

# automechanika

ASTANA

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Messe Frankfurt Exhibition GmbH

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

# futuroad expo

ASTANA

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Messe Frankfurt Exhibition GmbH

**komtrans**  
ASTANA

Central Asia's Commercial  
Vehicle Show

# POST-SHOW REPORT

**17 – 19.04.24**  
IEC «EXPO», Astana, Kazakhstan

bmca

# FACTS AND FIGURES

During **3** show days | **12 150** Unique visitors | Total exhibition space **15 300 m<sup>2</sup>**




















General Sponsor:  **MEIJI SANGYO COMPANY**

## Key exhibitors of Automechanika Astana 2024:



## Key exhibitors of Futuroad Expo Astana / Komtrans Astana 2024:



-  Kazakhstan
-  Russia
-  USA
-  UAE
-  Lithuania
-  Germany
-  Japan
-  Italy
-  Malaysia
-  Belarus
-  Poland
-  Turkmenistan
-  Thailand
-  India
-  Estonia
-  Denmark
-  China
-  Turkey
-  South Korea

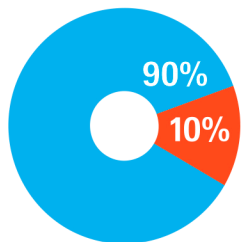
**483**  
exhibitors

from **21**  
countries/regions

**National pavilions**

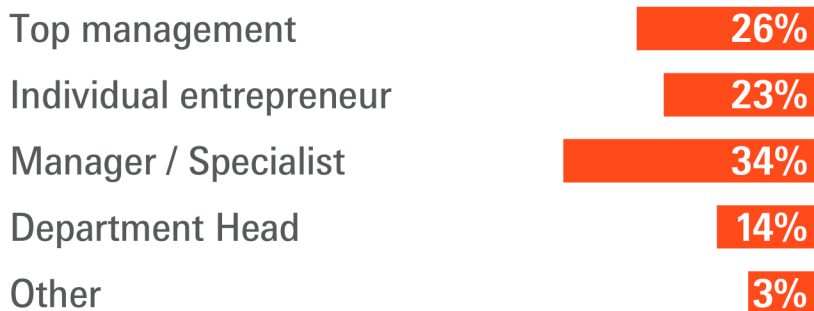


## VISITOR PROFILE

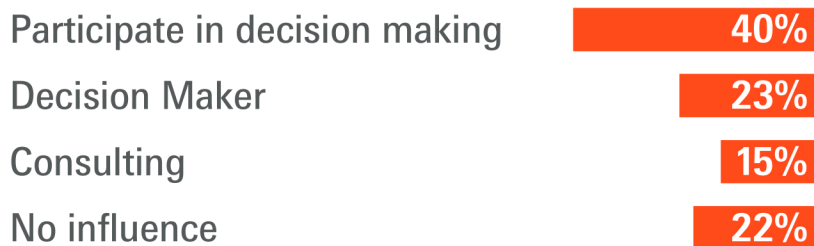


- Kazakhstan
- Other countries

### Job level



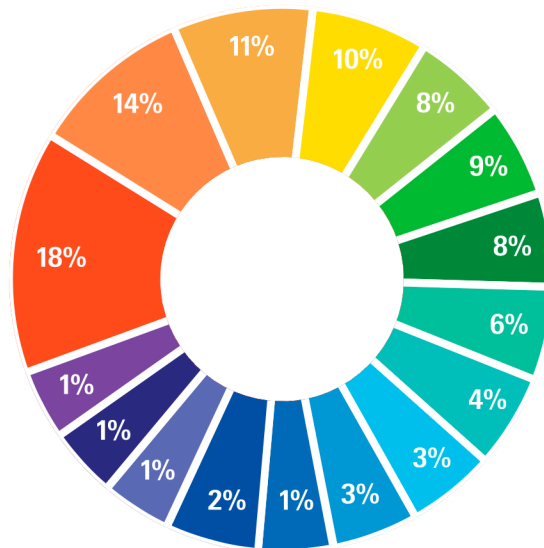
### Influence on purchasing and procurement decisions



# VISITOR PROFILE

## Visitors' interest Automechanika Astana

- Spare Parts & Components
- Accessories & Customizing
- Electronics
- Tires & Wheels
- Car interior
- Oils & Lubricants
- Car care
- Diagnostics & Repair
- Batteries
- Management & Information Technology
- Garage equipment
- Varnishes, paints, consumables for repairs
- Washing equipment
- Planning and equipping of car dealership chains
- Insurance services
- Other

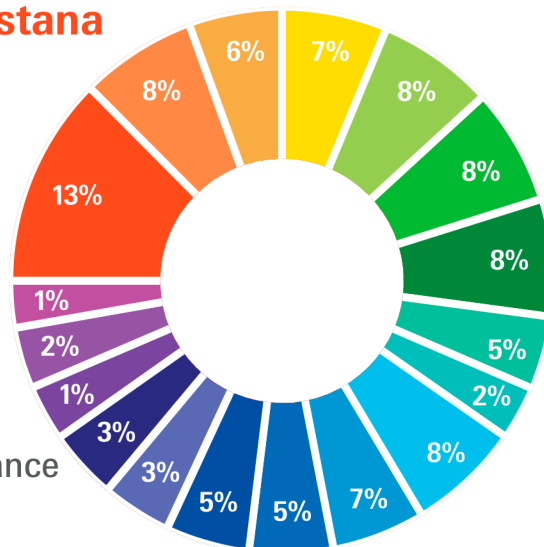




# VISITOR PROFILE

## Visitors' interest Komtrans Astana / Futuroad Expo Astana

- Trucks and vans
- Buses
- All-terrain vehicles and SUVs
- Lifts and cranes
- Road construction equipment
- Tires
- Equipment and tools for repair and maintenance
- Equipment for car wash complexes
- Insurance services, financial services, leasing
- Special vehicles
- Components and spare parts
- Trailers and semi-trailers
- Loaders
- Municipal vehicles
- Lubricants
- Garbage trucks and waste compaction devices
- Information systems and data collection systems
- Other





