

The 19th International Congress
and Exhibition Forum

Construction, Energy, Special equipment, Safety

Easy to enter
the Kyrgyz market!

26 | 27 | 28 April **2022**

The Kyrgyz Republic, Bishkek



About Forum

- ▶ The main annual specialized forum of construction, energy, special equipment and security in the Kyrgyz Republic.
- ▶ In the top five major forums of construction in the Central Asian region.
- ▶ Held since 2003.
- ▶ **Within the framework of the International Congress and Exhibition Forum "Construction, Energy, Special Equipment, Safety" will take place:**
 - ▶ 19th International Specialized Construction and Interior Exhibition KyrgyzBuild;
 - ▶ 12th International Specialized Energy and Lighting Exhibition EnergyExpo Kyrgyzstan;
 - ▶ 7th International Specialized Exhibition of Road Construction, Special Equipment and Components KyrgyzComex;
 - ▶ 7th International Specialized Exhibition of Security Equipment, Safety and Fire Protection SafetyExpo Kyrgyzstan.

Official support:

- The Cabinet of Ministers of the Kyrgyz Republic
- Ministry of Transport and Communications of KR
- Ministry of Energy of KR
- State Agency for Architecture, Construction, Housing and Utilities under the Cabinet of Ministers of the Kyrgyz Republic
- Investment and Development Agency under the Cabinet of Ministers of the KR
- Mayor's Office of Bishkek;
- American Chamber of Commerce in the Kyrgyz Republic
- Kyrgyz Union of Industrialists and Entrepreneurs
- Trade representations and diplomatic missions
- Profile associations and agencies



The Kyrgyz Republic is a country in Central Asia

Population of the country:

≥6 million

Member of EEU



Member EEC and member of WTO



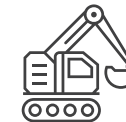
326

Construction companies



142 billion kWh

Total hydropower potential



70 deposits

Coal industry

683 600 m²

of Housing commissioned in 2021

5-8 billion kWh

Small Hydro Power Plants Annual Potential

15 deposits

Oil and gas industry

6188

Individual housing built

490 billion kWh

Solar energy potential per year

250 sunny days a year

17 deposits

Gold mining industry

878

Constructed high-rise buildings

44 млн. кВт/ч

Wind energy potential per year

Kyrgyzstan member of CASA-1000 project



Figures and Facts 2021

80%

Exhibitors positively evaluate the return on investment from the exhibition

40%

Participants successfully conclude contracts and deals during the exhibition

45%

Exhibitors find representatives during the exhibition

30%

Exhibitors book space for the next year



2500m²

Area of Exposition



75

Number of exhibitors



7

Participating countries

49,3%

37

International companies

50,7%

38

Local companies



160

Brands



115

Types of products



44

Producers

Maria Turovskaya

Head of export sales of "Zeus" TM 3D KRESTIKI, Russia, Voronezh

Our company produces modern leveling systems for different surfaces and our main product is the leveling system for laying tiles. We have come to the exhibition in Bishkek for the first time and we like the overall event very much, fairly high attendance, a lot of people are interested in our products and new tile laying technologies. We have already gathered more than 70 contacts and we are confident that in the near future we will be able to conclude big contacts. In general, we like the organization of the exhibition very much, we are satisfied and we hope for further cooperation

 Belarus
 Italy
 Kazakhstan
 Kyrgyzstan
 Russia
 Uzbekistan
 Ukraine



KyrgyzBuild 2022

19th International specialized exhibition of construction and interior

Is the main specialized event in the construction industry of the Kyrgyz Republic and is supported by the Cabinet of Ministers of the Kyrgyz Republic and related ministries and agencies.

The exhibition is the best place for business meetings with suppliers, manufacturers, dealers and influential professionals in the construction industry of Kyrgyzstan. The event is an excellent opportunity to establish and strengthen business ties in the Central Asian region and expand the horizons of companies.

