



The 13th Kazakhstan International Exhibition

**CLEANERS AND DETERGENTS, DRY CLEANING AND LAUNDRY MACHINES,
CLEANING EQUIPMENT**

POST SHOW REPORT 2015

4 - 6 November 2015 / Kazakhstan, Almaty



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SCALE OF THE EVENT

Circumstances contributing to a greater efficiency of the event:

Joint area for two specialized exhibitions: CleanExpo Kazakhstan 2015 and HOREX 2015 – «Everything for hotels, restaurants, supermarkets».



Specialized exhibitions “WorldFood Kazakhstan: Food Industry” and “KazUpack: Packaging Tare and Label” are held at the same time (about 370 participating companies, in total the events attract over 5,000 visitors)



Rating:

The only specialized exhibition in the Central Asian Cleaning Industry



Geography of visitors:

Kazakhstan, Kyrgyzstan, Russia, India

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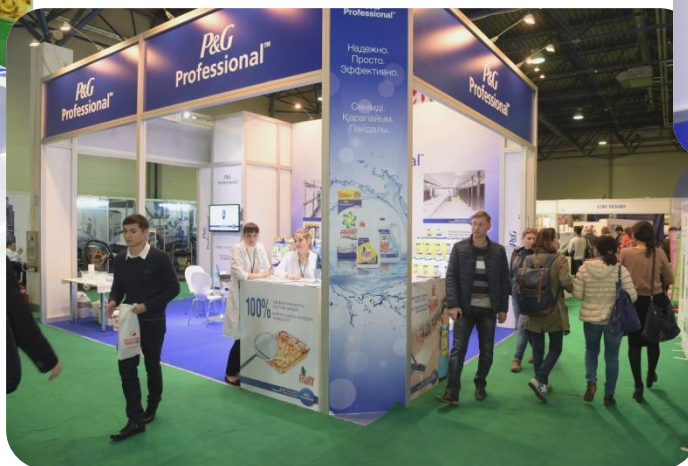


PARTNER OF THE EVENT

The official partner of the exhibition: «Procter & Gamble» with a line of professional detergents and cleaning products



P&G
Professional™





MAIN AIM OF THE EXHIBITION

Creating a business venue for:

- ✓ establishing business contacts between the manufacturers and suppliers of equipment, products and services with senior executives of potential business partners
- ✓ creating and improving the positive image of participating companies, positive recognition of the brand in Cleaning industry in Kazakhstan and Central Asia
- ✓ assessing demand and market potential for goods and services provided by the participating companies





EXHIBITION VISITORS

Type of activity of CleanExpo 2015 visitors (based on survey at registration)

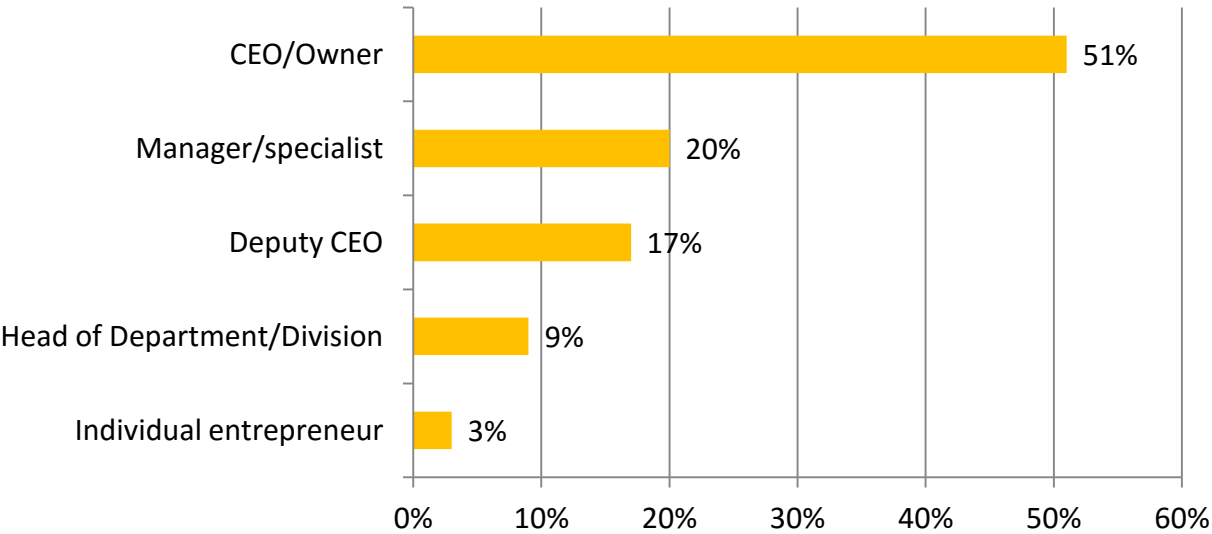


Most visitors of CleanExpo 2015 represent professional cleaning (39% of total number of answers).



