

HOREX & CLEAN EXPO KAZAKHSTAN 2018

Kazakhstan International Exhibitions

«Everything for Hotels
Restaurants, Supermarkets and
Cleaning industry»

POST SHOW REPORT

Statistics of visitors

2018

Post Show Report

Date: October 31 - November 2, 2018

Venue: Kazakhstan,

Almaty city, "Atakent" BC

Frequency: Annually

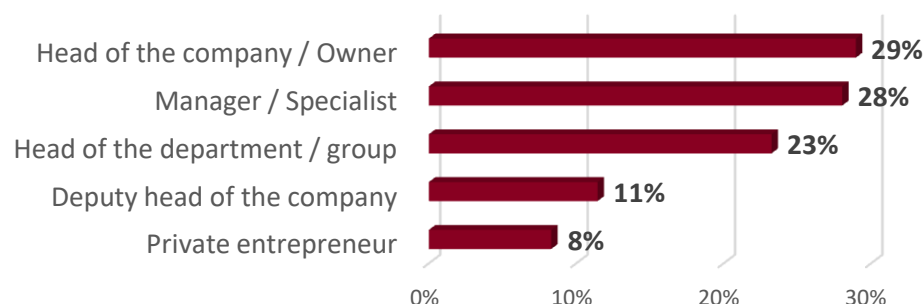


TOTAL NUMBER OF VISITORS – 4 484*

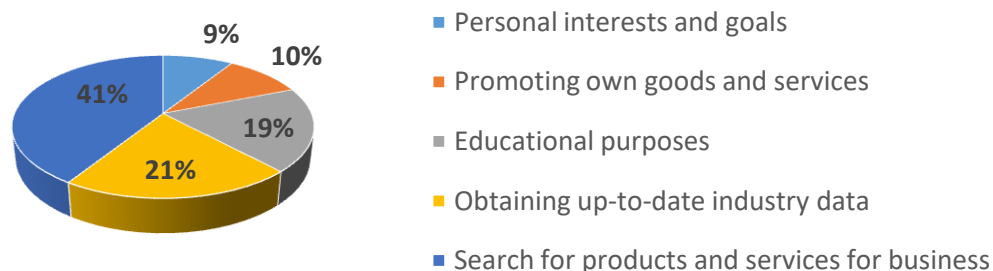
FROM THEM 54% VISITED THE EXPOSITION FOR THE FIRST TIME

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 **48 COUNTRIES** OF THE WORLD



91 % of visitors are satisfied with visit of the exhibition

89 % of visitors assess achievement of goals above the average

79% of visitors believe that the exhibition is important for business development