Sections of the exhibition:

Construction:

- Construction materials
- Construction equipment, tools and special systems
- Metal in construction
- Window systems and accessories
- Doors. Fittings. Locks
- Facades. Roofing. Gates
- Floor coverings
- Paints and Decorative Plasters
- Architectural Metal Decoration. Ceramic Tile
- Stone
- Sanitary Ware, Bathroom Interiors

- Interior finishing materials. Decor items. Furniture
- Curtains, fabrics, blinds, curtain rods

Heating and water-supply:

- Heating equipment (household and industrial)
- Water supply equipment (domestic and industrial)
- Equipment for climate control (household and industrial)
- Pipes, fittings and valves
- Swimming pools, pool and sauna equipment, SPA

- Water treatment, water supply and water treatment
- Tools for mounting, cutting and welding
- Control equipment and automation systems



EnergyExpo Kyrgyzstan 2022

12th International Specialized Energy and Lighting Exhibition

Is the only specialized event in the energy industry of the Kyrgyz Republic.

Every year, the event is attended by international and local specialized companies, which acquaint professionals with the latest developments in the field of energy and lighting. EnergyExpo Kyrgyzstan has secured the status of a unique business platform for sharing experiences and signing new business contracts, providing an opportunity to firmly establish your position in the Kyrgyz market.

Sections of the exhibition:

- Electrical equipment
- Cable and wire products
- Industrial boiler and heat generating equipment.
- Energy effective and energy saving technologies and equipment.
- Uninterruptible power supply systems
- Alternative power sources
- Lighting, industrial lighting
- Power engineering
- Power machine building
- Power-, heating-, gas supply systems
- Power generating equipment
- Heat-exchange equipment
- Equipment for heating systems
- Auxiliary engineering equipment
- Equipment for housing and communal services
- Automated systems of technological processes control
- Measurement and control systems and facilities
- Software Systems
- Fuel materials



KyrgyzCOMEX 2022

7th International Specialized Exhibition of Road Construction, Special Equipment and Components

The exhibition of vehicles, equipments and innovative technologies for the construction and mining industry. KyrgyzCOMEX is a unique opportunity to live chat with leading market players, discuss the latest trends, get advice from industry experts. The exhibition provides an opportunity to establish business contacts with potential buyers and partners.

This event is especially important in view of the planned projects for expansion and construction of new roads, as well as the construction of commercial and strategically significant objects in the Kyrgyz Republic.

Sections of the exhibition:

- Construction machinery and technologies
- Road-building and earthmoving machinery
- Machinery for quarrying
- Municipal machinery
- Lifting and handling equipment, cranes
- Crushing and screening equipment
- Tunnel boring equipment
- Excavators, loaders, graders, bulldozers, tractors, mini excavators
- Spare parts and components for machinery and equipment
- Attachments
- Tires and oils for special equipment
- Compressors, hydraulic and pneumatic equipment
- Conveyors, manipulators
- Equipment and materials for road maintenance and repair
- Measuring equipment, surveying instruments
- Technical means for traffic management
- Asphalt plants
- Rent of equipment



SafetyExpo Kyrgyzstan 2022

7th International Specialized Exhibition of Security Equipment, Safety and Fire Protection

SafetyExpo Kyrgyzstan is a platform for the presentation of the latest technical security, safety, and fire protection equipment.

Every year the leading manufacturers, suppliers and distributors in the security industry participate at the exhibition and organize business meetings. The event is a great opportunity to establish and strengthen business ties and expand the horizons of companies.

