

bmca

**automechanika**  
ASTANA

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Messe Frankfurt Exhibition GmbH

**10-12.6.2026**  
EXPO IEC, ASTANA, KAZAKHSTAN

**10**  
ANNIVERSARY  
YEARS



**Shell**  
**HELIX**

GENERAL PARTNER  
OF THE EXHIBITION

**POST SHOW REPORT**

# FACTS & FIGURES

EXHIBITION AREA

**14 235 m<sup>2</sup>**

VISITORS

**15 076**

**421**

EXHIBITORS

**47**

NUMBER OF VISITOR COUNTRIES

NATIONAL PAVILIONS

**3**

CITIES & REGIONS OF KAZAKHSTAN

**29**

**23**

PARTICIPATING COUNTRIES

**25+**

BUSINESS PROGRAM EVENTS

B2B MEETINGS

**600+**

BUSINESS PROGRAM SPEAKERS

**45+**

**15+**

NUMBER OF GIVEAWAYS

## TOP VISITOR COUNTRIES



Kazakhstan



Russia



China



Uzbekistan



Turkey



Kyrgyzstan



India



Germany



UAE



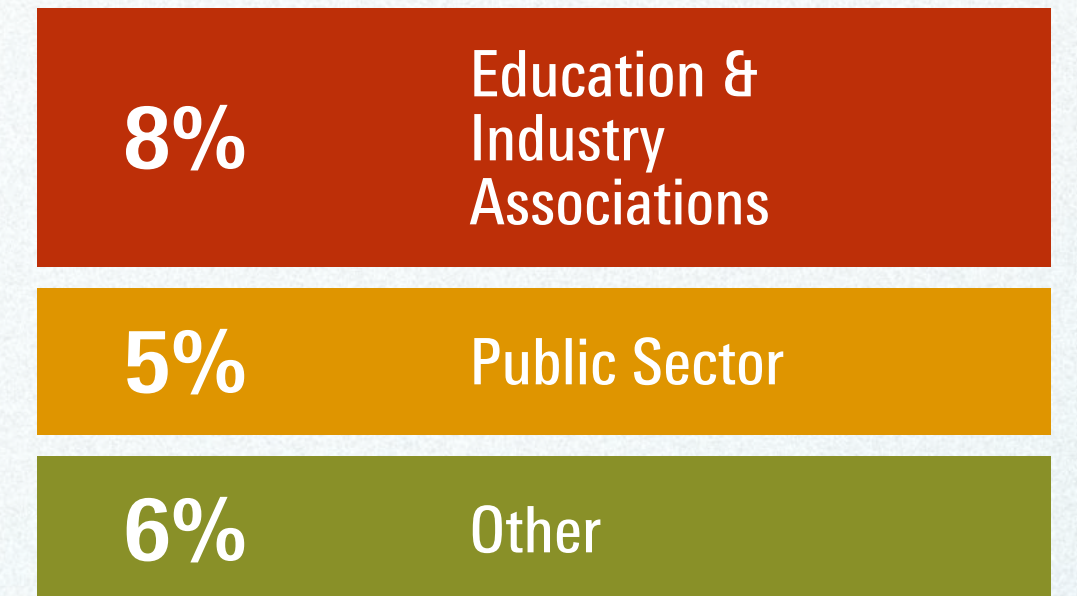
