

automechanika

ASTANA

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Messe Frankfurt Exhibition GmbH

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

POST SHOW REPORT

June 23-25, 2022
IEC EXPO, Nur-Sultan,
Kazakhstan



Organizer:

bmca

General Partner:

PHAETON
ultimate automotive solutions

Supported by:

messe frankfurt

kazakh
tourism
NATIONAL COMPANY

Visit
Nur Sultan

AKAB
АКЦИОНЕРНОЕ
ПАРКЕТНО-ПРОДОВО
КОМПАНИИ

KazATD

KAG

KAZLOGISTICS
СОЮЗ ТРАНСПОРТНИКОВ КАЗАХСТАНА

КАЗ
АвтоПром

Facts & Figures

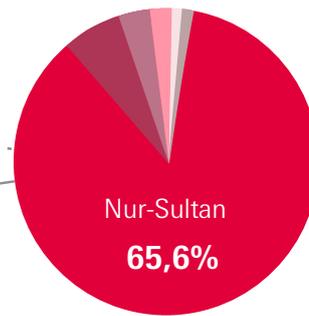
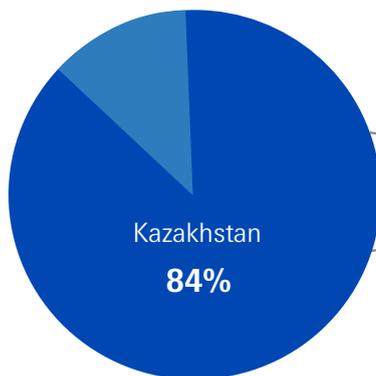
- **40** exhibitors
- **70+** brands of spare parts, equipment and vehicle maintenance products
- **9 countries:** Kazakhstan, Turkey, China, Italy, Germany, Poland, Hungary, Russia, Japan
- **2000** unique visitors
- **Key exhibitors of Automechanika Astana 2022:**