Sections of the exhibition:

- Video surveillance
- Access control systems
- Alarm system
- Complex security systems for construction projects
- Fire safety, rescue equipment
- Safety technology
- Overalls and personal protective equipment
- Industrial security
- Comprehensive production security
- Security TV and surveillance
- Traffic safety
- Video recorders
- Cameras and night vision systems
- Turnstiles
- Automatic electric and mechanical barriers
- Smart home systems

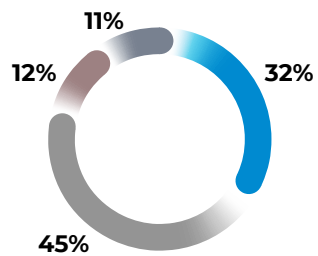


Visitors 2021

Total number of visitors

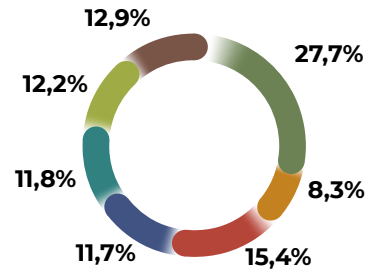
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Rating of visitors on decision making:



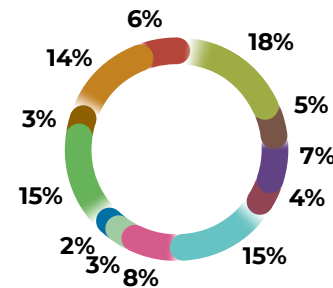
- 32% Independently make decision
- 45% Don't affect the decision
- 12% Agree with decision
- 11% Recommended by

The purpose of the visit



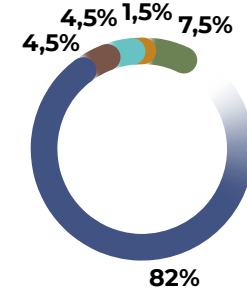
- 27.7% To get information about products
- 8.3% To buy products/services
- 15.4% To find new suppliers
- 11.7% Support existing business contacts
- 11.8% To offer my products/services to exhibitors
- 12.2% Visit a seminar / conference / workshop
- 12.9% To communicate with colleagues

Visitor's specialization



- 18% Architecture and design
- 5% Water supply and sewerage
- 7% Special equipment and road construction
- 4% Window and door technologies
- 8% Security and video surveillance systems/fire safety
- 3% Construction of infrastructure and roads
- 6% Electrical installations
- 2% Trade in construction materials and electrical equipment
- 15% Design and construction of residential and commercial real estate
- 3% Manufacture of electrical equipment
- 15% Interior finishing and construction materials
- 8% Special equipment and road construction
- 7% Architecture and design

