

**automechanika**

ASTANA

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

**futuroad** expo

ASTANA

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Central Asia's Commercial Vehicle  
Show

# POST SHOW REPORT

June 24–26, 2021  
Kazakhstan, Nur-Sultan, IEC "EXPO"



## Facts and figures

- Exhibition space covered by Automechanika Astana and Futuroad Expo Astana: over **11000 m<sup>2</sup>**
- More than **100** units of passenger cars, commercial vehicles, trucks and road construction equipment
- Exhibitors: **44**, **30** of them exhibited at Automechanika Astana
- **7 countries**: Kazakhstan, Russia, United Arab Emirates, Germany, Belarus, Azerbaijan, Tajikistan
- Unique visitors: **5000** during **3 show days**





## Exhibitors

### Key exhibitors of Automechanika Astana:

- Bohnenkamp
- Group of companies CBC
- Kärcher
- Aikos
- Lesjofors Springs

### Key exhibitors of Futuroad Expo Astana:

- Akia Avesto Automotive Industry
- Astana Motors
- Avtokapital (official distributor of Mercedes-Benz in Central Asia)
- SaryarkaAvtoProm
- Hyundai Com Trans Kazakhstan

## Exhibitors' reviews

### Vladislav Nesterov

Representative of Lord Autofashion company

Of course, we have found new clients. We came here to look for partners, and people found us themselves. They have just left and already made several orders, so the exhibition was not in vain. We are truly happy with the result.

### Yermek Baygonov

Head of Fleet Sales Department trucks, buses & special vehicles Mercedes-Benz

We have collected business contacts. Our corporate clients visited the exhibition. There were also clients we were not previously familiar with. We will work with them in the future.

### Maria Brazhnikova

Representative of Forsage Lubricants

We liked the event, it is a very good exhibition. The organization is excellent, the people are wonderful. We are waiting for the next edition in increased quantities.

### Dias Chukobaev

CEO of LEOPART

This year the exhibition has worked quite effectively. Many thanks to the organizers. The professional audience visited our booth quite actively and intensively. In general, we are satisfied with everything.

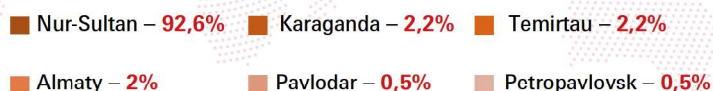
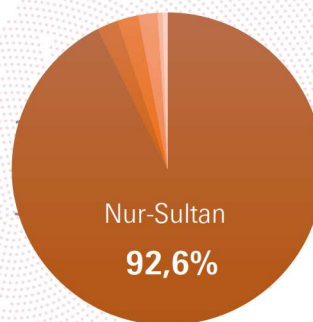
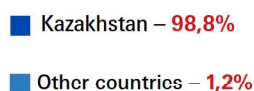
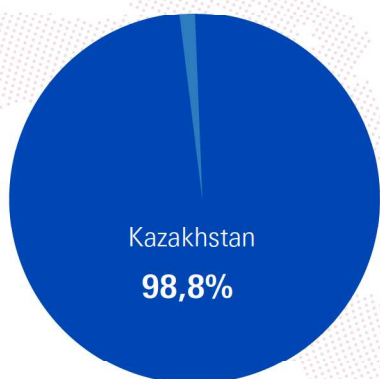
### Asror Mirzoev

Chief operations officer,  
Akia Avesto Automotive Industry

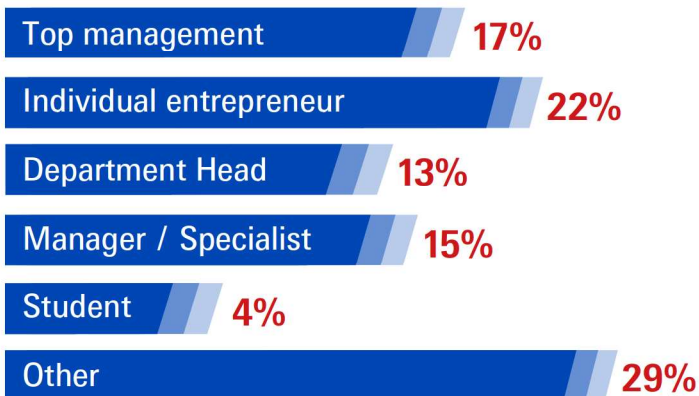
Many interested parties. We have established contacts with both private companies and passenger transportation. The Akimat of Nur-Sultan is also interested in our buses.

