



12th Central-Asian International Exhibition

EVERYTHING FOR HOTELS, RESTAURANTS, SUPERMARKETS

POST SHOW REPORT 2015

4 - 6 November 2015 / Kazakhstan, Almaty

CONTENTS

- **Scale of the event**
- **Partner of the event**
- **Main aim of the exhibition**
- **Exhibition visitors**
- **Sections of interest for visitors in CleanExpo exhibition**
- **Participants opinion about the exhibition**
- **Special events at the exhibition**
- **Outcomes of the exhibition**
- **Special steps to improve the exhibition**



SCALE OF THE EVENT

- ✓ **Exhibition area: 511 sq. m.**
- ✓ **Number of exhibitors: 42 participants, both with and without their representatives present onsite**
- ✓ **Rating in Central Asia: the only specialized HoReCa industry exhibition in Central Asia**
- ✓ **Number of visitors: 1,460 HoReCa industry professionals**
- ✓ **Visitors' countries: 95% of the visitors come from Kazakhstan, Kyrgyzstan and Uzbekistan**
- ✓ **The venue: Atakent International Exhibition Centre**



SCALE OF THE EVENT

Circumstances contributing to a greater efficiency of the event:

Joint area for two specialized exhibitions: HOREX 2015 and CleanExpo Kazakhstan 2015 – Cleaners and Detergents, Dry Cleaning and Laundry Machines, Cleaning Equipment



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)



Additional events as part of the exhibition:

Discussion and training forum for restaurateurs and hoteliers



Professional competition for chefs – the Handmade Cup gastronomic goblet



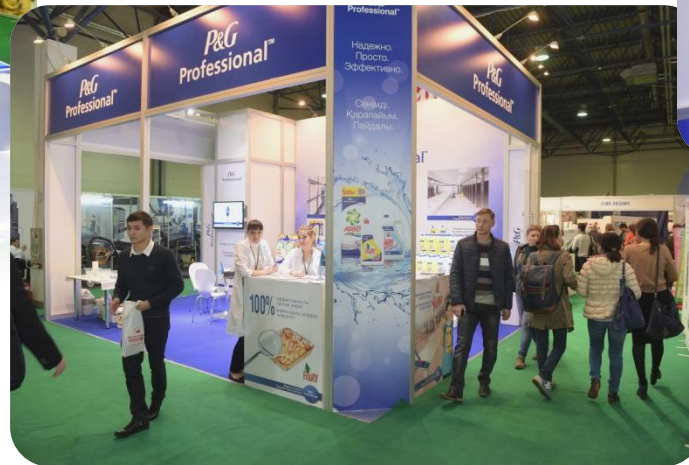
Visit of the exhibition by official delegations (managers, directors and chefs of hotels and restaurants) from: Kyrgyzstan, Uzbekistan

PARTNER OF THE EVENT

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



P&G
Professional™



MAIN AIM OF THE EXHIBITION

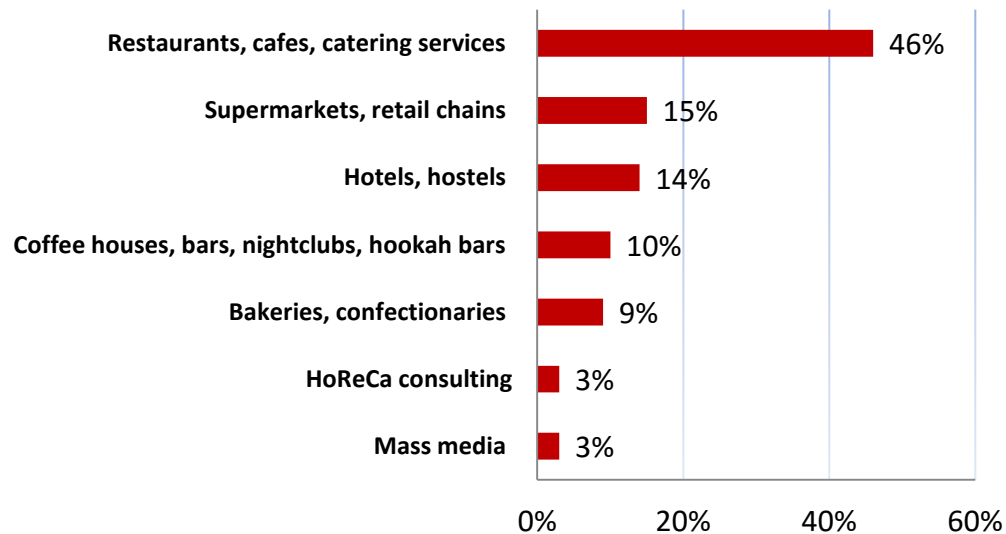
Creating a business venue for:

