

CleanExpo Kazakhstan 2016

14th Central Asian International Exhibition

"Cleaners and Detergents, Dry Cleaning and Laundry Machines, Cleaning Equipment"

Post Show Report



The following event will be held: November 1-3,2017, Almaty, Kazakhstan www.cleanexpo.kz



Visitors

2016 Post Show Report

Date: November 02-04, 2016 Venue: Kazakhstan, Almaty city, "Atakent" BC Frequency: Annually



TOTAL NUMBER OF VISITORS- 5 055 PEOPLE* AMONG THEM INTERESTED IN CLEANING PRODUCTS / SERVICES – 1 057 PEOPLE

REPRESENTATIVES OF33 COUNTRIES OF THE WORLD* VISITED

THE EXHIBITION

- TOP 5 COUNTRIES:
- 1. Kazakhstan
- 2. Russia
- 3. Kyrgyzstan
- 4. Pakistan
 - Uzbekistan







* In parallel with CleanExpo Kazakhstan 2016 the following exhibitions were held on one platform:

♦ HoRex Kazakhstan 2016 ♦ WorldFood Kazakhstan 2016 ♦ ColdChain Kazakhstan 2016

www.cleanexpo.kz

♦ AgroWorld Kazakhstan 2016 ♦ KazUpack 2016



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Level of responsibility for making decisions on purchases / signing contracts at the exhibition

- I agree the decisions with other responsible persons in the company
- I make decisions alone
- I do not make decisions, but give recommendations
- I do not influence decisions

86% of visitors are planning to visit the exhibition again next year
81% of visitors think the exhibition is important for their business
76% of visitors are satisfied with attendance of the exhibition
52% of visitors achieved their desired goals while visiting the exhibition



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CONNECTING YOUR BUSINESS TO THE WORLD

Visitors

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Types of activities of the companies which are interested in hygiene and sanitary products, household cleaning products and manual cleaning equipment (percentage)

Food and Beverage Producers Dry Cleaner's, Laundries Cafes / Bars / Restaurants Hotels / Health and SPA Resorts Logistics Centers, Transport Companies Retailers, Distributors Pastry Shops, Bakery Factories Packaging Producers Medical Centres, Pharmaceutics Equipment and Ingredient Suppliers Farming and Horticultural Business







Visitors



Types of activities of the companies, which are interested in cleaning equipment (percentage)

ТОО АЗИЯ-ВЯЗЬМ

2016 Post Show Report

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Dry cleaners, laundries Food and Beverage Producers Hotels / Health and SPA Resorts Equipment and Food Ingredient Suppliers Logistics Centers, Transport Companies Retailers, Distributors Cafes / Bars / Restaurants Farming and Horticultural Business Packaging Producers Medical Centres, Pharmaceutics Pastry Shops, Bakery Factories









20%

17%

16%

25%

30%

26%

Participants

The purposes of participants of the exhibition

5%

10%

8%

6%

5%

4%

15%

13%



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*Attracting attention of municipal services and government organizations

88% of participants evaluate return on investment of the exhibition above average 72% of participants think that the exhibition is important for business.

73% of participants are planning to participate in the exhibition next year

56% of participants were absolutely or quite satisfied with the exhibition





OFFISIAL SUPPORT OF THE EXHIBIITON: 2016 Post Show Report Local Administration of Trade Representation of the Russian Federation in the Republic of Kazakhstan Almaty **INFORMATION SUPPORT:** Date: November 02-04, 2016 Venue : Kazakhstan, Almaty city, "Atakent" BC NUR KZ albiz **ATIK** DKCTEPT Frequency: Annually А СЕКТОР aro lem logry# no appoint ANTEK. FruitNews_ Холодильная EUROBAK **FISHNEWS** COLORADO MAN TENZI Kazaklistan KQATD INF DRINK APG B Ниформ Вест. i vest.kz Kazakhstan TTERASARDTAHA Kazanman **ПицеПром** Эксперт - IL TAK Kazakhetan Newsline () oborud.info Pelandfruits РесторановедЪ TRANSPORT & STA -ZOGISTICS THE BLITHLE LASAL MUTUR OTCAD TPAR-SECOPECE Bob u o munerene s famorrase!



Official support

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<u>CleanExpo</u> <u>Kazakhstan &</u> <u>Horex</u> Kazakhstan



WE ARE GLAD TO INFORM YOU THAT SINCE 2017 TWO PROFESSIONAL EXHIBITIONS AS CLEANEXPO KAZAKHSTAN & HOREX KAZAKHSTAN WILL BE UNITED AS ONE EXPO-EVENT.

GROUNDS FOR THIS DECISION:

- 1) Strong interrelation between two industries
- 2) Common purpose of participants of two events
- 3) Expanded line of products and services presented on one platform
- 4) Increased interest in the event from visitors

WE INVITE YOU TO PARTICIPATE IN THE EXHIBITIION OF 2017

Dates: November 01-03, 2017

Venue: "Atakent" BC, Almaty, Kazakhstan

TO BOOK AN EXHIBITION AREA, PLEASE CONTACT THE PROJECT MANAGER:

Raushan Massimova Tel.: + 7 727 258 34 34 (ext. 286) E-mail: raushan.massimova@iteca.kz

WE WILL BE GLAD TO MEET YOU AT THE EXHIBITION! For more information visit the event's website: www.horexexpo.kz

