

POST SHOW REPORT



QAZPACK 2019

November 6-9, 2019

"Atakent" IEC, Almaty, Kazakhstan

qazpack.kz

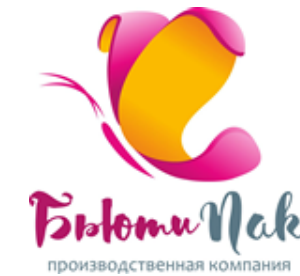


ABOUT QAZPACK



QAZPACK IS:

- The only specialized event of the Packaging and Packaging Equipment industry in Kazakhstan
- 18 years of experience on the B2B platform in the packaging industry
- Participants are producers from Belarus, Germany, Italy, Kazakhstan, Russia, and Turkey
- Visitors are B2B audience from all regions of Kazakhstan, as well as Kyrgyzstan, Uzbekistan, and Tajikistan



THANK YOU FOR PARTICIPATION

VISITORS

QazPack



5445

VISITORS*

OF THEM 50.3% CAME FOR THE FIRST TIME

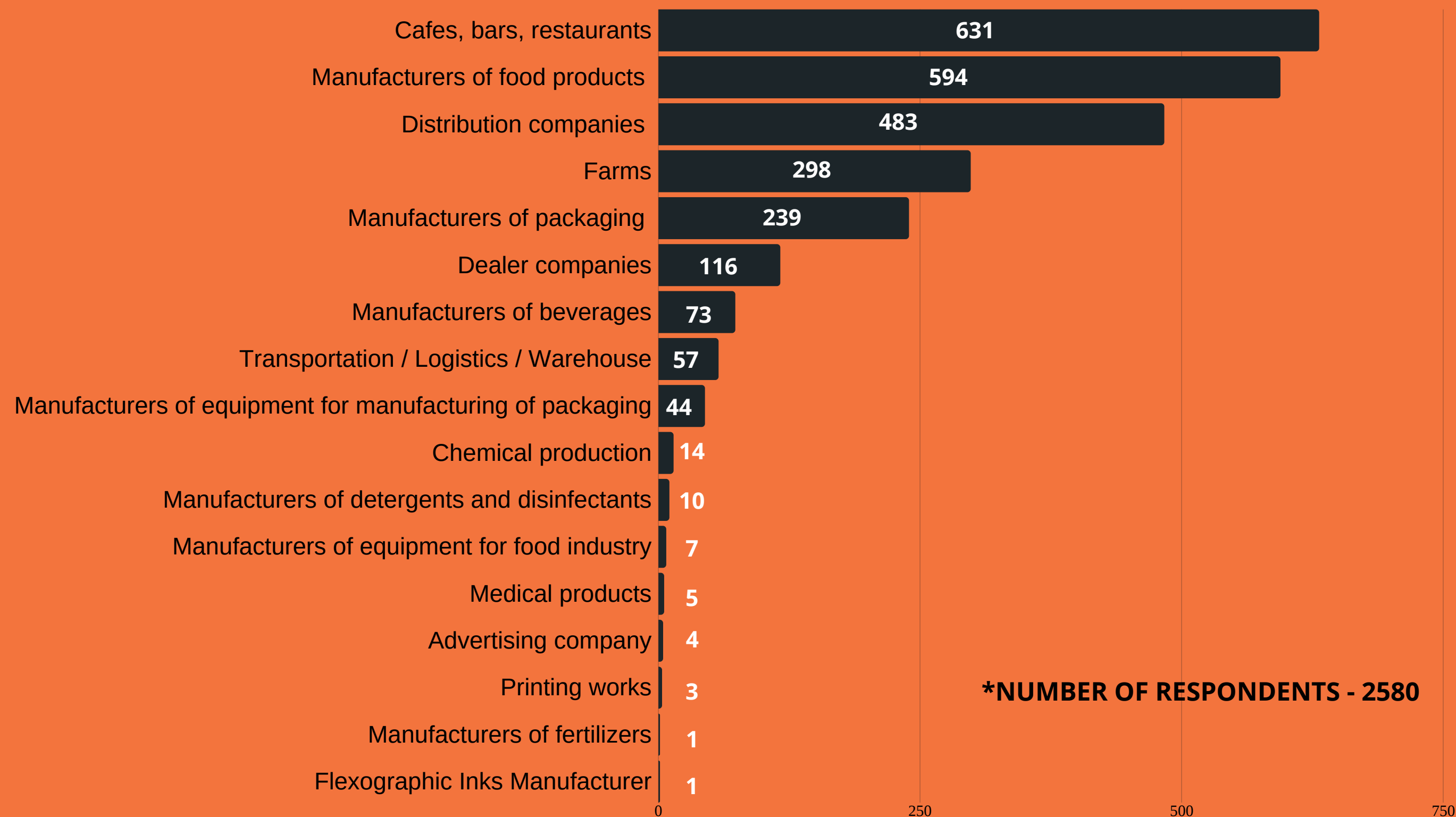
