



2014 POST-SHOW REPORT



10th Anniversary Central Asian International Exhibition

EVERYTHING FOR HOTELS, RESTAURANTS, SUPERMARKETS



EXHIBITION STATISTICS

Horex Kazakhstan is country's only exhibition for the hospitality industry, which brings together a myriad of suppliers of products and equipment for hotels, restaurants, cafes, bars, supermarkets and shopping centers. The exhibition was held on **November 4-6, 2014**, at the Exhibition Center Atakent, Almaty, Kazakhstan.

- **Exhibitors:** 50 direct and indirect exhibitors
- **Visitors:** 1,280 industry professionals
*of 4,637 visitors of concurrent events
- **Exhibition area:** 771 sq.m (20% increase compared with 2013)



Horex Kazakhstan ran alongside with exhibitions complementing the main topic:



- Cleaning industry



- Franchising

EXHIBITORS

COMPANY	COUNTRY	ACTIVITIES
ALLIGATOR-PRODUCT	KAZAKHSTAN	FOOD PRODUCTS FOR HoReCa
ARBUZ.KZ	KAZAKHSTAN	PRODUCT DELIVERY TO RESTAURANTS
CAMRAD	KAZAKHSTAN	LIFT AREA MONITOR, PANELS, SCREENS
COMPLEX-BAR	RUSSIA/KAZAKHSTAN	SYRUPS, TOPPINGS, TABLEWARE
COOKS.KZ	KAZAKHSTAN	INFORMATION NEWS PORTAL ABOUT FOOD PRODUCTS AND EVERYTHING ASSOCIATED WITH THEM
KAGIR	KAZAKHSTAN	KAZAKHSTAN HOTEL AND RESTAURANT ASSOCIATION
KAZLOTE	KAZAKHSTAN	TABLEWARE, FOOD PRODUCTS
KAZTEN	KAZAKHSTAN	KITCHEN, CLEANING EQUIPMENT
MARKOVA & CO	KAZAKHSTAN \ ITALY \ GERMANY	KITCHEN, PROCESS EQUIPMENT
OGUZLAR TEXTIL	TURKEY	TEXTILES FOR HOTELS
PROFITORG	KAZAKHSTAN	PROFESSIONAL SHARP PANELS, VIDEO WALLS
RESTTEAM	RUSSIA / KAZAKHSTAN	CONSULTING FOR HoReCa SEGMENT
SERICOV COFFEE COMPANY	KAZAKHSTAN \ ITALY	COFFEE AND COFFEE MACHINES
SMEG KAZAKHSTAN	KAZAKHSTAN	KITCHEN, PROCESS EQUIPMENT
SOMAS GROUP	KAZAKHSTAN \ USA \ EUROPE	COFFEE, HEAT, WASHING EQUIPMENT
TAKHAR	KAZAKHSTAN	HOTEL TEXTILES
TEHNOSTAR	KAZAKHSTAN	SALES AUTOMATION EQUIPMENT
TURKUAZ HORECA	KAZAKHSTAN \ TURKEY	KITCHEN AND CLEANING EQUIPMENT
TRADE DESIGN	KAZAKHSTAN	KITCHEN, PROCESS EQUIPMENT
VANILLA HANDMADE COFFEE	KAZAKHSTAN	COFFEE
VIPROK	KAZAKHSTAN \ RUSSIA	MATERIALS FOR INTERIOR FINISHING OF HoReCa FACILITIES



EVENTS AND ACTIVITIES

The exhibition program included the following special events:

➤ **Business forum of restaurateurs and hoteliers**

Co-organizer



Event partner



Workshop topics:

- 69 mistakes that restaurateurs make
- 100% successful hotel marketing
- Interacting with restaurant guests. Make them come again
- Modern hotel product sales
- Network management. How to make isolated restaurants work as a single system
- Non-financial motivation in action - by example of True burger bar
- Analysis of existing restaurant or cafe operation. What to analyze? Where? How?
- Kitchen vs Dining room Conflict of interest or team work



EVENTS AND ACTIVITIES

The exhibition included the Retail Center - Direct meetings of food product suppliers with representatives of supermarkets and distribution networks. The event was held on November 6-7, and proved to be very efficient for the exhibition participants.

