

bmca



Shell  
**HELIX**

GENERAL PARTNER OF THE EXHIBITION

# automechanika

ASTANA

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Messe Frankfurt Exhibition GmbH

**15 – 17.4.2025**

IEC «EXPO», Astana, Kazakhstan

# POST SHOW REPORT



The largest international exhibition of spare parts, automotive components, equipment and vehicle maintenance products in Kazakhstan and Caspian region



# FACTS AND FIGURES

**365**

EXHIBITORS

**22**

COUNTRIES  
AND REGIONS

**14 263**

VISITORS

FROM **45**

COUNTRIES

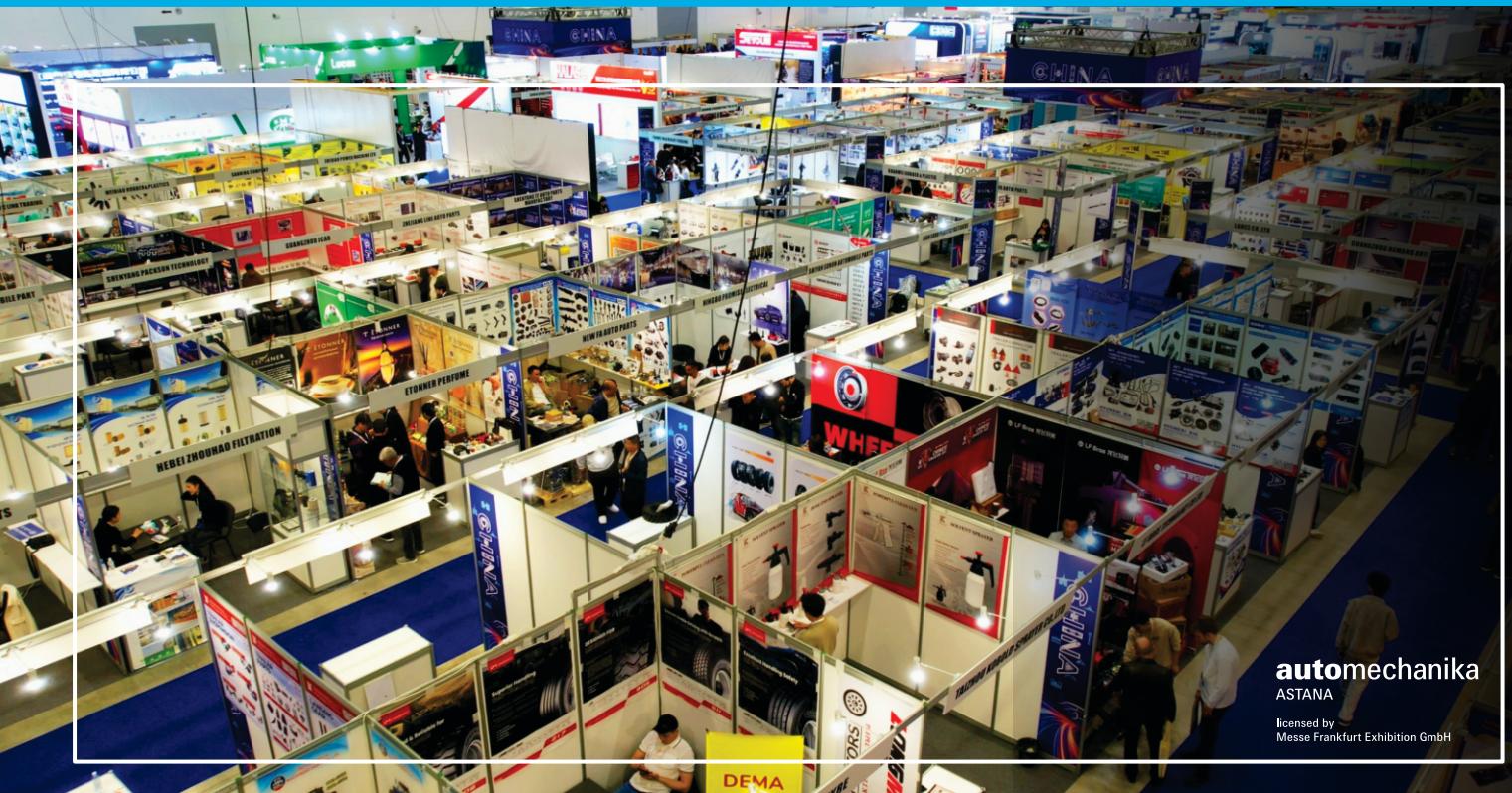
**11 786 m<sup>2</sup>**

TOTAL AREA

**3**

NATIONAL  
PAVILIONS

1. China	8. India	15. Vietnam
2. Kazakhstan	9. Italy	16. Cambodia
3. Russia	10. Malaysia	17. Netherlands
4. Taiwan	11. Japan	18. Korea
5. Uzbekistan	12. Poland	19. Singapore
6. Germany	13. Australia	20. USA
7. UAE	14. Bangladesh	21. Türkiye
		22. Czech Republic