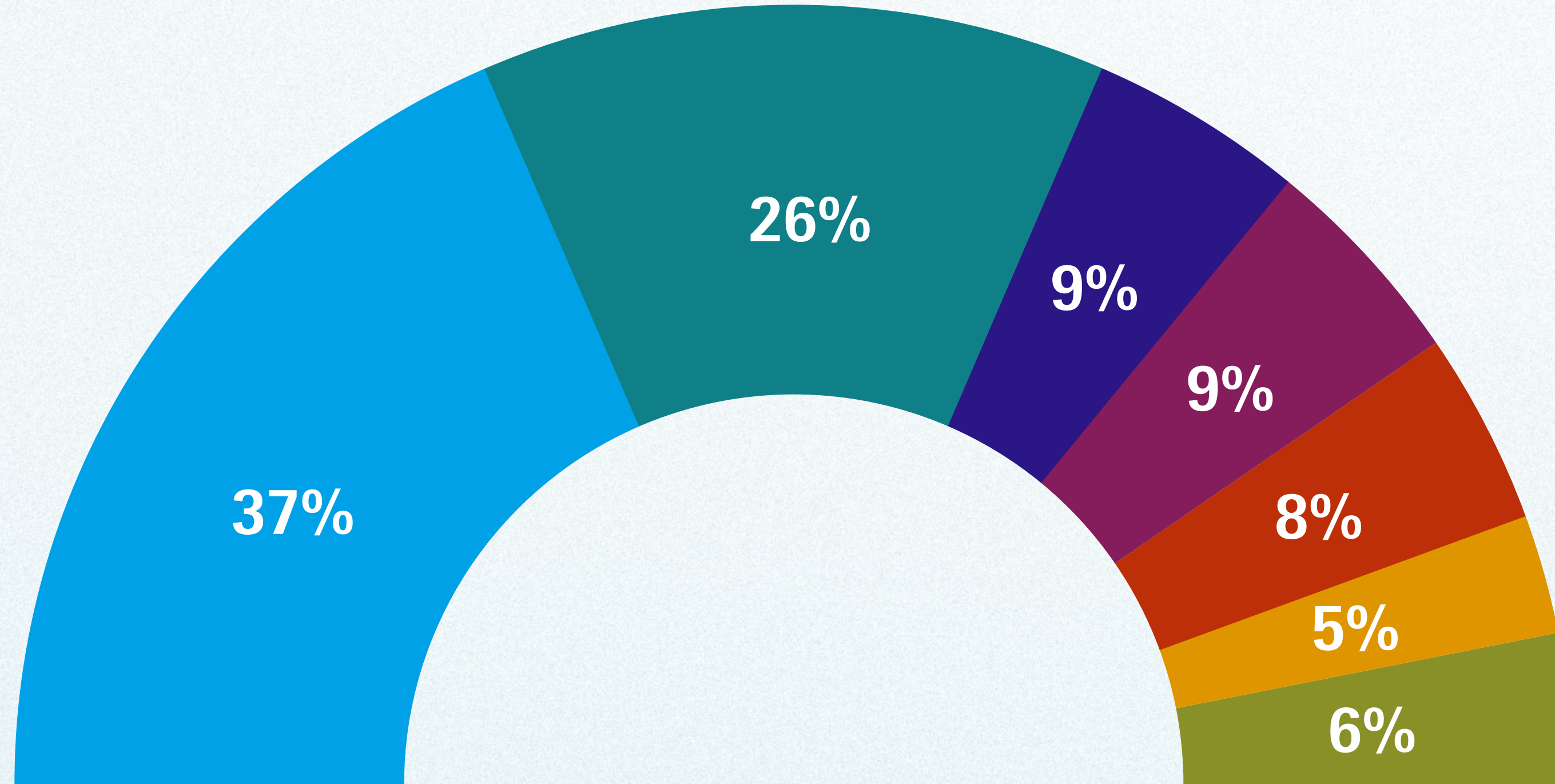
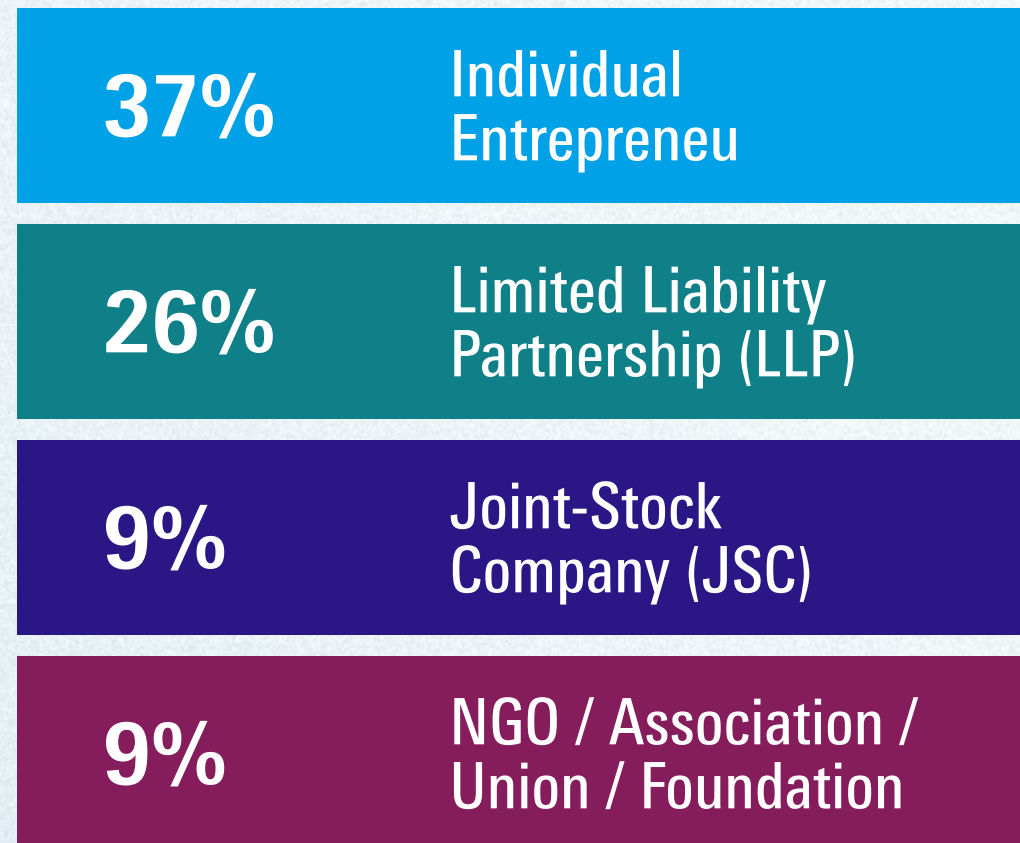
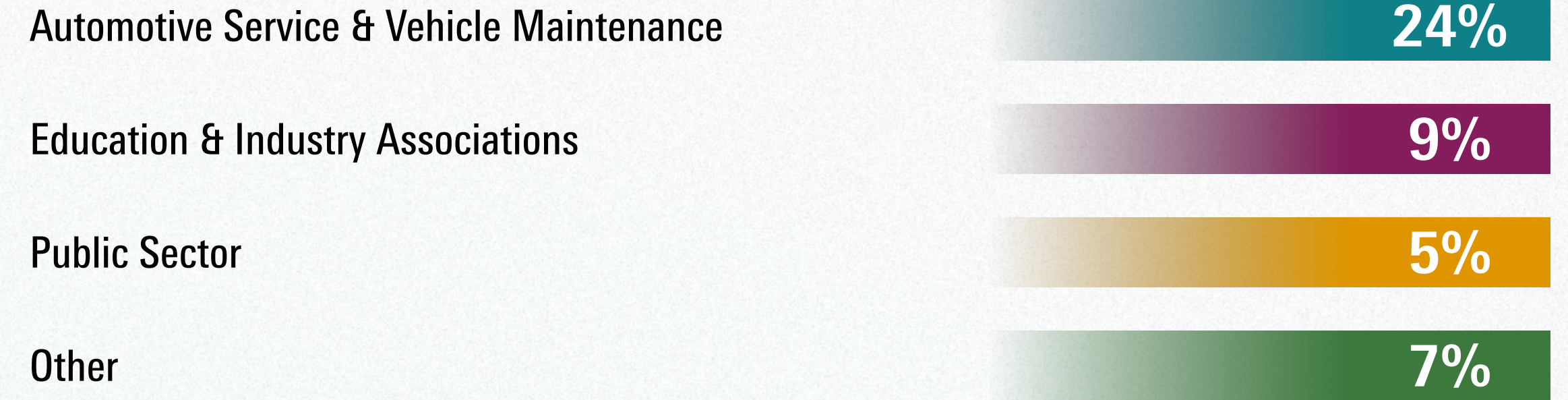
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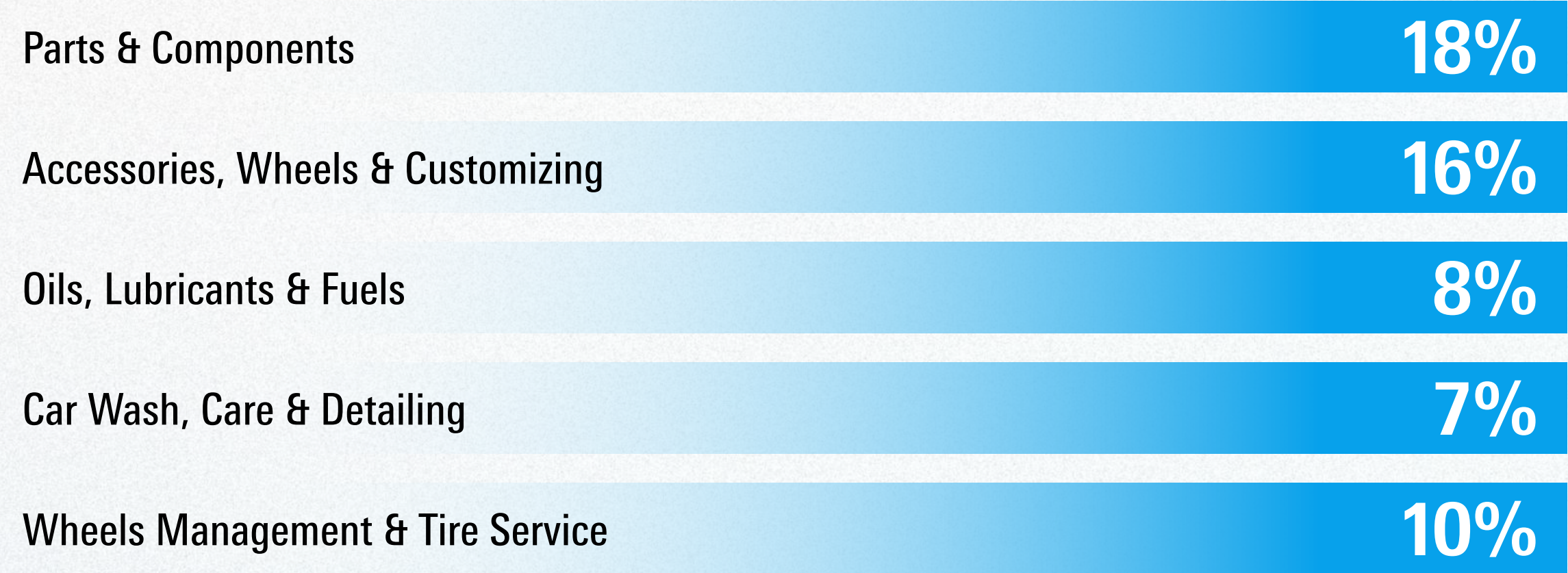
# TOP CITIES OF KAZAKHSTAN



