

automechanika

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

International Exhibition of Spare Parts,
Automotive Components, Equipment and
Vehicle Maintenance Products

futuroad expo

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

komtrans
ASTANA

Central Asia's Commercial
Vehicle Show

POST-SHOW REPORT

17 – 19.04.24
IEC «EXPO», Astana, Kazakhstan

bmca

FACTS AND FIGURES

During **3**
show days

12 150
Unique visitors

Total exhibition space
15 300 m²

General Sponsor:  **MEIJI SANGYO COMPANY**

Key exhibitors of Automechanika Astana 2024:

 **MEIJI SANGYO COMPANY**

TRUCK MOTORS

 **aikos**

 **ГРУППА КОМПАНИЙ**



辰巳屋興業株式会社
TMY Corporation

 **SILLAN**
ПРОФЕССИОНАЛЬНОЕ ОБОРУДОВАНИЕ
ДЛЯ АВТОСЕРВИСА

 **Шин Line**

 **HARTMANN**
KAZAKHSTAN

Key exhibitors of Futuroad Expo Astana / Komtrans Astana 2024:

JAC
TRUCKS

 **HYUNDAI**
Com Trans
Kazakhstan


 **ГИДРАВЛИКОВЪ**
Группа

 **Ford**
TRUCKS
Sharing the load

ВИРАЖ
ГРУППА КОМПАНИЙ

STALBAU


 **МАС**
ЦЕНТР КАЗАХСТАН

 Kazakhstan


 Russia

 USA

 UAE


 Lithuania

 Germany


 Japan


 Italy

 Malaysia


 Belarus

 Poland

 Turkmenistan


 Thailand


 India

 Estonia

 Denmark

 China

 Turkey

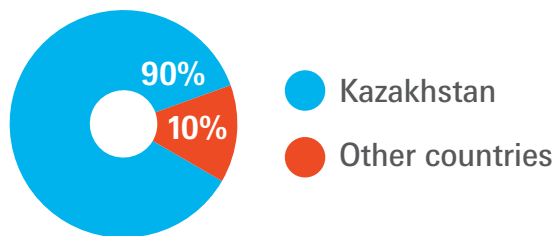
 South Korea

483
exhibitors

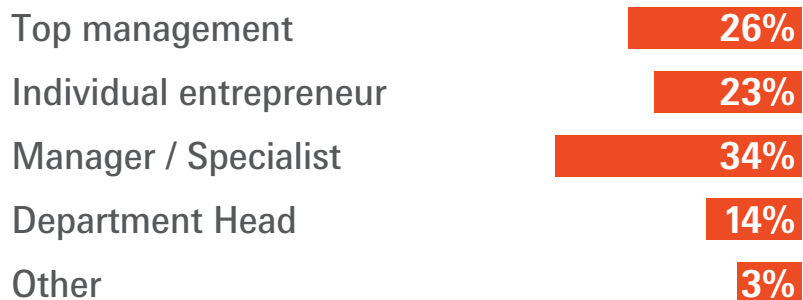
from **21**
countries/regions

National pavilions

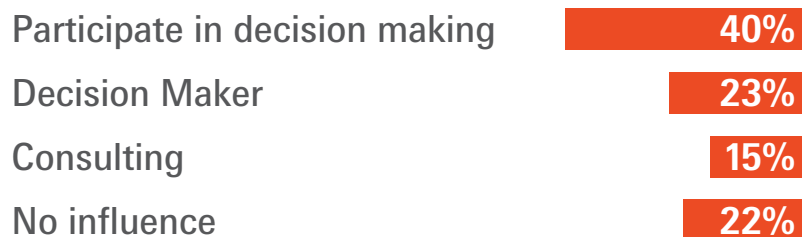
VISITOR PROFILE



Job level



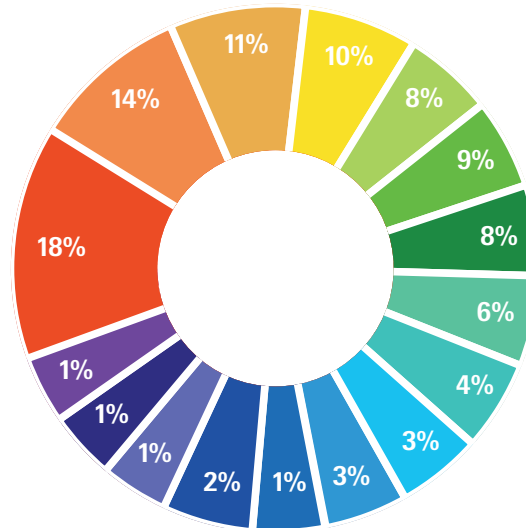
Influence on purchasing and procurement decisions