Supermarkets and retail chains participating in the Retail Center:

- Magnum
- InterFood
- Small mart
- A-Store
- AAS-Trade
- Prima Distribution
- Opt Torg Company Plus
- BonFood Distribution



“The idea of direct meetings with suppliers of food and drinks was very useful for us. Now we have established contacts with a number of exhibitors, identified some very interesting products, and will work with them during the year”.

Furkat Kassimov, Commercial Director of “Skif Trade” LLC (Small mart)

EVENTS AND ACTIVITIES

➤ 3rd KAZAKHSTAN BARISTA CHAMPIONSHIP



➤ 2nd LATTE ART CUP

Baristas of the leading Kazakhstan's coffee serving restaurants took part in the events. The contest was held as part of HOREX 2015 exhibition.

Organizer and General Partner of Events
SERIKOV COFFEE COMPANY



➤ BEST MAID 2014

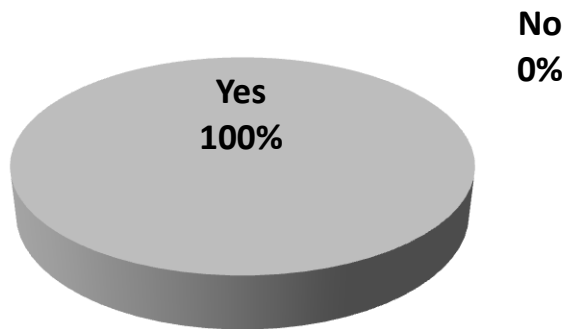
Maids from Almaty hotels participated in the contest.

Organizer
KAZAKHSTAN HOTEL AND RESTAURANT ASSOCIATION
(KHRA)

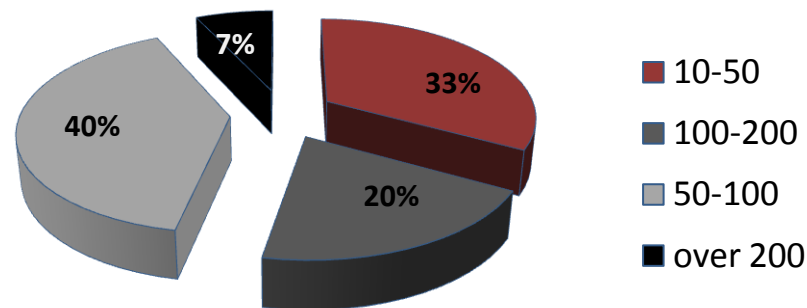


SURVEY OF EXHIBITORS

Have you reached your goals?



Indicate how many visitors a day were at your stand



Participation outcomes:

73% of exhibitors are **planning or willing to consider participation next year** again

80% of exhibitors are sure that the exhibition is **useful for improving future sales**

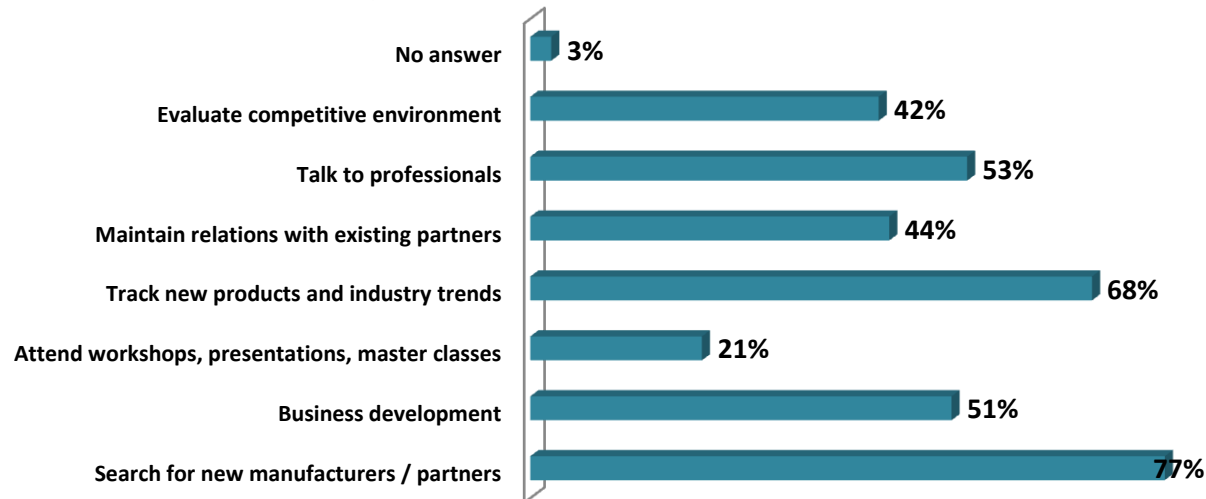
87% of exhibitors assessed the quantity of visitors to be **above average**

