

# POST SHOW REPORT

## **automechanika**

ASTANA

licensed by  
Messe Frankfurt Exhibition GmbH

Kazakhstan's leading regional trade fair for the automotive service industry targeting trade visitors from Kazakhstan and Central Asia

## **futuroad** expo

ASTANA

licensed by  
Messe Frankfurt Exhibition GmbH

Central Asia's Commercial Vehicle Show

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# 27 – 29.03.2019

Kazakhstan, Nur-Sultan (Astana), Korme EC

## Facts and figures

Exhibition space covered by **Automechanika Astana** and **Futuroad Expo Astana** over **6250** sq.m.

### Exhibitors

**129** companies, where **123** exhibited at **Automechanika Astana**

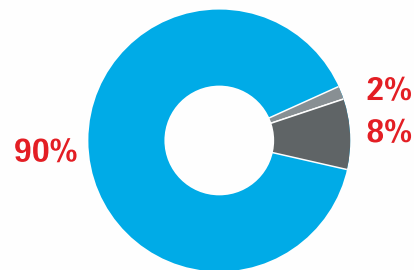
### 16 countries & regions



### Unique visitors

Over **1800** during **3** show days

**90%** are trade visitors



**90%** Trade visitors

**8%** Private visitors

**2%** Students, other non-working visitors



Match-making system and direct negotiations with auto components producers from China

Over **80** effective business meetings during **2** days

### Event sponsor 2019

**ARMTEK** - a group of companies that unites specialists on the spare parts market for foreign-made passenger cars and commercial vehicles.



## Exhibitors' impressions

Among the key Automechanika Astana exhibitors are:

- AUTOBOX24
- BAGASHAR MEKEN
- BOHNENKAMP
- CBC GROUP OF COMPANIES
- KARCHER
- SOBEK – SERVICE
- TRUCKMOTORS
- PHILLIPS FORTECH POLAND

Futuroad Expo Astana represented by the key industry giants:

- SARYARKAAUTOPROM
- AUTOKAPITAL LTD (General distributor of Mercedes-benz in Central Asia)
- HYUNDAI COM TRANS KAZAKHSTAN
- VOLVO GROUP KAZAKHSTAN LLP and many more....



## Exhibitors' impressions

### **Artem Kutlunin**

#### **Key Brand Manager, Armtek**

Traditionally, we participate in the Automechanika Astana exhibition and are proud that this time we are also sponsors of this exhibition. We thank the organizers and all participants for the opportunity to present their brand, their new products, their range, and their unique services to our customers and guests. We wish you effective meetings, bright events and, first of all, safety on the roads.

### **Sergey Novik**

#### **Deputy general director for sales of commercial vehicles, Autokapital Ltd**

We take part in this exhibition with our new products. The exhibition Futuroad Expo Astana is a very interesting platform for the exchange of experience between competitors, is an excellent opportunity to meet the client, show our capabilities and, in particular, present our new products.

### **Davide Piaser**

#### **Export development manager, BG Automotive**

We are here for the second time after last year Astana exhibition. Last year has been a successful exhibition that is why we decided to be present this year also; moreover, this year is official Automechanika so the importance of event is even bigger. We are ready to give the right support also to this part of the world, to this market.

### **Radif Khasanov**

#### **Managing Director, Volvo Group Kazakhstan**

We participate in this exhibition for the second year in a row and are very grateful for such an opportunity.

### **Frolov Dmitriy**

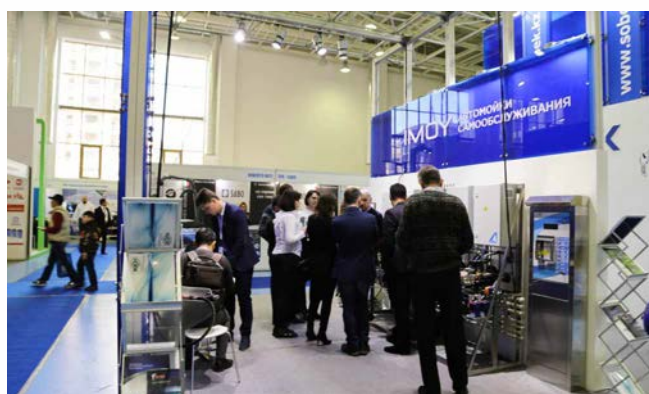
#### **Marketing Director, Bohnenkamp LLP**

Every year we try to increase our area, our exposition at this exhibition. We are happy to see that not only we are growing as a company, but also the exhibition itself, we wish prosperity both to the exhibition and to its organizers.

