



# KazBuild

Kazakhstan's leading international  
building and interiors exhibition

Almaty, Atakent

## POST SHOW REPORT



**KazBuild**  
Almaty



The number of the unique visitors: **4,084**

# Visitors

## Type of activity

September 5 – 8, 2016  
 "Atakent" IEC  
 Almaty, Kazakhstan

### Areas of business represented by visitors

Manufacturer	33%
Retailer	12%
Wholesaler	11%
Wholesale-retail network	8%
Project works and engineering	8%
Design and architecture	7%
Building of commercial and administrative facilities	6%
Construction of high rise residential buildings	6%
Other	4%
Finishing and repairs of buildings	3%
Low rise residential building	3%
Landscape design and landscaping	1%

### Specialization of visitors in production and trade

Building materials and structures	40%	Wall coverings	2%
Insulation, sealants, protective materials	8%	Dry mixes	2%
Equipment, machinery	6%	Partitions and doors, accessories and furniture	2%
Facing and facade materials	5%	Inside fittings of buildings	2%
Tools and fasteners	5%	Interiors and design	2%
Flooring	4%	Fenestration	2%
Roofing materials	4%	Furniture	2%
Paints & coatings	3%	Ceramics and stone	2%
Electrical and lighting	3%	Fences and guard systems	1%
		Carpentry, stairs	1%



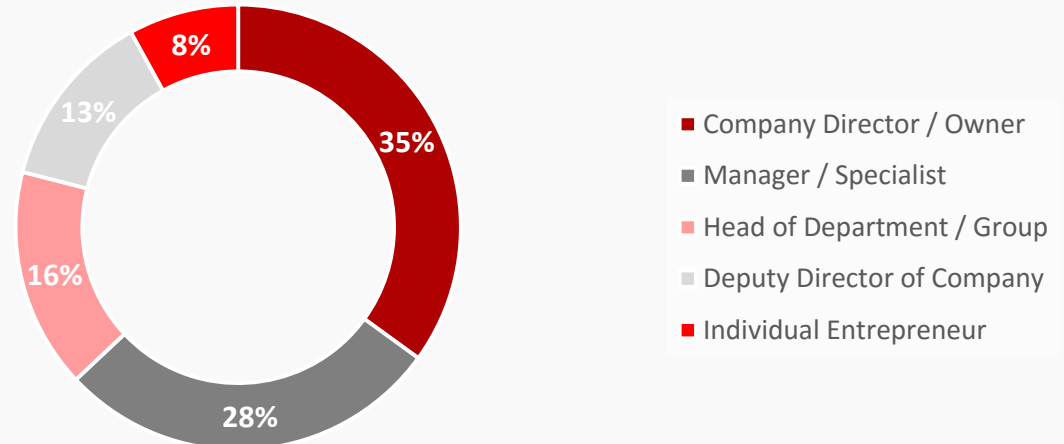
# Visitors

## Official composition

September 5 – 8, 2016  
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## Job titles of the visitors



## The representatives of the following companies are among the visitors:

"BI Group", "BAZIS-A", "Elitstroy", "TS Development", "Global Building Contract", "Otau Stroy", "KAZGOR", the Union of Architects of Almaty, Kazakh Research and Design Institute of Construction and Architecture, "Kazstroy-service", "Promstroykontrakt-A", "Baumarkt" and other major companies.

"KazBuild exhibition is important for our company as we are always interested in and follow the latest news in the sphere of aluminium systems for architectural engineering. Production does not stand still, and every year something new appears. I am happy to come to the exhibition every year."

Nellya Khamatova

**ArtMax Group (The company for decoration and design of facades, production and installation of office partitions and case goods)**

# Visitors

## Products of Interest

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### The number of visitors interested in certain types of products\*

Building materials and structures	2478
Construction equipment, machinery and components	1006
Finishing materials	1006
Paints & coatings	600
Lighting & electrics	599
Hardware & tools	592
Ceramics and stone	577
Doors	528
Wallpaper and wall coverings / wall decor	507
Fenestration	502
Facing and facade materials	423
Gates & Automation	382
Interiors and design	345
Flooring	310
Roofing materials	297
Inside fittings of buildings	253
Fences and guard systems	152
Carpentry, stairs	144

\*Multiple-choice questions were used

In parallel with **KazBuild 2016** in the same exhibition centre was held 9th International exhibition for domestic and industrial heating, water supply, sanitary, air-conditioning, ventilation, equipment for pools, saunas and SPA - **Aquatherm Almaty 2016**. The total number of the unique visitors came to the exhibitions was 5,601 people, which is 12% more compared to last year (4 994).

