

# KazBuild



Welcome to Kazakhstan's  
Leading International Building  
and Interiors Exhibition

7-9 of September, 2021

Atakent, Almaty, Kazakhstan

Find out more at  
[www.kazbuild.kz](http://www.kazbuild.kz)

## Post Show Report on KazBuild 2019



**KazBuild** 

The KazBuild logo icon consists of a blue square with a white square inside, which has a red square in its top-right corner.

Iteca - ALMATY, KAZAKHSTAN  
tel.: +7 727 258 34 34

# About Exhibition

## Figures and Facts

### Main International Building & Interiors Exhibition

Total area of the exposition	<b>6,651 square metres</b>
Number of exhibiting companies	<b>272</b>
Number of unique visitors (specialists)	<b>4,167</b>
Number of countries exhibiting	<b>22</b>



### Official support:



Ministry of Industry and  
Infrastructure Development of  
Kazakhstan

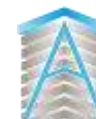


Akimat of Almaty City



Trade Representation of the Russian  
Federation in the Republic of  
Kazakhstan

### Business partners:



## Attendants of the official opening ceremony:

- **Claudia Schmidt**  
Deputy Consul General of Germany in Almaty
- **Mr. Sri Balakrishnan**  
Second Secretary of the Indian Embassy in Kazakhstan
- **Mikhail Tkachenko**  
Deputy Trade Representative of Russia in Kazakhstan
- **Aidar Tatygulov**  
President of the KazGor Design Academy
- **Talgat Yergaliyev**  
Chairman of the Union of Builders of Kazakhstan
- **Maral Tompiyev**  
President of the Association of the Industry of Building Materials of Kazakhstan
- **Yury Borodikhin**  
Director of Iteca Exhibition Company



