



5 – 8 November 2013

Almaty, Kazakhstan

## Post show report

**9th Central-Asian International  
Exhibition  
Everything for hotels, restaurants,  
supermarkets**



# EXHIBITION STATISTICS

**Horex Kazakhstan** – is the only specialised exhibition on hospitality industry in Kazakhstan, where suppliers can demonstrate their latest products and equipment to the market.

The event took place on **5 - 8 November 2013**, at the Atakent IEC in Almaty, Kazakhstan.

- **Exhibitors:** 50 direct and indirect participants
- **Visitors:** 4,254 professionals
- **Exhibition area:** 729 sqm.



The following events also ran alongside the exhibition:



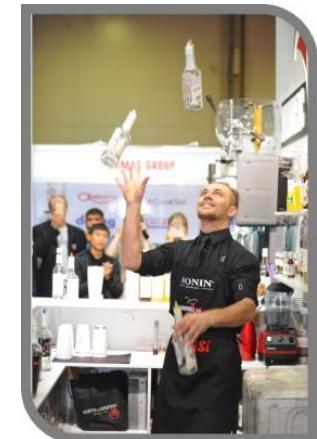
# EXHIBITORS

## COMPANY

## COUNTRY

## PODUCTS

1C RATING	KAZAKHSTAN / RUSSIA	SOFTWARE
ALTO-ASHAAM	USA	KITCHEN EQUIPMENT
AVALON	RUSSIA	FURNITURE FOR RESTAURANTS, BARS, STREET CAFES
BREND SALE	KAZAKHSTAN	COMPLEX SERVICE, B2B SERVICE
COMPLEX-BAR	KAZAKHSTAN / RUSSIA	TABLEWARE, ACCESSORIES, SYROPS
COMPUTER CASH REGISTER SYSTEMS	KAZAKHSTAN	SOFTWARE SYSTEMS
COFFEE CTS GROUP	KAZAKHSTAN	COFFEE, COFFEE-MACHINES
DELICOM SERVICE	KAZAKHSTAN	EQUIPMENT FOR RESTAURANTS, CAFÉ, BARS
DELO TECHNIKI	KAZAKHSTAN	SOFTWARE SYSTEMS
EURASIAN BANK	KAZAKHSTAN	BANK SERVICES
HORECA TRAINING GROUP	KAZAKHSTAN	TRAINING AND CONSULTING
KAGIR	KAZAKHSTAN	KAZAKHSTAN ASSOCIATION OF HOTELS AND RESTAURANTS
KAZTEN	KAZAKHSTAN	KITCHEN EQUIPMENT
MFT ALMATY	KAZAKHSTAN / SWITZERLAND	KITCHEN EQUIPMENT
NANTONG BIXI TRADING	CHINA	FOOD PRODUCTS FOR JAPANESE RESTAURANTS
RBK BANK	KAZAKHSTAN	BANK SERVICES
REST TEAM	RUSSIA / KAZAKHSTAN	TRAINING AND CONSULTING
RESTORANY ASTANY	KAZAKHSTAN	SPECIALISED MAGAZINE
RSOFT	KYRGYZSTAN	SOFTWARE SYSTEMS
SAMSUNG ELECTRONICS KAZ and CENTRAL ASIA	KAZAKHSTAN \ KOREA	HOTEL TV, LED, INFORMATION DISPLAY
SERVICE STUDIO	KAZAKHSTAN	SOFTWARE SYSTEMS
SOMAS GROUP	ITALY / KAZAKHSTAN	COFFEE-MACHINES
TECHNOSERVICE PLUS	KAZAKHSTAN	KITCHEN EQUIPMENT
TEHNOSTAR	KAZAKHSTAN	SOFTWARE SYSTEMS FOR TRADING
TORGTECHNIKA	RUSSIA	KITCHEN EQUIPMENT AND SPARE PARTS
TRADE DESIGN	KAZAKHSTAN	KITCHEN EQUIPMENT
SERVICE STUDIO	KAZAKHSTAN	SOFTWARE
VEBA	CZECH TRADE	TABLE, BED LINEN, BATH ROBES, TERRY
WANZL	KAZAKHSTAN / GERMANY	TRADE EQUIPMENT
ZUMEX	KAZAKHSTAN	PROFESSIONAL SQUEEZERS



# EVENTS and ACTIVITIES

A programme of events was held within the exhibition, allowing both exhibitors and visitors to expand their market knowledge and network.