# COMPANY BUSINESS SECTORS



# COMPANY LEGAL STRUCTURE



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## PURPOSE OF VISIT

Finding New Suppliers, Partners & Clients

35%

Exploring New Products, Technologies & Market Trends

26%

Personal Interest

20%

Finding Solutions to Optimize Business or Production

6%

Obtaining Educational Insights & Professional Development

3%

Analyzing the Competitive Landscape

4%

Attending the Business Program

2%

Meetings with Existing Partners

1%



## MANAGEMENT LEVEL

Company Owner / Founder

34%

Department / Division Head

9%

CEO / Director

8%

Deputy Director / Top Management

6%

Procurement / Business Development Manager

4%

Private Entrepreneur

34%

Other

5%



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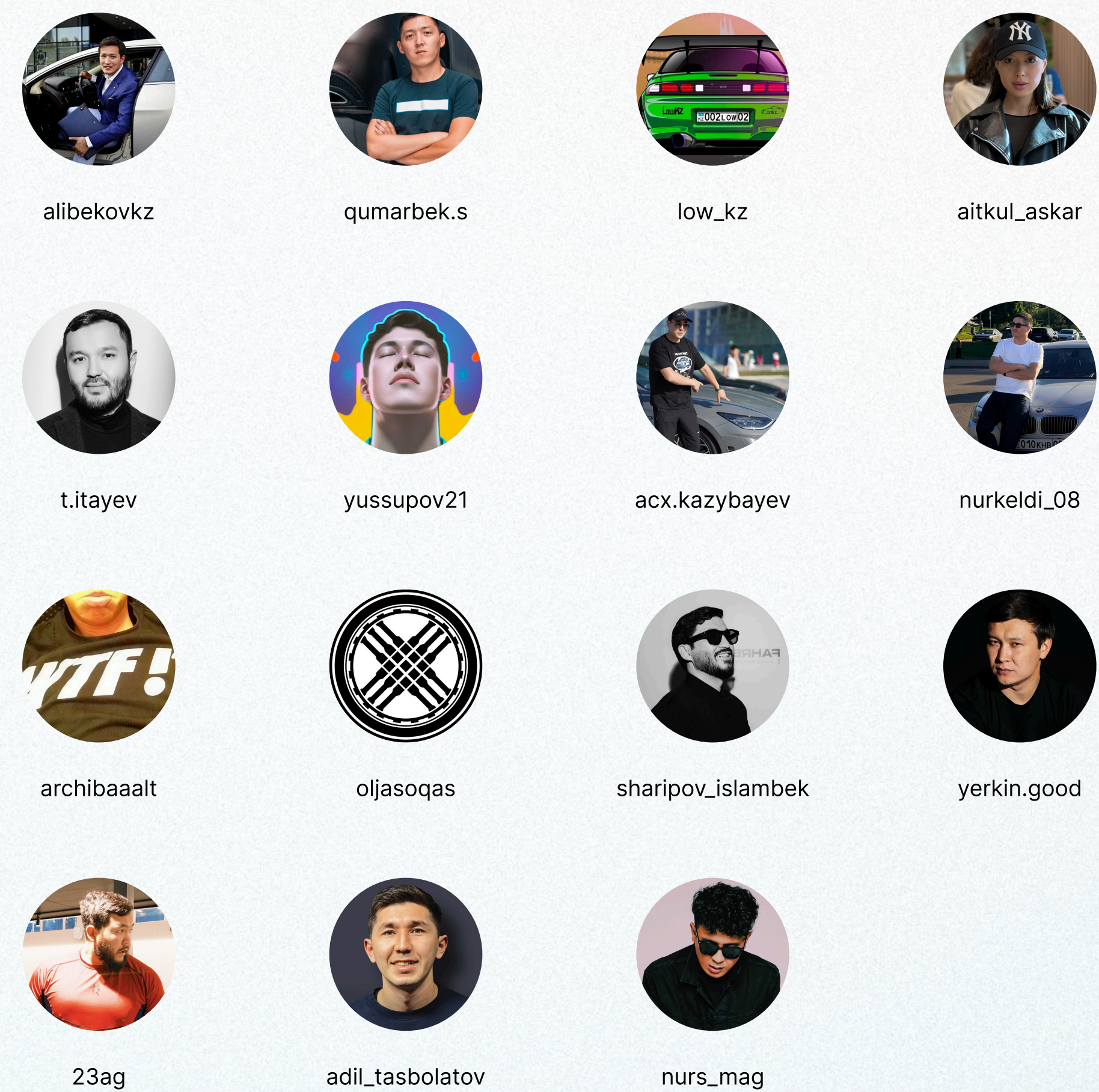
# OFFICIAL SUPPORT



