EXHIBITORS' OPINION

Grazyna Shidlovskayte, Director of Apriori:
"Our company has been in the market for just two years. We are exhibiting at KazBuild for the first time. The exhibition, without a doubt, has been positive for us. A very important point, which I would like to highlight, is that almost 70% of the visitors were our target audience. At the exhibition we learnt a lot about facilities and about customers. We did not conclude any contracts directly at the exhibition, and this is because of the nature of our products. But we laid the ground. People have learnt about us through the exhibition, and today our specialist looked at a site at which, it appears, we will apply a coating in the near feature."

Victoria Patrakova, Analytical Manager at Knauf:
"One of the new products we presented at KazBuild 2010 was self-leveling floors. Our target audience is vast. However, we made our main interest at the show architects and designers, who are always interested in new materials and technologies. I should note that the autumn exhibition had a large presence of companies, which indicates development and stability of the market."

Dauren Orumbayev, GreenTas:
"Our stand was literally attacked by the visitors at KazBuild and the exhibiting companies. We have only been going a month and participating in this exhibition was a brilliant start for us. Here, we met a company from which, in the near future, we plan to get loan lease equipment for the industrial production of our product. Indeed, the demand for it is high enough. At the moment, we still have verbal agreements, but we have arranged meetings immediately after the show and will sign contracts for exports to Germany, Hungary, and Kyrgyzstan."

Co-located Event:

On 4–7 September , Atakent Exhibition Centre will be hosting 4th International Exhibition for Heating, Ventilation, Air-conditioning, Water Supply, Sanitary, Environmental Technology and Swimming Pool, Pavilion 11.

aqua-therm ALMATY INTERNATIONAL

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Official support:

Agency for Construction and Housing Utilities of the Republic of Kazakhstan

Akimat of Almaty City

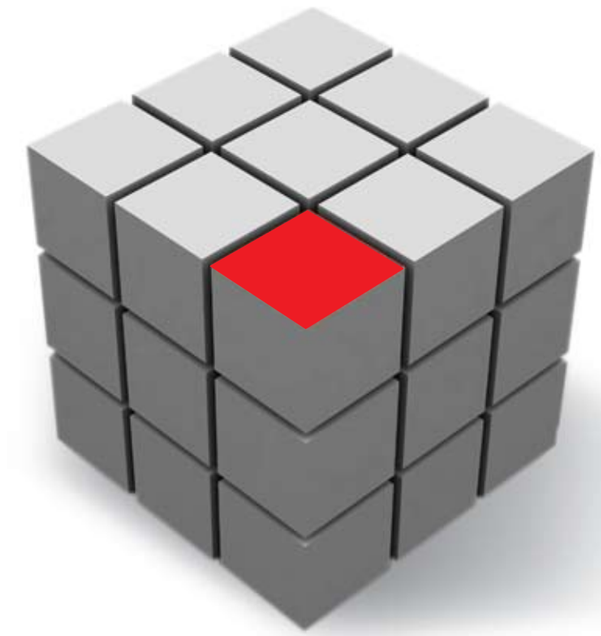
U.S. Department of Commerce

www.kazbuild.kz/en

ufi Approved Event

4–7 September

ATAKENT EXHIBITION CENTRE
ALMATY, KAZAKHSTAN



KazBuild 2012

19th KAZAKHSTAN INTERNATIONAL **CONSTRUCTION EXHIBITION**

KazBuild

ABOUT EXHIBITION

- Name: KazBuild 2012
- Venue: Atakent, Almaty, Kazakhstan
- Edition: 19th
- Frequency: Annual

STATISTICS FOR KAZBUILD 2011

Exhibitors: 440 companies

Exhibiting countries: 29 - Belarus, Belgium, Bulgaria, Germany, Denmark, India, Iran, Spain, Italy, Kazakhstan, China, Latvia, Lithuania, the Netherlands, UAE, Poland, Russia, Turkey, Uzbekistan, Ukraine, Finland, France, Czech Republic, Switzerland, Estonia, South Korea, Egypt, US & Greece

Visitors: 4,993 (registered specialists)

- 44% of total exhibitors participated for the first time at KazBuild 2011
- 18% increase in visitors from the previous year (2010)
- 78% of visitors are responsible for or have influenced decision making within the company
- 63% of visitors attended the show to find new business contacts
- 78% of visitors attended the show to find new products and technologies

MARKET

KAZAKHSTAN is the world's 9th largest country by land. Geographically, the country is located deep in Eurasia, on the crossroads between Europe and Asia. The country's population exceeds 15.5 million. Almaty is the country's biggest city and its long-standing economic, cultural and educational centre.

In 2010, the Programme for Modernization and Development of the Housing and Utilities System of the Republic of Kazakhstan was launched, which is to be implemented during the five-year period until 2014. The main programme directions are to reconstruct the existing municipal sector engineering networks and facilities, to ensure water supply to communities (100% access to quality water), and to create institutional basis for improved housing and utilities infrastructure.
On 1 July 2010, a unified customs area came into effect in Kazakhstan, Russia, and Belarus.

Besides, Kazakhstan boasts a dynamic mining industry, non-ferrous and ferrous metallurgy, mechanical engineering, construction industry, small and medium business, etc. The current industrial development map of Kazakhstan includes more than 100 projects totalling US$ 45 billion.

PROMOTION CAMPAIGN

- Direct mailing of 30,000 free invitation tickets via the professional database
- Distribution of 4,000 invitation tickets via specialized editions
- Radio commercials two weeks ahead of the exhibition in the regions of Central Asian
- Outdoor advertising via Kazakhstan (banners, billboards)
- Promotion campaign in supermarkets, trade centres and big stores in Almaty city
- PR campaign in specialized and socio-political editions of the CIS
- Holding a press-conference to mark the opening of the exhibition
- Internet marketing
- Promotion of the project in large international exhibitions

EXHIBITION PROFILE

CONSTRUCTION

- instruments
- fasteners
- electrical fittings
- building materials and equipment
- equipment for production of building materials
- landscaping
- cottage construction
- roofing materials and technologies

INTERIORS

- finishing materials
- window decoration and decorative textile
- paints; floor covers
- lighting
- interior doors
- interiors and design

WINDOWS, DOORS AND FACADES

- window technologies
- glass technologies
- façades and architecture
- aluminium technologies
- gates and automatics
- doors and locks

CERAMICS AND STONE

- bathrooms & ceramics
- equipment and technologies for ceramic industry
- stone and stone milling

EXHIBITION PROGRAMME

The comprehensive business programme includes numerous seminars, presentations and workshops, as well as:

4th Competition of Innovations in the Construction Industry
"Goods, Brands, Technologies"

GOODS · BRANDS · TECHNOLOGIES
COMPETITION OF INNOVATIONS

3rd International Landscape and Redevelopment
Festival GreenTerra 2012

GreenTerra