VISITOR PROFILE

Visitors' interest Automechanika Astana

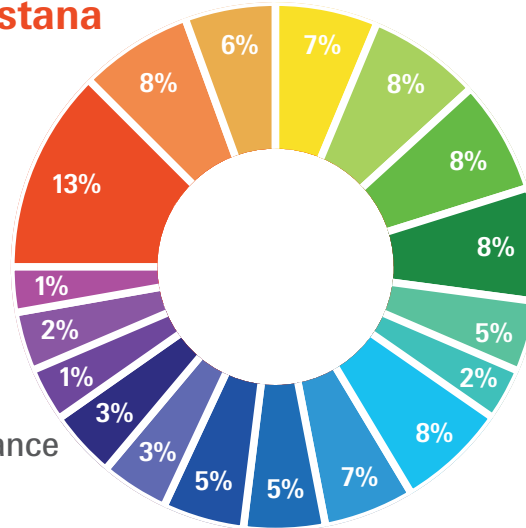
- Spare Parts & Components
- Accessories & Customizing
- Electronics
- Tires & Wheels
- Car interior
- Oils & Lubricants
- Car care
- Diagnostics & Repair
- Batteries
- Management & Information Technology
- Garage equipment
- Varnishes, paints, consumables for repairs
- Washing equipment
- Planning and equipping of car dealership chains
- Insurance services
- Other



VISITOR PROFILE

Visitors' interest Komtrans Astana / Futuroad Expo Astana

- Trucks and vans
- Buses
- All-terrain vehicles and SUVs
- Lifts and cranes
- Road construction equipment
- Tires
- Equipment and tools for repair and maintenance
- Equipment for car wash complexes
- Insurance services, financial services, leasing
- Special vehicles
- Components and spare parts
- Trailers and semi-trailers
- Loaders
- Municipal vehicles
- Lubricants
- Garbage trucks and waste compaction devices
- Information systems and data collection systems
- Other



PROGRAM

Grand opening

With the participation of the Vice Minister of Tourism and Sports of the Republic of Kazakhstan E. Erkinbayev, the President of the Kazakhstan Automobile Union A. Makasheva, the Senior Vice President of Messe Frankfurt Exhibition GmbH Stefan Kurzwski, the Vice President of Messe Frankfurt Exhibition GmbH M. Johannes, a member of the board of directors of "Business Media Central Asia" Eugen Alles and others.

Business Program

14 sessions

250+ participants

Among business program topics:

- Press conference Automechanika Frankfurt
- Offers of Chinese brands in the car market of the Republic of Kazakhstan
- How to provide service in 2024?
- Open your own online shop in the field of auto goods sales on a turnkey basis without much effort
- What is CRM and why is it important for a car service center?
- Innovative Leasing Opportunities
- Automotive trends, changes in cars, energy solutions and technologies in modern batteries VARTA



SPECIAL ZONES

Exclusive car zone
in collaboration with Low_kz



Sim-racing zone powered by Yokohama



Test drives by Geely



EXHIBITION PARTNERS

Official partners



Partners of the automotive exhibition area



Sim-racing zone partners



Influencers:



Beibit Alibekov
@alibekovkz
(1,6 m followers)



Darkhan Isakov
@low_kz
(198k followers)



Olzhas Oqas
@oljasoqas
(62k followers)

Media and Information partnership

40 media partners

400+ media publications

30 media onsite

5 000 000+ total social media reach

Among media partners



FEEDBACK FROM PARTICIPANTS

// We have participated in the Automechanika Astana exhibition for the second year, and it's exciting to witness its growth and evolution. The meetings this year went very well and productive, and we look forward to welcome you at our booth again in 2025!

Zinaida Vasilieva, Ferdinand Bilstein

// Our company is participating in the international exhibition Komtrans Astana 2024. Impressions of the exhibition are entirely positive; we met with our partners and acquired a number of valuable contacts for further cooperation.

Konstantin Sharov, Virazh

// Meiji Sangyo has been participating in the Automechanika Astana exhibition for the third year now. Since the exhibition brings great results, we have decided to become the general sponsor of the exhibition this year. The organization of the exhibition is at the highest level, a large number of brands represented, and there is great interest in our company and brands.

Evgenia Shirobokova, Meiji Sangyo



Join the projects!

Automechanika Astana
April 15-17, 2025 | IEC "EXPO", Astana

Komtrans Astana
May 22-24, 2025 | IEC "EXPO", Astana

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