

HOREX & CLEAN EXPO KAZAKHSTAN 2017

Kazakhstan International Exhibitions

«Everything for Hotels
Restaurants, Supermarkets and
Cleaning industry»

POST SHOW REPORT

Statistics of visitors

2017 Post Show Report

Date: November 01-03, 2017
Venue: Kazakhstan,
Almaty city, "Atakent" BC
Frequency: Annually

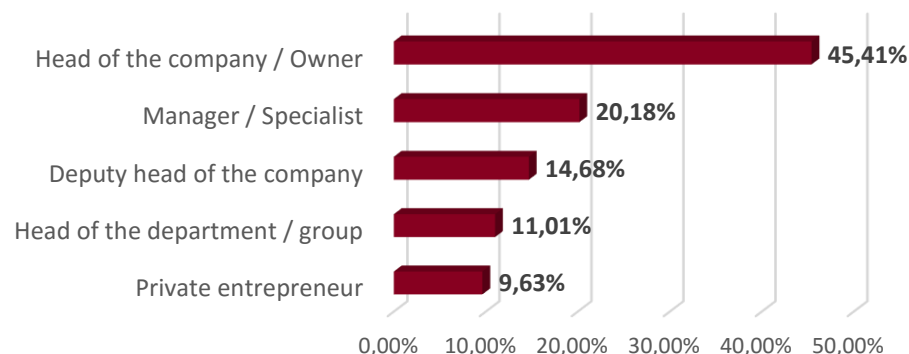


TOTAL NUMBER OF VISITORS - 4 825 *

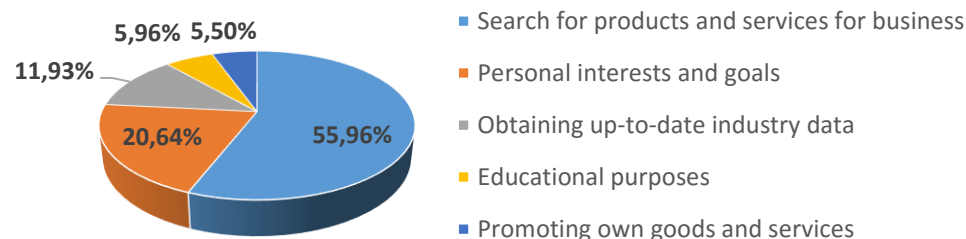
FROM THEM 48% VISITED THE EXPOSITION FOR THE FIRST TIME

QUANTITY OF VISITORS INTERESTED IN PRODUCTS HORECA & CLEAN – 1518

LEVEL OF RESPONSIBILITY IN THE COMPANY



PURPOSE OF VISITING THE EXHIBITION



Geography of visitors

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THE EXHIBITION WAS VISITED BY REPRESENTATIVES FROM **37 COUNTRIES** OF THE WORLD *

DELEGATIONS FROM THE REGIONS OF KAZAKHSTAN, KYRGYZSTAN AND UZBEKISTAN WERE ORGANIZED



94 % of visitors are satisfied with visit of the exhibition

88 % of visitors assess achievement of goals above the average

75% of visitors believe that the exhibition is important for business development

