

HOREX KAZAKHSTAN 2016

12th Central Asian International Exhibition

“Everything for Hotels
Restaurants, Supermarkets”

POST SHOW REPORT

Visitors

2016 Post Show Report

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



TOTAL NUMBER OF THOSE VISITED THE EXPOSITION – 5 055 PEOPLE*

AMONG THEM THOSE WHO WERE INTERESTED IN PRODUCTS FOR HORECA– 1 343 PEOPLE

THE DELEGATION FROM THE REGIONS OF KAZAKHSTAN, UZBEKISTAN, KYRGYZSTAN VISITED THE EXHIBITION

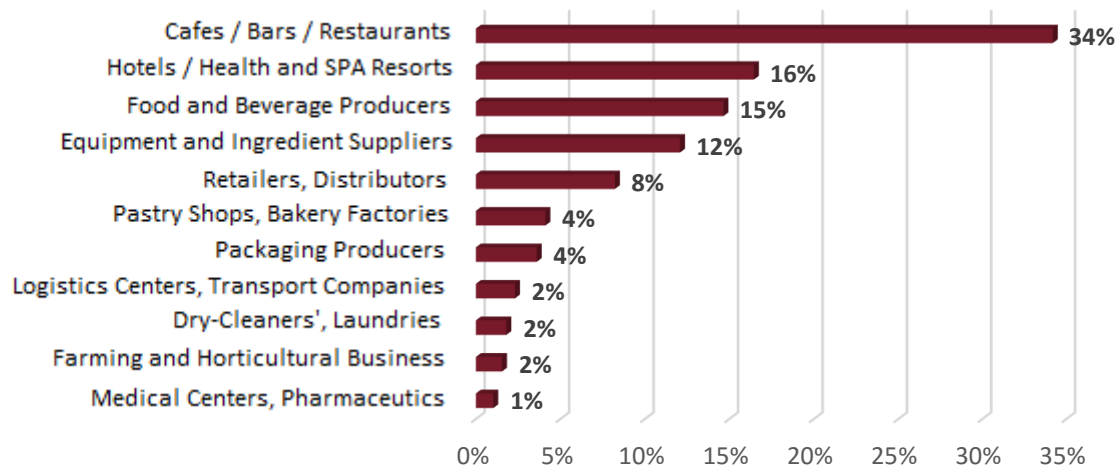
REPRESENTATIVES OF 33 COUNTRIES OF THE WORLD* VISITED

THE EXHIBITION

TOP 5 COUNTRIES:

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

Visitors' types of activities of HOREX

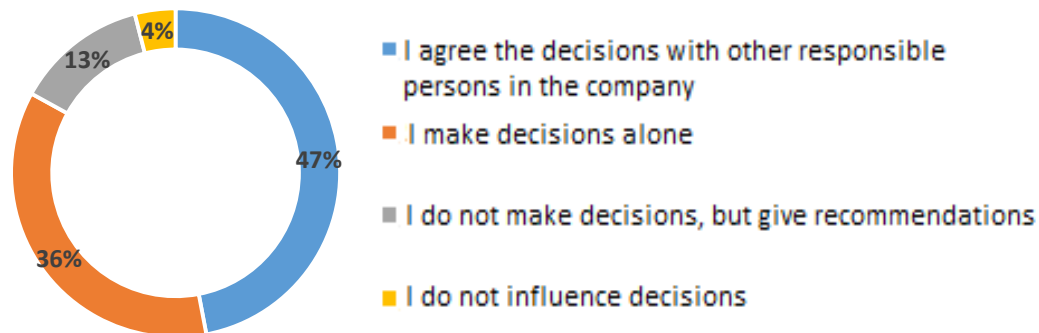


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Level of responsibility for making decisions on purchases / signing contracts at the exhibition