Phaeton.kz
Kärcher
Kainar
Clarios (VARTA)
Meiji Sangyo Company
TruckMotors



Visitors' Profile

Geo Profile



■ Kazakhstan – 84%

■ Other countries – 16%

■ Nur-Sultan – 65,6%

■ Karaganda – 6,1%

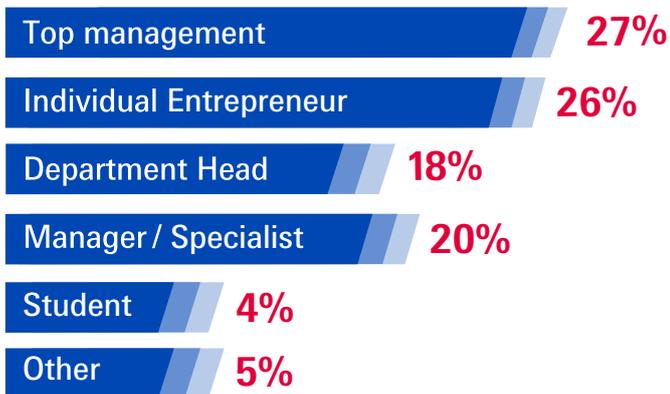
■ Semey – 1,5%

■ Almaty – 10,3%

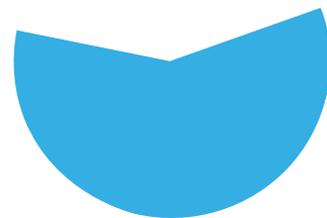
■ Pavlodar – 1,6%

■ Petropavlovsk – 1,3%

Position in a company



More than **70%**

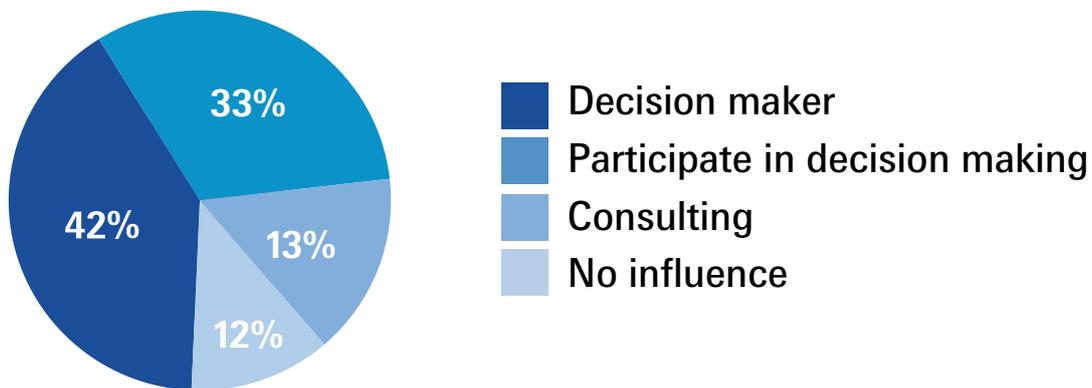


of Automechanika Astana
registered visitors hold managerial
positions

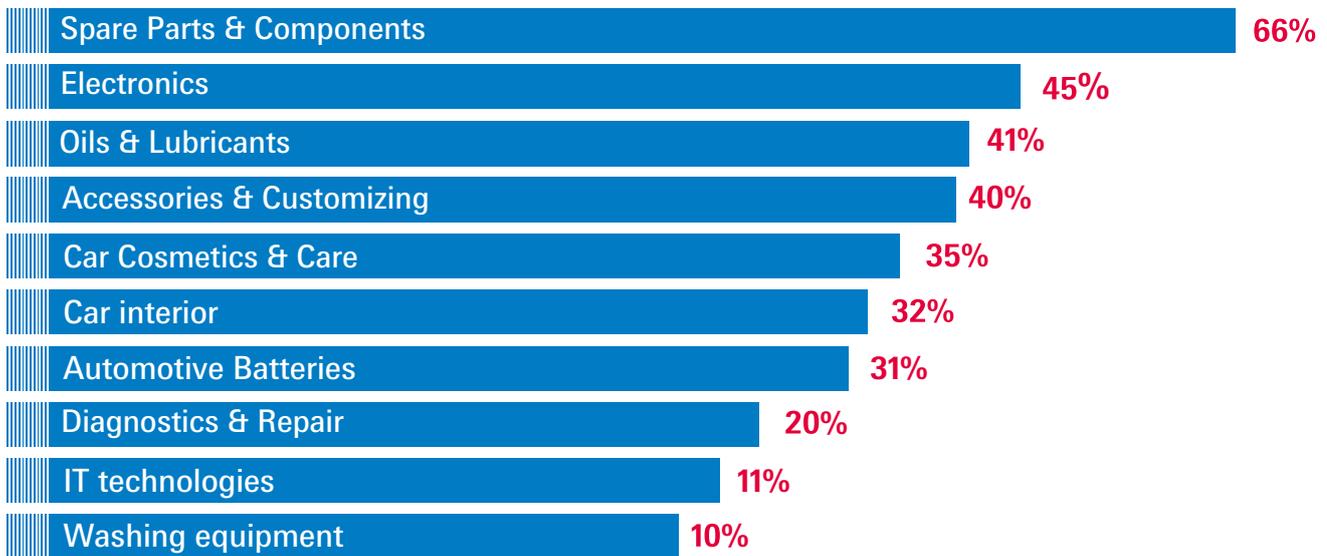


Visitors' Profile

Influence on purchasing and procurement decisions



Sections interesting to Automechanika Astana visitors



Exhibitors' opinion

95%

of exhibitors noted they had made new contacts

The participants' level of satisfaction with business goals achievement

87%

Top goals the achievement of which exhibitors are satisfied with the most

Improving the company's image

76%

4,0

average rate of the collected contacts quality (5 point scale)

Entering new market

75%

4,3

average rate of the exhibition organization quality (5 point scale)

Presentation of products / services

68%



Business program

7 sessions

150 participants



Business program partners:



Among the business program topics:

- Government support measures for manufacturers of automotive components
- Problems of the transport industry in Kazakhstan and ways to solve them
- Automation of car services and spare parts stores
- Japanese spare parts market, post-warranty service
- Car flavors as a promotional tool

