

KIAE

Kazakhstan International Automotive Expo

Supported by **automechanika**

www.kiae.kz

**III International exhibition of automotive parts,
components, car maintenance equipment
and products**



CTECA

COMMERCIAL TRANSPORT EXPO CENTRAL ASIA

www.cteca.kz

II International Commercial Transport Exhibition

April, 3 - 5, 2018

Exhibition center "Korme"
Astana, Kazakhstan

**POST-SHOW
REPORT**



FIGURES AND FACTS



Exhibition area

More than **5900** sq m

Exhibitors

143 companies
from **8** countries



Visitors

2,630 people
during **3** days



Business matchmaking

176 meetings
during **2** days



EXHIBITORS

Feedback from KIAE supported by Automechanika exhibitors

“In KIAE we participate for the third time. We see the dynamic development of the exhibition. We are satisfied with the result we have now. Next year we also plan to participate together with CTECA exhibition, we are very interested. This year we have presented the municipal machinery, so we develop together with your exhibitions, we hope for a successful future.”

Alexandr Balatyuk
General Director of “Kärcher” Company

“We participate in this exhibition for communication with our current customers, to find new customers, to establish business contacts. The exhibition is organized on a good level, we like it all, full support from the organizers. With the help of this exhibition, we hope to reach our target and improve our position on the Kazakhstan market.”

Kirill Potachits
Head of Marketing Department “ARMTEK”

“We take part in KIAE for the third time, it has significantly enlarged during this period, and each year adds more and more participants. During participation in this exhibition we sign long-term contracts with new customers, loyal customers. We hope for further cooperation.”

Aliya Estemesova
Representative of “Sobek – Service” Astana

“The exhibition is very good, we receive feedback from our direct customers and our users. We are very pleased that our booth is one of the most visited.”

Dmitriy Morozov
Product Manager “Phaeton DC LLP”

Exhibitors of KIAE supported by Automechanika: Sobek – Service, Phaeton DC, Kärcher, Armtek, Gazpromoil – lubricants, Groupauto Kazakhstan, Bohnenkamp, ChinaShinTorg, Euromotor, Premium Class, Master-Instrument and many others.

91% of exhibitors are satisfied with the exhibition results

EXHIBITORS

Feedback from CTECA exhibitors

“In Commercial Transport exhibition we participate for the second time, it grows together with the number of exhibitors as well as number of expositions. We will be glad to continue our cooperation in future.”

Svetlana Krasheninnikova
Marketing Director “Mercur Auto Ltd.”

“This exhibition is gaining momentum, because there was no before in Kazakhstan such specialized, professional exhibition concerning commercial transport. We hope very much to attract attention of our potential buyers and increase our sales.”

Albert Orazbaev
Commercial Transport Sales Director “Avtokapital”

“This year we have decided to participate in International Commercial Transport Exhibition and we are glad to be a part of it.”

Radif Khasanov
General Director “Volvo Group Kazakhstan”

“We participate in CTECA already for the second year in a row, we expect to participate in the exhibition next year and get a lot of new customers.”

Alexandr Revenko
Marketing specialist “SaryarkaAvtoProm”

CTECA exhibitors: CBC Group of Companies, Volvo Group Kazakhstan, KMK Astana-Motors, Avtokapital, Autotrade-K, Mercur, MAZ, Virazh, Allur Auto, Saktagan and others.

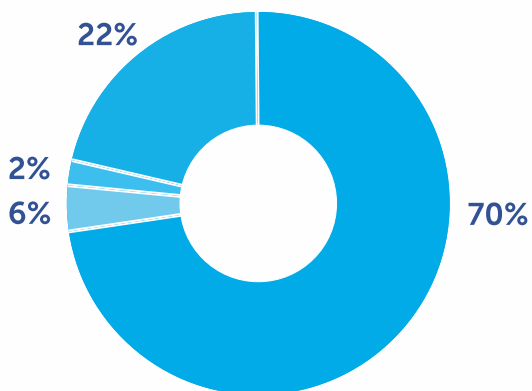
The leading Russian producer of drilling machines “StroyDorMash” company, the joint company of the Russian corporation “Russian machines” and the world producer Terex Corporation – RM-Terex, presented new section of road and construction machinery.

87% of exhibitors are satisfied with the exhibition results.



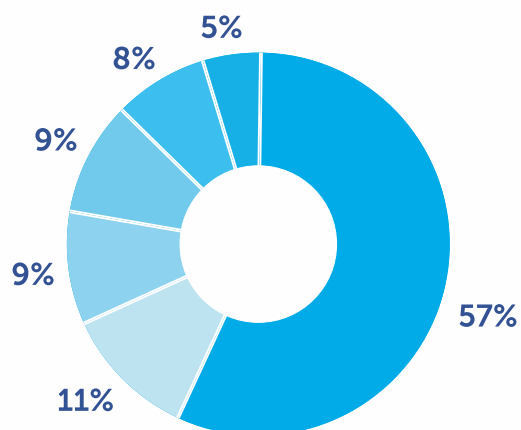
VISITORS

Profile



KIAE supported by Automechanika

70%	Sale of spare parts, auto components and accessories
22%	Auto service
6%	Official dealer
2%	Other