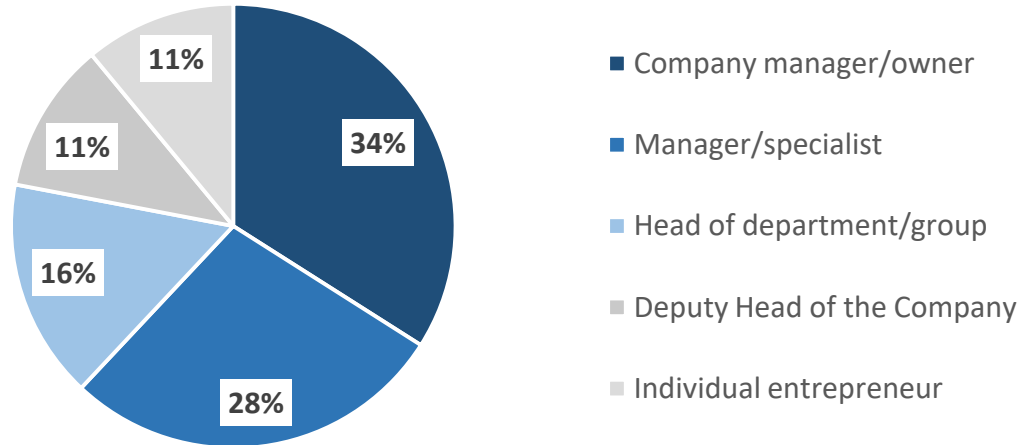
Number of unique visitors: **4,167**

# Visitors

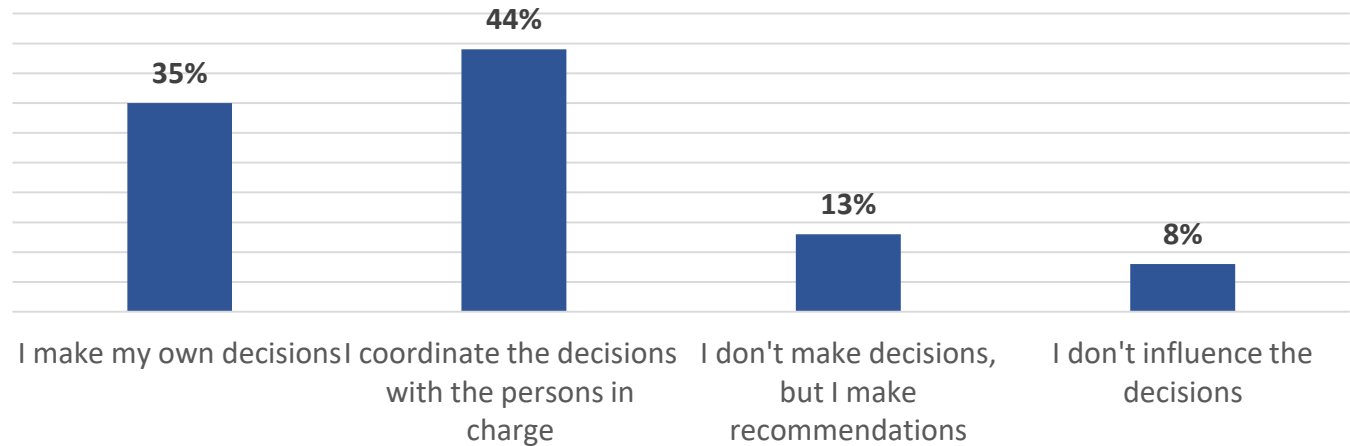
## Positions



**Positions**



**Level of decision making**



# Visitors

## Business area

### Percentage of visitors by companies' business area

Retail business	20%	813
Construction of buildings and structures	16%	659
Wholesale business	16%	673
Productions	12%	490
Design and architecture	15%	622
Design and engineering	9%	374
Finishing and repairs of premises	4%	173
Others	8%	306

### Among visitors were representatives of the following companies

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



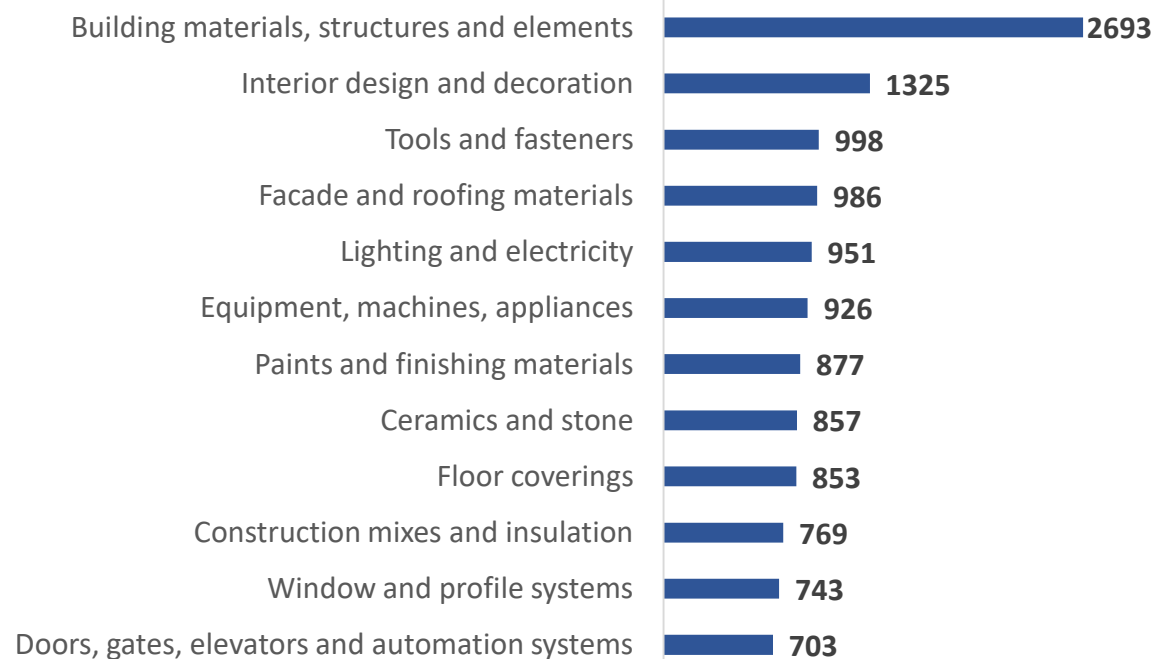
Together with **KazBuild 2019**, the 12th International Exhibition for Domestic and Industrial Heating, Water Supply, Sanitary, Air-Conditioning, and Ventilation Equipment, **Aquatherm Almaty 2019**, was held on the same venue. Total number of unique visitors of both exhibitions amounted to 5,551 specialists.