➤ **Professional master-classes for restaurants and hotels by business-trainers from Russia:**

- **Alexei Kislov** is a coach-consultant from Restteam company, an international trainer of **Carlson Restaurant Worldwide Inc.**, supervisor in Educational Centre of a Russian restaurant company.
- **Anton Alexeev** is a coach-consultant from Restteam, worked out anti crisis programs for city and holiday restaurants and hotels. Anton directed several hotels' construction and reconstruction projects. Big experience in project managing starting from construction conception till hotel's launch. Developed the concept, built, launched and promoted a night club for 700 guests.

**Master-classes themes:**

- Motivation. How to inspire personnel
- Kitchen management. 5 rules for kitchen work sales
- Management in restaurant. Increasing of bill sum
- Organising of business hotel operation
- Buffet table in the hotel





# EVENTS and ACTIVITIES

- **The Retail Centre** took place at the exhibition on the **6th of November 2013**. New to 2013, the event was a forum for exhibitors to meet representatives of food retailers and distributors.

## Participating supermarkets / distribution chains:

Magnum

InterFood

Metro Cash & Carry

Green Mart

Tea Coffee Garden

AAS-Trade

Kurmysh Trade

Timirbaev Individual Entrepreneur

**232** meetings during  
one day!

- **Awards Ceremony**

The Horex Kazakhstan 2013 Awards Ceremony took place at the InternContinental Almaty Hotel and awarded exhibitors for their contribution to the event and stand designs. Best Stand Winners are **Complex Bar KZ** and **Samsung Electronics**.



## ➤ Chambermaid contest

**Kazakhstan Association of Hotels and Restaurants (KAGiR)** organised The First Contest for Best Chambermaid 2013 in 8<sup>th</sup> November. Chambermaids from 6 hotels demonstrated their professional skill:

- Kazzhol hotel
- Rakhat Palace hotel
- Almaty resort
- Tian-Shan Grand hotel
- World hotel Saltanat hotel
- Alma-Ata hotel

The competition consisted of two parts – theory questionnaire and practice part with demonstration of skill in making bed.

### **Winners:**

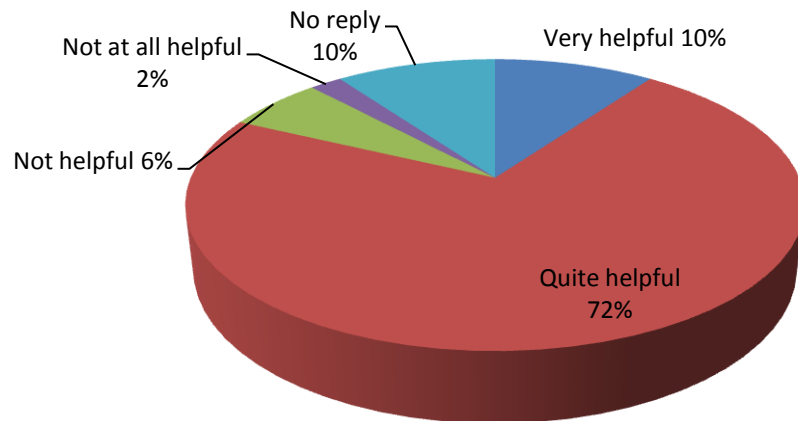
- 1 place** – Padalko Irina, World Hotel Saltanat
- 2 place** – Kazhakanova Asel, Алматы Resort
- 3 place** – Romashkova Irina, Alma-Ata Hotel



# EXHIBITOR FEEDBACK

- 57%** - exhibitors from Kazakhstan
- 20%** - from CIS
- 23%** - foreign exhibitors

How helpful was WFK 2013 for your future sales growth?



