

KazUpack 2016

14th Kazakhstan International Exhibition
“PACKAGING, TARE, LABEL”

November 2-4, 2016
Kazakhstan, Almaty

Post Event Report



Visitors

2016 Post Event Report

Date: November 2-4, 2016
Venue: Kazakhstan, Almaty
"Atakent" KBCC
Frequency: Annually



TOTAL NUMBER OF VISITORS – 5 055*

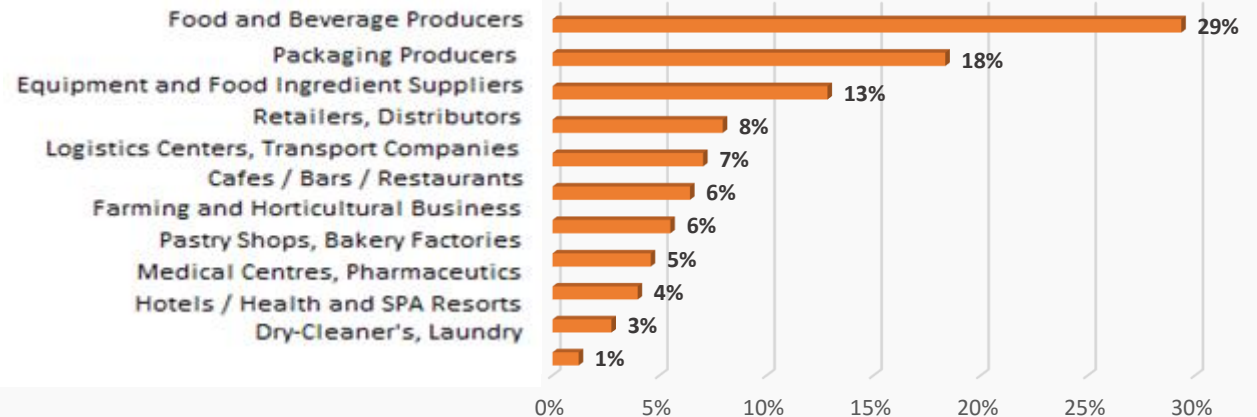
AMONG THEM THOSE INTERESTED IN PACKAGING PRODUCTS AND EQUIPMENT – 2 324

THE REPRESENTATIVES OF 33 COUNTRIES VISITED THE EXHIBITION

TOP 5 COUNTRIES:

1. Kazakhstan
2. Russia
3. Kyrgyzstan
4. Pakistan
5. Uzbekistan

Visitors' types of activities*

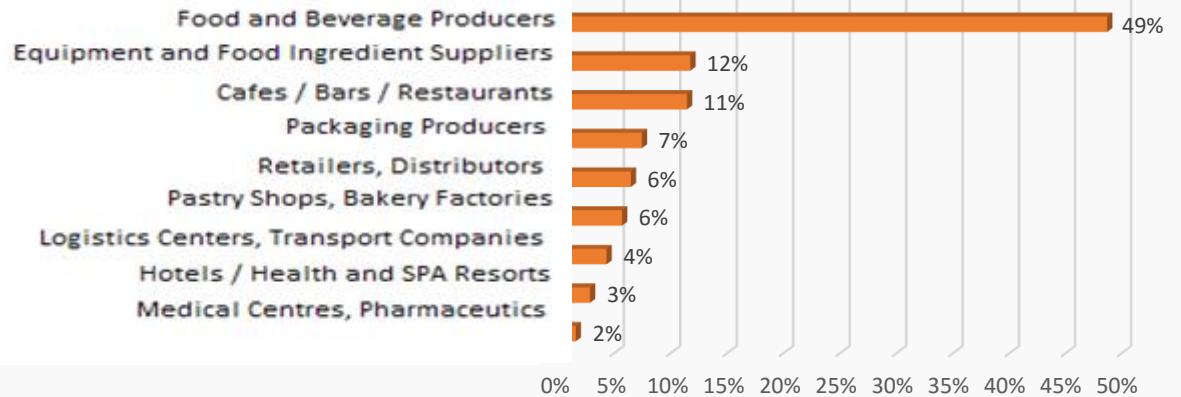


Visitors

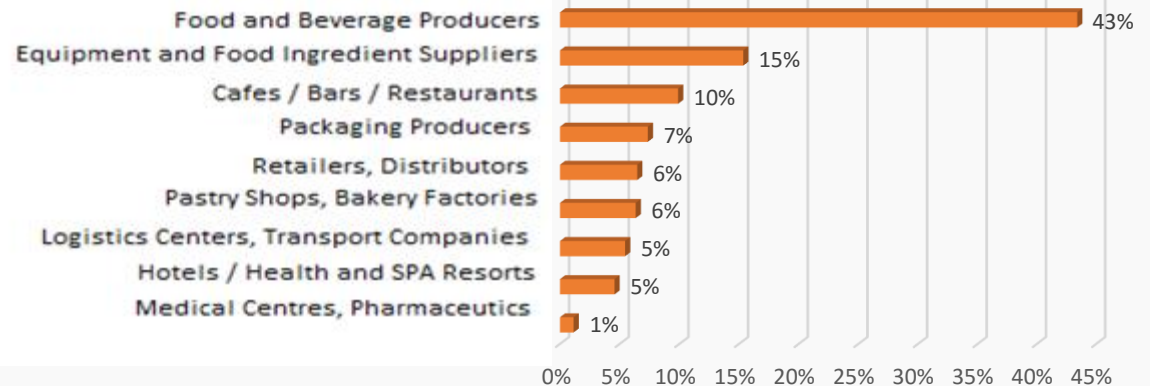
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Types of activities of the visitors interested in packaging and label