# Visitors

## Interests



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

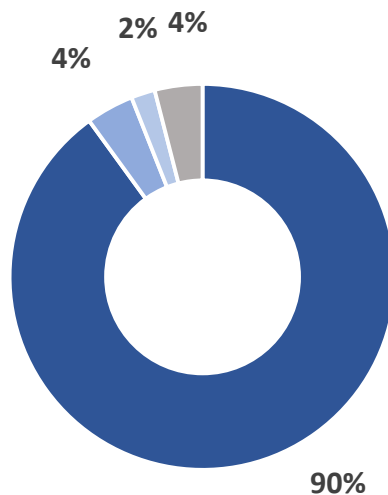


\*A question with a multiple choice of answers was used

# Visitors

## Geography

### Visitors' geography

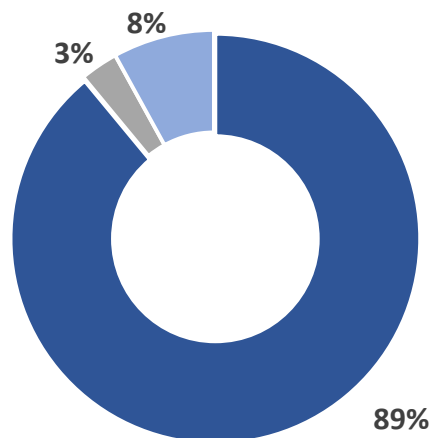


- Kazakhstan
- Kyrgyzstan
- Russia
- Others

#### Others:

- Australia
- Azerbaijan
- Belarus
- Belgium
- The UK
- Germany
- Greece
- Denmark
- India
- Iran
- Spain
- Italy
- Canada
- China
- Latvia
- Lithuania
- Nigeria
- United Arab Emirates
- Poland
- Portugal
- USA
- Tajikistan
- Turkey
- Uzbekistan
- Ukraine
- Finland
- France
- Czech Republic
- Switzerland
- South Korea

### Kazakhstan visitors



- Almaty
- Nur-Sultan
- Regions

Total area of the exposition **6,651** square meters

**272** exhibitors from **22** countries

**Countries exhibiting:** Austria, Belarus, Belgium, China, Denmark, Egypt, Finland, Germany, Greece, India, Iran, Italy, Kazakhstan, Poland, Portugal, Russia, Spain, Turkey, Ukraine, United Arab Emirates, USA, Vietnam.

## Exhibitors

### National groups:



Germany



Poland



Turkey - **for the first time!**



India

### Collective expositions:

- Volgograd region
- Voronezh region
- Krasnoyarsk region
- Kostroma region
- Leningrad region
- Novosibirsk region
- Omsk region
- Penza region
- Samara region
- Tyumen region
- Chelyabinsk region
- Republic of Bashkortostan



"After participation in KazBuild, we realized that we had come to the right event. We got a lot of contacts we needed. All contacts were targeted: builders, designers and other industry professionals. A peculiarity of the exhibition is that all target customers are represented in the full cycle. We participate in major Russian exhibitions and know that the target audience visits the event only on the first day, less often on the second day. Here, we were surprised to see the potential customer and partner flow during all three days."

