

# POST-SHOW REPORT

The 15<sup>th</sup> Kazakhstan International Exhibition  
“PACKAGING, TARE, LABEL”

November 1<sup>st</sup>-3<sup>rd</sup>, 2017  
Kazakhstan, Almaty



CONNECTING  
YOUR BUSINESS  
TO THE WORLD

The next event will take place in Almaty, Kazakhstan, on October 31<sup>st</sup> – November 2<sup>nd</sup>, 2018

[www.kazupack.kz](http://www.kazupack.kz)

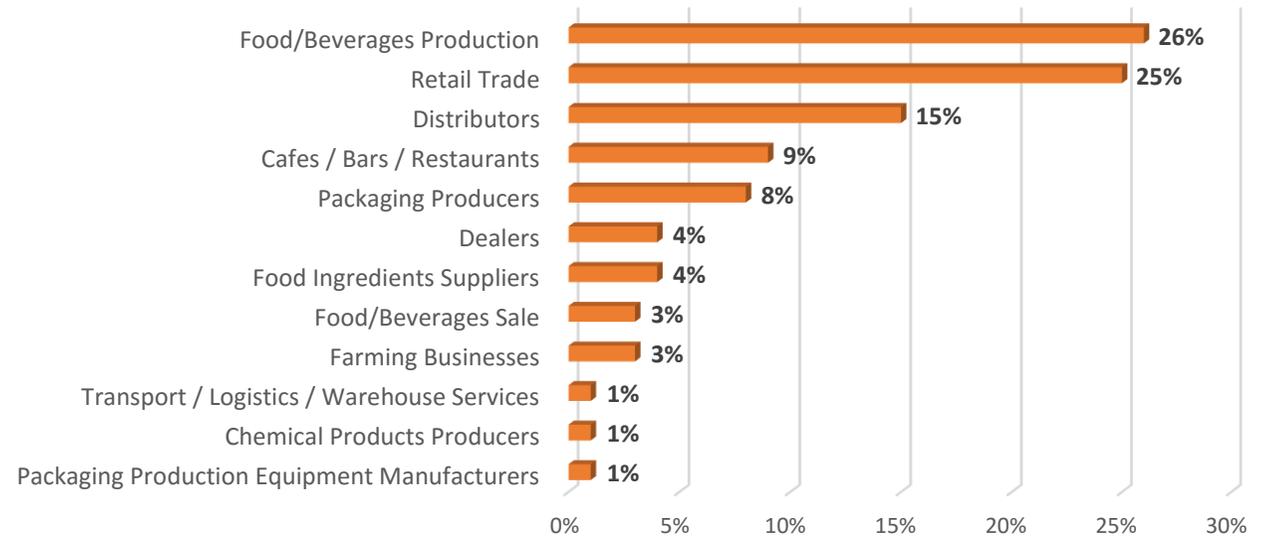
# Visitors

**TOTAL VISITORS – 5 156 specialists\***

**48% OF THEM MADE THEIR FIRST VISIT TO THE EXPOSITION**

**1 689 (OR 35%) ARE INTERESTED IN PACKAGING PRODUCTS AND EQUIPMENT**

Business activities of visitors



Dates: November 1<sup>st</sup>-3<sup>rd</sup>, 2017  
 Venue: Atakent IEC  
 Almaty, Kazakhstan  
 Periodicity: Annually



**\* The following events were held under one umbrella with KazUpack 2017 :**

- ◆ WorldFood Kazakhstan 2017 ◆ ColdChain Kazakhstan 2017 ◆ CleanExpo Kazakhstan 2017
- ◆ AgroWorld Kazakhstan 2017 ◆ HOREX Kazakhstan 2017

# Geography of Visitors

2017  
Post-Show Report

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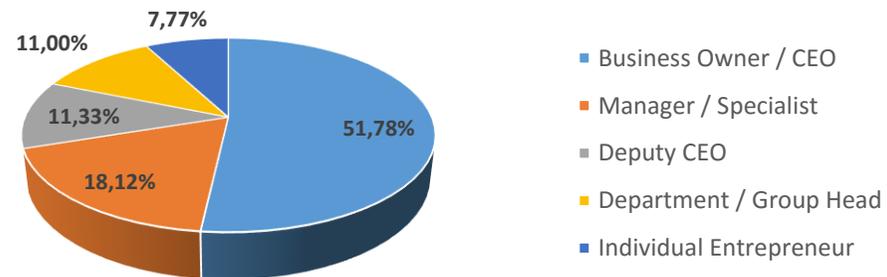