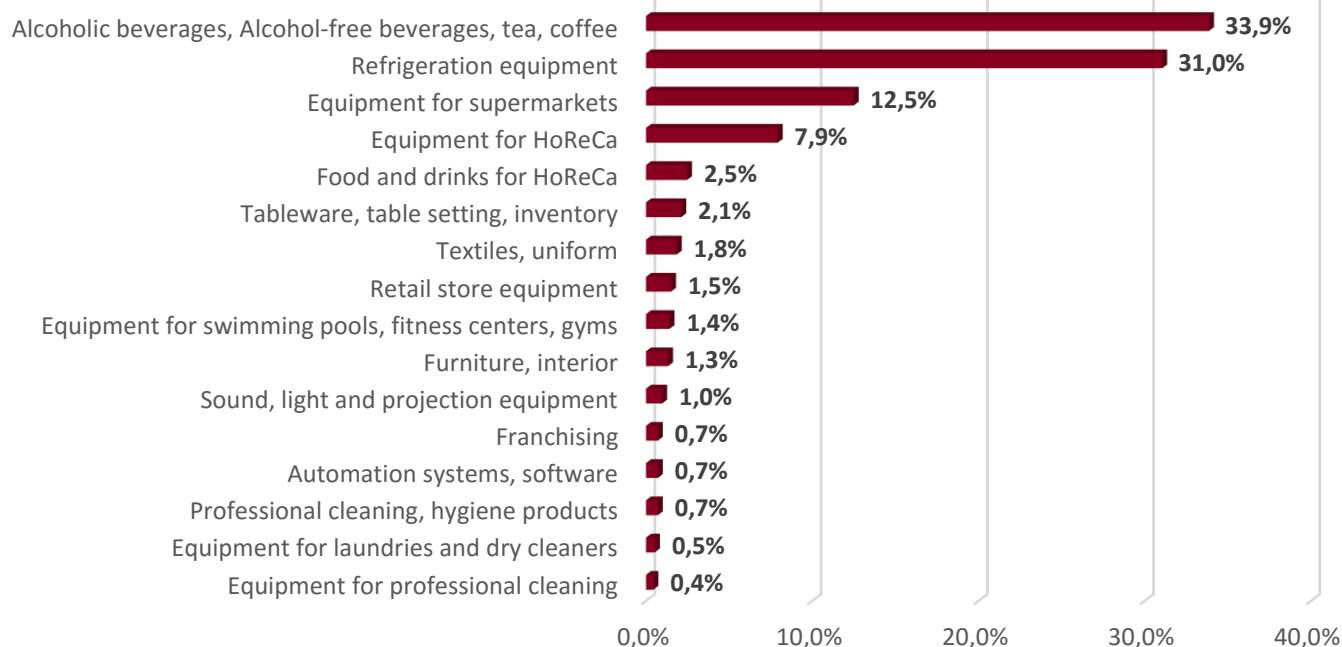
Visitors of HoRex

2017 Post Show Report

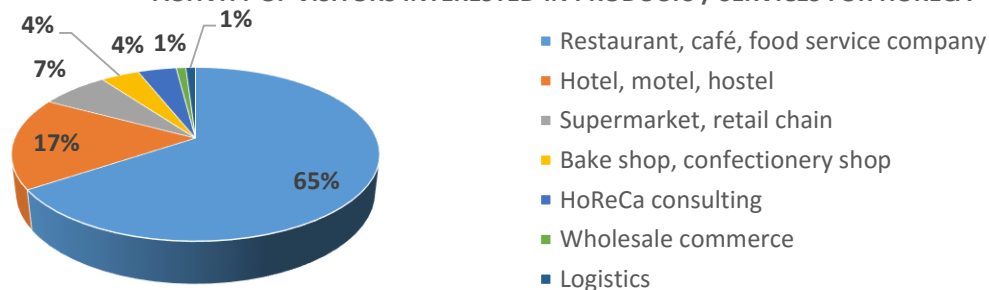
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INTERESTED SECTIONS OF HOREX