NUMBER OF VISITORS INTERESTED IN PACKAGING
PRODUCTS AND EQUIPMENT – 2580



**TOGETHER WITH QAZPACK EXHIBITION THERE ARE ALSO FOODEXPO, HOREX & CLEANEXPO, AGROWORLD, COLDCHAIN EXHIBITIONS*

VISITORS

TYPE OF ACTIVITIES



VISITORS

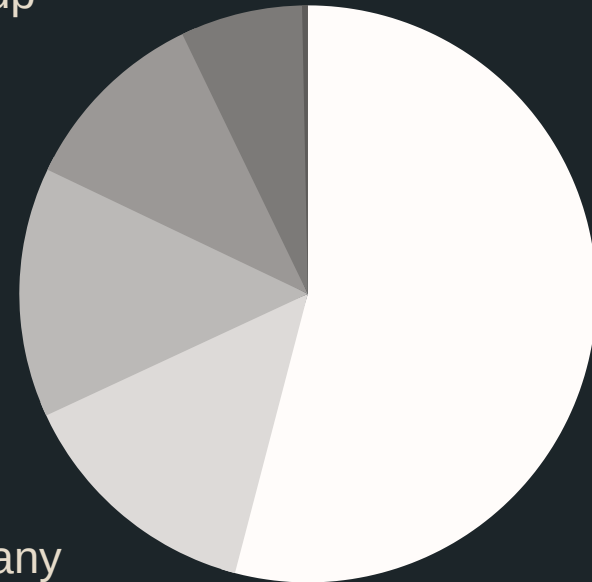
QazPacK

Iteca

Head of department/ group
10.7%

Manager/ Specialist
14%

Deputy Head of Company
14%



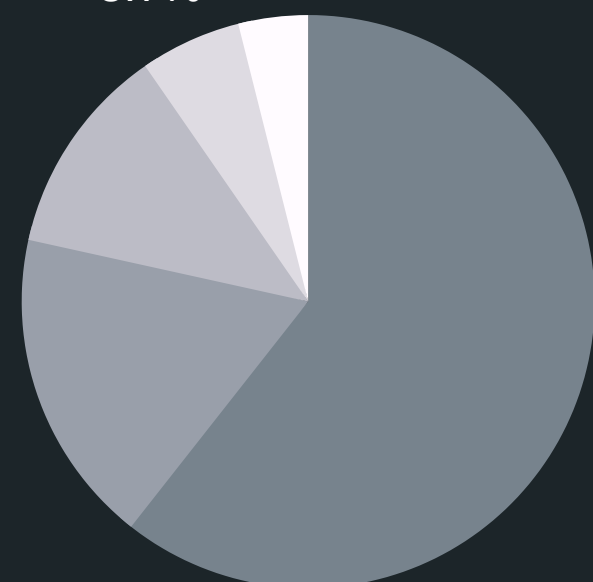
Head of Company/ Owner
54.1%

LEVEL OF JOB TITLE

Promotion of own goods and services
5.7%

Personal interests and goals
11.9%

Obtaining general industry information
17.9%



Searching for goods and services for business
60.6%

GOALS OF EXHIBITION ATTENDANCE

VISITORS



SECTIONS OF INTEREST:



96% of visitors are satisfied with the exhibition

95% of participants assess achievement of their goals above the average

96% of visitors consider that the exhibition is important for business development

BUSINESS PROGRAM



CONFERENCE "ALL PACKAGING SOLUTIONS"

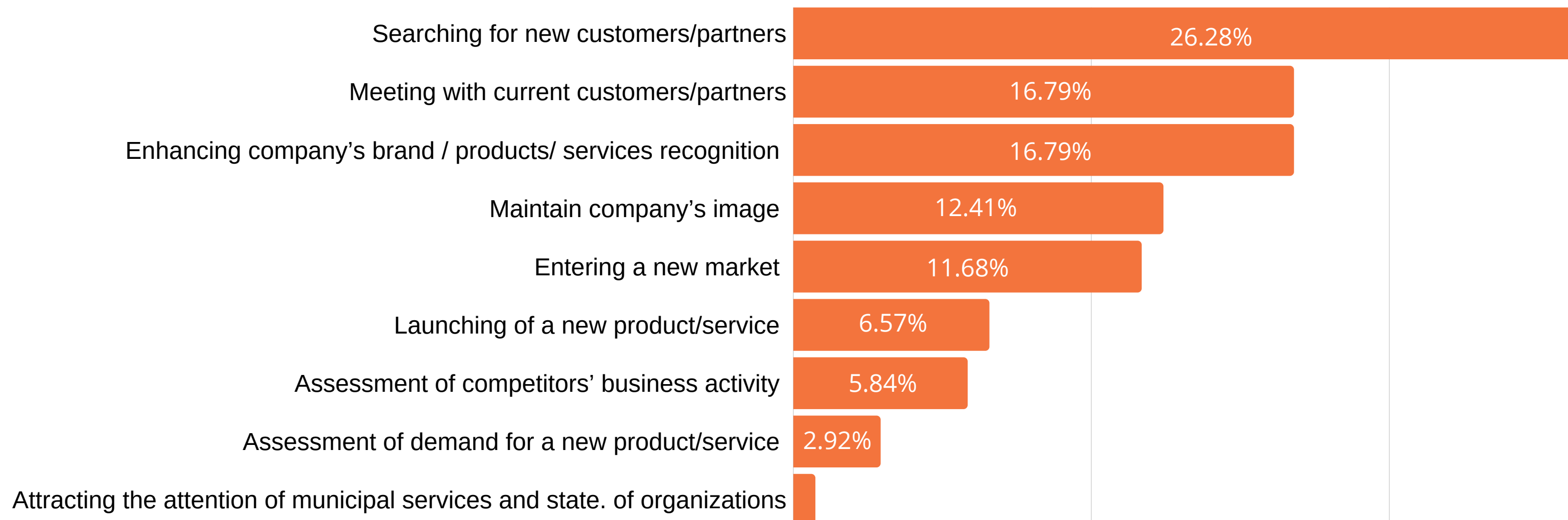
On November 7th, there was a conference on "ALL PACKAGING SOLUTIONS" held by Double V company. The most important components in the packaging and label production chain were presented - from the development stage and design trends to post-printing processes. Conference sections - premium-packaging, cardboard packing, label. The conference was visited by directors and heads of printing houses, procurement and sales managers, designers, marketing specialists, technologists.