# Visitors

## Geography

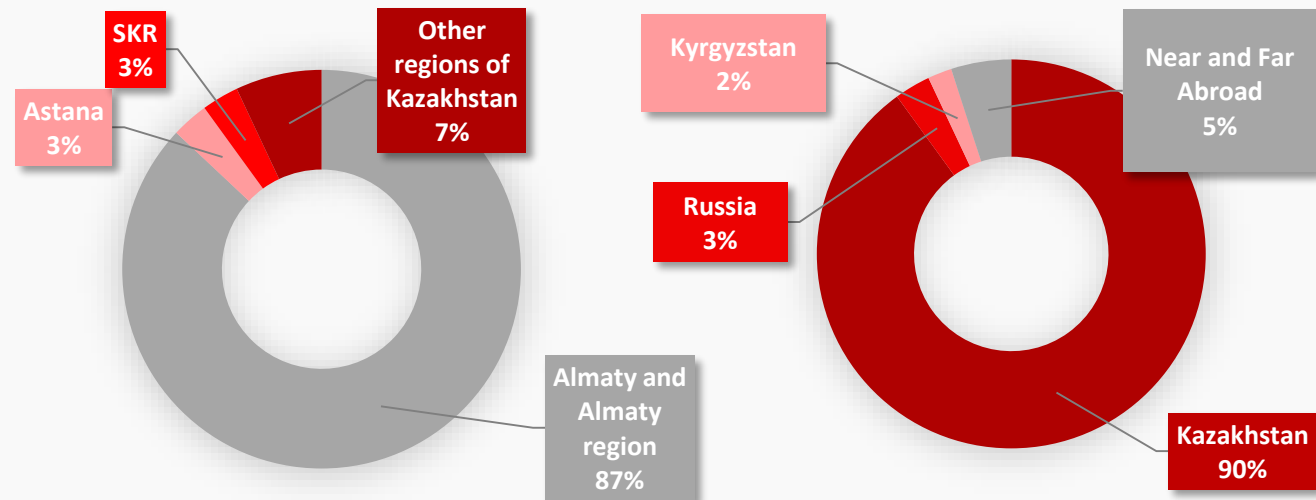
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To attract key buyers from neighbouring countries there was held Buyer's Program in the frames of which free transfer to the exhibition was provided to the owners and to decision makers of major building and interiors companies. At the special invitation of "Iteca" LLP the **VIP delegation from Kyrgyzstan** consisting of **108** specialists arrived to hold negotiations with the potential partners and to get to know the construction exposition. The representatives of such companies as **the State Agency of Architecture, Construction, Housing and Communal Services under the Government of the Kyrgyz Republic**, "Kyrgyz Beton" LLC, "ASS Architecture Studio", "Micha" Architecture Firm, "Kvartira 13" Architecture and Design Studio, "Laminat Servis" LLC and others were the members of the delegation.



### Geographical origin of visitors



Total exhibition area: **4431,75** sq.m  
**329** exhibitors from **24** countries of the world



# Exhibitors

## The number of participants according to exhibition sections:

- 167 - Building Materials and Equipment
- 91 - Interiors and Finishing Materials
- 17 - Window Technologies
- 23 - Ceramics and Stone
- 31 - Media

**Participating countries:** Belarus, Belgium, Germany, Greece, Denmark, Egypt, Iran, Spain, Italy, Kazakhstan, Canada, China, South Korea, Kyrgyzstan, Netherlands, UAE, Portugal, Russia, USA, Turkey, Ukraine, Finland, France, Czech Republic

## National Groups:



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**57%** of the exhibitors are satisfied with the number of the visitors

**56%** of exhibitors consider KazBuild exhibition is important for business

As a result of our participation in the exhibition, we signed the agreements with the showrooms, who are willing to represent our products; we have specific offers. We are sure that thanks to you, our products will be sold throughout Kazakhstan in the next few days.

Nata Ales  
**CHANCE USA, Inc.**  
Design and manufacture of unique glass

# Business Program



**Demonstration area** – a special platform designed for practical presentations of materials and master classes. From September 5 to 8 the events on the following themes were held:

- “Tools and Hardware”, “Lights and Electrics in Interiors. Street Lighting”
- “Wall and Floor Covering”, “Engineering and Design”
- “Flowers, Textile and Home Furnishings”, “Interior Furniture, Street Furniture”
- Organization of a Director’s Workspace”

The designers, architects and other specialists of the companies told us about the effective use of building materials and tools, items for interior decoration, application of finishing materials, as well as the importance of the proper organization of the workplace for the more effective labor process.

