

# POST-SHOW REPORT

The 16<sup>th</sup> Kazakhstan International Exhibition  
**“PACKAGING, TARE, LABEL”**

October 31<sup>st</sup> – November 2<sup>nd</sup> , 2018  
Kazakhstan, Almaty



CONNECTING  
YOUR BUSINESS  
TO THE WORLD

The next event will take place in Almaty, Kazakhstan, on November 6st-8rd, 2019

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

# Visitors

## general information

Dates: October 31 – November 2, 2018  
 Venue: Atakent IEC  
 Almaty, Kazakhstan  
 Periodicity: Annually

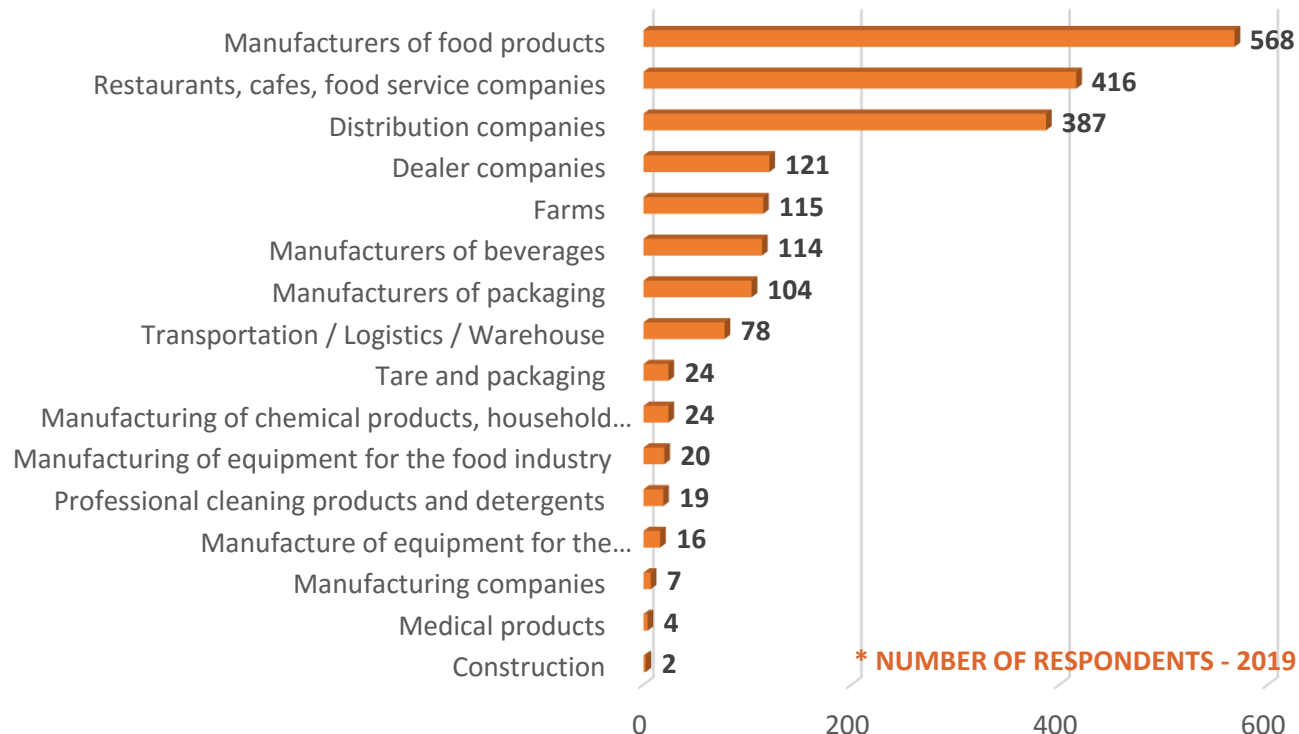


**TOTAL VISITORS – 5270 specialists\***

**54% OF THEM MADE THEIR FIRST VISIT TO THE EXPOSITION**

**2019 (OR 38%) ARE INTERESTED IN PACKAGING PRODUCTS AND EQUIPMENT**

### TYPE OF VISITORS ACTIVITIES



\* The following events were held under one umbrella with KazUpack 2018 :