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# TOP VISITING COUNTRIES

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Kazakhstan



Russia



China



Uzbekistan



Turkey



UAE



Kyrgyzstan



Germany

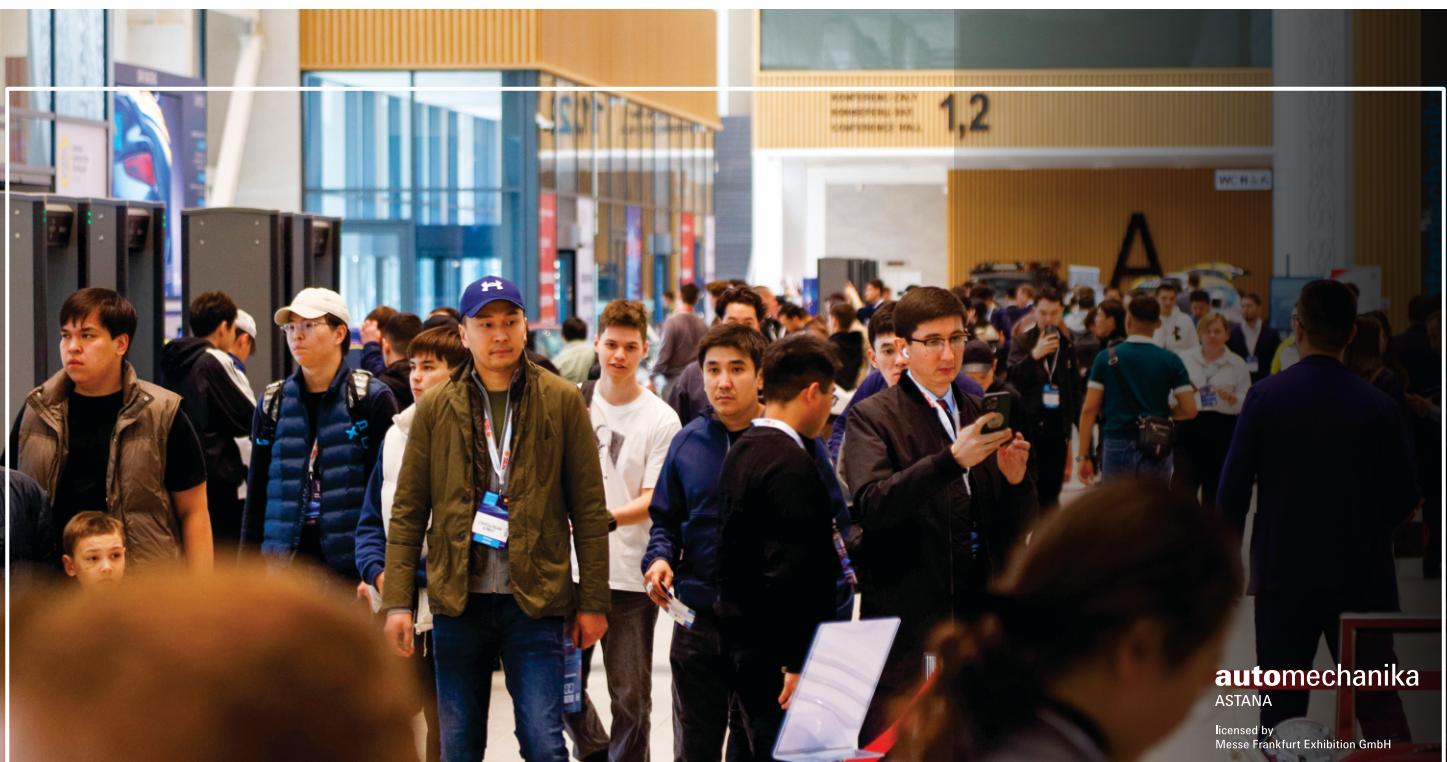
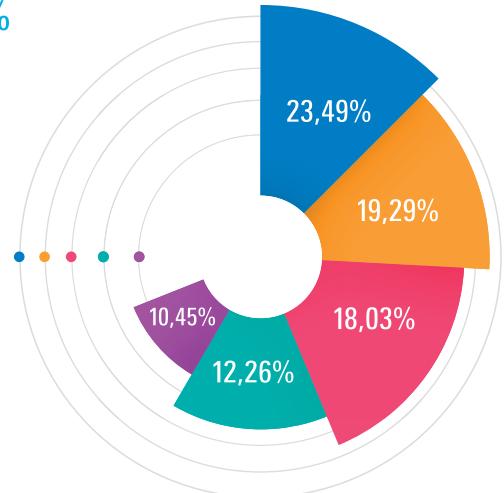
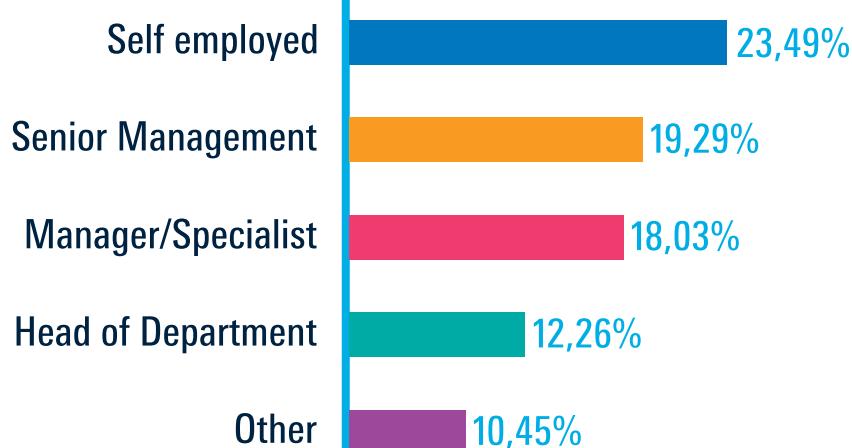