**“Free Consultations of Designers and Architects”** non-stop within the exhibition was organized for those, who wish to. Consultations allowed to solve the issues of re-planning, home decoration, interior design and renovation, as well as is the opportunity to get advice on acquiring and choosing materials and furniture. Association of Architects, Designers and other professional participants of the construction industry, as well as “Doma I Iterery” magazine supported the event.

**Design Laboratory** – a new event aimed at creating interactive interiors, development of creative thinking, as well as practical work with the materials. The partner of the event was “Ideas of Design” interiors magazine in Kazakhstan.

In framework of the business program the following **thematic seminars** were held:










- **Construction in Kazakhstan. Innovations since 2016”** – Kazakhstan Law Firm “Artyushenko and Partners”
- **“Design and Installation of Suspended Facades: from Selecting Design to Controlling the Quality of Performance”** – “ZIAS” LLC
- **“BIM Technology. Exerience of Kazakhstan, Smeta +BIM (Stroysmeta.kz)”** - “Megasmeta.kz” LLP

# Advertising campaign

September 5 – 8, 2016  
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- **Media support:** more than 30 specialized issues, over 90 publications during the whole year. Advertising on the Internet resources – the highest rated and specialized websites of Kazakhstan and CIS regions.



- **Social Network:** Facebook 
- **Targeted Advertising:** Moi Mir, mail.ru, Odnoklassniki  
- **Telemarketing:** calling more than 2,000 companies during the year according to “Portrait of Visitor” 
- **Postal VIP Newsletters** 1,5 months before the event 
- **E-mail Marketing:** sending newsletters to over 15,000 industry professionals in the database
- **Buyer’s Program:** VIP delegation from Kyrgyzstan 
- **TV Advertising:** video clips on “Eurasia” First Channel, Otyrar TV  
- **External Advertising:** 3 Billboards, 7 LED displays
- **SMS Newsletters :** 9,000 contact numbers 
- **Promotion:** distribution of 5,000 invitation tickets





# Service for participants

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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.
- **The program for promoting new exhibitors**
  - The special program, which gives a unique opportunity to clearly advertise the business, is specially developed for new exhibitors
  - New exhibitors are marked with a special sign “**NEWCOMER**” on the website of the event in the section “List of exhibitors”
  - The exhibition catalogue: the sign “**NEW**” in the exhibitors list
- **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 exhibitors
- **A personal account of exhibitor which enables to:**
  - Post information about the company in the exhibition catalogue
  - Download e-invitation with the stand number and name of the company
  - Pre-register employees of the company to get the exhibitor’s badge
  - Upload a logo to place on the main page of the website and in an online exhibitors list
  - Download technical manual, logistics of the exhibition, etc.



## Nelissen Brickworks: natural, sustainable construction!

[Print Email](#)

on 11 May 2016. Posted in Exhibitors News

NELISSEN BRICKS is the leading producer of the most beautiful bricks and brickslips in Europe.

Our company has been providing facing bricks of the highest quality for more than 90 years and has become a major player in the international market with a yearly production of 150 million bricks. NELISSEN enjoys a first-class reputation guaranteed by quality labels such as CE and ISO 9001.

In our product range you can find a wide variety of bricks. NELISSEN can offer a brick for each style from classic to modern, interior and exterior. All of this in 100 different colors and 7 different sizes. NELISSEN bricks keeps investing in innovative products respecting nature and human life.



# Benefits of participation

An effective way to develop your business and find new clients



**KazBuild/WorldBuild Almaty is the unique opportunity to:**

- directly interact with your target audience
- find new clients and increase sales
- expand trade channels geography
- study competitive landscape

In 2017 the 24th Kazakhstan International Building and Interiors Exhibition **KazBuild/WorldBuild Almaty** will be held in a new format from **September 5 to 8**. As a result of rebranding all building events of Group of companies ITE Group Plc will be united under one brand - **WorldBuild**.



Statistics is provided according to the results of KazBuild 2016 exhibition



See you at **KazBuild/WorldBuild Almaty 2017!**



Book a stand at  
**KazBuild/WorldBuild Almaty 2017!**

Organisers: "Iteca" LLP, ITE Group Plc  
E-mail: [build@iteca.kz](mailto:build@iteca.kz)  
Tel. + 7 727 258 34 34