**Anton Nikeshin**

The head of the ad department of ZAO "Blockform"

**80%** *Of exhibitors positively estimate the total return on investment in the exhibition*

## Feedback from exhibitors

Our company has been in business for several years, and we participated in KazBuild for brand promotion. We want more people to know about us. The results are pretty encouraging. First of all, we have paid off the cost of the exhibition and even got some profit because of new customers. Secondly, there are crowds of people gathering around our stand. We'd brought here catalogs and booklets for three days but ran out of them in the very first day. People get really interested in our products. Don't know if the credit goes to the organizers or to our products, but we are happy with the exhibition.

**Yerdos Ashitov**

**Director at Konster Engineering**

For our business, KazBuild is about looking for new partners. The market is evolving, as new players come and old ones leave or change the profile. Taking part in the exhibition means that you stay in sight, show your company developing and promoting new products. Thanks to the organizers. Everything was done just in time, the seminars and master classes were well organized. Next year, we will surely come back with some new product.

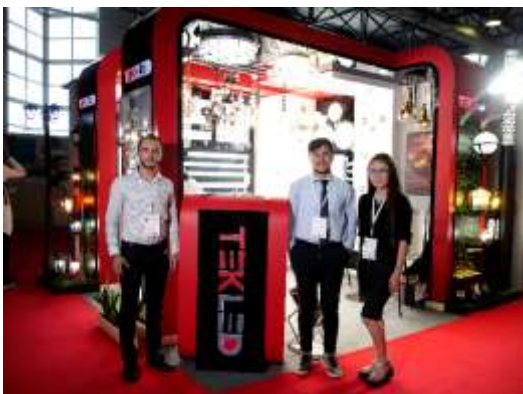
**Igor Maul**

**Director General at Evolution Technologies**

We've been participating in KazBuild for the fourth year in a row. For us, the exhibition is attracting new customers, sharing our experience. Many potential customers come here from other cities, and companies send their representatives. We make deals, receive orders, see the results. The organization is just perfect. This year, we had much more visitors. It makes us really happy and gives an extra reason to come here next year.

**Islam Sametdinov**

**Manager at Tekled company**



## EXHIBITION BUSINESS PROGRAM



The following events were held for the first time at the exhibition:

- School of Professional Designers and Architects with certificates for students
- Perspective Design contest for young architects and designers
- Forum of Building Materials and Service Suppliers

The following seminars and presentations were conducted **within the business part of the exhibition**:

- "Environmental Approach to Designing, Construction, and Operation of Modern Buildings" by Design Academy KAZGOR
- "BIM Designing Process in KAZGOR Design Academy. BIM Technologies in the UK" by Design Academy KAZGOR
- "How to Become Leroy Merlin Supplier?" by Leroy Merlin
- "BI Group Structure. Business Segments. Current and Future Projects. Purchasing Volumes" by BI Group
- "Professional Community as a Driver" by the Association of Architects, Designers, and Other Professional Players of the Construction Industry of Kazakhstan
- "Sustainable Design as a Future Trend Beyond the Typical Parameters" by New Art International Design School



## EXHIBITION BUSINESS PROGRAM

**"School of Professional Designers and Architects"** during all days of the exhibition there were lectures for specialists where experts trained and told about trends in the market and profession. All participants of the master classes were awarded training certificates. The event is annually held with support of the Association of Architects, Designers, and Other Professional Players of the Construction Industry of Kazakhstan.

### Topics of seminars and master classes:

- Interior design
- HORECA and modern design solutions
- BIM solutions
- Designing residential premises
- Time management for designers
- Freelance, working in a design bureau, own business
- Competent SMM for promoting specialists
- How a novice designer can create a portfolio

**Design Laboratory Design Ideas Club** was an event aimed at interactive interior design, development of creative thinking, and practical work with the material. Kazakhstan's interior magazine Design IDEAS became a partner of the event.

