

POST SHOW REPORT

25th Central Asian International Exhibition
FOR THE MINING AND PROCESSING OF METALS AND MINERALS

miningmetals
CENTRAL ASIA

KAZCOMAK

2019

18 - 20 September 2019

Almaty, Kazakhstan



Statistic

The milestone 25th Central Asian International Mining Exploration and Mining Equipment Exhibition Mining and Metals Central Asia and the 16th Kazakhstan International Road and Heavy Construction, Communal Machinery Exhibition Kazcomak have been conducted in Almaty on September 18-20, 2019.

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Number of
Visitors

2632



Number of
Exhibitors

326



Number of
Countries

31

National and collective stands are displayed :

Austria



UK



Germany



India



Canada



China



Norway



Poland



Finland



The official opening ceremony

The official opening ceremony was attended by:

- **Bakhytzhan Sapiev**, Deputy Chairman of the Committee for Industrial Development and Industrial Safety of the Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan;
- **Nurlan Saurambaev**, Chief Business Development Director of NC Tau-Ken Samruk;
- **Tulegen Mukhanov**, First Deputy Executive Director of the Republican Association of Mining and Metals Enterprises;
- **Top managers** of Polymetal Eurasia, Kazakhmys, ERG, KAZ Minerals, as well as industry unions and associations.



The exhibition is supported by:



The Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan



Almaty City
mayor
administration



QAZGEOLOGY



Exhibition Programme



Within two days, an interesting business program was presented to exhibitors and visitors of the exhibitions. So, in 2019, as part of the exhibitions, the following took place:

- Presentation of procurements by Polymetal Company “Procurement activities of the “Bakyrchik mining company” LLP, JSC “Varvarinskoye” and “Komarovskoye mining company” LLP. Procedures and requirements”;
- “Panel discussion on the Industry 4.0 with building up of proposals for changes in regulatory legal acts and to the policy papers of the Government (content moderation of the ACF “IP”)” by Tech Garden;
- Round table: “Way from Junior to Champion” by Tau-Ken Samruk Company,

Seminars and master classes:

- “Improving the mining efficiency in strict compliance with safety rules by TOKYO ROPE ALMATY;
- “Between a rock and a hard place: Where can we save and for what can we spend for achieving targets?” by Shell Company;
- “Best practices in the implementation of complex Weir Minerals’ engineering solutions (world’s experience, PHU, grinding, solidification, and wastewater disposal)”;
- “Conveying equipment. We deal with the challenges in a new way” by Eurotechprom Company;
- “Digitalization as a productive enhancer” by FLSmidth Company;
- “Innovative solutions for sustainable development of ore mining and smelting industry” by the National Center on Complex Processing of Mineral Raw Materials of the Republic of Kazakhstan;
- “3-D modeling for inventory on KAZRC standards” by Two Key LLP Company;
- “Outotec innovative technologies for minerals processing” by Outotec Company;
- “Intelligent systems of automation for specialized technical equipment” by LEICA GEOSYSTEMS KAZAKHSTAN Company
- “How to increase mine production by optimization of tire and wheel service” by the Engineering Centre Company
- A master class “Innovative technologies and solutions for blast optimization” by Orica Company.