Organizational Profile

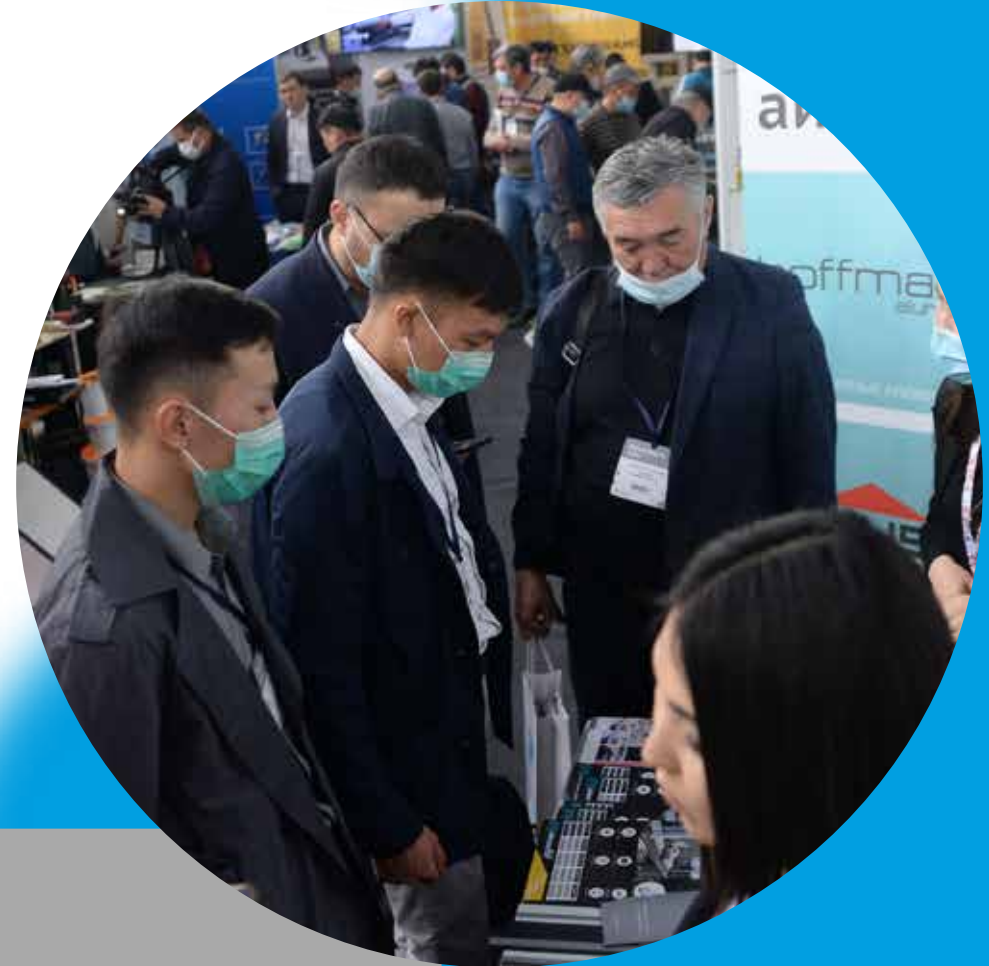


- 85% Commercial organization
- 7.5% Ministry/Committee/Agency/Service state body
- 4.5% Non-profit organization
- 4.5% Local Authority City Hall/Committee/Administration/Service
- 1.5% Educational institution



Marketing and advertising of forum

- ▶ **Targeted advertising:** social networks Facebook and Instagram
- ▶ **Contextual media advertising:** SEO Google, Yandex
- ▶ **Outdoor advertising:** more than 25 billboards and LED screens
- ▶ **Remarketing:** Google Ads technology that allows to return users to a previously visited website
- ▶ **Retargeting:** technology Yandex.Direct, which allows to broadcast ads to the audience that visited the site and made a specific action there
- ▶ **Classifieds:** online advertising on the highest-rated specialized sites in the CIS
- ▶ **Video marketing:** promotion with video content: YouTube, Facebook and Instagram
- ▶ **E-mail marketing:** mailings to a database of more than 10 000 contacts of dedicated visitors
- ▶ **Telemarketing:** call center with over 10 000 contacts of core visitors
- ▶ **Mass media:** more than 30 specialized publications
- ▶ **VIP Address Mailing:** personal invitation letter by a database of over 2000 contacts, 2 weeks before the event
- ▶ **SMS distribution:** text message through a database of over 10 000 contacts of core visitors.



Evgeny Tsoy

General director of "Airex Optima" LLC, Moscow, Russia

We are exhibiting at KyrgyzBuild for the first time. We are presenting innovative climate equipment from a joint venture of South Korea and Russia. In general, during the exhibition, eight potential companies are interested directly from Bishkek and Osh, who are planning to become our dealers in the future. It is also important to note that our stand was visited by the Deputy Minister of Energy. In general, we are very satisfied with our participation and hope for further cooperation with Kyrgyzstan.



Business program 2021

► April 20

Topic:

"Construction of prefabricated buildings from metal structures and sandwich panels.

Company: "BiAst".

Topic:

Construction of CIP houses using "Canadian technology".

Company: Biast.

Topic:

Application of TAMAK particleboards in construction and finishing works.

Company: "TAMAK".

Topic:

"The benefits of using automation systems for customers, builders and designers."

Company: "IT Vision".

Topic:

"An affair with tile that lasts a lifetime."

Company: "Romantic".

► April 21

Topic:

"Growth secrets from Ufanet for smart companies: Smart intercom. Cable-channel".

Company: "Irida" / GC Ufanet.

Topic:

"Growth secrets from Ufanet for smart companies: Ventilation. Energy efficiency. Free-cooling".

Company: "Ufanet" JSC

Topic:

"Brass ball valves. Design reliability and testing.