## Visitors' profile

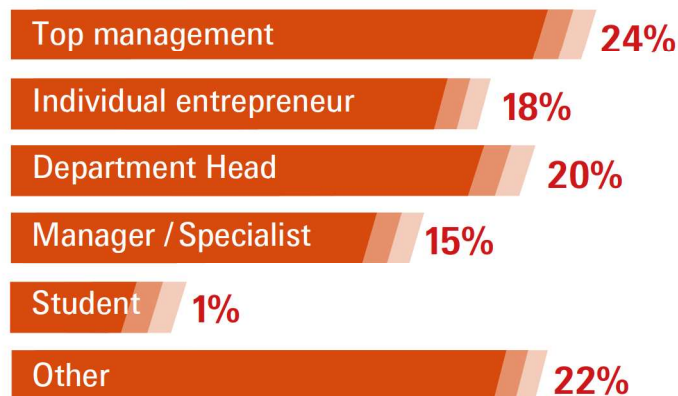
### Geo report



### Automechanika Astana 2021



### Futuroad Expo Astana 2021



More than **50%**



of registered visitors  
of Automechanika Astana hold  
managerial positions

More than **60%**

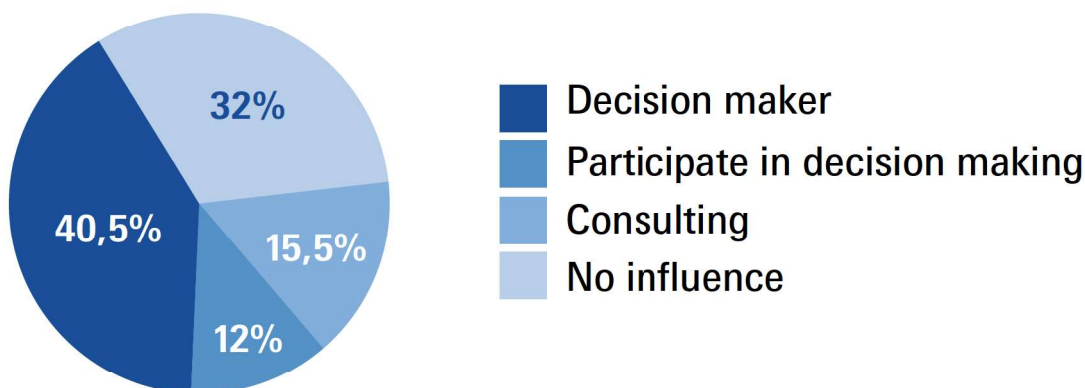


of registered visitors  
of Futuroad Expo Astana hold  
managerial positions

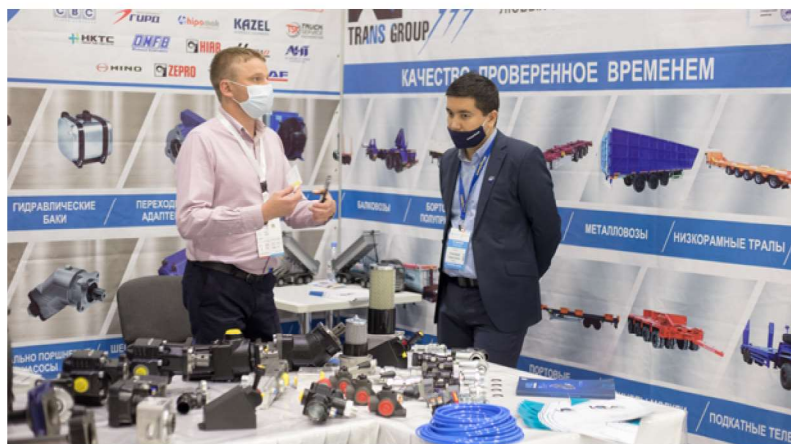
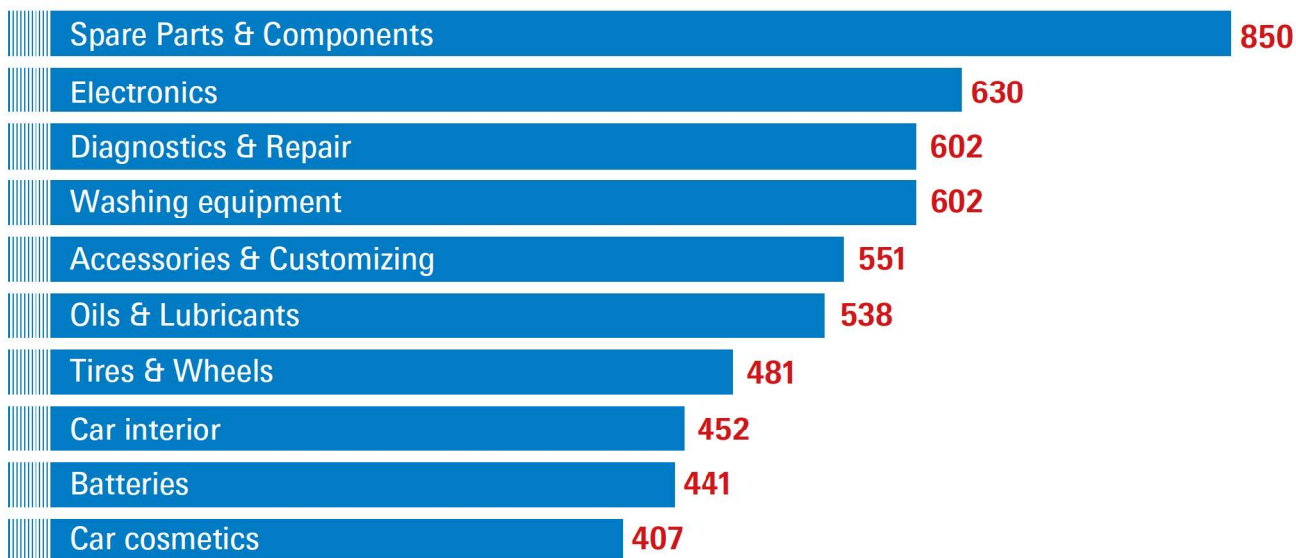