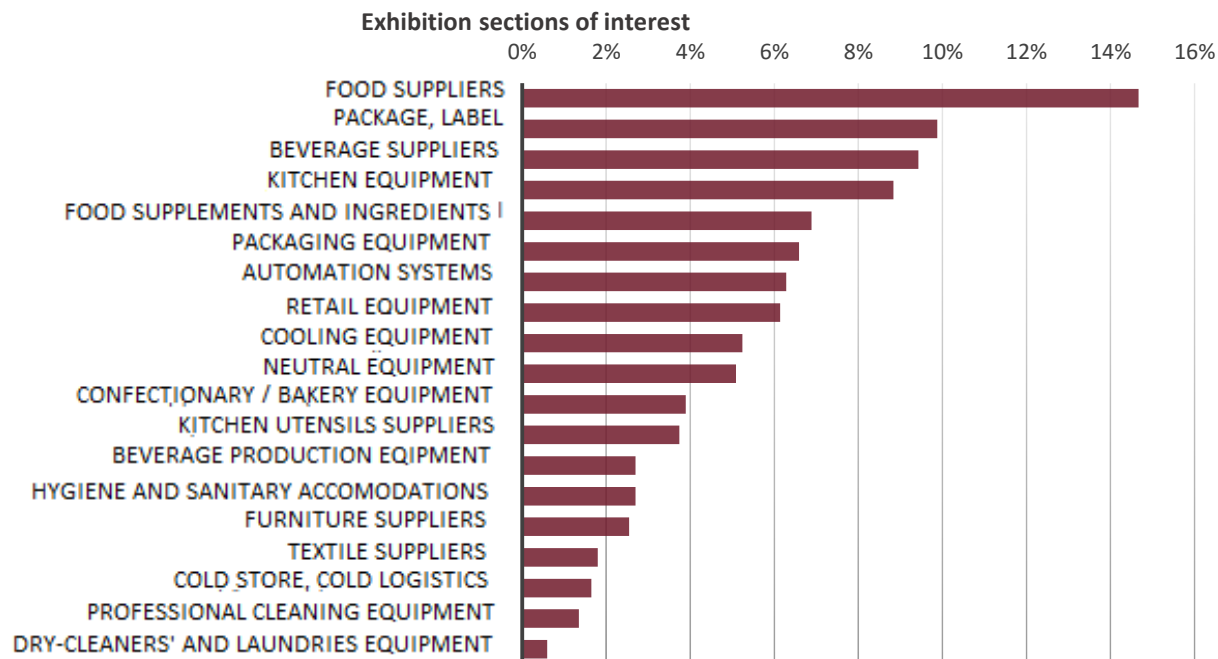
- 86% of visitors are planning to visit the exhibition again next year
- 81% of visitors think the exhibition is important for their business
- 76% of visitors satisfied with attendance of the exhibition
- 52% of visitors achieved their desired goals while visiting the exhibition

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VISITORS' SPECIALIZATION REPRESENTING CAFES, BARS AND RESTAURANTS



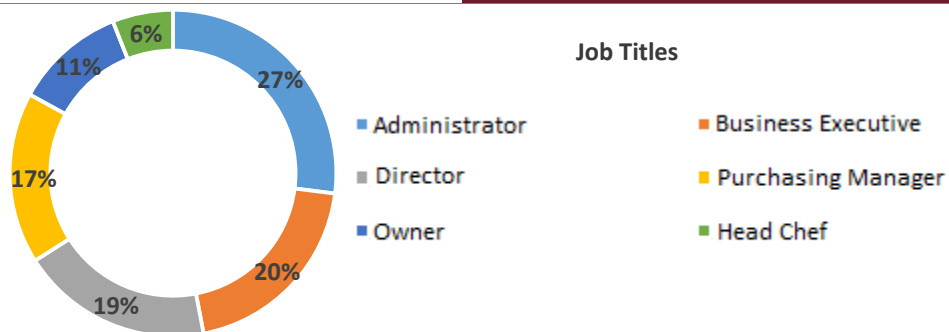
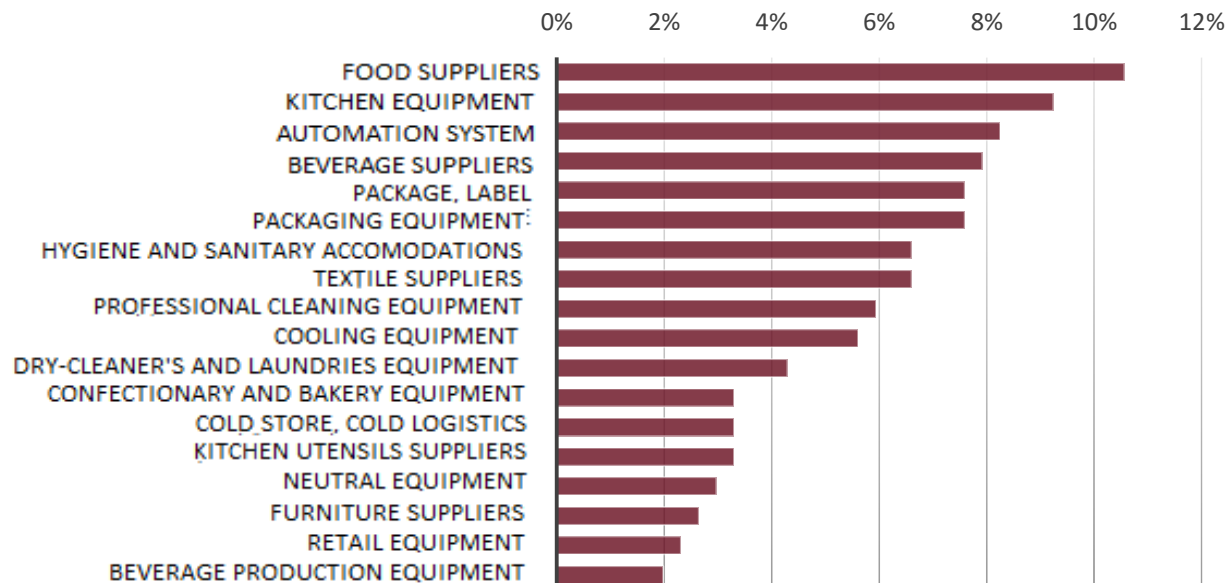
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VISITORS' SPECIALIZATION , REPRESENTING HOTELS, HEALTH AND SPA COMPLEXES