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



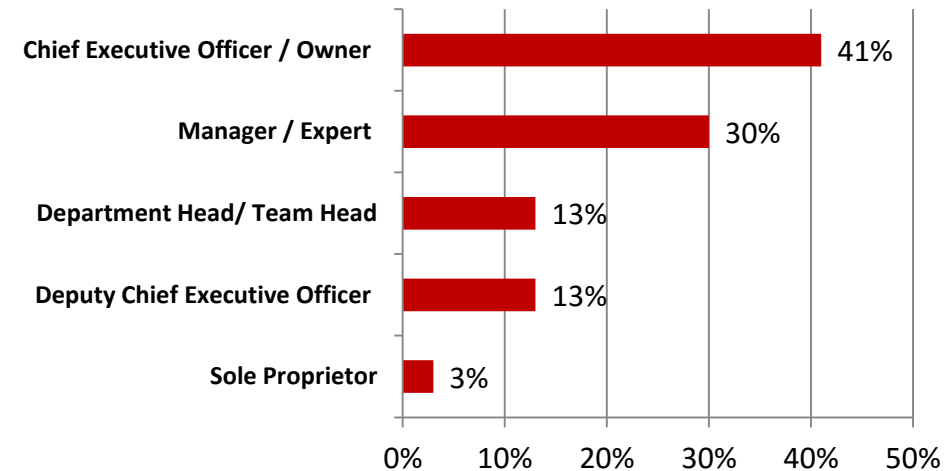
EXHIBITION VISITORS

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



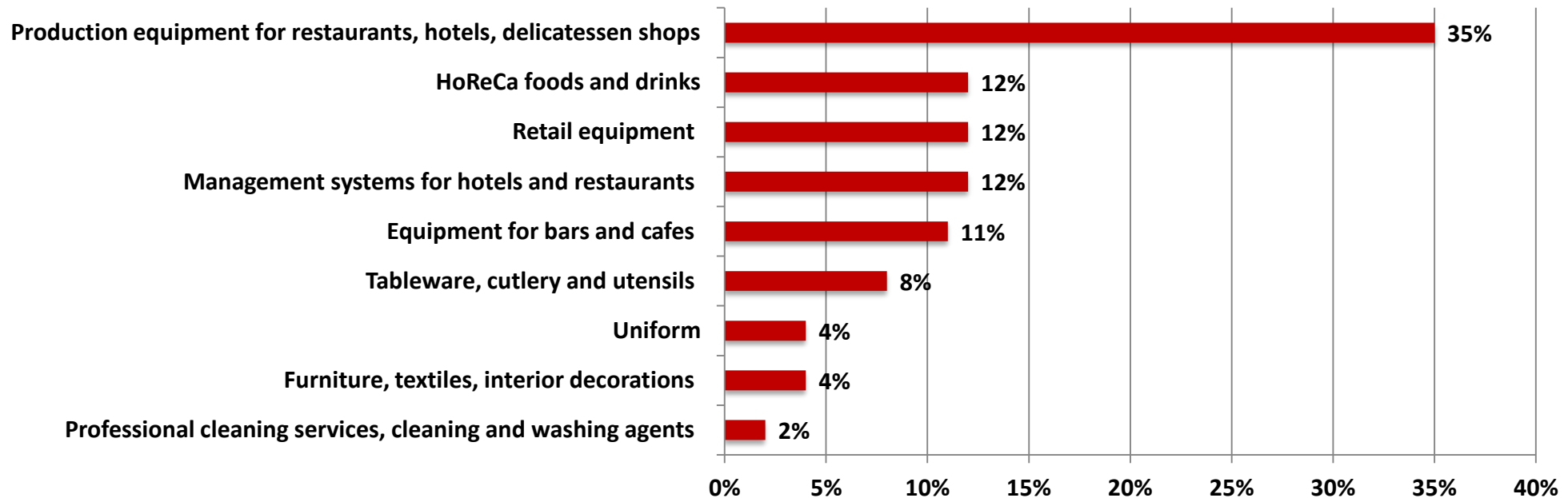
Most visitors of Horex 2015 represent restaurants, cafes and food service companies (46%).

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



Most visitors are CEOs/owners (41%). The least number are individual entrepreneurs (3%).

SECTIONS OF INTEREST FOR VISITORS IN CLEANEXPO EXHIBITION



Most visitors were interested in technological equipment for restaurants, hotels, cookeries (35% from the total number of answers). Least of all visitors were interested in professional cleaning, hygiene products (2% of the total number of answers).

PARTICIPANTS OPINION ABOUT THE EXHIBITION

Have you achieved all your goals during the participation in the HOREX exhibition?

- All goals have been achieved – 30%
- Main goals have been achieved – 40%
- Half of the goals have been achieved – 30%

70% of the participants positively assess the achievement of their goals during the exhibition

Are you satisfied with your participation in the HOREX exhibition at large?