### **Vladimir Braun**

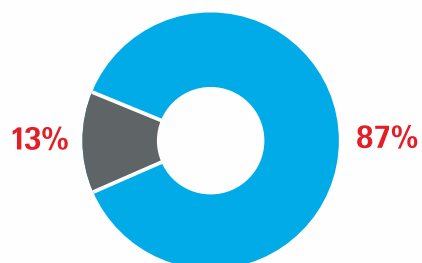
#### **CEO, CBC Group of Companies**

I think that the continuation of this undertaking is good. Moreover, we heard that there will be even more pavilion space next year. In general, Automechanika, as always, is one of the key events for our industry.



## Visitors' survey

### Origin of the trade visitors



**87%** - Kazakhstan  
**13%** - other countries

### Kazakhstan visitors represent:

64	Astana
12	Karagandy
7	Almaty
3	Petropavlovsk
14	Other regions

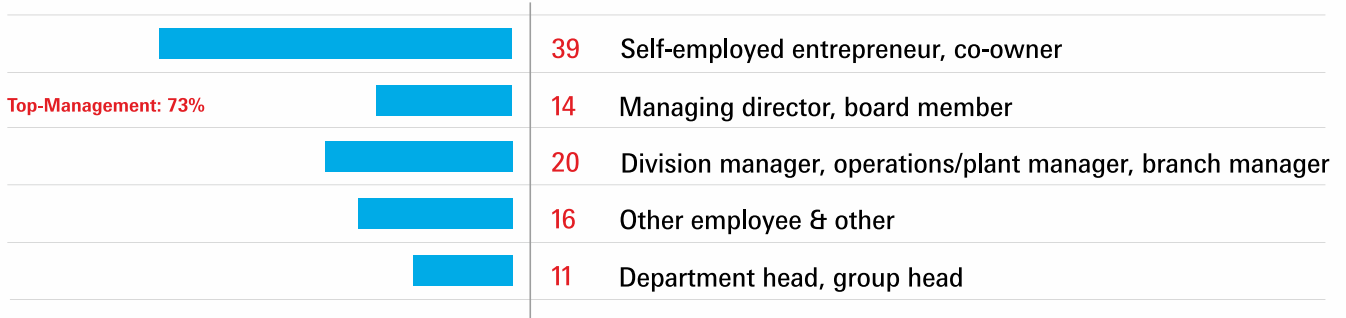
### Business sector of the company

28	Vehicle workshop/repair shop
6	Service station
4	Tire service
<b>Vehicle workshop/repair shop/tire service/service station: 38%</b>	
11	Retail of spare parts & accessories
3	Tire dealer
3	Other retail
<b>Retail: 17%</b>	
10	Wholesale
<b>Wholesale: 10%</b>	
4	Production of spare parts and accessories
2	Production of garage equipment and tools
2	Car manufacturing
2	Production of vehicle fittings (OEM)
<b>Industry: 10%</b>	
3	Fleet management
3	Services
<b>Service: 6%</b>	
19	Other*
<b>Other: 19%</b>	

\* among other things: Organization/association: 3%; Official/public authority: 2%