## Visitors' profile

### Influence on purchasing and procurement decisions

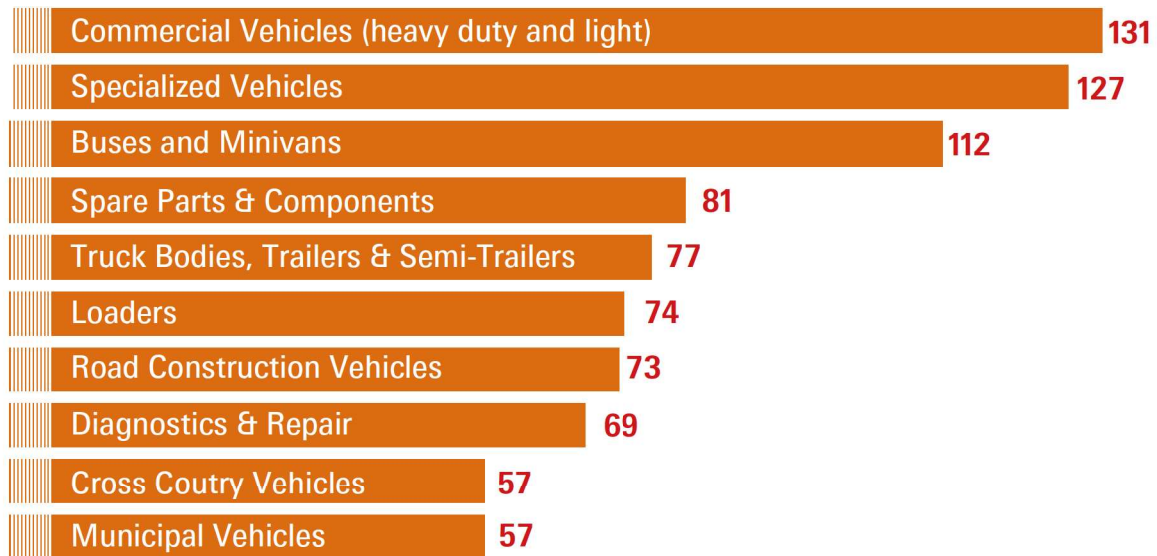


### Sections interesting to Automechanika Astana visitors



## Visitors' profile

### Sections interesting to Futuroad Expo Astana visitors





## Key facts and figures to plan the participation

**95%**

of exhibitors noted they had  
made new contacts

The participants' level of satisfaction  
with business goals achievement

**93%**

### The goals the achievement of which participants are satisfied with the most

Presentation of products / services

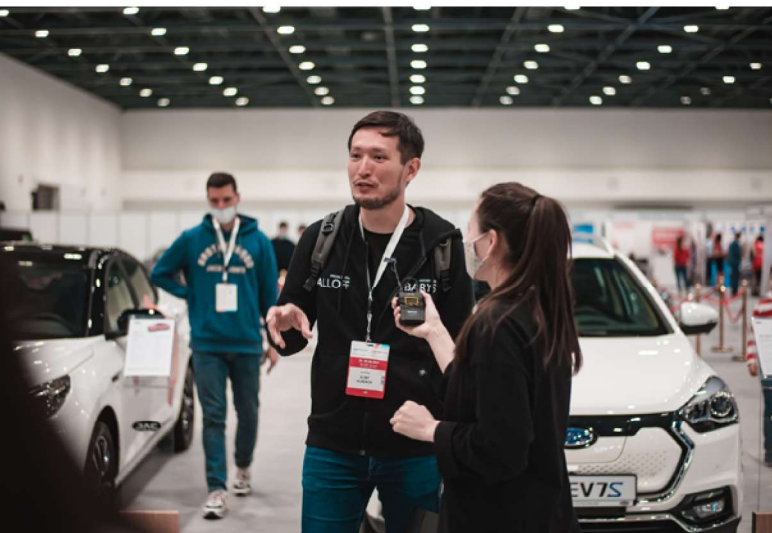
**78%**

Maintaining the relationship with current clients and partners

**75%**

Competitive environment assessment

**65%**



## Business Program

**15** sessions

**170** participants



### Business program partners:



### Among the business program topics in 2021:

- Development of tourist and bus transportation in Kazakhstan
- Market of commercial vehicles and auto parts
- Automation of car services and spare parts stores
- Implementation of digital technologies in passenger transportation
- Utilization fee in Kazakhstan