EXHIBITION VISITORS

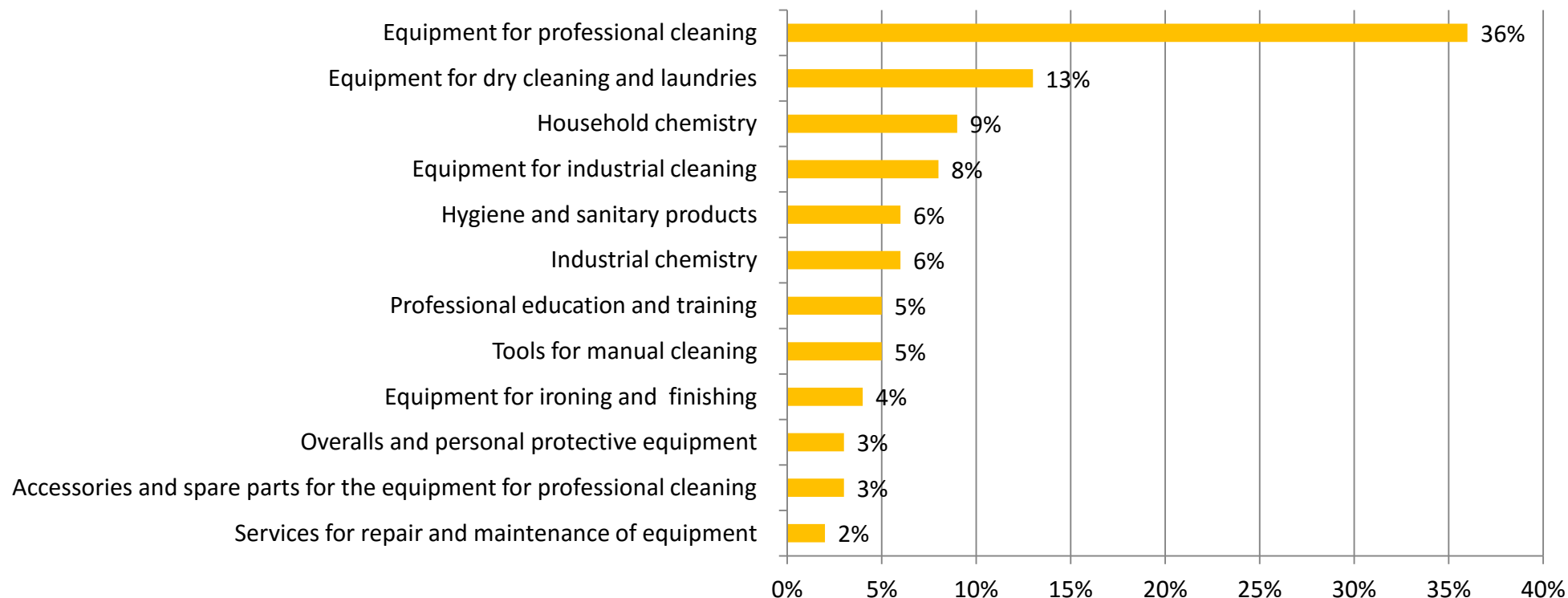
Breakdown of CleanExpo 2015 visitors by job position (based on survey at registration)



Most visitors are CEOs/owners (51%). The least number are individual entrepreneurs (3%).



