

Kazakhstan International Automotive Expo

Supported by **automechanika**

International exhibition of automotive parts, components,
car maintenance equipment and products

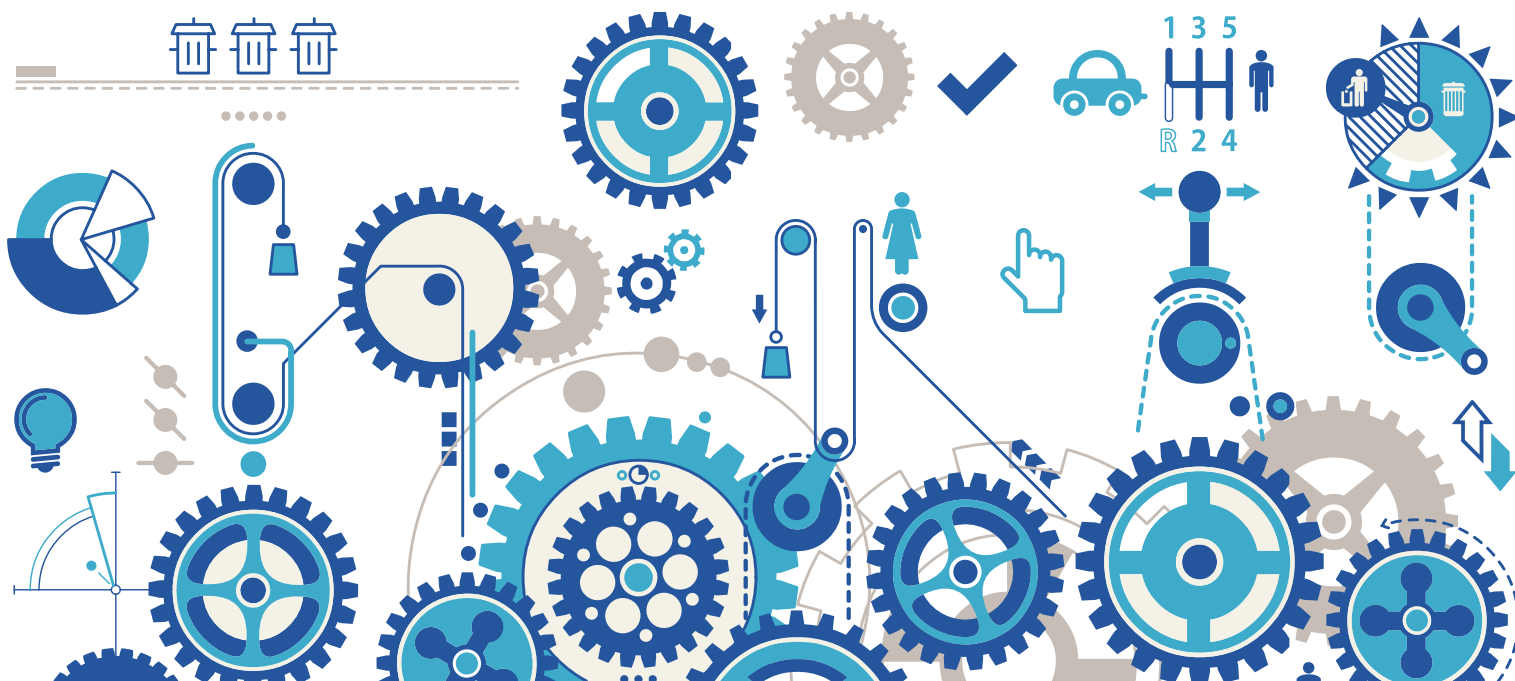
March 1-3, 2016

Exhibition center Korme

Astana, Republic of Kazakhstan

POST SHOW REPORT

www.kiae.kz



FACTS AND FIGURES

Exhibition space

3,639

Square meters

Countries

Belarus, China, Germany,
Kazakhstan, Poland, Russia,
Turkey, United Arab Emirates



Exhibitors

134 companies from **8** countries including industry leaders and brands such as: SOBEK, KulanOil, Karcher, Motul, ENOC, Akkor, Lotos, Kainar, VenolOil and others