THE EXHIBITION HAS BEEN ATTENDED BY REPRESENTATIVES OF **37** COUNTRIES OF THE GLOBE\*

### TOP 5 VISITING COUNTRIES:

1. Kazakhstan
2. Russia
3. Kyrgyzstan
4. Uzbekistan
5. Turkey and Ukraine

### Corporate Position Level

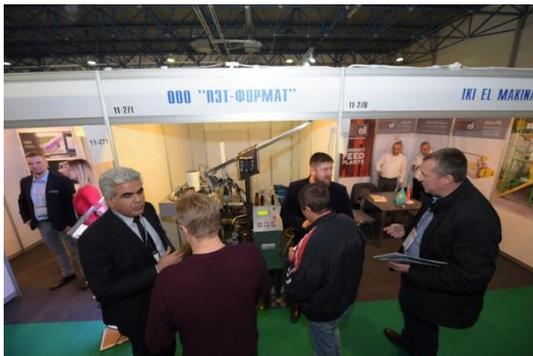


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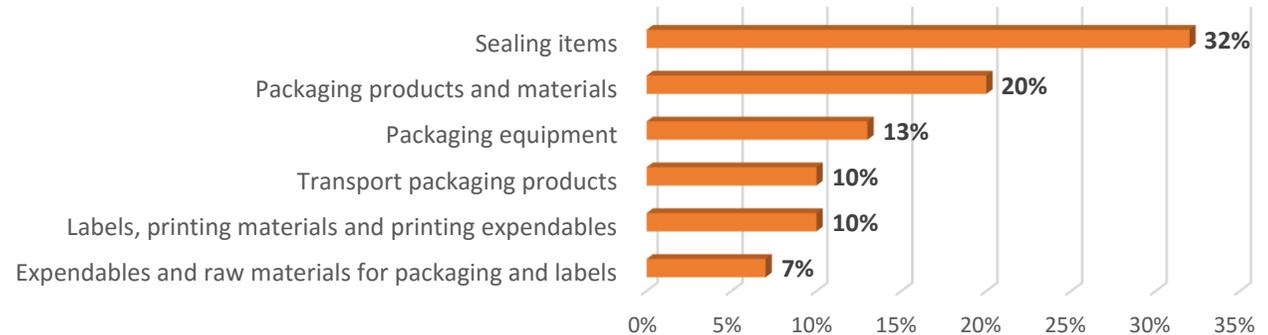
- ◆ WorldFood Kazakhstan 2017
- ◆ ColdChain Kazakhstan 2017
- ◆ CleanExpo Kazakhstan 2017
- ◆ AgroWorld Kazakhstan 2017
- ◆ HOREX Kazakhstan 2017

# Visitors

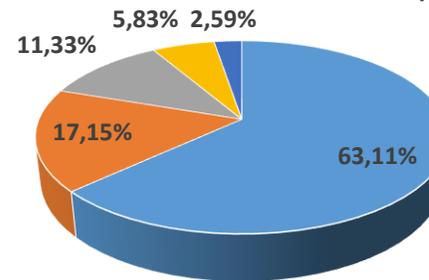
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## Most Popular Sections



## Why I visit the Exhibition



- To find products or services of own business
- For personal interests and needs
- To obtain general industry information
- To promote own products and services
- Educational purposes

94 % of visitors are quite satisfied with their visit to the Exhibition

88 % of visitors consider that the overall results of their visit are above average

75 % of visitors believe that this Exhibition is important for the development of their business

