

bmca



Shell
HELIX

GENERAL PARTNER OF THE EXHIBITION

automechanika ASTANA

licensed by
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

14 263

VISITORS

11 786 m²

TOTAL AREA

22

COUNTRIES
AND REGIONS

FROM **45**
COUNTRIES

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 |



automechanika
ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

TOP VISITING COUNTRIES

automechanika

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH



Kazakhstan



Russia



China



Uzbekistan



Turkey



UAE



Kyrgyzstan



Germany

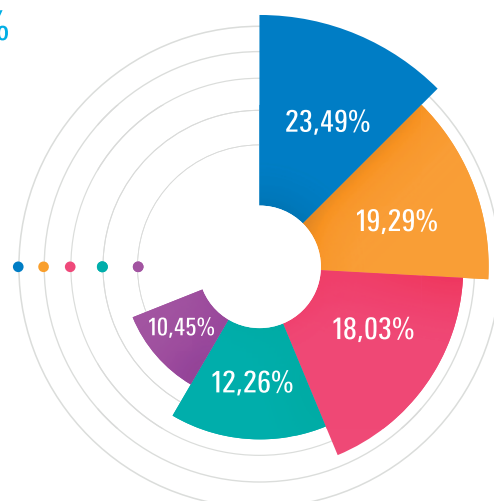
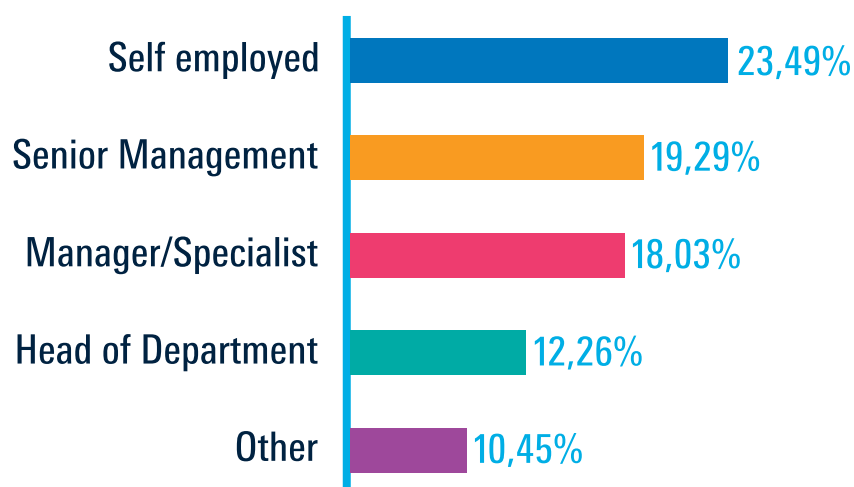


Poland



Italy

VISITORS' MANAGEMENT LEVEL



automechanika

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

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



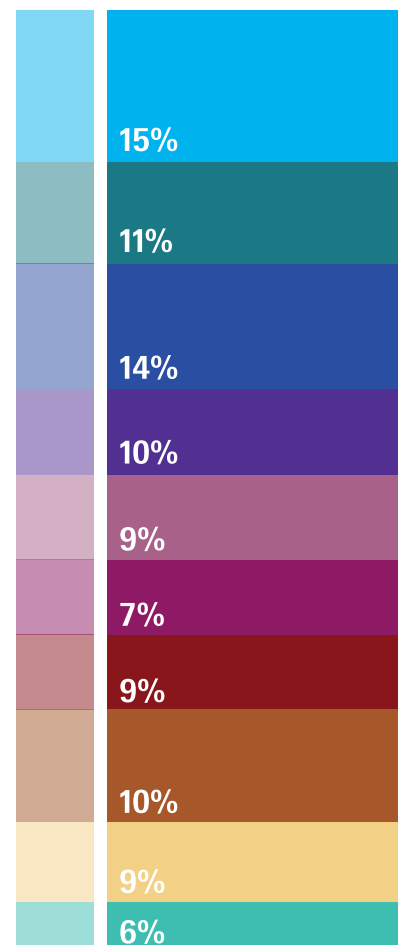
Digital Solutions & Services



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

automechanika

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

**EURASIAN
MACHINERY**



**Shell Lubricants
Macro Distributor**



MEIJI SANGYO COMPANY



KAINAR

TRUCK MOTORS



CLARIOS

**KAZ T-REMA
INTERNATIONAL**

KULAN OIL
LUBRICANTS & AUTOPARTS

MEFLIBATA
ADVANCED BRAKING SYSTEM



SINOPEC



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



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



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

+7(717) 264 22 10 (ext. 702)
zauresh.omarova@bmca.kz

SAVE THE DATE
for Automechanika Astana's

10 – 12.6.2026
IEC «EXPO», Astana, Kazakhstan

