

automechanika

ASTANA

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Messe Frankfurt Exhibition GmbH

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

komtrans

ASTANA

Central Asia's Commercial Vehicle Show

futuroad expo

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Messe Frankfurt Exhibition GmbH

April 12–14, 2023
IEC «EXPO», Astana



POST-SHOW REPORT

 messe frankfurt

bmca

Facts and figures

10 471 unique visitors
during **3** show days

Total exhibition space
8 000 m²

210 exhibitors
from **14** countries

- Kazakhstan
- Russia
- China
- USA
- UAE
- Germany
- Spain
- Thailand
- Lithuania
- Poland
- Japan
- Switzerland
- Belarus
- Turkey

Key exhibitors of **Automechanika Astana**

- Kazakhstan Automobile Company Allur
- AIKOS
- Launch
- TruckMotors
- Roadboss Rubber Technology
- TI Detailing

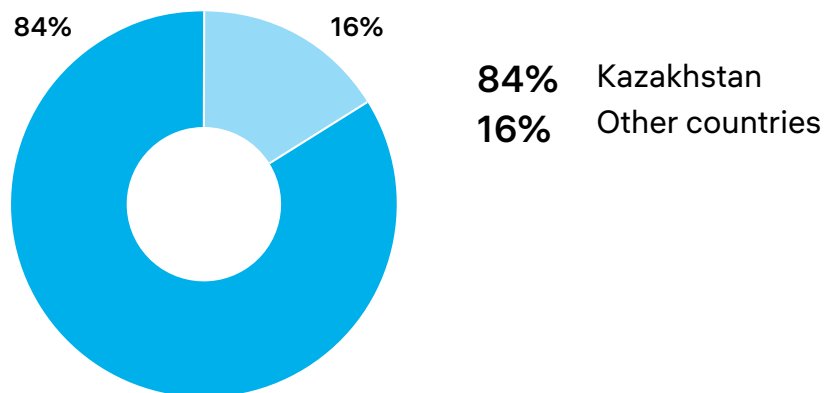
Key exhibitors of **Komtrans Astana | Futuroad Expo Astana**

- JAC Trucks (Allur Distribution)
- Hyundai Com Trans Kazakhstan
- Fire Safety Center
- CBC-Trans
- BAISAL-AUTO



