website and in an online participant list
  - Download technical manual, logistics of the exhibition and many others.



# Organizers

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## Advantages of Your company's participation:

A unique way to enter a new market  
To introduce products and new technologies in the sphere of construction to the industry specialists  
Establish new business contacts  
Expand regional sales channels

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

Organizers: Iteca LLP, ITE Group Plc

Arna Kurmanova - Project Manager  
E-mail: [arna.kurmanova@iteca.kz](mailto:arna.kurmanova@iteca.kz)

Tel. + 7 727 258 34 34 ex.205

Book the stand at **ShymkentBuild 2018!**

The statistics are based on the results of ShymkentBuild 2017