Exhibitors profile

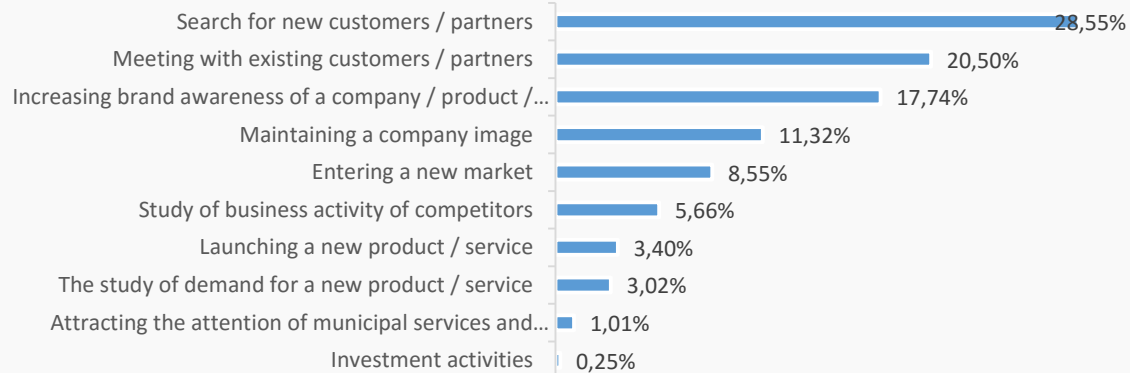
Number of countries - 31

Number of Exhibitors - 326

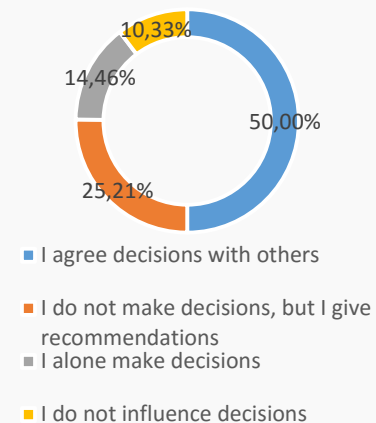
Your business activities



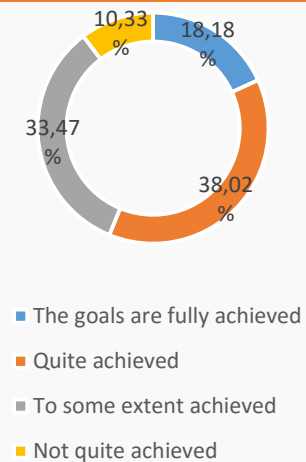
Reasons for participation



Decision-making authority level



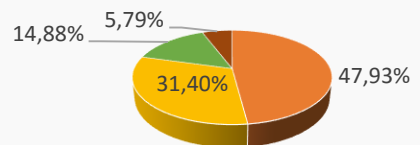
Achievement of targets



Survey of participants

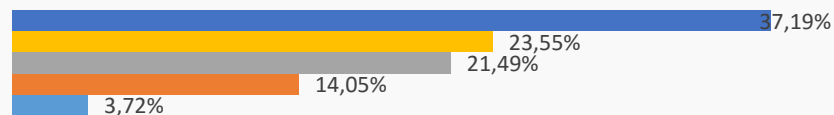
Number of respondents - 242

Importance of participation



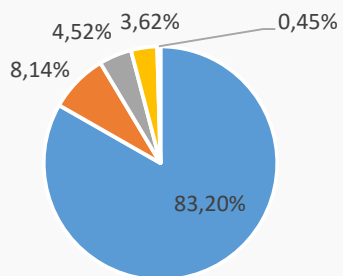
- Important enough
- Somewhat important
- Very important
- Not really important

Probability of future participation



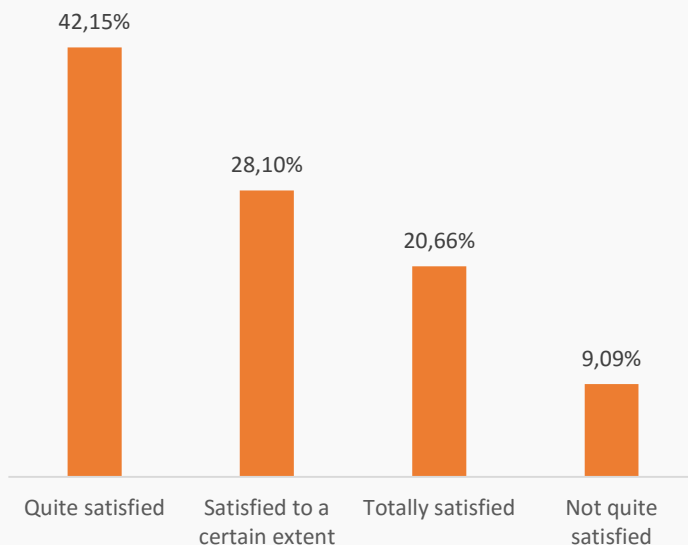
- I probably will
- Maybe I'm not sure
- I will definitely
- Already reserved
- I probably won't