During three days of the exhibition, residents of IdeasClub were giving pieces of advice to everyone interested concerning: **"Transformation of Secondary Housing, Small-Area Apartments"**

### All visitors of Design Laboratory managed:

- To participate in creative master classes for interior decorations
- To use a new technology of knowing new interior, design VR-space
- To get acquainted with the leading designers of Kazakhstan, residents of IdeasClub



# Ad Campaign

**4-6 SEPTEMBER  
2019**

**ALMATY, KAZAKHSTAN  
ATAKENT**

**KazBuild**

**KazBuild**

**SEPTEMBER 4-6, 2019**

**ATAKENT, ALMATY, KAZAKHSTAN**

**KazBuild**

**KazBuild**

- **Media support:** over 40 specialized periodicals, over 120 articles during a year. Ads on the Internet: the most popular specialized websites in regions of Kazakhstan and the CIS.
- **Social networks:** Facebook, Linked In, Instagram
- **Context and media ads:** Google, Yandex, Facebook
- **Telemarketing:** telephone calls to over 2,000 companies during a year in accordance with Visitor's Portrait
- **VIP e-mailing 1.5 months** before the exhibition
- **E-mail marketing:** e-mails to over 20,000 contacts of industry professionals
- **Buyers' program:** VIP delegation of Kyrgyzstan
- **Outdoor advertising:** over 25 LED displays in Almaty and Nur-Sultan
- **Mass texting:** 7,000 contact telephone numbers
- **Promo actions:** distribution of 7,000 invitation tickets in Almaty and regions of Kazakhstan



## Buyers' program


# Visitors

## A special service

**98** specialists from Kyrgyzstan used a bus transfer to the exhibition. The program was launched in 2016 in order to involve key buyers. After a special invitation of Iteca LLP, a **VIP delegation** with representatives of the following large companies visited the exhibition on the second day: Solor House, MBN Company, Alladin Stroi, Arzy Group, Arkh-Everest, Davos, Sapat Dom, M Stroy Group, Olimp KG, Redem, Rosskeramika, CC Emma Stroy, Smart Development, Family Village, Elif, and others.



## Service for exhibitors

- **Free publication of news about exhibited products on the event's website during a year**
  - ✓ Information about new products, top sellers, special promotions and offers, competitive advantages of products or services.
- **A promotion program for new exhibitors**
  - ✓ New exhibitors are marked with a special **NEW** label on the exhibition's website in the section Exhibitors List
  - ✓ The exhibition catalogue: the **NEW** label in exhibitors list 
- **Special tools for inviting guests to a stand of exhibitors:**
  - ✓ An e-invitation for clients and partners
  - ✓ A banner Visit Our Stand for a company's website
  - ✓ An image for signatures and e-mailing
  - ✓ Printed invitations for clients and partners
  - ✓ An invitation letter template and other materials upon an exhibitor's request
- **A personal account of an exhibitor with the following opportunities:**
  - ✓ To send information about the company to the exhibition catalogue
  - ✓ To download e-invitation with a stand number, a company's name, and an individual promotion code for partners
  - ✓ To register the company's employees beforehand in order to receive exhibitors' badges
  - ✓ To download a logo for the website home page and the interactive exhibitor list
  - ✓ To download a technical guide and logistics for the exhibition and much more.



## Advantages of Participation

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

- to expand the geography of sales channels
- to find new clients and to increase sales
- to examine the competitive environment
- to contact directly with your targeted audience

Over the 26 years of its existence, the exhibition has become the largest and most representative event on construction and interior design in Kazakhstan. Every year the project unites hundreds of manufacturers, suppliers, and key specialists of the construction industry from all over the world. It is the place where the industry trends are set, new products are presented, and important agreements are made.



See you at **KazBuild 2021!**  
**7-9 September, Almaty**

**KazBuild** 

Book a stand at  
**KazBuild 2021!**

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

Statistics is based on results of the KazBuild 2019 exhibition

