

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*

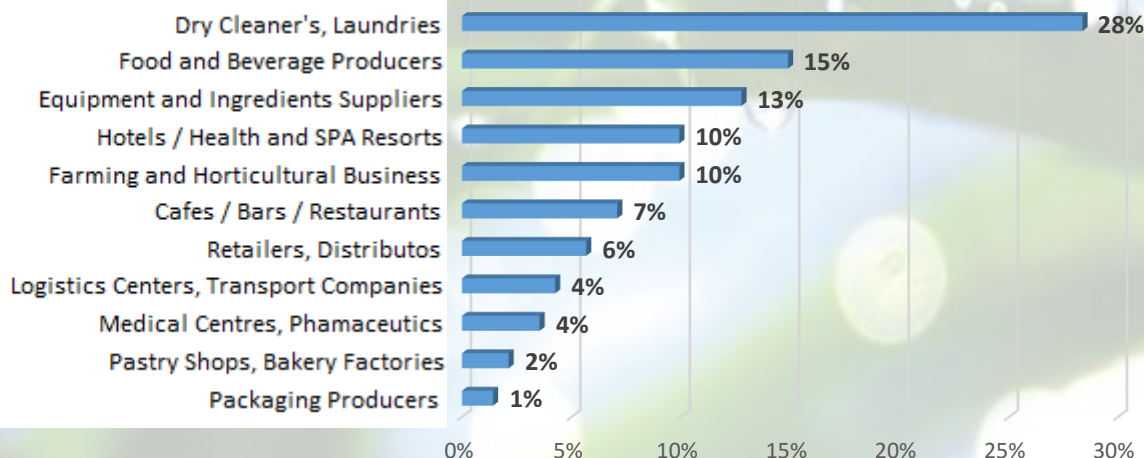
AMONG THEM INTERESTED IN CLEANING PRODUCTS / SERVICES – 1 057 PEOPLE

**REPRESENTATIVES OF 33 COUNTRIES OF THE WORLD* VISITED
THE EXHIBITION**

TOP 5 COUNTRIES:

1. Kazakhstan
2. Russia
3. Kyrgyzstan
4. Pakistan
5. Uzbekistan

Visitors' types of activities of CleanExpo Kazakhstan

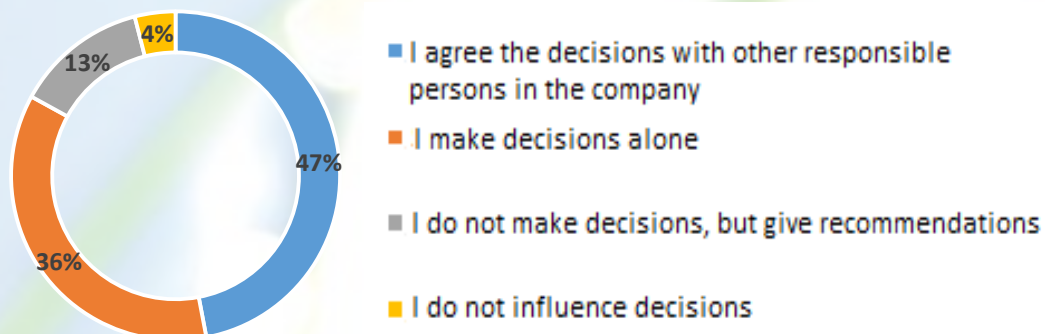


Visitors

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



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

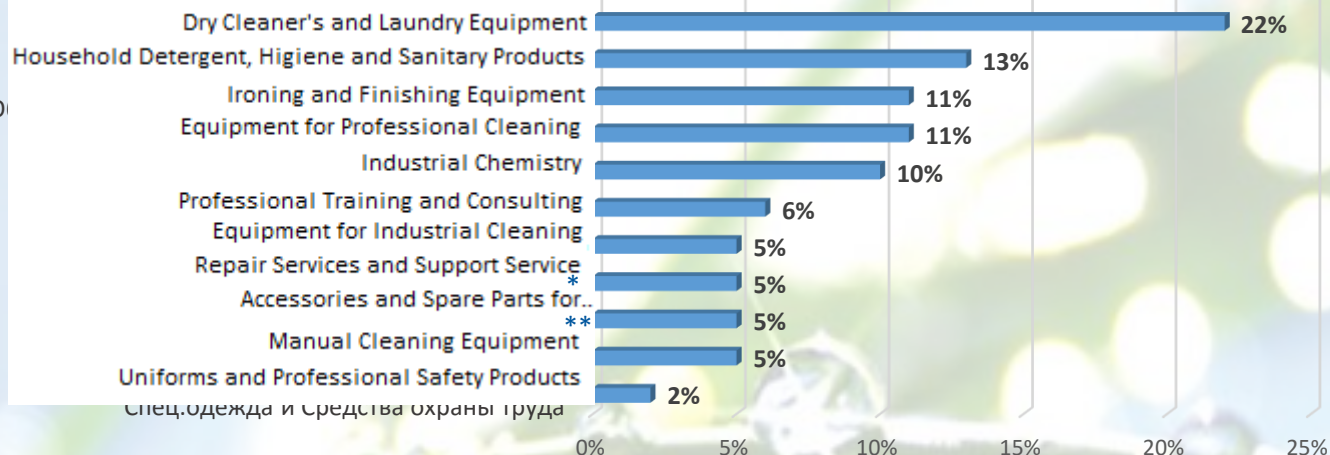
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VISITORS' SPECIALIZATION, REPRESENTING DRY-CLEANER'S AND LAUNDRIES

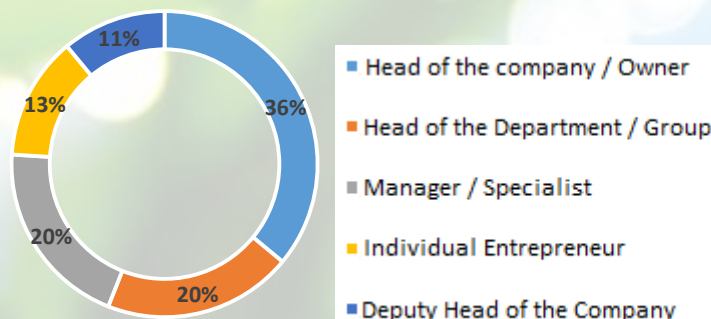
Sections of interest at the exhibition



*Услуги по ремонту и сервисному обслуживанию оборудования

**Аксессуары и запасные части оборудования для профессиональной уборки

Job Title

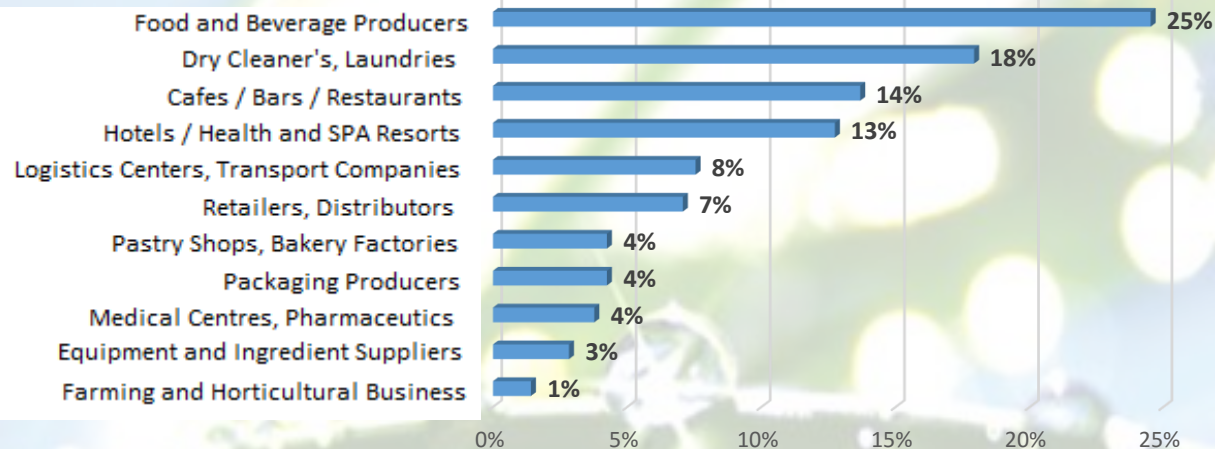


Visitors

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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)