- ◆ WorldFood Kazakhstan 2018 ◆ ColdChain Kazakhstan 2018
- ◆ AgroWorld Kazakhstan 2018 ◆ HOREX Kazakhstan 2018



## Visitors geography

THE EXHIBITION WAS VISITED BY REPRESENTATIVES FROM **48 COUNTRIES** OF THE WORLD



Dates: October 31 – November 2, 2018  
Venue: Atakent IEC  
Almaty, Kazakhstan  
Periodicity: Annually



91 % of visitors are satisfied with visit of the exhibition

89 % of visitors assess achievement of goals above the average

79% of visitors believe that the exhibition is important for business development

\* The following events were held under one umbrella with KazUpack 2018 :

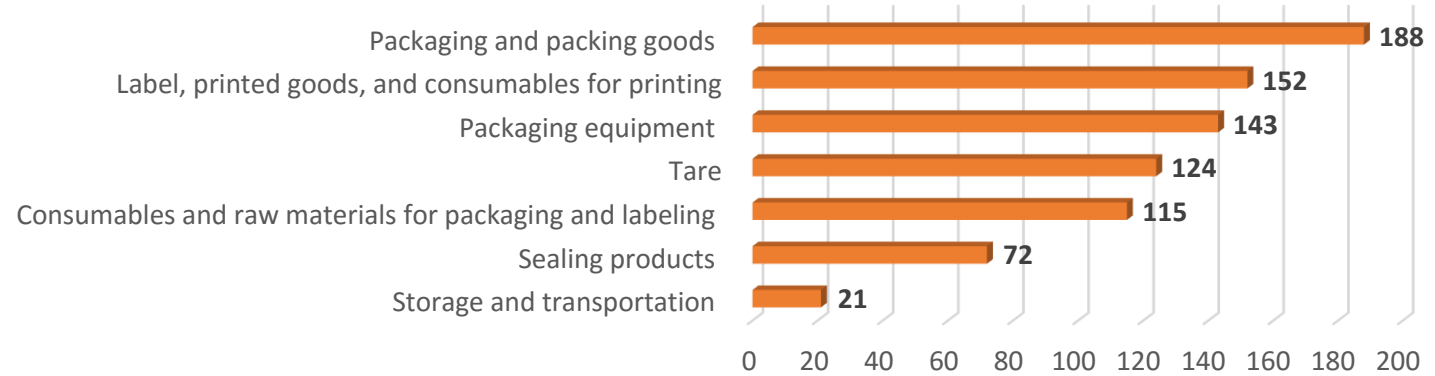
- ◆ WorldFood Kazakhstan 2018 ◆ ColdChain Kazakhstan 2018
- ◆ AgroWorld Kazakhstan 2018 ◆ HOREX Kazakhstan 2018

# Visitors interests, goals

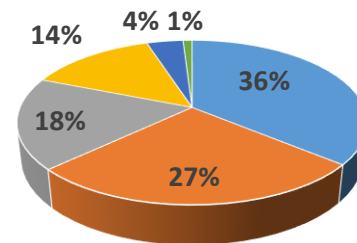
Dates: October 31 – November 2, 2018  
 Venue: Atakent IEC  
 Almaty, Kazakhstan  
 Periodicity: Annually



SECTIONS OF INTEREST

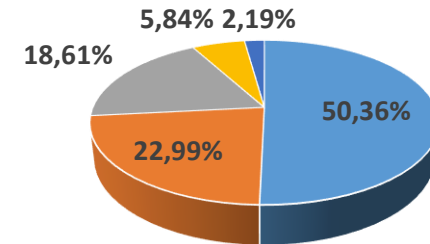


LEVEL OF RESPONSIBILITY IN THE COMPANY



- Manager / Specialist
- Head of the company / Owner
- Head of the department / group
- Deputy head of the company
- Private entrepreneur
- Representative of the state structure