93% of exhibitors assessed the quality of visitors to be **good or above average**

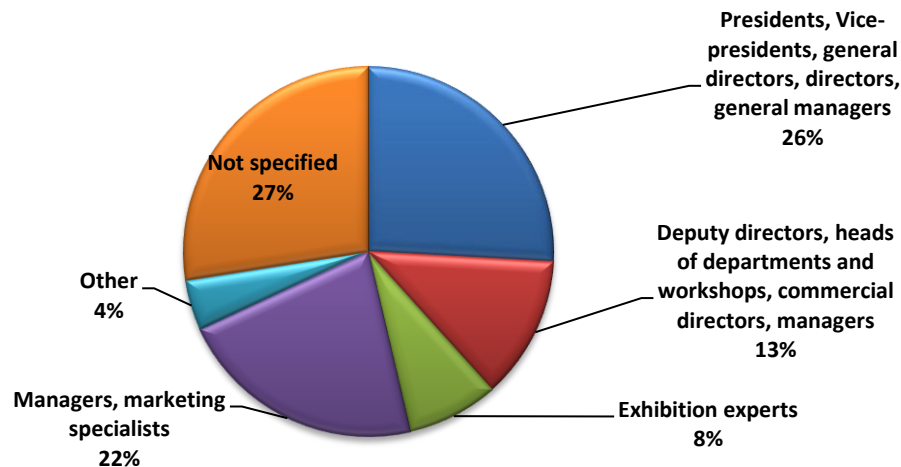
100% of participants **recommend the participation to colleagues and partners**

SURVEY OF VISITORS

Purposes of visit



Position status of your visitors



23% of visitors are procurement decision makers

61% of visitors are influencing procurement decisions

41% of visitors signed purchasing contracts at the exhibition

FEEDBACK OF EXHIBITORS

Igor Smirnov, Director, COMPLEX BAR.KZ

“We are participating in the exhibition for the third year already. What’s important, this year has more foreign companies, which organize master classes. Last year we had a lot of visitors with not relevant profile, who came just to visit the exhibition, and this year there were more professionals who came to this exhibition with a particular purpose to conclude contracts with companies. There were no people “from the street”.”



Dmitry Kislyakov, Development Director, KazTen

“We are regular participants of exhibitions. This year, I really liked that it was a lot of potential customers. Right after the official opening ceremony, people were coming in an endless stream. As the Russians say: to see others, and show yourself. I think we will make good business contacts here. Thank you for such exhibitions. They are simply necessary for companies. They allows us to learn about new companies and begin communication during these 3 days. We will definitely participate next year.”

Looking forward to seeing you at the 11th Central Asian International Exhibition

HOREX Kazakhstan 2015

**November 4-6,
Hall 9A, EC “Atakent”, Almaty, Kazakhstan**

Book your stand

For more information on participation or sponsorship of the exhibition, please contact the organisers:

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Organizers:

LLC “Iteca” is a partner of the international exhibition company ITE Group Plc (UK) in Kazakhstan, Central Asia and the Caucasus.

ITE Group Plc is one of the world’s leading organizers of trade and industry exhibitions. The Group annually organizes more than 260 exhibitions and conferences in 16 countries, and employs 1,000 employees in 30 offices worldwide.

For more information visit: www.iteca.kz and www.ite-exhibitions.com

