



about

7.000

visitors for 3 days
of the exhibition

■ Main goals of participating in exhibition



Introduce new goods / services

60%

First market entry

14%

Establishing new business contacts

90%

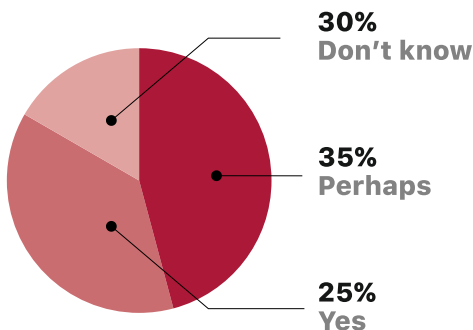
Maintaining existing business contacts

50%

Maintaining the existing image of the company

50%

■ Planning to take part next year



International Machine Building & Metal Working Exhibition is a platform for meetings of representatives of the largest companies of the machine building and metal working business. The purpose of the exhibition is to demonstrate the achievements of the machine building industry and tools dedicated for metal

■ Statistic of Exhibition participants



25%
Excellent

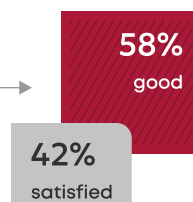
55%
Good

20%
Satisfied

* survey of participants

■ The coefficient of perspective contacts received by participants for all days of the exhibition

* survey of participants



Exhibitor's geography

Kazakhstan, China, India, Uzbekistan, Russia, Germany

■ Advertising campaign of the exhibition:

- Media advertisement, SMM, ADS, Internet
- SMS marketing
- Telemarketing, Cold calls of clients and last visitors
- Outdoor advertisement through Almaty city
- Distribution of invitation tickets in specialized Trade Centers and markets in Almaty, Astana and Shymkent
- B2B program
- Distribution / address dispatch to partners/ potential clients