EXHIBITORS



QazPack

PURPOSE OF PARTICIPATING IN THE EXHIBITION



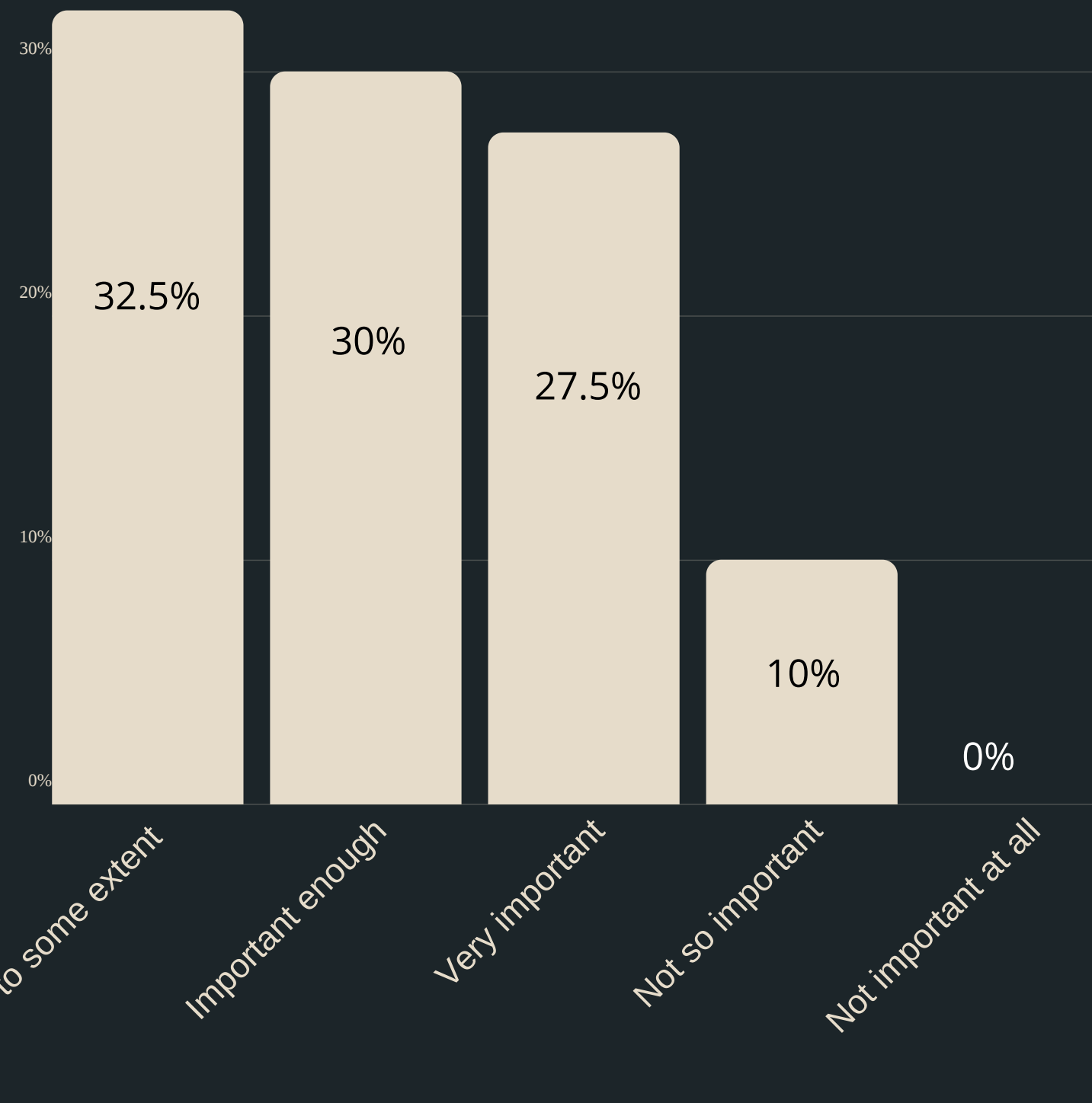
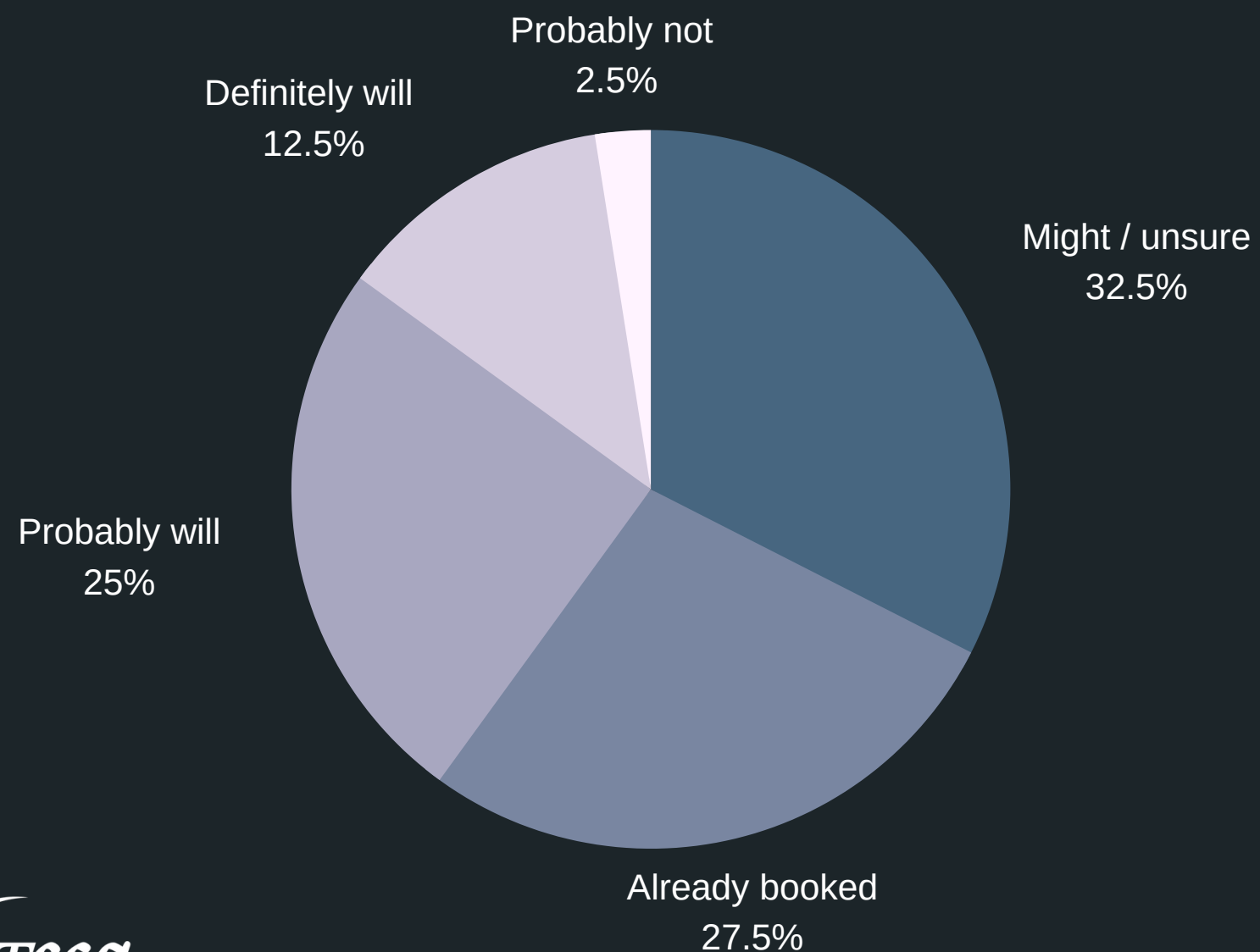
Iteca

EXHIBITORS

QazPac

ASSESSMENT OF IMPORTANCE OF THE EXHIBITION FOR BUSINESS DEVELOPMENT

POSSIBILITY OF PARTICIPATION IN THE NEXT YEAR EXHIBITION



EXHIBITORS

QazPack

- 88% of participants are satisfied with the number of visitors at the exhibition
- 78% of participants are satisfied with the quality of visitors at the exhibition
- 83% of participants assess achievement of their goals above the average



It is first time, when our company participates at QazPack. Before that, I came from Moscow to this exhibition, just to look more closely. This year, we decided to make a reconnaissance, took a small booth. The result exceeded all expectations. Our stand was visited by more than 300 partners. We have concluded agreements for more than **5 mln. rubles** per month. Based on the first day results we made a decision to take part at **QazPack 2020**. We have booked a place and have an intention to exhibit on a larger scale. What we liked the most is the way our target audience was represented.

OLEG PETUKHOV, WHOLESALERS MANAGER, KOMUS UPAKOVKA, RUSSIA



MEDIA SUPPORT



WE INVITE YOU TO PARTICIPATE IN THE EXHIBITION 2020



QazPacK

**November 4-6, 2020
Almaty, Kazakhstan**

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