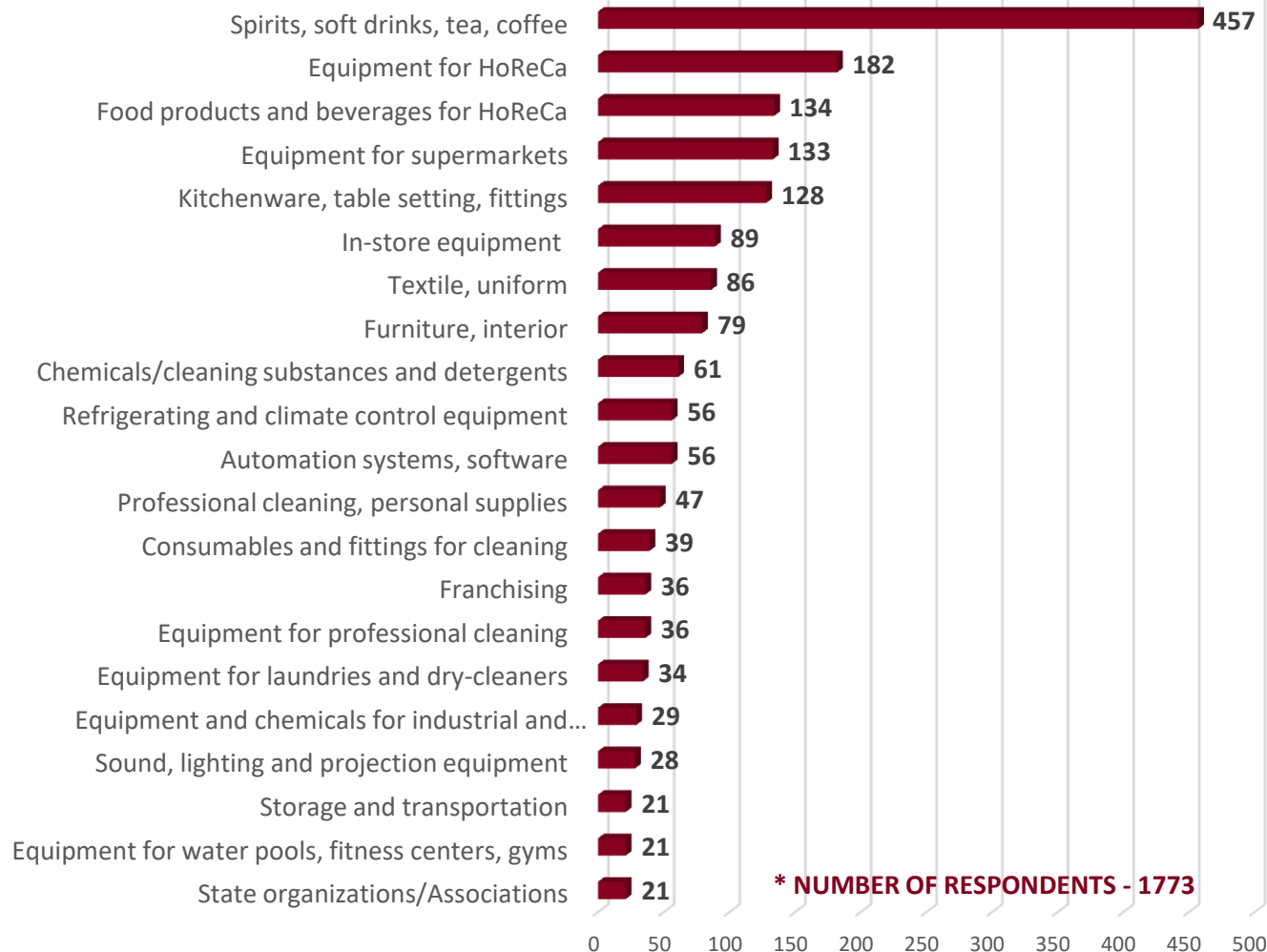
Visitors of HoRex

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SECTIONS OF INTEREST*



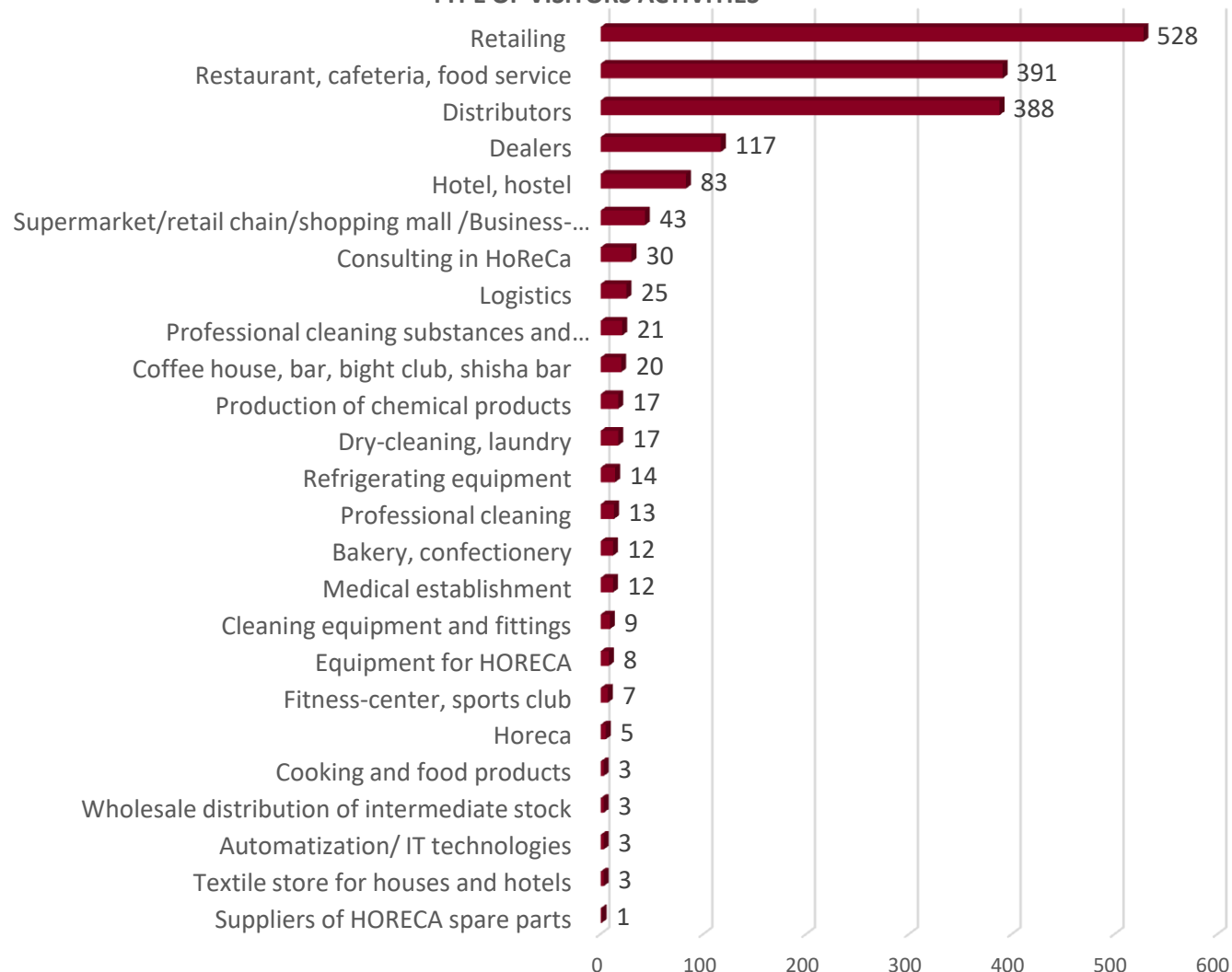
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TYPE OF VISITORS ACTIVITIES*