Poland



Italy

## VISITORS' MANAGEMENT LEVEL



# SECTIONS OF THE EXHIBITION



Auto parts and auto component



Car washes and car care



Electronics and communication systems



Oil and car chemicals



Accessories and tuning



Tires and rims



Diagnostics and repairs



Body & Paint



Digital Solutions & Services



Mobility as a service;  
unmanned control

# INTERESTS OF VISITORS

■ Parts & Components

■ Electrics & Electronics

■ Accessories, Wheels & Customizing

■ Diagnostics & Repair

■ Oils, Lubricants & Fuels

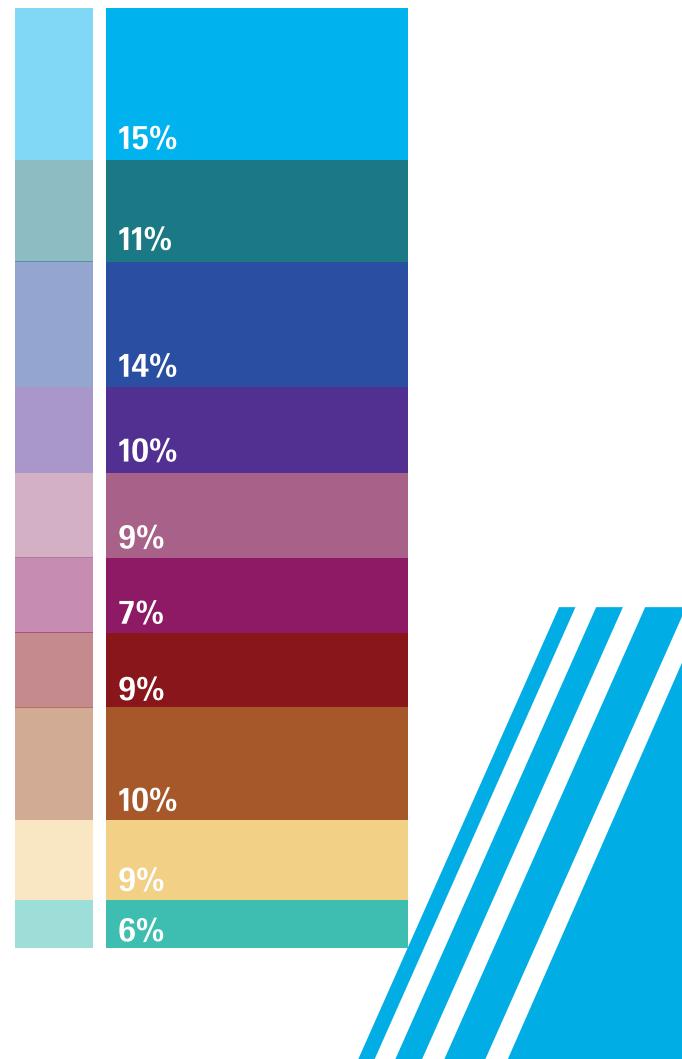
■ Digital Solutions & Services

■ Car Wash, Care & Detailing

■ Connectivity & Autonomous Driving

■ Wheels Management & Tire Service

■ Body & Paint



# AMONG THE PARTICIPANTS

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**EURASIAN  
MACHINERY**



Shell Lubricants  
Macro Distributor



**MEIJI SANGYO COMPANY**



**TRUCK MOTORS**



**KAZ T.REMA  
INTERNATIONAL**

**KULAN OIL**  
LUBRICANTS & AUTOPARTS

**NEFLIBATA**  
ADVANCED BRAKING SYSTEM



**SINOPEC**

**EURASIAN  
MACHINERY**



Shell Lubricants  
Macro Distributor



*This year, Shell became the main partner of the exhibition – undoubtedly, this is a unique opportunity to be at the heart of a key automotive event in Kazakhstan. For Eurasian Machinery, the official macro distributor of Shell, participation in the exhibition was a great opportunity to greet our clients, partners, and all those who share our commitment to quality, innovation, and the development of the industry.*

LLP «Eurasian Machinery»

**EURASIAN  
MACHINERY**



Shell Lubricants  
Macro Distributor



# OFFICIAL SUPPORT



КАЗАКСТАН РЕСПУБЛИКАСЫ  
Өнеркәсіп және құрылым  
МИНИСТРИЛІК



Казакстан Республикасы  
Туризм және спорт министрлігі



АМААР  
Агентство мониторинга и анализа  
автомобильного рынка



Союз промышленных  
инвесторов Казахстана



visit  
Astana

ISKU

# MEDIA AND INFORMATION SUPPORT

40+

INFORMATION  
PARTNERS

30+

MEDIA  
ONSITE

500+

MEDIA  
PUBLICATIONS

7 000 000+

TOTAL REACH  
IN SOCIAL NETWORKS

# AMONG THE INFORMATION PARTNERS:



BES.media



QAZ Auto



Новые машины  
newauto.kz

Tribune



# INFLUENCERS:



Beibit Alibekov  
blogger, businessman



Darkhan Iskakov  
expert, auto blogger  
founder of LOW\_KZ



Serzhan Kumarbekov  
blogger, businessman



Diyas Valikhan  
expert, auto blogger



Oleg Voronkov  
ASP Director,  
motor sportsman

# BUSINESS PROGRAM

The Automechanika Astana exhibition is traditionally accompanied by an extensive series of business events, including thematic seminars and presentations, partnership sessions and master classes. The events are held by international experts and are unique in their scope and opportunities to acquire skills and knowledge.