SECTIONS OF INTEREST FOR VISITORS IN CLEANEXPO EXHIBITION

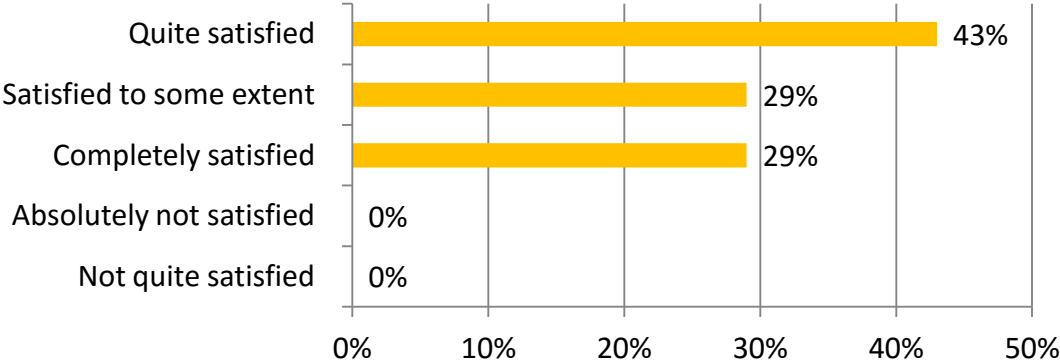


Most visitors were interested in equipment for professional cleaning (36% from the total number of answers). Least of all visitors were interested in services for repair and maintenance of the equipment (2% of the total number of answers).



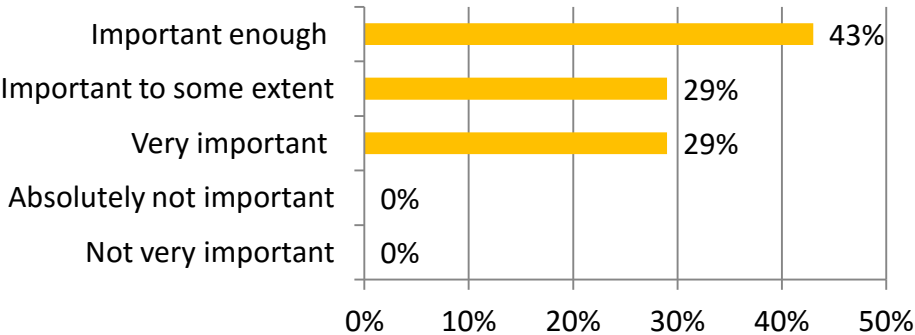
PARTICIPANTS OPINION ABOUT THE EXHIBITION

Are you generally satisfied with the CleanExpo Kazakhstan this year?



100% of participants are satisfied with the participation in the exhibition

Totally, how important for your business to participate in CleanExpo Kazakhstan in 2015?

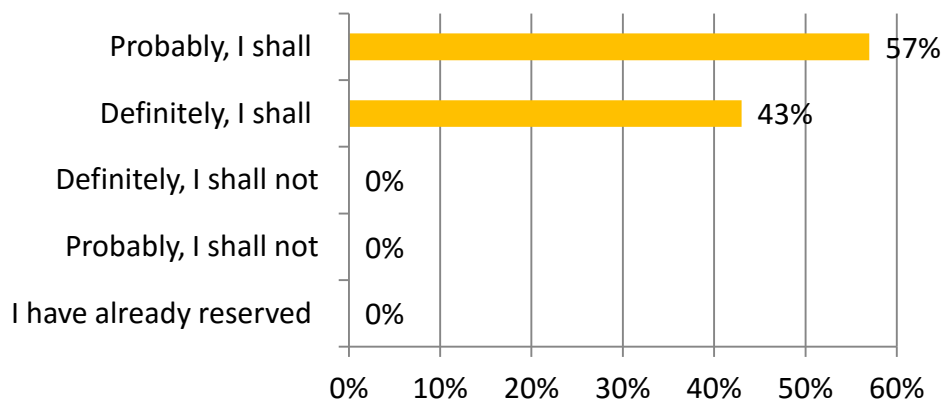


100% of participants believe that the exhibition CleanExpo 2015 is important event for business



PARTICIPANTS OPINION ABOUT THE EXHIBITION

What is the probability that you will be participate in next year at the CleanExpo Kazakhstan?



100% of participants plan to take part of CleanExpo exhibition in next year





SPECIAL STEPS TO IMPROVE THE EVENT

1. Inviting official delegations from various regions of Kazakhstan and Central Asia in accordance with the demands of exhibitors
2. Extending the commercial programs, increasing the number of discussion panels at the Forum
3. Expansion of demonstration event zones: zone selection for the demonstration equipment and cleaning agents
4. Increasing the number of sections and categories of presented products





Looking forward to seeing you at the
14th Central Asian International Exhibition

November 2-4,
EC “Atakent”, Almaty, Kazakhstan

BOOK YOUR STAND

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

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