# MEDIA SUPPORT



# INFLUENCERS



# MEDIA & INFORMATION SUPPORT

50+	INFORMATION PARTNERS
550+	MEDIA ONSITE
60+	MEDIA PUBLICATIONS
13 000 000+	TOTAL REACH IN SOCIAL NETWORKS

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# KEY MOMENTS OF AUTOMECHANIKA ASTANA 2026



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Among the distinguished guests of Automechanika Astana 2026 were representatives of Messe Frankfurt: Jörg Seifert, Chief of Finance & Strategy at Messe Frankfurt GmbH, and Michael Johannes, Vice President Mobility & Logistics at Messe Frankfurt, as well as representatives of the government of the Republic of Kazakhstan: Vice Minister of Trade and Integration Asset Nussupov, Vice Minister of Tourism and Sports Serik Zharasbayev, Vice Minister of Energy Yerlan Akbarov, and Vice Minister of Transport Maksat Kaliakparov.

The event also officially welcomed more than 40 representatives of diplomatic and trade missions from 15 countries and international organizations.



# KEY MOMENTS OF AUTOMECHANIKA ASTANA 2026



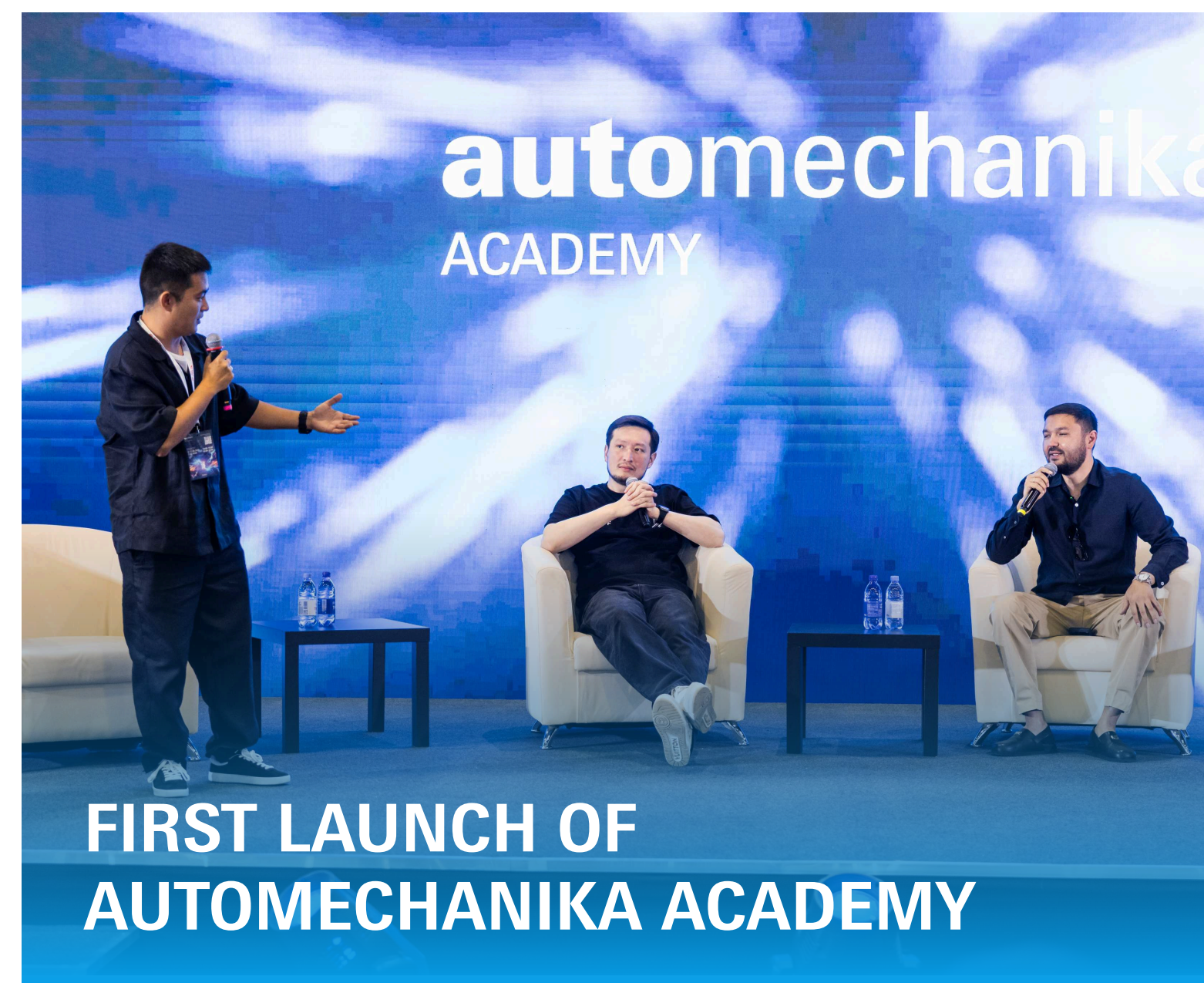
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As part of the 10th edition of Automechanika Astana 2026, a Memorandum of Cooperation was signed between the Astana Akimat and Messe Frankfurt GmbH.