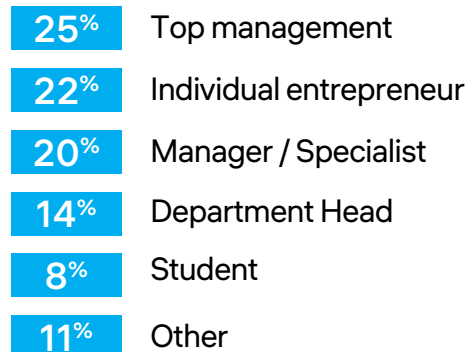
Statistics of 2023

Geo



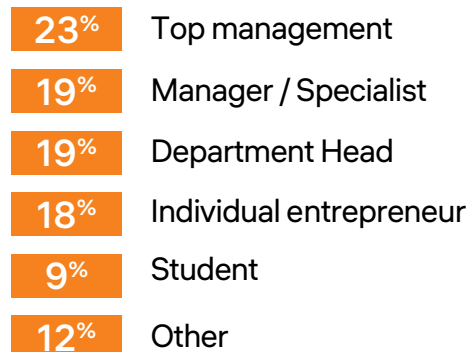
Job level

Automechanika Astana

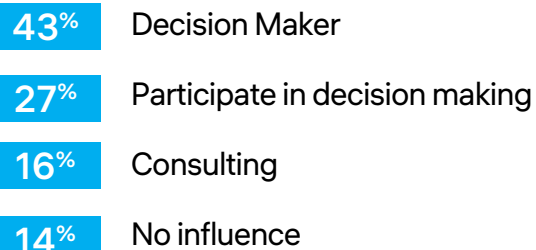


Job level

Komtrans Astana | Futuroad Expo Astana

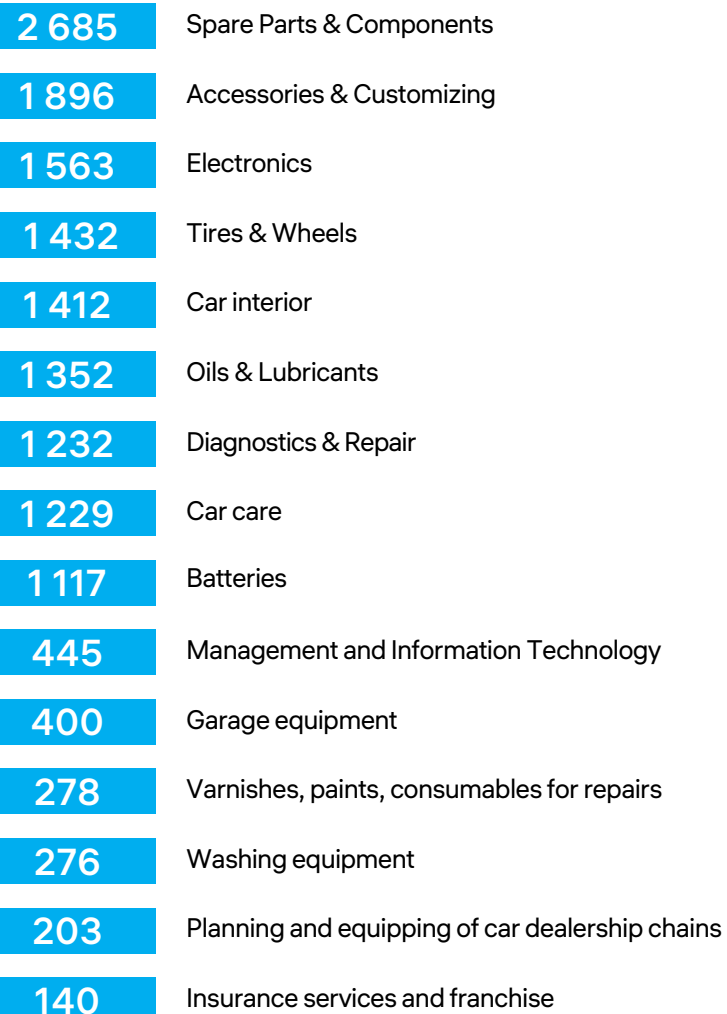


Influence on purchasing and procurement decisions



Visitors' interest

Automechanika Astana



Visitors' interest

Komtrans Astana | Futuroad Expo Astana

412	Commercial Vehicles (heavy duty and light)
370	Specialized Vehicles
331	Spare Parts & Components
303	Buses and Minivans
279	ATVs and SUVs
243	Trailers and semi-trailers
217	Loaders
209	Lifts and cranes
194	Road construction equipment
172	Municipal vehicles
164	Internet services and information systems
162	Tires
156	Equipment and tools for repair and maintenance
125	Garbage trucks and waste compactors
112	Lubricants
84	Information systems and data collection systems
60	Washing equipment
52	Insurance services, financial services, leasing



Program

Grand opening

with the participation of Messe Frankfurt Exhibition GmbH Vice-President M. Johannes, Deputy Mayor of Astana E. Bekmurzaev, Vice-Minister of Culture and Sports of the Republic of Kazakhstan E. Yerkinbaev and others.

Business Program

15 sessions

250+ participants

Among business program topics

Consultations for small and medium-sized businesses on taxation and government support measures.

VARTA car batteries. Possibility to reduce the cost of maintaining a fleet by reducing the total cost of ownership when using VARTA batteries.

Review: results of 2022 in the Kazakhstan car market.

Review: supply of Chinese brands in the passenger car market in Kazakhstan.

Prospects for the development of electric transport in Kazakhstan

Special zones

Tuning Fest in collaboration with **LowKZ**

Test drives by **Allur**



Media and influencers

30 media partners

350+ media publications

12 media onsite

350 000+ total social media reach

Among media partners:



Influencers:

Beibit Alibekov

@alibekovkz (1,3 m followers)

Darkhan Iskakov

@low_kz (300 k followers)

Talgat Itaev

@t.itaev (500 k followers)



Exhibitors' feedback

We have taken part in the exhibition for the 5th time. And this year, as far as I remember, is the best: a lot of people, incredible traffic. For us, Automechanika Astana is an important platform for meetings with partners and customers. We see high efficiency of showing the strength of the brand. We thank the organizers: every year we see growth and improvement.

Prokhor Zharinov, CBC-Trans

The exhibition is going well, a lot of people are interested in our production. We see good feedback from visitors and the fruitful impact of the exhibition on the entire automotive industry in Kazakhstan.

Akezhan Zhagypar, JAC Trucks | Allur

We exhibit at Automechanika Astana every year, this time we also presented our stand with a wide range of tires for all types of vehicles. We are happy to participate and plan to do it next year as well.

Dmitry Frolov, Bohnenkamp

Our company participates for the first time. The exhibition is very interesting and diversified. For us, as official representatives of the Tolsen brand, participation opens up new horizons. Thank you for the invitation and support on all issues, we will definitely try to participate next year.

Alexandra Belyakova, Maxwell Distribution

MEIJI SANGYO expresses its deep gratitude to the whole team for the prompt resolution of all issues, attention, responsiveness and professional approach to work.

MEIJI SANGYO team

Join the project!
April 17-19, 2024 | IEC "EXPO", Astana

Contact us:
Dinara Aitzhanova
+7 (705) 821-33-63 | dinara.aitzhanova@bmca.kz