Conclusion of contracts

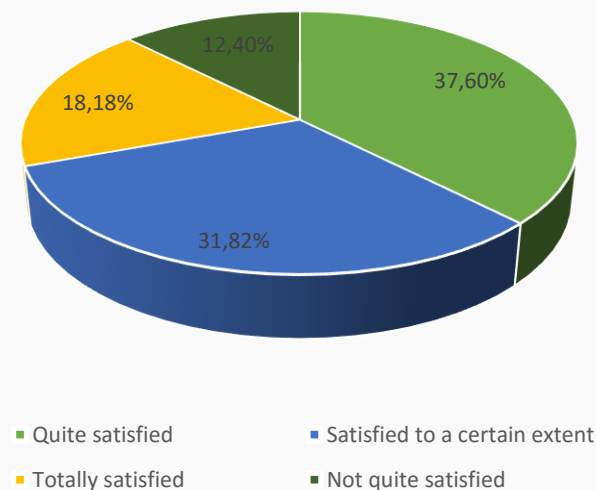


- Trade secret
- 1-5 million tenge
- More than 5 million tenge
- Up to 1 million tenge
- 15 million tenge

Overall satisfaction



Qualitative composition of the visitors'



Feedback from exhibitors



Iteca brought together engineers, academicians and mechanical engineers from different countries and continents. Mining and Metals Central Asia is a very important event for all industry professionals. Companies that come to us sell their products and we share our technological solutions. We use all these innovations at our enterprises. Modernization, improvement and finding new technologies – all this is possible only here, at the exhibition. We highly appreciate both the level of organization and our takeaways from the exhibition.

Alexander Danilenko, General Director, Oriental Co. Ltd



This is the second time we take part in Mining and Metals Central Asia. The exhibition consolidates a large number of representatives of the mining industry. Thus, we decided to exhibit large-scale: we had two major stands with external and internal exposition. This year, the exhibition was very fruitful. We held a large number of meetings. The level of organization was very high and we are thankful to Iteca for its support. Mining and Metals Central Asia has a great potential and we intend to participate every year, increasing the size of our expositions.

Alexey Zayakin, Head of Marketing & Communications, Sever Minerals



We participate in the Mining and Metals Central Asia as part of the national stand. The exhibition provides an opportunity to meet and negotiate with partners and customers, as well as to see and even finger the work equipment. A live conversation gives you an understanding of how the company addresses certain issues. We are very pleased with the results of our participation. Some of our companies signed contracts right during the exhibition. This is a very vivid indicator reflecting the organization effectiveness. We will definitely participate in Mining and Metals Central Asia 2020. I know that my colleagues have already booked a stand for the next year.

Rudolf Thaler, Trade Advisor at the Austrian Embassy in Kazakhstan



This is the sixth time our company takes part in Mining and Metals Central Asia. We believe that this exhibition contributes to our business growth and development. It presents the key players. Customers see that the company is stable and is always on the market. Here, you can easily meet customers from all over Kazakhstan. If we arrange such meetings ourselves, it will take months. The exhibition gives us an opportunity to meet everyone we need in just three days. The organization is improving every year. This year, we noticed an increased number of visitors.

Alexander Dolzhenkov, Brand Manager, IND Kulan Oil



Mining and Metals Central Asia is, first of all, about maintaining the company's image and meeting with old and new customers. They come hereto get a snapshot of the coming year, to see the products that are on the market and the companies representing them. The exhibition delivered on our expectations. Many representatives of different companies came up to us. We told them not only about us and our products, but also about our business model. We have already booked the same spot for us for Mining and Metals Central Asia 2020.