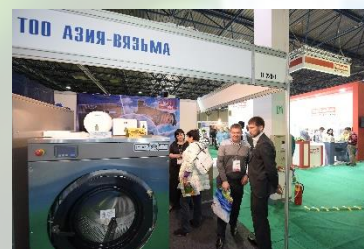
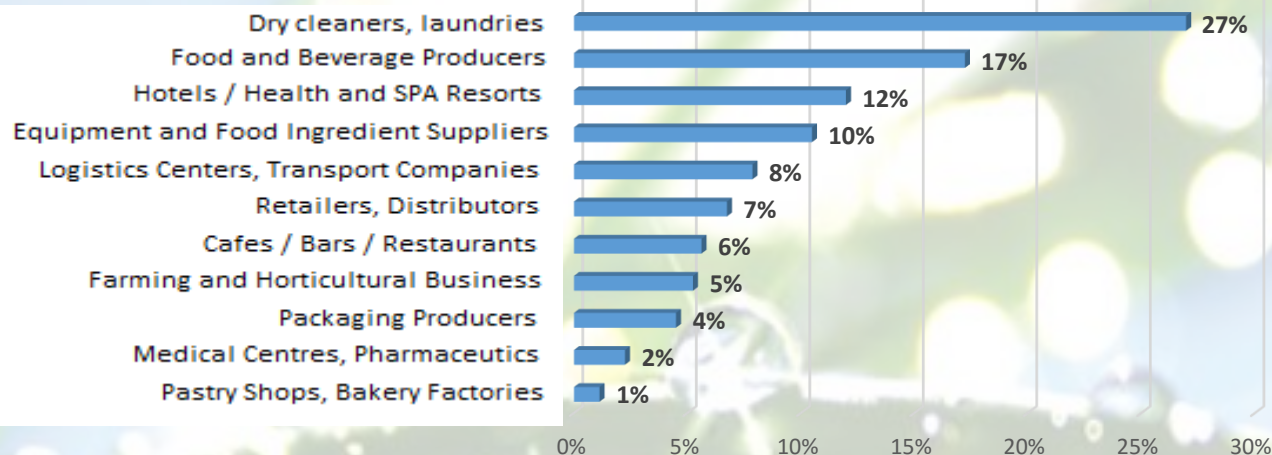


Visitors

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



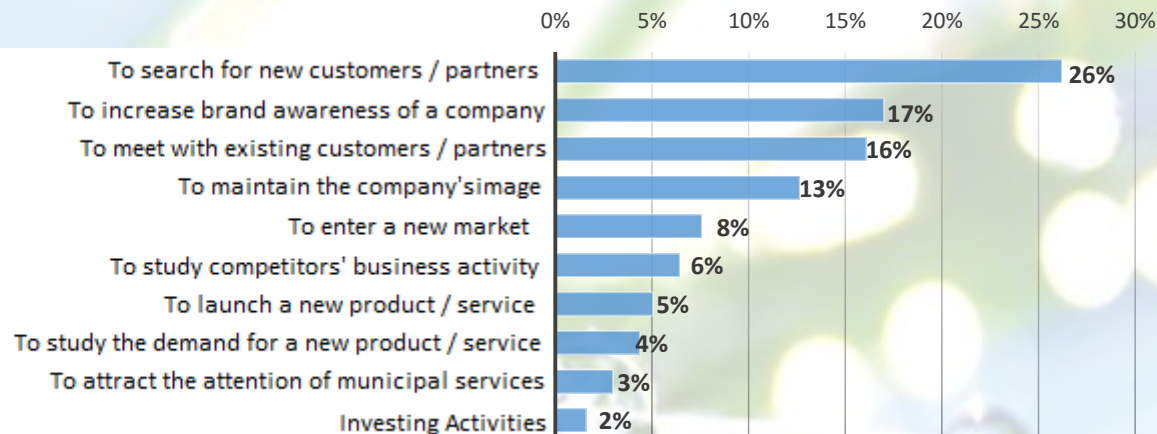
Participants

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The purposes of participants of the exhibition



*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

Official support

2016

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OFFISIAL SUPPORT OF THE EXHIBITION:

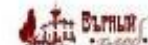
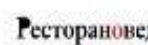


Local Administration of
Almaty



Trade Representation of the Russian
Federation in the Republic of Kazakhstan

INFORMATION SUPPORT:



CleanExpo Kazakhstan & Horex Kazakhstan



ITE
CONNECTING
YOUR BUSINESS
TO THE WORLD

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

GROUNDNS 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 EXHIBITION 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