PURPOSE OF VISITING THE EXHIBITION



- Search for products and services for business
- Obtaining up-to-date industry data
- Promoting own goods and services
- Educational purposes
- Personal interests and goals

# Exhibitors

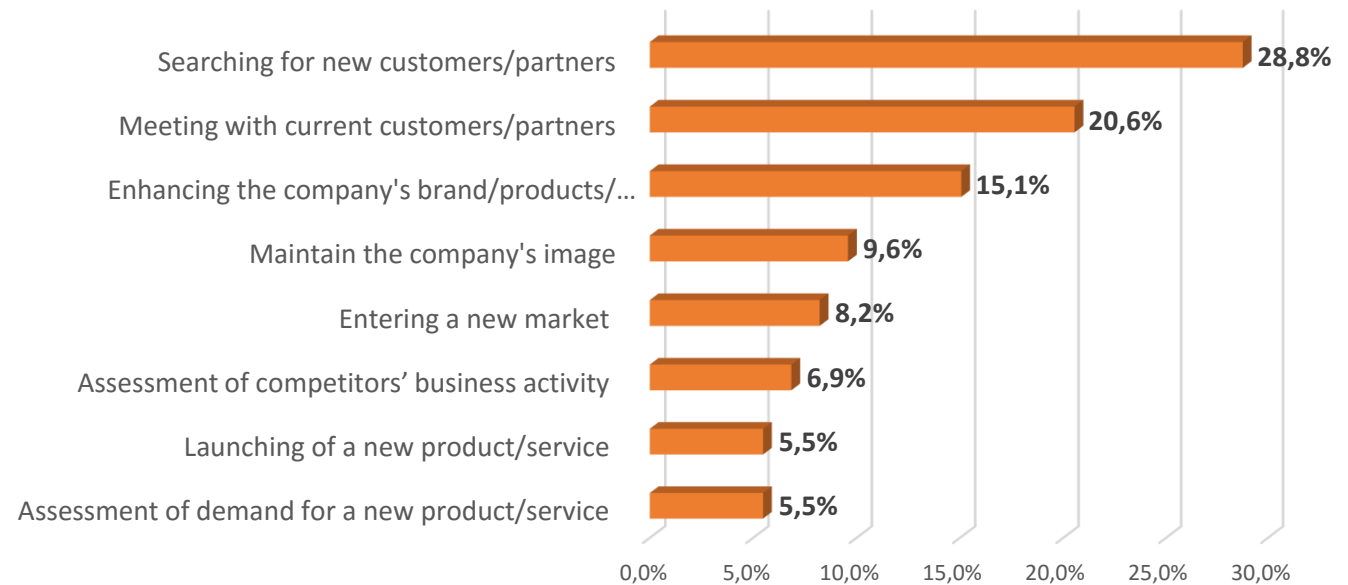
**TOTAL PARTICIPATED IN KAZUPACK 2017:** 35 COMPANIES

**PARTICIPATING COUNTRIES:** 6 COUNTRIES  
(Kazakhstan, Canada, China, Russia, Turkey, Czech Republic)

Dates: October 31 – November 2, 2018  
 Venue: Atakent IEC  
 Almaty, Kazakhstan  
 Periodicity: Annually