## Automechanika Live Stage

Automechanika Astana launched for the first time an open discussion platform for discussing current issues in the auto business, holding presentations and quizzes. Here, leading industry experts and media personalities presented analytical reviews, shared practical experience and discussed key trends in the development of the automotive industry.

Automechanika Live Stage is the central platform of the exhibition, uniting the professional community and creating unique opportunities for exchanging knowledge, establishing business contacts and shaping the development vector of the industry.

OPENING  
CEREMONY  
OF THE EXHIBITION

15+  
SPEAKERS

10+  
GIVEAWAYS





## PARTICIPANTS' REVIEWS

For our team, participating in Automechanika Astana was an important event. We had the opportunity to present key solutions in the automotive components sector, strengthen business ties, and exchange experiences with the professional community.

We sincerely thank the management of Automechanika for maintaining high exhibition standards and creating a platform where business truly develops. Your contribution to the industry's growth is invaluable.

**Khodjaev Abdulkuddus**

General Director of TruckMotors



We are pleased to participate in the Automechanika Astana exhibition every year, and we thank the organizers for providing an excellent platform for communication, experience exchange, and establishing new partnerships!

Participation allows us not only to remind our audience of who we are but also to receive valuable feedback from potential clients and industry colleagues. It also helps us establish contacts with new suppliers, opening additional opportunities for expanding our product range and improving service.

**Kim Maria**

Marketing Director at Sillan.kz



Regular participation in the exhibition contributes to the growth of brand recognition for Briss Filter, ensures a steady flow of clients, and an annual increase in sales. We observe steady development both of the exhibition itself and of our company.

**Vladimir Filatov**

Representative of Briss Filter Factory (Kazakhstan)



## SEE YOU NEXT YEAR!



**Zauresh Omarova**

Show Manager Automechanika Astana

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[zauresh.omarova@bmca.kz](mailto:zauresh.omarova@bmca.kz)

**SAVE THE DATE**

for Automechanika Astana's

**10**  
ANNIVERSARY

**10 – 12.6.2026**

IEC «EXPO», Astana, Kazakhstan