The following event will be held: 6 - 8 November 2019, Almaty, Kazakhstan

www.horexexpo.kz

Exhibitors

Horex & Clean Expo

Kazakhstan

2018

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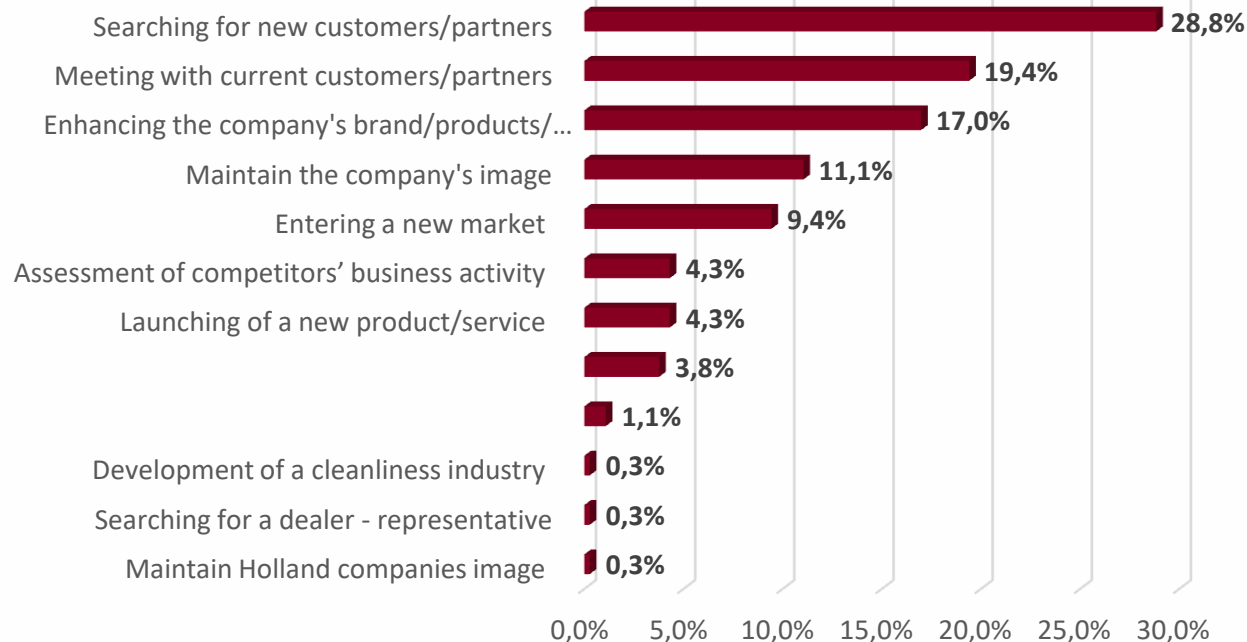
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NUMBER OF PARTICIPANTS - 28 COMPANIES