## GOAL OF EXHIBITORS



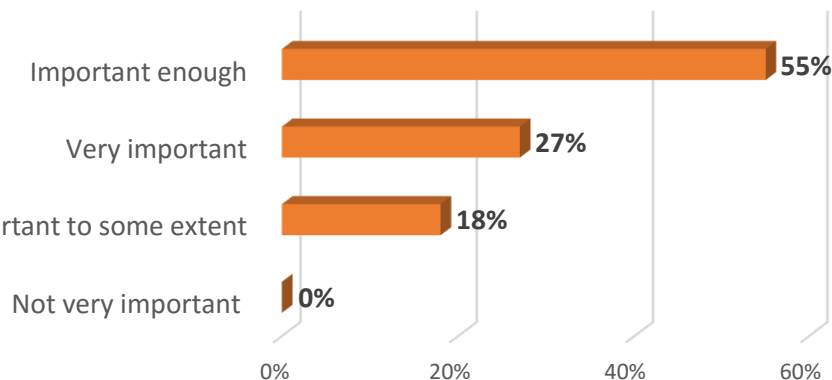
**!** 86% of participants assess achievement of their goals above the average

# Exhibitors

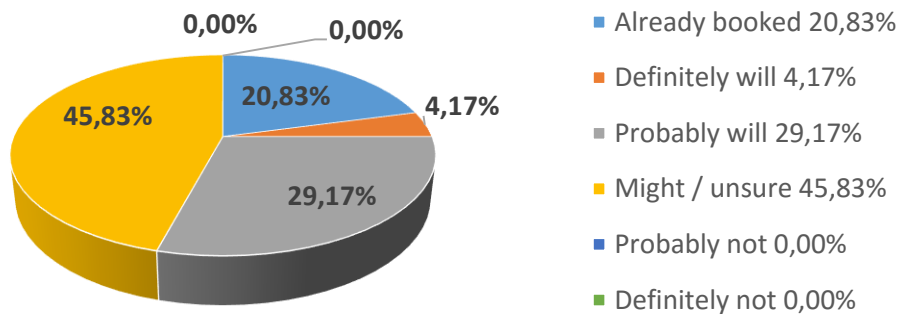
**!** 96% of participants are satisfied with the number of visitors at the exhibition  
**●** 92% of participants are satisfied with the quality of visitors at the exhibition

Dates: October 31 – November 2, 2018  
 Venue: Atakent IEC  
 Almaty, Kazakhstan  
 Periodicity: Annually

## ASSESSMENT OF IMPORTANCE OF THE EXHIBITION FOR BUSINESS DEVELOPMENT



## POSSIBILITY OF PARTICIPATION IN THE NEXT YEAR EXHIBITION



OFFICIAL SUPPORT

Official support  
for exhibitions\*



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



Kazakhstan Association of Hotels and  
Restaurants



Union of Poultry Farmers of  
Kazakhstan



Central Asia Clean Association

Dates: October 31 – November 2, 2018  
Venue: Atakent IEC  
Almaty, Kazakhstan  
Periodicity: Annually



\* The following events were held under one umbrella with KazUpack 2018 :

- ◆ WorldFood Kazakhstan 2018 ◆ ColdChain Kazakhstan 2018
- ◆ AgroWorld Kazakhstan 2018 ◆ HOREX Kazakhstan 2018



# Partners exhibitions\*

Dates: October 31 – November 2, 2018  
Venue: Atakent IEC  
Almaty, Kazakhstan  
Periodicity: Annually



## PARTNER



## ON-LINE PARTNER



РЕСТОРАННАЯ КРИТИКА  
КАЗАХСТАН

## TV - PARTNER



## MEDIA SUPPORT



\* The following events were held under one umbrella with KazUpack 2018 :

- ◆ WorldFood Kazakhstan 2018
- ◆ ColdChain Kazakhstan 2018
- ◆ AgroWorld Kazakhstan 2018
- ◆ HOREX Kazakhstan 2018



New brand –  
QazPack 2019

November 6st-8rd, 2019

**QazPack**

Venue: Atakent IEC,  
Almaty, Kazakhstan

Next **KazUpack** exhibition  
will be held under the new **QazPack** brand

**WE INVITE YOU TO TAKE PART IN THE 2019 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)