ACTIVITY OF VISITORS INTERESTED IN PRODUCTS / SERVICES FOR HORECA



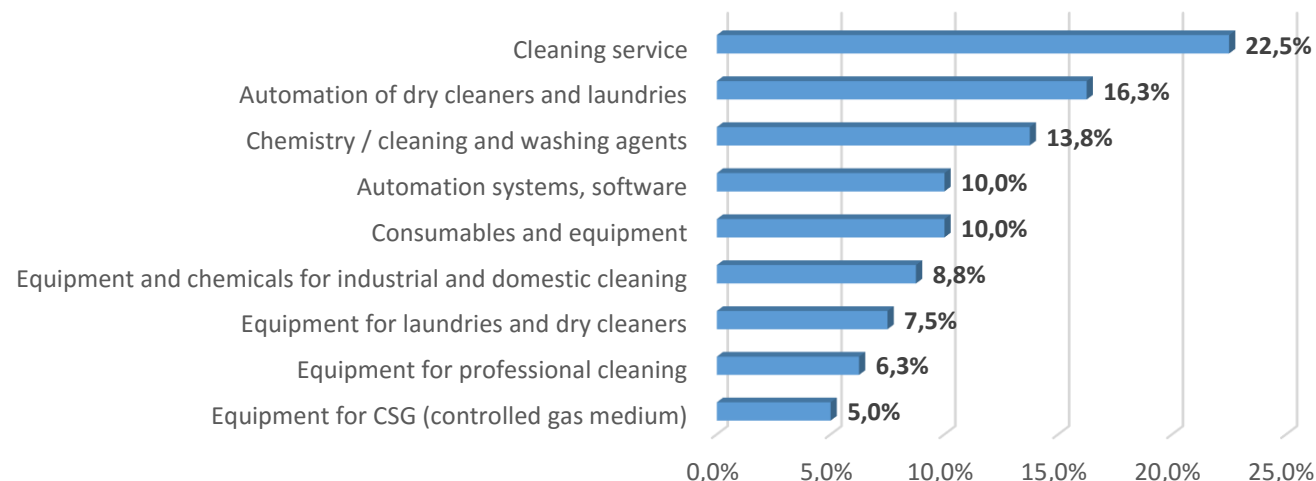
Visitors of Clean

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INTERESTED SECTIONS OF CLEAN



ACTIVITY OF VISITORS INTERESTED IN CLEANING PRODUCTS / SERVICES



Exhibitors

Horex & Clean Expo

Kazakhstan

2017

Post Show Report

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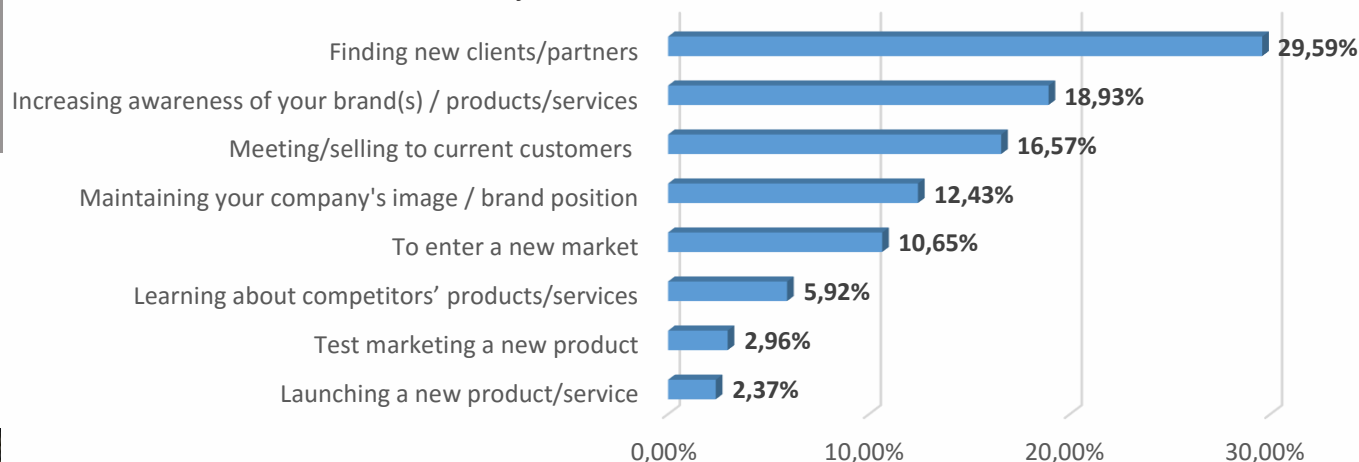
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TOTAL PARTICIPANTS OF HOREX & CLEAN EXPO KAZAKHSTAN 2017:
PARTICIPATING COUNTRIES:

26 COMPANIES
5 COUNTRIES
(Belarus, Kazakhstan, Poland, Russia, Turkey)

The objectives of exhibitors at the exhibition



82% of participants estimate payback of the exhibition above the average

76% of participants plan to take part in the exhibition next year

72% of participants believe that the exhibition is important for business

60% of participants were fully or completely satisfied with the exhibition

Events within HoRex Kazakhstan

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➤ 5th ANNIVERSARY HOREX FORUM KAZAKHSTAN

Specialized business site for specialists in restaurant and hotel business.