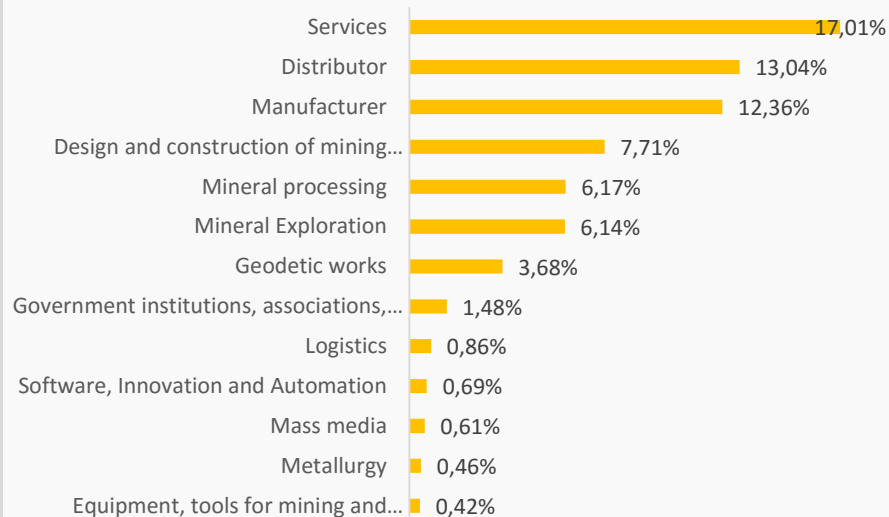
Anton Maletin, Regional Sales Manager, Bradken

Visitors profile

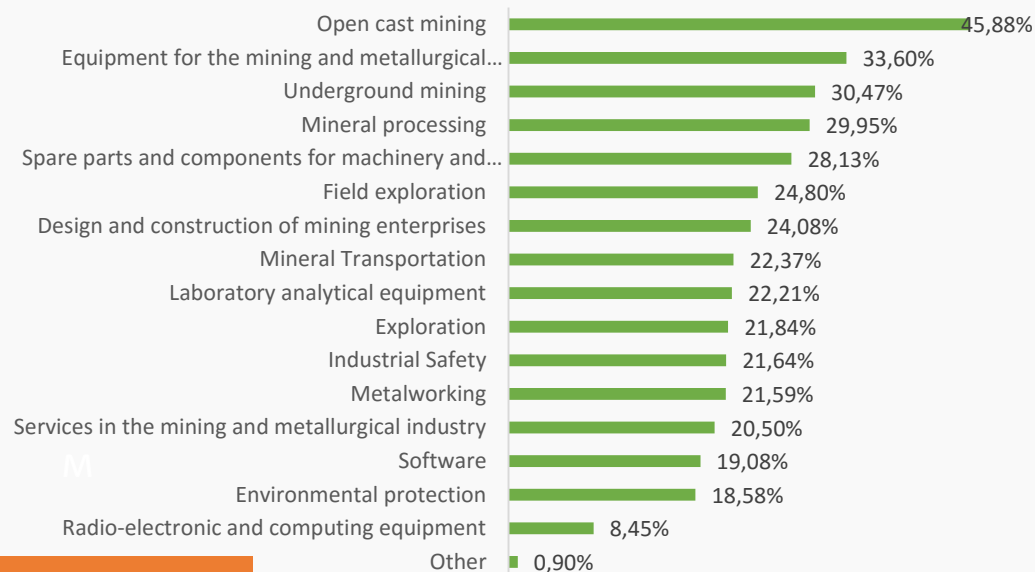
Number of visitors – 2632
Number of countries – 51