Company: "Ravani Rus" (TM LD).

Topic:

"Russian Light - the largest supplier of electrical equipment in Russia and CIS countries".

Company: Elektrosistem.

Topic:

"Services and features of the online store RS24.ru to order electrical products".

Company: Electrosystem.

► April 22

Topic:

"Otis. Complex approach to equipping buildings with vertical transport equipment".

Otis in the world and CIS countries,

Otis products and their features, passenger flow calculation, BIM design.

Company: "Otis Lift".

Topic:

"High-tech personal protective equipment against industrial hazards.

Thermal effect of electric arc; electric shock of induced voltage and harmful effect of electric fields; from sparks and splashes of molten metal, hot water and steam, from tick bites and blood-sucking insects, from elevated temperatures, OPZ, mechanical effects and chemical factors, etc.

Company: "FPG Energocontract".



Develop your business on the basis of objective data!

- ▶ Data about visitors, provided in the report above, was collected and processed by EXPODAT service.

Unique service for visitor registration EXPODAT and mobile application LeadER EXPO is a modern way to collect contact information, no paper questionnaires, no collection of business cards, no errors and no human factor.

Features of LeadER EXPO:

- ▶ Instant identification of the target visitor by scanning the visitor's badge;
- ▶ Capture visitors' interests through a product catalog;
- ▶ Conducting surveys and questionnaires of visitors;
- ▶ Forming a database of contacts by managers who worked with visitors to the booth;
- ▶ Adding notes/photos to the collected contacts, both during the meeting and after it;
- ▶ Motivating your booth staff with KPI analysis of their work during the show, even if you yourself are not present at the show floor;
- ▶ Online reports with the results of the work of the stand, without waiting until the end of the event.



Yulia Ivanova

Head of Marketing Department, "PolymerMetal-T" LLP Republic of Kazakhstan, Almaty

We are a manufacturer of roof and wall sandwich panels based on mineral wool board for over 17 years. We have been exhibiting at KyrgyzBuild for 5 years. The organisers of the event would like to thank you very much for the opportunity to participate in this exhibition. For the opportunity to present our products and find new loyal partners in Kyrgyzstan. We hope to participate next year.



Participation formats

- ▶ Equipped booth
- ▶ Unequipped booth
- ▶ Working place
- ▶ Space outside the pavilion
- ▶ Seminar as part of the exhibition
- ▶ Distance participation

OFFLINE-PRO:

COMPANY'S representation at the exhibition without the EXPONENT'S PRESENCE.

If your company can't take part in the event we will provide you with a booth, necessary additional equipment and a booth attendant accredited by the exhibiting company.

Booking terms:

- Early bird period*
from May 01, 2021 to October 01, 2021
- Standing period*
from October 01, 2021 to March 01, 2022
- Late booking period*
from March 01, 2022 to April 20, 2022

*Mandatory prepayment of 30% of the contract amount.



Sponsorship opportunities

- We invite you to participate in the exhibition as a Sponsor.

Sponsor status allows you to consolidate your leadership position in the industry and provide a unique opportunity to promote your product among professional target audience as well as direct customers.

Each package contains the optimal set of tools to ensure the most effective participation in the exhibition. Content of the sponsorship packages can be adjusted and options can be reconsidered to create a custom sponsorship package according to your marketing goals and objectives.

*For more information please ask the organizer of the event.



Yana Zakharova

Reputation management manager of "Otis" Russia, Moscow

11 Otis is a world leader in manufacturing lifting equipment and we have been in the market for more than 167 years. I would like to thank the organizers for such an excellent event and for the opportunity to show our new product to a large number of visitors. We had a lot of interesting contacts and discussed a lot of interesting projects. I would especially like to mention the convenience of using modern digital technologies, which allowed us to keep track of the number of visitors to our stand and have a large base of new contacts for future work. Also we would like to mention our careful and responsible attitude to the health of visitors and exhibitors, and safety precautions. I wish many new and successful projects for BiExpo company and see you at future exhibitions.