Master classes from certified international trainers and experts in restaurant and hotel business, such as:

◆ Alexey Kislov ◆ Kirill Pogodin ◆ Maxim Alekseev ◆ Ekaterina Tereshchenko (Storozhuk)
◆ Dmitriy Korolyov ◆ Nailya Kaltayeva ◆ Katerina Knaub ◆ Group "Restaurant Photographer" ◆ Zhanna Prashkevich



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➤ COFFEE ZONE SCA KAZAKHSTAN

Coffee zone was organized jointly with Association of Specialty Coffee of Kazakhstan (SCA Kazakhstan), and included master classes and competition "The First Aeropress Battle in Kazakhstan".

Headliner of this sector was Sergey Mitrofanov, Chief Barista of international coffee chain DoubleBee and the winner of many barista championships around the world, World Barista Championship coach.



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➤ BUSINESS PROGRAM FROM KAGIR

The program revealed the topic "Current state and prospects for development of hotel market in the Republic of Kazakhstan", and a seminar was held on the topic "Employee motivation for improvement of services quality".

Speakers were: Vice-President of Kazakhstan Association of Hotels and Restaurants - Sergeenkova Natalia Mikhailovna; marketer Kazakhstan Association of Hotels and Restaurants - Tatyana Khodorovskaya.



Events within Clean Expo Kazakhstan

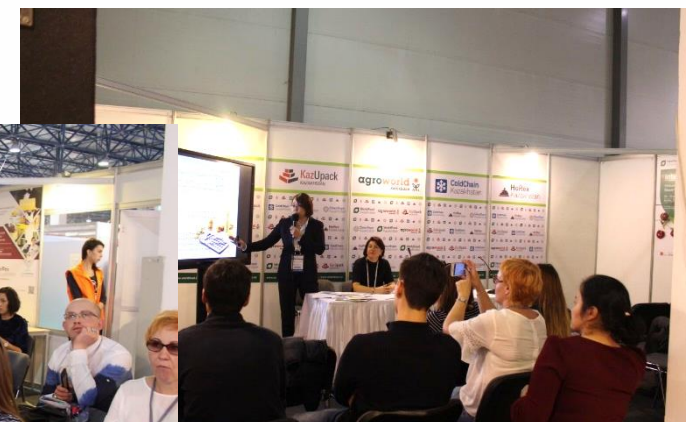
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➤ BUSINESS PROGRAM FROM ASAS:

Specialized master classes and seminars from Association "Central Asian Clean", which discussed organization of cleaning process for corporate clients and improvement of service in order to avoid disagreements between the supplier and the customer. Speakers were Sabykenova Gulzhan Maydankanovna - Director of Management Company LLP "GMG Management" and Volkova Natalia Valentinovna - President of Association "Central Asia Clean".



Exhibition partners

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PARTNERS OF THE EVENT PROGRAM:



PARTNER OF THE FORUM HOREX KAZAKHSTAN:



TECHNICAL PARTNER OF THE HOREX FORUM:



Information Support

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CONNECTING
YOUR BUSINESS
TO THE WORLD



HOREX & CLEAN EXPO KAZAKHSTAN 2018

Date: 31 October - 2 November 2018
Venue: Kazakhstan,
Almaty city, "Atakent" BC
Frequency: Annually

WE INVITE YOU TO PARTICIPATE IN 2018 EXHIBITIONS

**TO BOOK EXHIBITION AREA, PLEASE,
CONTACT THE ORGANIZING COMMITTEE:**

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WELCOME TO YOU AT THE EXHIBITION!

More detailed information is on the web- site of the event: www.horexexpo.kz