82% – visitors from Kazakhstan
18% – foreign visitors

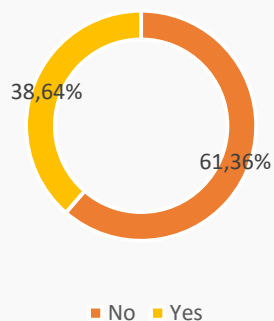
Category of activities



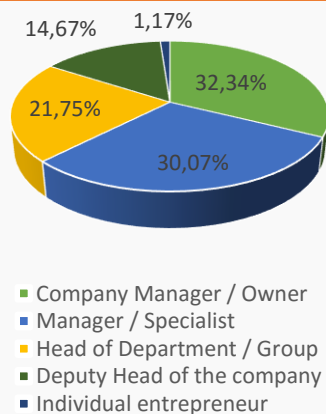
Sections of interest



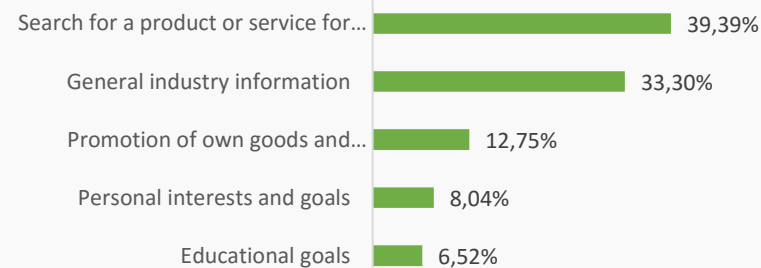
Last year visits



Corporate level of the title held



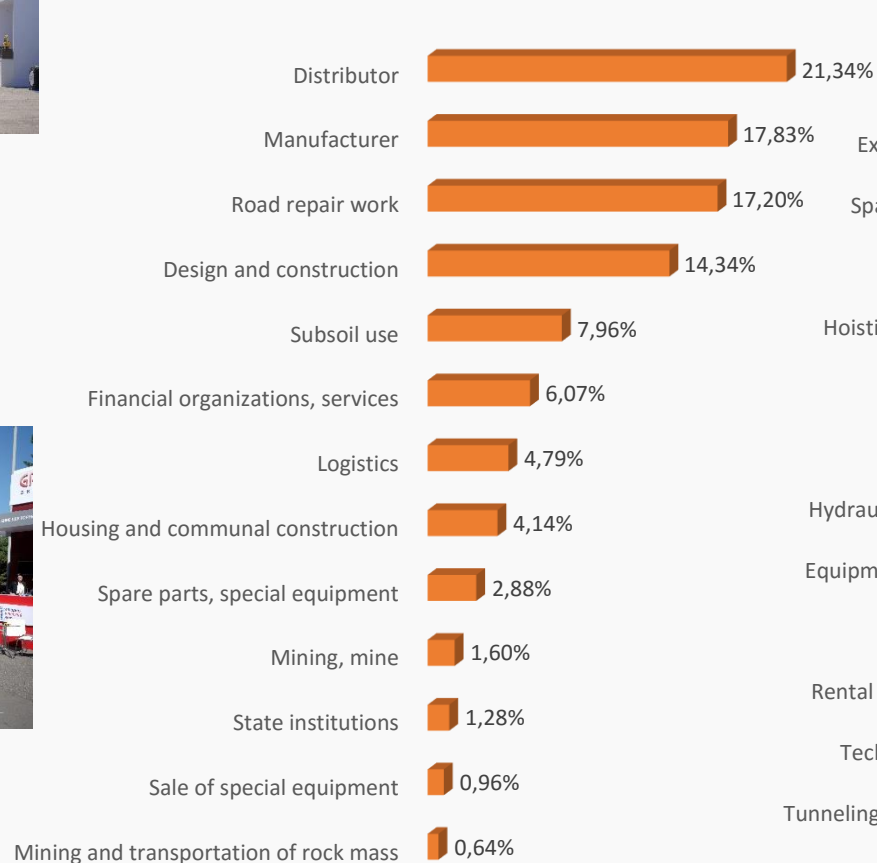
Visit purpose



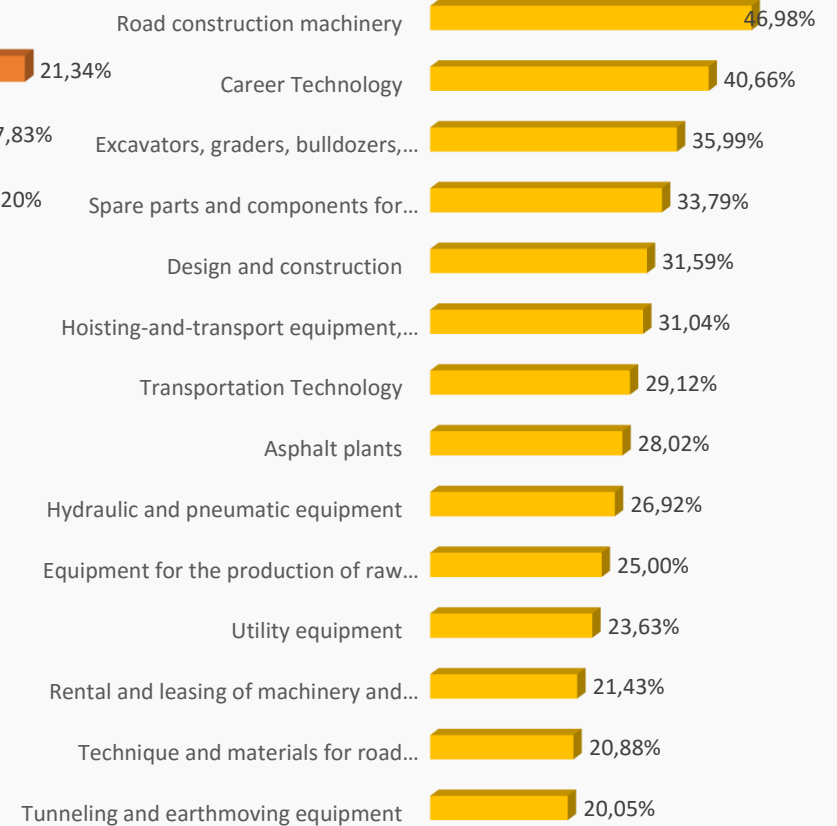
Visitors profile (Kazcomak)



Category of activities



Sections of interest

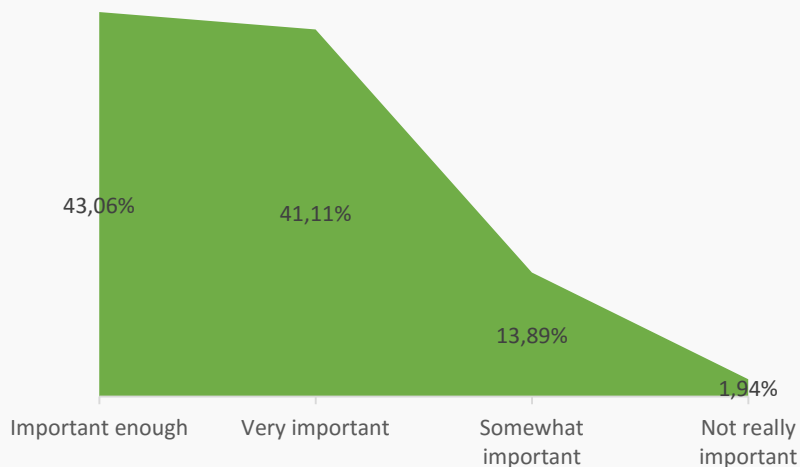


Survey of visitors

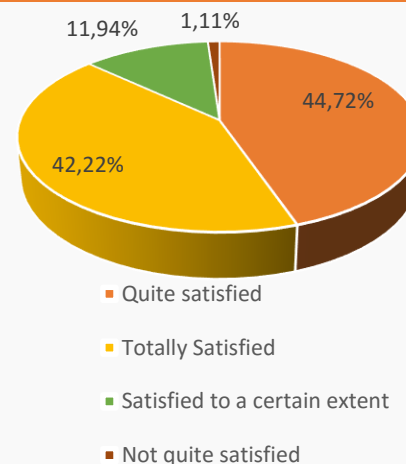
Number of respondents - 360

Visitors NPS* – 50,28%
(* willingness to recommend the exhibition)

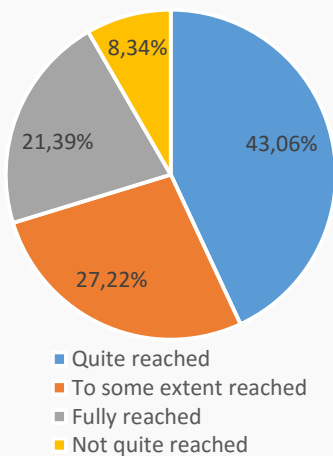
Importance of visiting the Exhibition



Overall satisfaction



Achievement of targets set



Decision-making authority level



Feedback from visitors



As a rule, our company annually sends several employees to Mining and Metals Central Asia. Every person has his or her own task: some employees participate in the business program, others look for new partners. Mining and Metals Central Asia provides us with an excellent opportunity to directly contact manufacturers and representatives of companies' headquarters. At the exhibition, you can see the quality of products, and even touch and compare them. Face-to-face contact allows you to find out whether the possible partners take a serious approach to their work. I have noted a number of goods and services which our company will consider for use in a production process.