The agreement is aimed at fostering international cooperation, strengthening business relations, and promoting Astana as a destination for major international industry events.



In 2026, Automechanika Astana introduced Automechanika Academy for the first time — an educational platform that brought together industry experts and manufacturers.

The program featured sessions focused on trends in the automotive aftermarket, product selection, the development of the electric vehicle segment, modern diagnostic approaches, and evolving standards and technologies across the automotive industry.



Automechanika Astana 2026 served as a platform for a meeting with the delegation from Zhejiang Province (PRC), where the parties discussed partnership opportunities, the development of exhibition projects in Central Asia, and Kazakhstan's investment potential in the automotive industry.

# KEY MOMENTS OF AUTOMECHANIKA ASTANA 2026



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For the first time at Automechanika Astana, key challenges facing independent automotive service providers in Kazakhstan were discussed, along with the need to establish a professional association that would support the development of industry standards, technology transfer, workforce training, and the improvement of legislation and operating regulations for automotive service businesses.



Throughout all three days of Automechanika Astana 2026, exhibitors and exhibition partners organized giveaways and interactive activities for visitors. One of the highlights was a prize draw by the official airline partner, Air Astana, featuring two international and three domestic flight tickets.

Additional prizes were provided by VARTA, Shell, Mitsuji, Kulan Oil, Truck Motors, SATA Tools, and other companies.



As part of the dedicated Mobility Park zone at Automechanika Astana 2026, professional competitions in automotive diagnostics and tire service were held and organized by Sillan.

Participants demonstrated practical skills, speed, and precision, while the winners received specialized equipment and professional prizes to support their continued growth in the industry.

# PARTICIPANT FEEDBACK

We are very happy to be here. For us, participating in the exhibition is an opportunity to gain a better understanding of the market and meet with clients. We have heard many positive things about Kazakhstan and doing business in Astana. The local market has been developing for many years, so it is exciting for us to be here and become part of its future.

**MOHAMMED AMROUCHE**

Sales Manager, XPORT PARTS AUTOMOTIVE



All of our factory partners come to our stand, which makes this a unique opportunity for our clients to meet everyone and ask manufacturers questions directly.

Overall, the exhibition has been excellent, and the atmosphere is fantastic. We saw many bloggers, and today even our brand ambassador bloggers attended. It is clear that everyone is making a great effort, and we are pleased to be part of the Automechanika Astana community.

**REGINA KHUSSAINOVA**

Head of Marketing Department, KULAN OIL



For us, the exhibition continues to deliver strong results, which is why we return year after year. Most importantly, I would like to say that this year the quality and composition of participants has been very strong.

**VLADIMIR ZDOR**

Event manager, LAVR



# GALLERY



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**14-16.4.2027**

«EXPO» IEC, ASTANA, KAZAKHSTAN

# Join the project!

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AUTOMECHANIKA ASTANA