Exhibition sections of interest



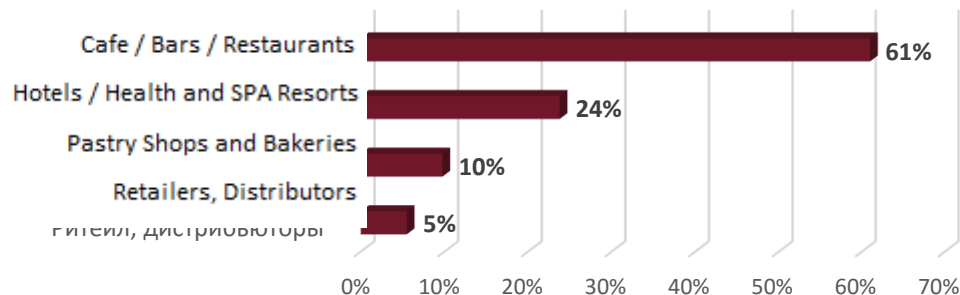
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2016
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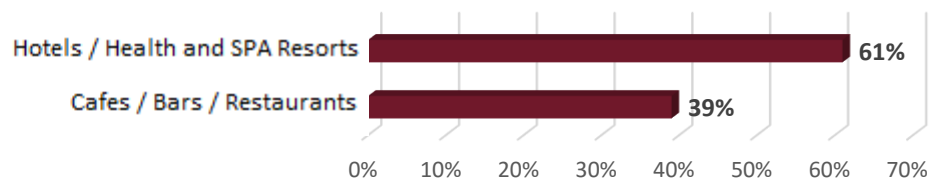
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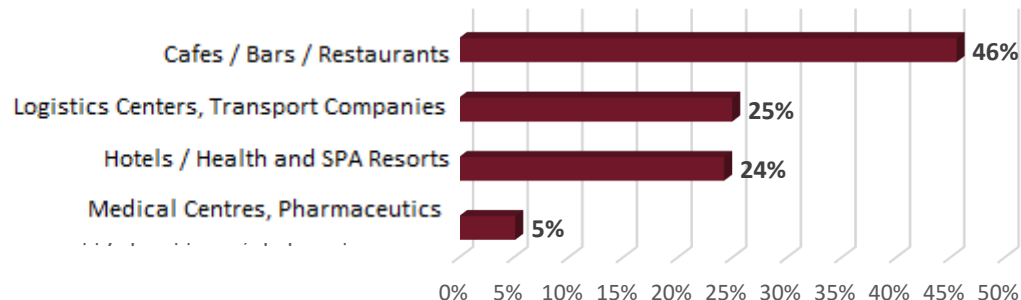
Types of activities of the companies interested in kitchen equipment(percentage)



Types of activities of the companies interested in textile suppliers (percentage)



Types of activities of the companies interested in automation systems (percentage)