Yerbol Yesenzholov, Chief Specialist of KAZ Minerals Management LLP



Every year we visit Mining and Metals Central Asia. We look for partners and try to create new trade relations. The exhibition is very informative. We are especially interested in participants from Kazakhstan, their location, production, and repair facilities. The exhibition shows that the national service is rapidly growing. Our main goal was to find new contacts and ties. So we compiled a list of our possible partners, and we were very pleased with it.

Danil Yelmanov, Schaeffler Kazakhstan



I specially arrived by plane from Semey to Mining and Metals Central Asia 2019. Our company is interested in potential suppliers of spare parts and machinery. It's a fantastic exhibition! We like the great choice of possible partners. You can choose the most advantageous offers. We managed to find companies exactly meeting our working conditions. That's no small feat.

Damir Khusainov, LLP Karazhyra Ltd



I have visited Mining and Metals Central Asia for the first time, and I'm surprised. It is a very worthwhile event. The exhibition helps you to get acquainted with the market, to expand your marketing analysis. I met our longstanding suppliers and found a number of new potential partners. We exchanged the contacts, but during the conversation it was clear that cooperation would be very fruitful.

Saltanat Ginayatova, Senior Automotive Purchasing Manager, Elektrocor LLP



I have visited many exhibitions in various countries and can assure you that Mining and Metals Central Asia is a high level event. I like that all world's largest manufacturing companies participate in it. There are many our global partners. We understand that if this market is important to them, it means that we have a financial interest here as well.

Ilya Verkhovskikh, Schaeffler Russia

The advantages of participation in the exhibition with a stand



Personal contact at the exhibition allows you to better understand the client, answer his questions, get contact information for feedback.

A visual representation of the product allows customers to personally evaluate it, try it in action, get an accurate idea of it.

A unique target audience. Exhibitions allow you to be in the same space with the best representatives of the industry, in the focus of attention of customers, partners, government representatives, the media.

The effect of "neutral territory". Exhibitions are characterized by a special atmosphere of psychological comfort, which favors the establishment of contacts.

Multisensory impact on the target audience. Thanks to involvement of all five senses of a person - sight, hearing, touch, smell, taste - exhibitions make it possible affect profoundly on customers.

Multifunctionality. Participation in the exhibition provides an opportunity to simultaneously solve a variety of business problems - selling, production, marketing, advertising, image, communication



Services for exhibitors

ВЫСТАВКА УЧАСТНИКАМ ПОСЕТИТЕЛЯМ МЕДИА-ЦЕНТР

ЦИФРОВОЙ ПОРТАЛ MY SANDVIK РАСШИРИЛ ГРАНИЦЫ ПРИМЕНЕНИЯ

SANDVIK НЕДАВНЕЕ ПРИОБРЕТЕНИЕ КОМПАНИИ УКРЕПИЛО ПОЗИЦИИ SANDVIK В СФЕРЕ ТЕХНОЛОГИЙ ДЛЯ ГОРНОЙ ОТРАСЛИ РЕАЛИЗОВАТЬ ВОЗМОЖНОСТЬ ГОРНОДОБЫВАЮЩЕГО ОБОРУДОВАНИЯ ПРОИЗВОДИТЕЛЕЙ К ПОРТАЛУ УПРАВЛЕНИЯ ПАРКОМ ТЕХНИКИ

В настоящий момент к порталу My Sandvik, а также системам OptiMine® и AutoMine® подана техника Sandvik. Благодаря беспрецедентным технологиям, разработанным компанией Next, система заработает с оборудованием сторонних брендов.