# Exhibitors

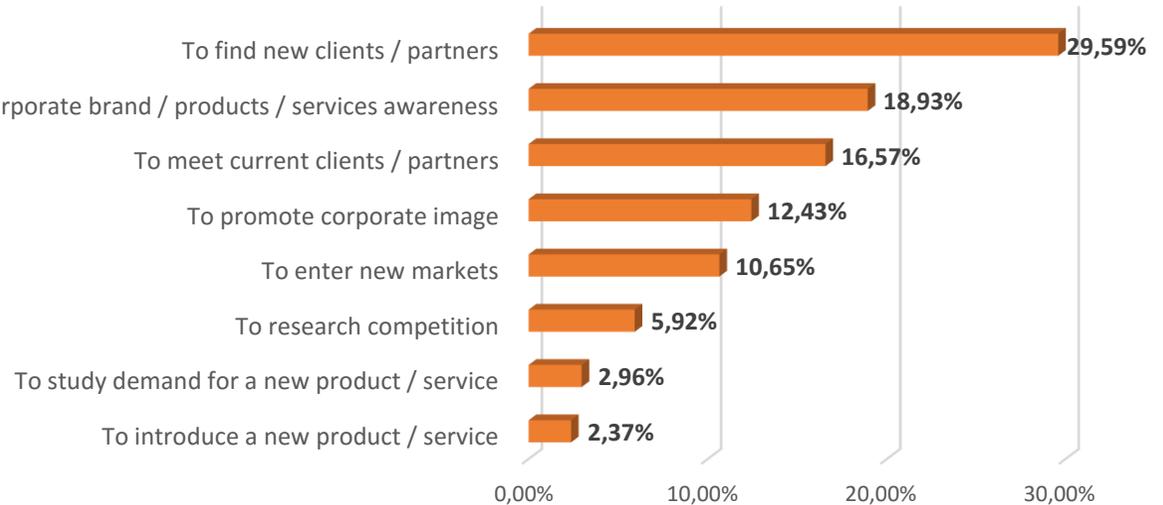
**TOTAL PARTICIPATED IN KAZUPACK 2017: 48 COMPANIES**

**PARTICIPATING COUNTRIES: 11 COUNTRIES**  
 (Azerbaijan, Germany, India, Italy, Kazakhstan, China, Pakistan, Poland, Russia, Turkey, Uzbekistan )

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### Why our company participates in the Exhibition



- 82%** of exhibitors consider their return of investments as above average
- 76%** of exhibitors make plans to participate in the next year Exhibition
- 72%** of exhibitors believe that the Exhibition is important for their business
- 60%** of exhibitors were fully or quite satisfied with the Exhibition

Officially  
Supported by:

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Ministry of Agriculture of the Republic of  
Kazakhstan



Akimat of the city of Almaty



Trade Representation of the Russian  
Federation in the Republic of Kazakhstan



National Chamber of Entrepreneurs of the  
Republic of Kazakhstan



Union of Poultry Farmers of Kazakhstan



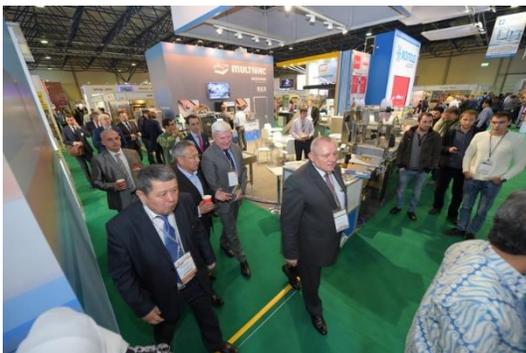
Kazakhstan Association of Hotels and  
Restaurants



Agrarian Credit Corporation



CENTRAL ASIA CLEAN ASSOCIATION



# Information Support by:

2017  
Post-Show Report

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## KazUpack 2018

October 31<sup>st</sup> – November 2<sup>nd</sup>

Venue: Atakent IEC,  
Almaty, Kazakhstan

### **WE INVITE YOU TO TAKE PART IN THE 2018 EXHIBITION**

For exposition area reservations, please, contact the organizers



Alena Aprosimova  
Tel.: + 7 727 258 55 26  
E-mail: [alena@iteca.kz](mailto:alena@iteca.kz)

### **WE LOOK FORWARD TO SEE YOU AT THE EXHIBITION!**

For more details, please, visit the website of the event:

[www.kazupack.kz](http://www.kazupack.kz)