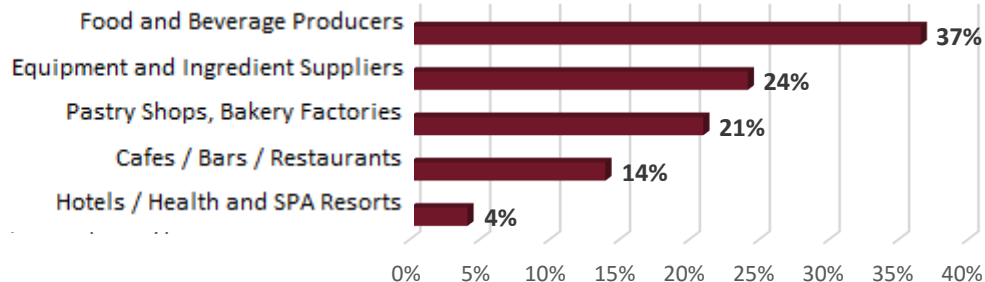
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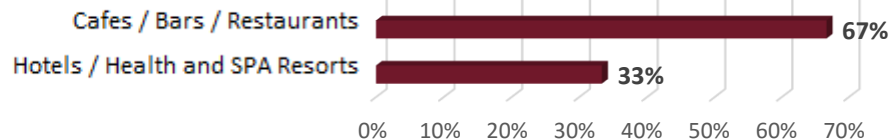
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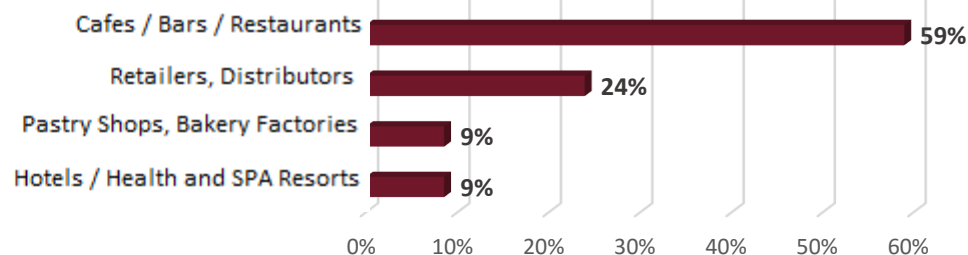
Types of activities of the companies interested in confectionary/bakery equipment(percentage)



Types of activities of the companies interested in distributors of kitchen utensils (percentage)



Types of activities of the companies interested in trade equipment (percentage)



Events within HOEX KAZAKHSTAN 2016

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SPECIALIZED BUSINESS PLATFORM FOR PROFESSIONALS OF HOTEL AND RESTAURANT BUSINESS

THE FORUM PROGRAM AND HEADLINERS



THE FIRST DAY:

1. MASTER CLASS "Methodology of Hospitality. Why the Service Standards Do Not Work?"
ZHANNA PRASHKEVICH, Marketing Consultant of Hospitality and Service Systems
2. MASTER CLASS "1000 Trifles. Nuances of the Restaurant Business"
ALEXEY KISLOV, Certified International Restaurant Business Coach
3. MASTER CLASS "How to Help a Waiter to Attract Guests for You"
KONSTANTIN KISLOV, Trainer Consultant in the area of "Restaurant" of Restteam
4. ROUND TABLE "Service Charges Included in the Bill & Pros and Cons"

Moderator:

ZHANNA PRASHKEVICH, Marketing Consultant of Hospitality and Service Systems

Round Table Experts:

KUANYSH SHONBAI, General Director of the managing company RUMI Group
ALMA ZHAIYLGANOVA, Managing Director of the restaurant "Vechnoe Nebo"
ABUOVA AIDANA, Operations Director of "V'etKafe
NAILYA KALTAYEVA, Managing Director of ProRest
ALEXEY KISLOV, General Director of Restteam

THE SECOND DAY:

1. MASTER CLASS "Promotion on Instagram"
POLINA LDOKOVA, Executive Editor of "Crème brûlée" magazine
2. MASTER CLASS "Restaurant Staff and Social Networks"
YELENA MUKHSINOVA, Consulting in the area of HoReCa
3. PRACTICAL МАСТЕР-КЛАСС "Coffee in Multi-Format Public Places. Important Trifles"
RAFAEL ABDULGANIYEV, Chief Barista of SOVA Espresso Bar,
VIKTORIYA SMAGULOVA, Operations Director of ProRest
4. PRACTICAL MASTER CLASS "We can Get By without a Photographer or Shooting for Social Networks"
ZHANNA KARIBAYEVA, MARIYA GRINKEVICH, Heads of "Restaurant Photographer"

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SECOND INTERNATIONAL CULINARY CUP "DELARUK 2016. NEW DIRECTION" FOR PROFESSIONAL CHIEFS AND JUNIORS

PARTICIPANTS:

The teams from different countries: national, regional, city; hotels, restaurants, cafes, coffee shops, bakeries, confectionaries, pizzerias, pubs, taverns, college and university students of Kazakhstan, Russia, Kyrgyzstan, etc.