ИНТЕЛЛЕКТУАЛЬНЫЕ СИСТЕМЫ АВТОМАТИЗАЦИИ СПЕЦТЕХНИКИ ОТ КОМПАНИИ LEICA GEOSYSTEMS

Дата публикации: 01 сентября 2019. Опубликовано в Новостях

Leica Geosystems ИНТЕЛЛЕКТУАЛЬНЫЕ СИСТЕМЫ АВТОМАТИЗАЦИИ СПЕЦТЕХНИКИ ОТ КОМПАНИИ LEICA GEOSYSTEMS ДЛЯ РАБОТ ПО ПРОФИЛИРОВАНИЮ И ПОДГОТОВКЕ ЗЕМЕЛЬНОГО ПОЛОТНА – РЕВОЛЮЦИЯ В СТРОИТЕЛЬНЫХ РАБОТАХ.

Эти решения не только повышают производительность, но и обладают возможностью для модернизации, которая сегодня не имеет аналогов в отрасли.



УЧАСТНИК ВЫСТАВКИ MINING AND METALS CENTRAL ASIA 2019

18-20 СЕНТЯБРЯ 2019, АЛМАТЫ, КАЗАХСТАН

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ПРОМОКОД ДЛЯ БЕСПЛАТНОГО БИЛЕТА: MMCA2019FB

Приглашение Invitation

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ВЫСТАВКА ГОРНОЕ ОБОРУДОВАНИЕ, ДОБЫЧА И ОБОГАЩЕНИЕ РУД И МИНЕРАЛОВ

18-20 сентября 2019

Atakent IEC, Almaty, Kazakhstan

Время работы выставки: 18-19 сентября 10:00-18:00, 20 сентября 10:00-16:00

Opening Hours: 18-19 September 10:00-18:00, 20 September 10:00-16:00

ПРИГЛАШЕНИЕ INVITATION

ВЫСТАВКА EXHIBITION

ДОРОЖНОЕ И ПРОМЫШЛЕННОЕ СТРОИТЕЛЬСТВО, КОММУНАЛЬНАЯ ТЕХНИКА

18-20 сентября 2019

КЦДС "Атакент", Алматы, Казахстан

Время работы выставки: 18-19 сентября 10:00-18:00, 20 сентября 10:00-16:00

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УЧАСТНИК ВЫСТАВКИ MINING AND METALS CENTRAL ASIA 2019

18-20 СЕНТЯБРЯ 2019, АЛМАТЫ, КАЗАХСТАН

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ПРОМОКОД ДЛЯ БЕСПЛАТНОГО БИЛЕТА: MMCA2019FB

Free publication of news about the company-participant and its products on the website of the event in the course of the year and in segmented electronic mailings:

- * Information about the company, novelty, special offers, competitive advantages of products and services

Tools for attraction of visitors to participant's stand:

- * Banner for posting on the website of the company "Visit our stand"
- * Printed invitations for customers and partners
- * Electronic invitation for customers and partners

Participant's account will allow the participant:

- * Submit information about the company to the catalog
- * Download electronic invitation with a stand number and company name
- * Register employees of the company beforehand to get participant badge
- * Upload a logo for posting on the main page of the website and in online participant list
- * Download technical guide and logistics for the exhibition and more.

For any questions related to the participation in the exhibition, please, contact: Julia Palagutina, +7 727 258 34 38, Julia.Palagutina@iteca.kz; Anna Sivolapova +7 (727) 258 34 39, anna.s@iteca.kz. For further information, please, visit the events websites www.miningworld.kz, www.kazcomak.kz

Advertising campaign delivered by the event organizers



Bayer program

VIP delegations of heads of leading companies of the MMC of the Republic of Kazakhstan and Kyrgyzstan

Electronic newsletters

more than 6000 contacts of specialists



Telemarketing

Call for invitation to the exhibition and conference

Invitation of heads of branch associations, unions, alliances of Almaty and Nur-Sultan



SMS-notifications

Alerts and reminders about the forthcoming exhibition

Postal VIP-mailing

Invitation of specialized specialists



Outdoor advertising

billboards, LED Displays

SMM



LinkedIn



Cross-promo

Newsletters on electronic bases of Uzbekistan and Russia

Mining and Metals
Central Asia

Kazcomak

2020

See you at key industrial exhibitions in Central Asia!

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CENTRAL ASIA

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16-18 September 2020

PLAN THE PARTICIPATION NOW



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For any questions related to the participation in the exhibition, please, contact :



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