China introduced national pavilion presenting **99** companies



Media support

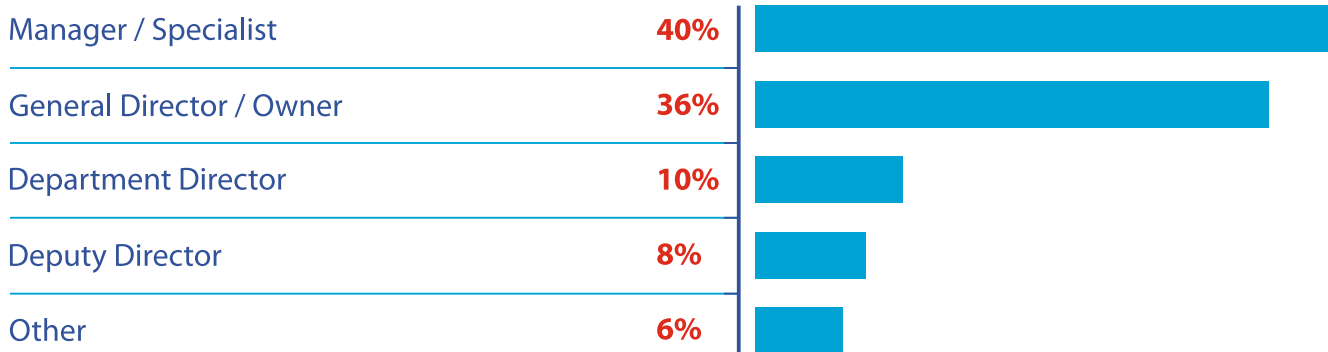
26 media partners have been covering the exhibition

82% of visitors are industry professionals

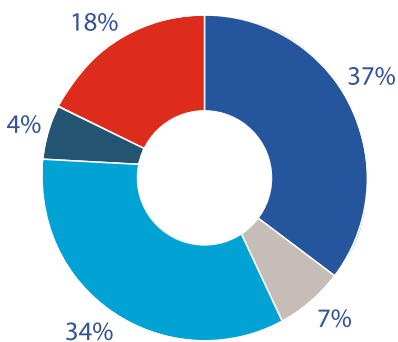


VISITOR PROFILE

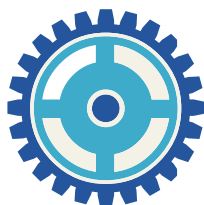
Visitors by job title



Visitors by the company profile

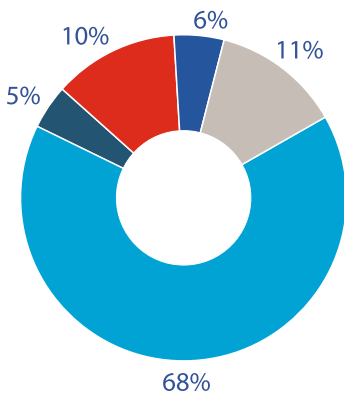


- 37%** Maintenance and repair
- 34%** Spare parts, autocomponents and autochemistry
- 18%** Other
- 7%** Autoservices
- 4%** Dealer network



VISITOR PROFILE

Visitors by product interest



- 68%** Spare parts and automotive components
- 11%** Workshop equipment and tools
- 10%** Tyres, wheels and rims
- 6%** Autochemistry
- 5%** Car wash equipment

More than **2,000** unique visitors during **3** days

13 regions of Kazakhstan

15 countries including Germany, France, Italy, Spain, Poland, Turkey, China, Malaysia, Russia, Uzbekistan

88% of visitors rated KIAE "useful" or "very useful"



BUSINESS PROGRAM

Kazakhstan international automotive forum (KIAF)

Kazakhstan International Automotive Forum organized in partnership with Association of Kazakhstan Automotive Business (AKAB) was successfully held within KIAE on **March 1, 2016**.

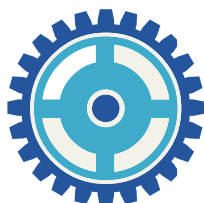
KIAF became an international dialogue platform for more than **70 participants** enabling the discussion of issues related to automotive industry such as:

- Overview of automobile market of Kazakhstan;
- Changes in the Kazakhstan aftermarket;
- Official market of spare parts and after-sales services in Kazakhstan and Russia;
- Basic approaches to the development of the automotive industry in the Republic of Tatarstan;
- Increasing of passenger and commercial vehicles localization in Kazakhstan.



The top level of KIAF was powered by high-profile speakers:

- Albert Rau, Vice-Minister for Investment and Development of the Republic of Kazakhstan;
- Michael Johannes, Vice-President of Messe Frankfurt, Automechanika Brand Manager;
- Ildar Mingaleev, Deputy Minister for Industry and Trade of the Republic of Tatarstan;
- Andrey Lavrentyev, President of AKAB;
- Shalkar Nurtleurov, Chief expert on the automotive industry PricewaterhouseCoopers;
- Tatiana Arabadji, Director of Russian Automotive Market Research agency;



EXHIBITORS' IMPRESSIONS

Natalia Soboleva

Director
DAV LLP

We have had the chance to conduct direct negotiations with our existing partners, meet new visitors and widely present our product range. The quality and the organization of the exhibition was excellent.

Vladimir Filatov

Head of Sales Department
Brissol LLP

It was pleasing to see the quantity of the visitors had not been sacrificed for the quantity. Most stand visitors were decision makers representing various regions of Kazakhstan. We were pleased to see that the quantity of visitors hasn't been sacrificed for the quality.

Alexey Bekher

General Director
SOBEK-Service LLP

We are certainly going to be here next year. We have seen an intense interest to our stand. We see good perspectives in terms of current network extension in Kazakhstan and Central Asia. KIAE proved that it can potentially become the key industry event in the upcoming future.