## Exhibitor results:

**82%** of exhibitors **plan to participate again** in 2014

**50%** of exhibitors rated the **quantity of visitors as above average**

**62.5%** of exhibitors **rated the quality of visitors as good or above average**

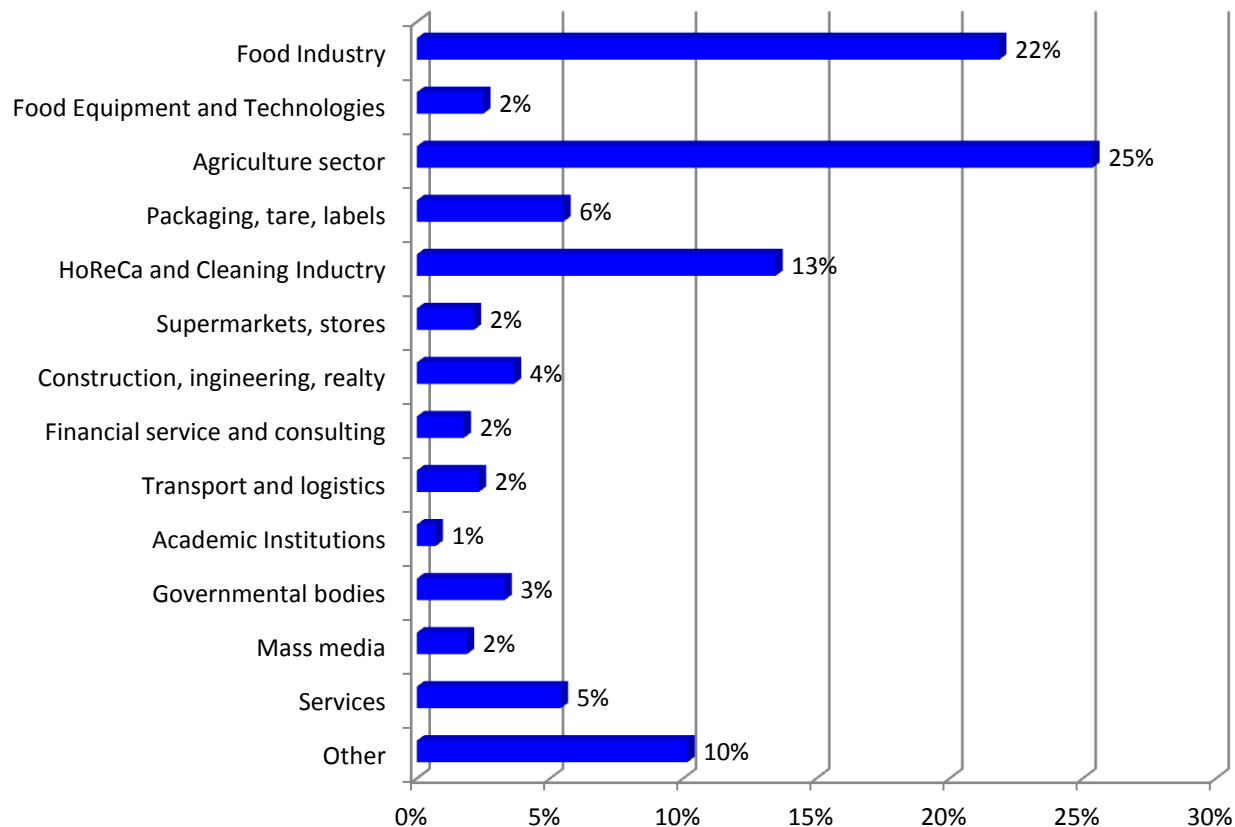
**75%** of exhibitors state the event **met or exceeded their expectations**

**75%** of exhibitors would **recommend the exhibition to a colleague**

# VISITOR STATISTICS

**4,254** visitors attended the exhibition over three days. **8%** of visitors came from overseas.

**Visitors' profile**



**34%** of visitors were a CEO/director

**33%** of visitors were a manager or entrepreneur

**82%** of visitors influenced or were responsible for purchasing decisions



# EXHIBITOR TESTIMONIALS

## **Serikov Coffee Company, Pavel Serikov**

*«Our company is a member of Specialty Coffee Association (SCA). We import green coffee, and roast it at our manufactory in Karaganda following all technological process rules to get a delicious coffee. We also train future baristas, as they are an important part in our industry. We have been organising Barista championship for two years at the exhibitions. At the show we let everyone taste our coffee and this is great when people can compare and leave their review. Participation in the exhibition is very interesting experience for us and it gives us good results».*



## **Trade Design, Dmitry Akhmetov**

*«Our company specialises on complex supplying of restaurants, cafes, bars, public catering, trade centres and stores. The exhibition gives us an opportunity to present our equipment line: steam combi-ovens, universal frying pans, refrigeration equipment from Favor, Metal Frest. Also we present bakery line: dough mixers Avancini, dough rollers Gemplex. Laundry line: washing and drying machines, ironing boards. At the exhibition visitors can see our equipment, feel it, try product made on it. We annually take part in Horex and we are glad that visitors' flow doesn't decrease».*



We look forward to seeing you at

## **HOREX Kazakhstan 2014**

**5 – 7 November**

**Pavilion 9, EC Atakent Almaty, Kazakhstan**

### **NEW** to HOREX Kazakhstan 2014

- The event will **only last three days**
- The event will **occupy 9 pavilion**
- In frame of the event:
  - **Forum** for hotels and restaurants
  - **Chef contests** between restaurants of big corporations
  - **Wine Tasting**

### Stand Bookings

For more information on exhibiting or sponsoring please contact:

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### **The Organisers:**

ITE creates marketplaces for business by organising leading trade exhibitions and conferences in growing and developing markets. The group organises over 260 trade exhibitions and conferences each year in 16 countries and employs over 1000 staff in 30 offices worldwide.

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