Types of activities of the visitors interested in packaging equipment



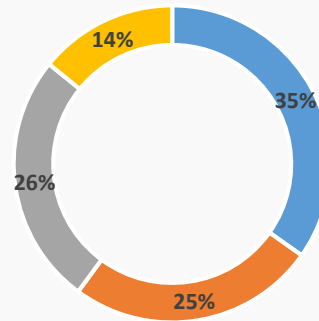
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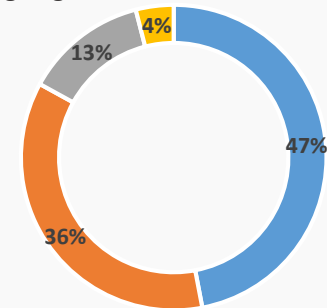


Job title



- Head of the Company / Owner
- Management Team (Head of Production/Warehouse, Technical Director, Managing Director/Administrator)
- Purchasing / Sales Manager
- Specialist (Technologist, Business Executive, Barista, Executive Chef and Pastry Chef)

Level of responsibility for making decisions on purchases / signing contracts at the exhibition



- I coordinate decisions with other responsible persons in the company
- I make decisions alone
- I do not make decisions, but give recommendations
- I do not influence decisions

86% of visitors are planning to visit the exhibition next year

81% of visitors think that the exhibition is important for their business

76% of visitors are satisfied with attendance of the exhibition

52% of visitors achieved their desired goals while visiting the exhibition

Participants

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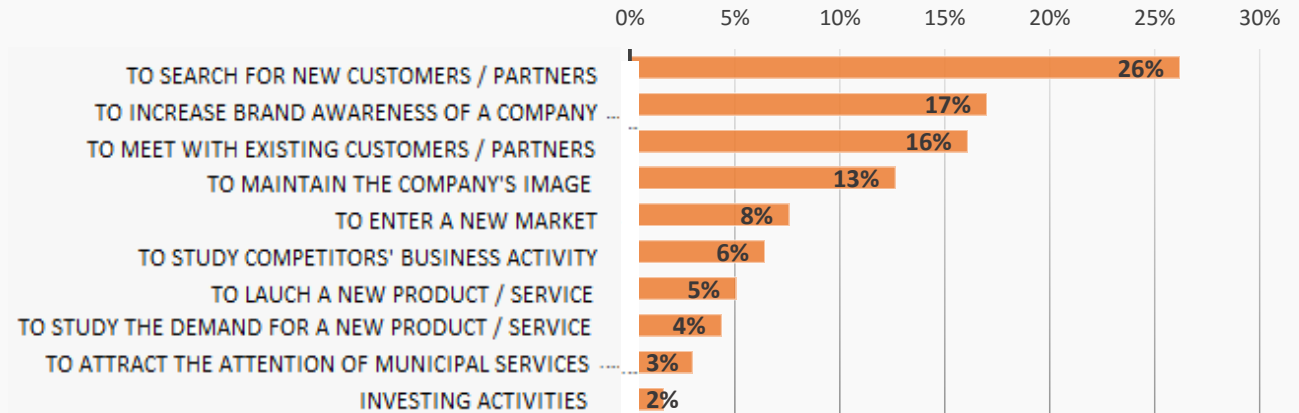


Total number of participants of KazUpack 2016: **42 companies**

Participating countries:

12 countries (Belarus, Bulgaria, Germany, Italy, China, Kazakhstan, UAE, Russia, Turkey, Ukraine, Czech Republic, France)

Participants' purposes at the exhibition



88% of participants evaluate return on investment of the exhibition above the average

73% of participants are planning to participate in the exhibition next year

72% of participants think that the exhibition is important for business.

56% of participants were absolutely or quite satisfied with the exhibition

Official support

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Official support of the exhibition:



Қазақстан Республикасы Ауыл шаруашылығы министрлігі
Министерство сельского хозяйства Республики Казахстан
Ministry of Agriculture of the Republic of Kazakhstan



Алматы қаласының әкімдігі
Акимат г. Алматы
Almaty City Administration



Қазақстан Республикасындағы РФ Сауда Өкілдігі
Торговое представительство РФ в Республике Казахстан
Trade Representation of the Russian Federation to the Republic of Kazakhstan



КАЗАГРОФИНАНС

КАЗАГРОМАРКЕТИНГ

Information Support:



KazUpack 2017

**November 1-3, 2017
Almaty, Kazakhstan**

WE INVITE YOU TO PARTICIPATE IN THE EXHIBITION OF 2017

To book an exhibition area, please contact the organisers



Anna Bychkova
Sales Manager
T: +44 (0) 20 7596 5213
E: anna.bychkova@ite-exhibitions.com

WE WILL BE GLAD TO MEET YOU AT THE EXHIBITION!

More information is on the event's website: www.kazupack.kz

