

**International Exhibition of Automotive Repair Tools, Service Equipment,
Spare Parts, Service Tools and Accessories - KAZAUTOEXPO2022**

**October 10-12 , 2022
Alamty, Kazakhstan**

KAZAUTOEXPO



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Kazakhstan is located in southern Asia between Russia and Uzbekistan, bordering on the Caspian Sea and the Aral Sea, with a total area of 2,717,300 sq km (1,049,155 sq mi). Kazakhstan shares boundaries with Russia on the n and w, China on the e, Kyrgyzstan, Uzbekistan, and Turkmenistan on the s, and the Caspian Sea on the w. Kazakhstan's boundary length totals 12,012 km (7,464 mi). Its capital city, **Astana**, is located in the north-central part of the country. The largest city and an important trade center of **Almaty**. Is the business and economic center of Almaty of the entire Central Asian region, the widest promising market for trade from all over the world.



ABOUT EXHIBITION

From October 10 to 12, 2022, in the city of Almaty-TC "Forum" will be held the International Exhibition of tools for car repair, service equipment, spare parts, maintenance tools and accessories - KAZAUTOEXPO2022.

“KAZAUTOEXPO’2022”

The exhibition is organized by Kaziron Trade LLP. Having extensive experience in the commercial and industrial site of Kazakhstan, he opens large opportunities for each company to meet potential customers, conclude long-term and mutually beneficial contracts, take its niche in the promising emerging market of Kazakhstan.



Purpose of Exhibition:

This exhibition serves the purpose of making your services and products tangible. You can also make contact with other businesses that you may want to partner with in the future. You may find that some of the attendees who come to your exhibit as customers are also business owners. KAZAUTOEXPO give you the chance to connect with people who may share your professional vision. Connecting with these types of people will allow you to make innovative strides in your business.

Product Groups:



- * Autotools;
- * Car services, equipment, outfitting;
- * Equipment and components for gas stations, car washes;
- * Raw materials and materials for the production of components;
- * Spare parts and systems - spare parts and components of engines, running gear, bodywork, electrical equipment and electronics;
- * Automotive chemicals and oils, paints, painting equipment (Paints and varnishes);
- * Fuels and lubricants;
- * Automotive safety systems;
- * Tires, disks, tire repair, rubber products;
- * Automotive engines and their components;
- * Engineering and technology for the automotive industry;
- * Garage and diagnostic equipment, tools;
- * Equipment for car body repair;
- * Tuning - special equipment, working systems, structural refinement;
- * Equipment and accessories;
- * Autoelectrics and autoelectronics;
- * Security alarms and anti-theft systems;
- * Car accessories - navigation systems, GPS equipment, air conditioners, roof racks, mufflers, protective grilles, winches, etc .;
- * Logistic service
- * Insurance companies



Objectives of Exhibition



The main goal of exhibition KAZAUTOEXPO- is to make sure you leave the event with as many leads as possible. These leads should be “warm” or have the potential to turn into long-term paying customers. You should also strive to ensure that existing customers feel valued when they visit your booth. One of your goals should also be to make your company just as appealing in person as it is online. It is vital to have a fantastic, knowledgeable team at your booth to interact with customers.



STAND CONSTRUCTION



Equipped exposition space is a construction made of aluminum girders and white wall panels (2.5 m x 1 m). We use the Octanorm designer for the construction of standard stands.

Includes(standard stand for 9 m2):

- * Carpet (gray)
- * 1 table, 2 chairs
- * Name of company on the fascia(no more than 18 symbols)
- * 3 spotlights
- * Electricity
- * Waste basket



Unequipped exposition space:

- * Exhibitors who apply for an unequipped space will be granted only an exhibition space (18-50 m2) for the stand's self-construction.
includes: space , general cleaning , pavilion security,
- * **Note:** Exhibitor should get technical approval from the organizer for stand construction.
- * In this case, the construction must be maintained in accordance with the rules for individual developers, established by the administration of the exhibition complex and the organizers of the exhibition.
- * Construction is carried out at the expense of the exhibitor.



Exhibitors



It is expected that about from 50 to 250 companies all countries, such as Kazakhstan, Russia, Belarus, Turkey, China, Uzbekistan etc will take part in the exhibition.

Visitor Profile:

Managers, procurement specialists and representatives of wholesale companies, retail chains and salons, representatives of car services, state. structures and organizations, distributors and other industry professionals, the end customer.

SUCCESSFUL EXHIBIT MARKETING

This Exhibition important because **they offer you a platform to market to your customers and then sell your product to those exact same customers.**

Kazautoexpo is important because this allow you a chance to showcase the best parts of your business. Attendees are able to see your products and services up close as well as allow you to interact with existing and potential customers. A trade show is a great way to make a good impression that customers will remember for years to come.

The organizers have developed a special advertisement for the representatives of the Exhibition:

- Address distribution of invitation cards across Kazakhstan, Kyrgyzstan, Uzbekistan and Tajikistan.
- Expo-tour - Delegation from Kyrgyzstan - to attract wholesale buyers, a Buyer program is organized with a free transfer to the exhibition.
- Advertising in all specialized print media in the region.
- National and regional advertising campaign on TV.
- Radio advertising, Social networks.
- Advertising banners and banners on the central streets of Almaty.
- Call center work.
- SMS and E-mail invitations.
- Promotion of the KAZAUTOEXPO exhibition at specialized exhibitions of the world.



Service for exhibitors



In addition to the large advertising campaign of the KAZAUTOEXPO exhibition, a separate advertising campaign will be held for participants in order to increase the effectiveness of participation.

- Free publication of news about presented products on the official instagram page "Events" during the year.

Special services to attract visitors:

- Call center, Electronic invitation for clients and partners
- sms alert
- E-mail newsletters
- Invitation letter template and other materials requested by participants
- Support is free, but has its own terms.



Organizer:

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VENUE

The Forum shopping center is located at the intersection of Timiryazev and Seifulin streets, inside the center there are numerous boutiques, exchange offices, fast food and much more.