- Fully satisfied – 20%
- Quite satisfied - 40%
- Satisfied to a certain degree - 30%
- Not quite satisfied - 10%

60% of the participants are satisfied with the participation in the exhibition

How many useful contacts did you make at the HOREX exhibition?

- From 1 to 50 - 60%
- From 51 to 100 - 30%
- From 101 to 150 - 10%

26% of the participants made over 45 useful contacts at the exhibition

EXHIBITOR'S OPINIONS ABOUT THE EXHIBITION

- ! 90% of the participants positively assess the return of their investments
- ! 90% of the participants consider their participation in the HOREX exhibition as quite important for their business
- ! 80% of the participants plan to take part in the next HOREX exhibition
- ! 60% of the companies take part in the exhibition each year



SPECIAL EVENTS AT THE EXHIBITION

Forum “New Opportunities in Hotel and Restaurant Industry” for restaurateurs and hoteliers

Special discussion and training event to discuss the most important issues for HoReCa industry at present.

The main aim of the Forum is to combine B2B discussions with the industry experts and professionals for developing joint solutions in a business team.

Organisers of the Forum: the **Iteca** exhibition company and the **RESTTEAM** consulting company (hotel industry).

Forum’s innovations: Round-table discussions on the main industry topics, development of optimal solutions for hotel and restaurant business in the present economic situation.



SPECIAL EVENTS AT THE EXHIBITION

Forum “New Opportunities in Hotel and Restaurant Industry” for restaurateurs and hoteliers

Topics discussed at the Forum:

- ✓ Current trends in restaurant and hotel business
- ✓ Optimization of expenses and pricing models at the time of crisis
- ✓ Creating a purchasing cooperative
- ✓ Kitchen: using modern technologies to make savings
- ✓ Restaurant profits: continuing to make profits at the time of crisis
- ✓ Attracting and retaining customers at the time of crisis
- ✓ Promotion and publicity through social networks
- ✓ Organising events and involving customers at the premises
- ✓ “Tasty dishes”: what customers may learn from photos
- ✓ Project “Delivery”: an inside view
- ✓ Serving cheese at a restaurant
- ✓ Hotel construction and renovation – how to implement a successful investment project
- ✓ New life of an old restaurant: premises rebranding and re-opening
- ✓ Restaurant management problems

Forum’s headliners:

Aleksey Kislov – certified international trainer in restaurant business who trained over 15,000 restaurant owners, managers and employees.

Natalia Rosenblum – expert in practical hotel and resort development and hotel operational efficiency improvement.



SPECIAL EVENTS AT THE EXHIBITION

The First International Handmade Cup 2015: a new direction

Professional skills competition for chefs and juniors.

The programme of the event included:

- ✓ Practical demonstrations by head chefs
- ✓ Cooking master classes
- ✓ Exhibition of prepared dishes
- ✓ 1st open championship in bread baking
- ✓ Competition in bread baking for junior teams
- ✓ 1st pizza championship “The Best Kazakhstan Pizzeria 2015”
- ✓ Arts class, exhibition of culinary works and other activities.



SPECIAL EVENTS AT THE EXHIBITION

The First International Handmade Cup 2015: a new direction

The participants: teams from different countries representing nations, regions, cities, hotels, restaurants, cafes, pizzerias, pubs, taverns, college and university students from Kazakhstan, Russia, Kyrgyzstan and other countries.

The panel: restaurant business experts and professionals of international and national levels, including WACS (World Association of Chefs' Societies) experts

Organizer of the event: The Restaurants of Astana, an advertising and informational periodical specialising in hospitality topics



*After the competitions awards were presented to the winners in the nominations:
“Golden Head Chef 2015”,
“The Best Grill Master 2015”.*

OUTCOMES OF THE EXHIBITION

- ! The exhibition has facilitated the opening of the office of the Komplex-Bar Company in Bishkek (Kyrgyzstan)
- ! Sales of the Kamerton (company) in HoReCa industry increased by up to 150%
- ! Agreements/Letters of intent on cooperation have been signed with a number of YuKO facilities
- ! Automated management system suppliers are adding new functions taking into account comments and recommendations made by their customers



SPECIAL STEPS TO IMPROVE THE EVENT

1. Inviting official delegations of restaurateurs and hoteliers from various regions of Kazakhstan, Uzbekistan, Kyrgyzstan taking into account exhibitors' interests
2. Extending the commercial programme, increasing the number of discussion panels at the Forum
3. Extending practical activities at the event, such as master classes and professional competitions
4. Increasing the number of sections and categories of presented products



**Looking forward to seeing you at the
12th Central Asian International Exhibition 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:

Raushan Massimova –Project Manager

E-mail: Raushan.massimova@iteca.kz

Tel: +7 727 258 34 34, 258 55 26

Svetlana Lutsenko – Marketing Manager

E-mail: Svetlana.lucenko@iteca.kz

Tel: +7 727 258 34 34, 258 55 26