JURY:

The team of judges consisted of the famous foreign, Russian and Kazakhstan experts and professionals of the sphere, as well as of WACS chancellors (Worldwide Association of Chiefs Community).

AWARDS:

All participants of the contest received commemorative diplomas. The winners in every program class were awarded gold, silver and bronze medals and diplomas.

According to the results of the contest the participants received the prizes and presents from the organisers and partners: professional literature, cooking equipment, product basket from partners, dishes and accessories, certificates for training, internships in famous restaurants, schools, centers of Kazakhstan and Russia.

You can find out more on the website of the event, go to the page using the link:
<http://www.horexexpo.kz/ru/press-tsentr/press-relizy/163-17-01-2017delaruk>

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BUSINESS PROGRAM FROM KAGIR

On the third day of the exhibition KAGIR held the business program. For all those interested entry was free.

TOPICS COVERED IN THE FRAMEWORK OF THE PROGRAM:

1. **SEMINAR: "Independent Certification of Specialists as a Tool for Improving the Service Level in the Hospitality Industry"**
ZAITUNA TOKHTAROVNA AKHIYAROVA, Director of Certification Center of the hospitality industry, Certified Expert on Personnel Assessment
2. **TRAINING PRESENTATION "Management in the Style of Coaching"**
NATALYA MIKHAYLOVNA SERGEYENKOVA, Deputy President of Kazakhstan Association of Hotels and Restaurants, Accredited Expert/Auditor
3. **SUPPLIERS' SECTION OF KAGIR:**
 - Presentation of Suppliers of Kazakhstan Association of Hotels and Restaurants
 - New Equipment for Hotels and Restaurants
 - Info-tour to the stands of HOREXparticipants

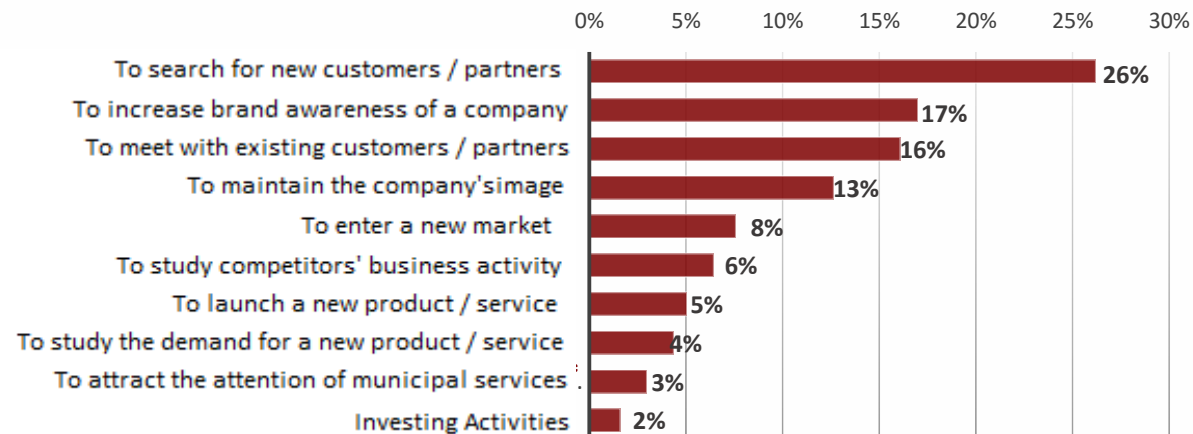
Participants

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Purposes of the exhibitors



*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 in the next year
- 56% of participants were absolutely or quite satisfied with the exhibition

Official Support

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PARTNER OF EXHIBITION REGISTRATION:



PARTNERS OF THE EXHIBITION BUSINESS PROGRAM:



TECHNICAL PARTNER OF HOREX FORUM:



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OFFICIAL SUPPORT OF THE EXHIBITION:



Қазақстан Республикасы Ауыл шаруашылығы министрлігі
Министерство сельского хозяйства Республики Казахстан
Ministry of Agriculture of the Republic of Kazakhstan

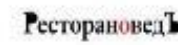


Алматы қаласының әкімдігі
Акимат г. Алматы
Almaty City Administration



Қазақстан Республикасындағы РФ Сауда Өкілдігі
Торговое представительство РФ в Республике Казахстан
Trade Representation of the Russian Federation to the Republic of Kazakhstan

INFORMATION SUPPORT:



HOREX KAZAKHSTAN 2017

WE INVITE YOU TO PARTICIPATE IN THE EXHIBITION IN 2017

HOREX KAZAKHSTAN 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