GOAL OF EXHIBITORS



95% of participants assess achievement of their goals above the average



Exhibitors

Horex & Clean Expo

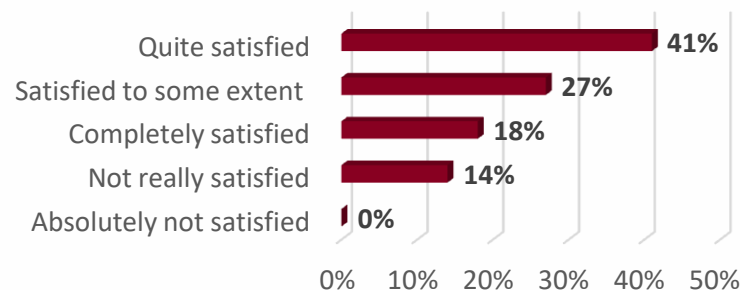
Kazakhstan

2018
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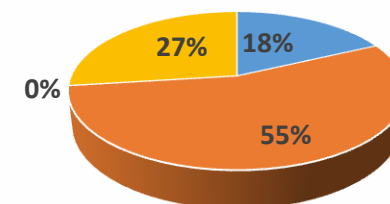
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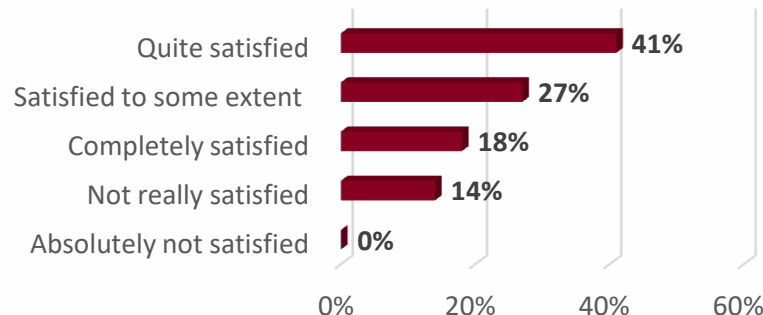
SATISFACTION WITH THE NUMBER OF VISITORS



ASSESSMENT OF IMPORTANCE OF THE EXHIBITION FOR BUSINESS DEVELOPMENT



SATISFACTION WITH THE QUALITY OF VISITORS



- Important to some extent 18%
- Important enough 55%
- Not very important 0%
- Very important 27%



73% of participants plan to take part in the exhibition next year

Events within HoRex Kazakhstan

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➤ 6TH HOREX FORUM KAZAKHSTAN

Specialized business platform for restaurant and hotel business specialists.
Workshops by certified international trainers and experts of the restaurant and hotel business, such as:

- ◆ Akexey Kislov ◆ Kirill Pogodin ◆ Roman Bunyakov
- ◆ Yekaterina Tereshchenko (Storozhuk) ◆ Zhanna Karibayeva ◆ Zhanna Prashkevich



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➤ **COOKING MASTER CLASSES BY MAGIYA KUKHNI CHANNEL (Magic of the Kitchen)**

During the exhibition, visitors saw master classes by:

- ◆ Artem Yevdokimov, chef of Cuisine Magic TV channel
- ◆ Saule Sergazinova, Kazakhstan blogger
- ◆ Meiramgul Tleubayeva, Kazakhstan blogger
- ◆ Daniel Regis, a chef from France
- ◆ Stanislav Bulatov, chef of Dickens restaurant
- ◆ Rustam Imamniyazov, Metro brand-chef



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CONNECTING
YOUR BUSINESS
TO THE WORLD



KAZAKHSTAN ASSOCIATION
of HOTELS & RESTAURANTS

➤ **BUSINESS PROGRAM FROM THE KAZAKHSTAN ASSOCIATION OF HOTELS AND RESTAURANTS**

The program included topics as follows:

1) Professional approach to the hygiene of restaurants and hotels

- What is innovative in the Ecolab professional detergents.
- What are the main differences between professional and household approaches?
- Services as an essential part of servicing

Speaker: Papeltsev Sergey, ECOLAB Sales Manager for Ural, Siberia, Far East regions

2) Digital technologies in tourism

- Technical and marketing self-audit of an own website
- Social media appropriate for travel industry, their particular aspects: FB, Inst, Linkedin, OK, TW, G+, etc.
- Maintenance of social media pages: mistakes, opportunities, efficiency.
- Special aspects and rules of maintaining a page on Tripadvisor
- Feedbacks on Internet: reputation management, work with negative feedbacks, additional opportunities.
- New tool to win customer's loyalty: free of charge city audio-tours on izi.TRAVEL platform (winner of the Munich Forum of Hoteliers 2018)

Speaker: Tin Dmitriy Georgiyevich, Founder of the Smart Tourism Center

<https://centersmarttourism.kz/>

Advisor of a digital section of the Kazakhstan Tourist Association

3) Senior professionals training Presentation of the "Time is of the essence" (Vremya ne zhdet) company

Speaker: Butrimov Vladimir Valeryevich, Business-trainer
Farvater training company

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Information Support

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PARTNERS OF THE BUSINESS PROGRAM:



INFO-PARTNER OF THE CLEAN SECTION:



INFORMATION SUPPORT:



Horex & Clean Expo Kazakhstan 2019

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WE INVITE YOU TO PARTICIPATE IN 2018 EXHIBITIONS

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

Raushan Massimova

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WELCOME TO THE EXHIBITION!

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