# PROGRAM

## Grand opening

With the participation of the Vice Minister of Tourism and Sports of the Republic of Kazakhstan E. Erkinbayev, the President of the Kazakhstan Automobile Union A. Makasheva, the Senior Vice President of Messe Frankfurt Exhibition GmbH Stefan Kurzawski, the Vice President of Messe Frankfurt Exhibition GmbH M. Johannes, a member of the board of directors of "Business Media Central Asia" Eugen Alles and others.

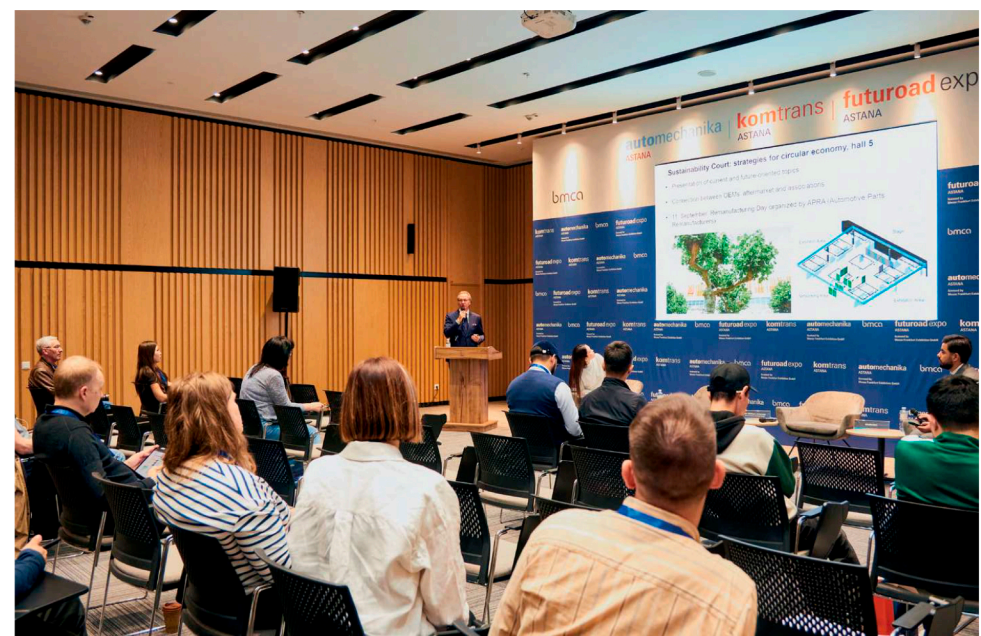
## Business Program

14 sessions

250+ participants

## Among business program topics:

- Press conference Automechanika Frankfurt
- Offers of Chinese brands in the car market of the Republic of Kazakhstan
- How to provide service in 2024?
- Open your own online shop in the field of auto goods sales on a turnkey basis without much effort
- What is CRM and why is it important for a car service center?
- Innovative Leasing Opportunities
- Automotive trends, changes in cars, energy solutions and technologies in modern batteries VARTA





## SPECIAL ZONES

Exclusive car zone  
in collaboration with Low\_kz



Sim-racing zone powered by Yokohama



Test drives by Geely



# EXHIBITION PARTNERS

## Official partners



## Partners of the automotive exhibition area



## Sim-racing zone partners



## Influencers:



**Beibit Alibekov**  
@alibekovkz  
(1,6 m followers)



**Darkhan Iskakov**  
@low\_kz  
(198k followers)



**Olzhas Oqas**  
@oljasoqas  
(62k followers)

## Media and Information partnership

40 media partners

400+ media publications

30 media onsite

5 000 000+ total social media reach

## Among media partners





## FEEDBACK FROM PARTICIPANTS

“ We have participated in the Automechanika Astana exhibition for the second year, and it's exciting to witness its growth and evolution. The meetings this year went very well and productive, and we look forward to welcome you at our booth again in 2025!

**Zinaida Vasilieva, Ferdinand Bilstein**

“ Our company is participating in the international exhibition Komtrans Astana 2024. Impressions of the exhibition are entirely positive; we met with our partners and acquired a number of valuable contacts for further cooperation.

**Konstantin Sharov, Virazh**

“ Meiji Sangyo has been participating in the Automechanika Astana exhibition for the third year now. Since the exhibition brings great results, we have decided to become the general sponsor of the exhibition this year. The organization of the exhibition is at the highest level, a large number of brands represented, and there is great interest in our company and brands.

**Evgenia Shirobokova, Meiji Sangyo**



### Join the projects!

**Automechanika Astana**  
**April 15-17, 2025 | IEC "EXPO", Astana**

**Komtrans Astana**  
**25-27 June 2025 | IEC "EXPO", Astana**

**Contact us:**

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