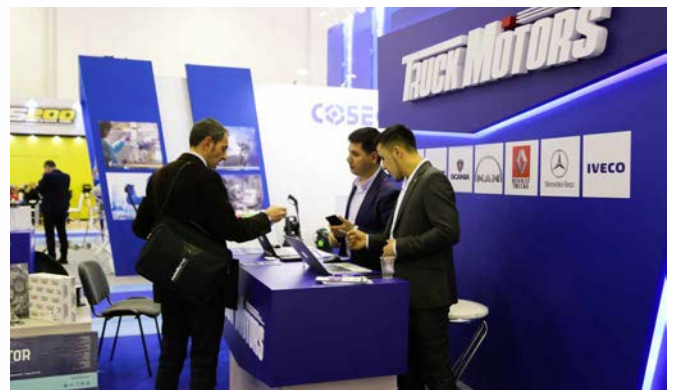
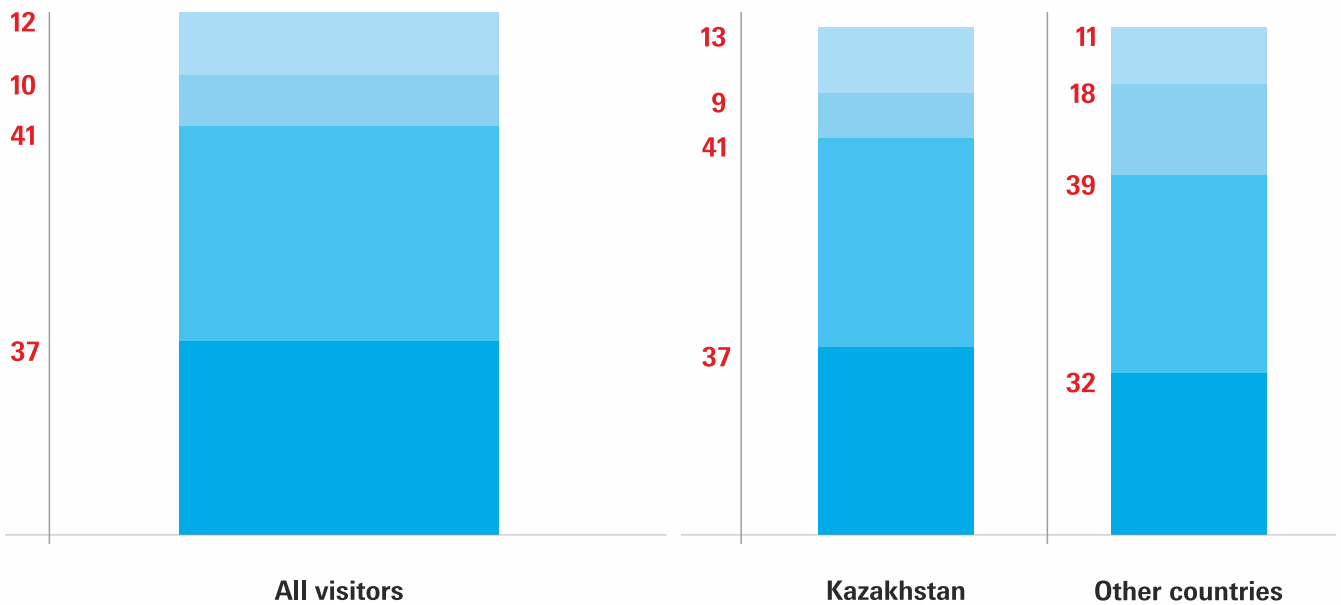
# Quality of visitors