CTECA

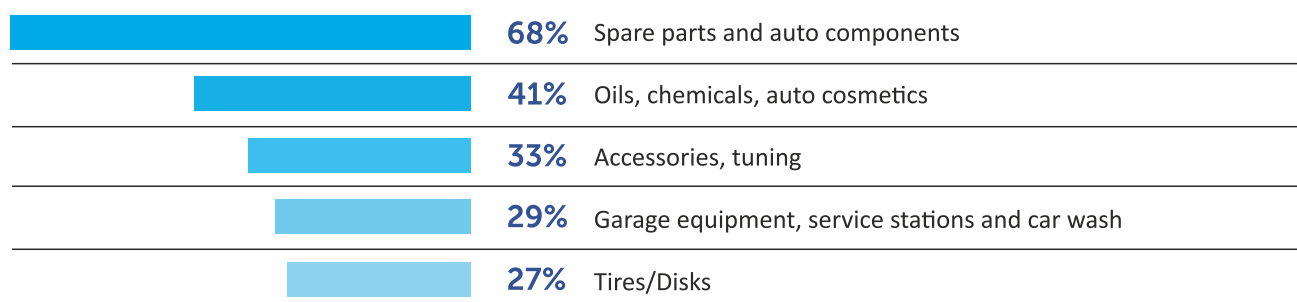
57%	Transport and logistics
11%	Construction
9%	Sale of spare parts and components
9%	Production
8%	Distribution and retail
5%	Other



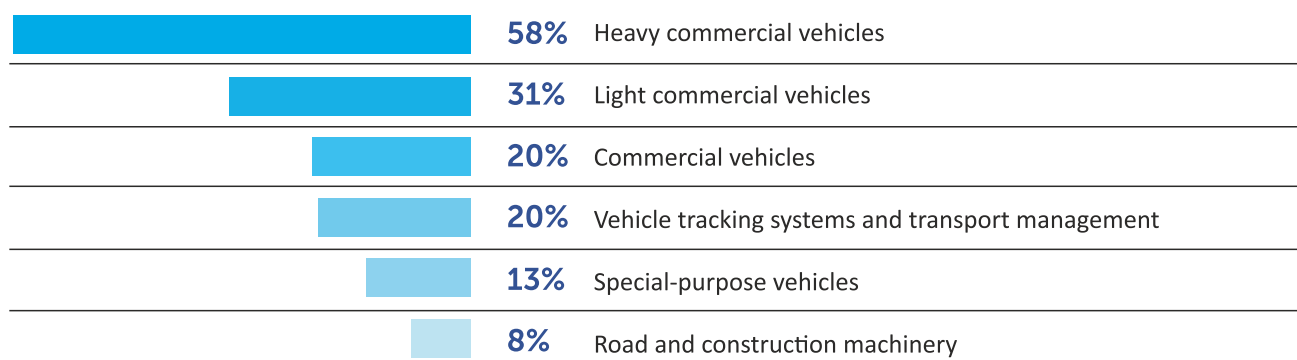
VISITORS

Areas of interest*

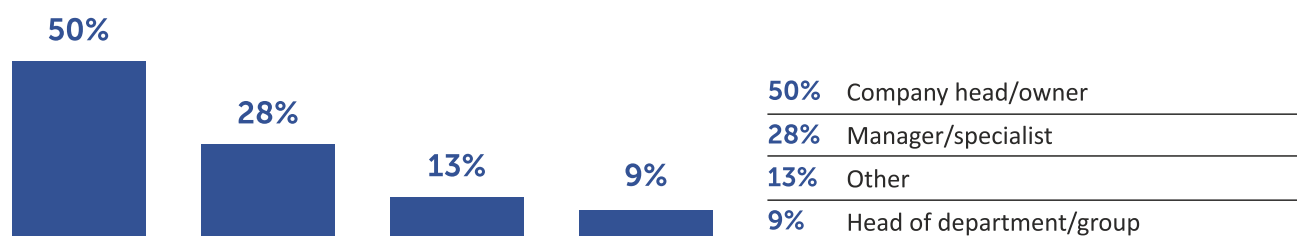
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Positions



BUSINESS PROGRAM

III Kazakhstan International Automotive Forum

KIAF

Over **250** participants during **2** days

III Kazakhstan International Automotive Forum KIAF traditionally has become the main event of the business program and for the first time had the two days format. On the first day speakers were representatives of the Ministry of Investment and Development of RK, SIE "Atameken", Association of Kazakhstan Auto business and also top management of such companies as Phaeton DC, Russian Automotive Market Research, Daimler Buses, JAC Motors, Heuliez Bus, Monitoring Plus and many others. The Forum participants discussed the development of automobile market in RK, aftermarket industry, commercial transport and issues of mobility and innovation.

Practical conference "Autoservice" for service station specialists, organized by Garage Online Academy together with the marketing agency AGV Aftermarket has become the novelty of the Forum. Round table "Road transportation" with transport and logistics specialists and representatives of the associations has become the Forum final event.



KIAE ACADEMY

Within the "KIAE Academy" conference ground the exhibitors held presentations and reports for car service station specialists, dealer networks, heads of service divisions and other representatives of the spare parts market.



ORGANIZERS

**For participation in the exhibition,
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