## Occupational status



## Influence on purchasing/procurement decisions

■ Decisive   
 ■ Collective   
 ■ Consultative   
 ■ No influence

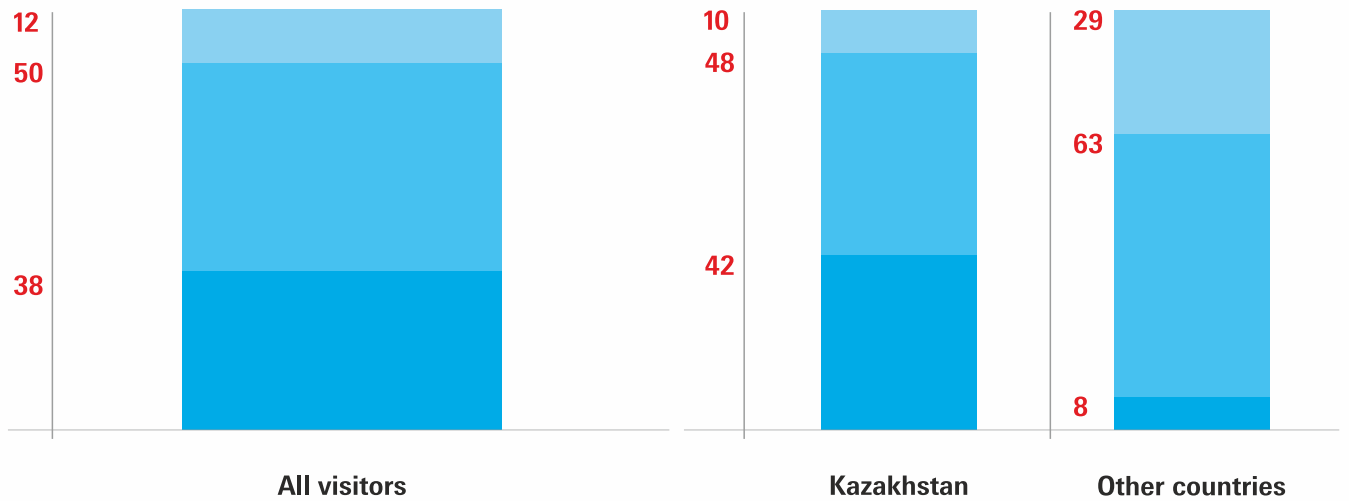


# Quality of visitors

## Attainment of visit objectives

■ TOP
 ■ MIDDLE
 ■ LOW

**88%** of the visitors reached their aim from visiting the exhibition



## Interest in the product range of Automechanika Astana

	<b>63</b> Parts & Components
	<b>39</b> Repair & Maintenance
	<b>24</b> Accessories & Customizing
	<b>23</b> Electronics & Systems
	<b>15</b> Dealer & Workshop Management
	<b>13</b> Car Wash, Care & Reconditioning
	<b>13</b> Alternative Drive Systems & Digital Solutions
	<b>13</b> REIFEN/Tires



## Key facts & figures to plan your future participation

### YOU NEED TO KNOW

Over **52%** of the visitors gained information about innovations at the trade fair

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**90 %** of the visitors were satisfied with the show results

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**91%** of the visitors plan to visit Automechanika and Futuroad Expo Astana 2019 in 2020

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## Official support and business programme



**During the ceremony of the show opening and VIP tour took part:**

Vice Minister, Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan

**Amaniyz Erzhanov**

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Vice President Transport and Logistics, Messe Frankfurt Exhibition GmbH

**Michael Johannes**

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Vice-President of the Association of the automotive business in Kazakhstan (AKAB)

**Anar Makasheva**

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President of Toyota Motor Kazakhstan

**Kit Simmons**

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General Manager of CBC Group of companies

**Oleg Turkin**

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Managing director of VOLVO GROUP KAZAKHSTAN

**Radif Khasanov**

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General manager of Astana Expo KS, official show co-organizer

**Saken Kanapyanov**



## Official support and business programme

### IV KAZAKHSTAN INTERNATIONAL AUTOMOTIVE FORUM

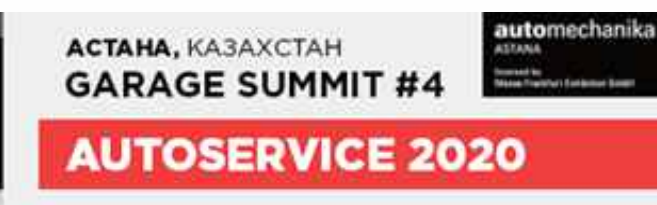
Over **150** participants  
and speakers during **2** days

**Special guest:**

**Frank M. Rinderknecht**  
CEO of Rinspeed and Unconventional  
Business Visionary



For the first time: Demo-zone of the future “Car service 2020” by Garage Online Academy



### FUTUROAD EXPO UNIQUE MARKET SESSIONS

Industry Overview of the Freight Transport Market  
By Tatiana Arabadzhi, Russian Automotive Market Research Agency

Innovation and infrastructure of public transport  
By Yeszhanov Beibut, Astana LRT