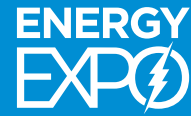


18 | 19 | 20

April 2023



20th Anniversary International
Congress and Exhibition Forum

Construction, Energy, Special equipment, Safety

*It is easy to enter
the Kyrgyz market!*

The Kyrgyz Republic, Bishkek



 **biexpo**[™]
ВЫСТАВОЧНАЯ КОМПАНИЯ

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

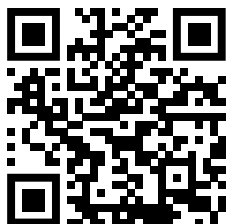
Within the framework of the International Congress and Exhibition Forum "Construction, Energy, Special Equipment, Safety" will take place:

- ▶ **KyrgyzBuild** - 20th Anniversary International Specialized Exhibition of Construction and Interiors;
- ▶ **EnergyExpo Kyrgyzstan** - 13th International Specialized Exhibition of Energy and Lighting;
- ▶ **KyrgyzComex** - 8th International Specialized Exhibition of Road Construction, Special Equipment and Components;
- ▶ **SafetyExpo Kyrgyzstan** - 8th International Specialized Exhibition of Safety, Security and Fire Protection Equipment.



Official support:

- National Investment Agency under the President of the Kyrgyz Republic
- Ministry of Transport and Communications of the Kyrgyz Republic
- Ministry of Energy of the Kyrgyz Republic
- State Agency for Architecture, Construction, Housing and Communal Services under the Cabinet of Ministers of the Kyrgyz Republic
- Mayor's Office of Bishkek;
- Wind and Solar Power Plants Association
- Association of Small Hydroelectric Power Plants of the Kyrgyz Republic
- Association of Designers of the Kyrgyz Republic
- American Chamber of Commerce in the Kyrgyz Republic
- JIA Business Association
- Kyrgyz Union of Industrialists and Entrepreneurs
- Union of Builders of the Kyrgyz Republic





Kyrgyz Republic

is a country in Central Asia



≥6,6 million
Population of the country

5000
Construction Companies

142 billion kWh
Total hydropower potential potential

70 deposits
Coal mining industry



1118,2 thd m2
of Housing commissioned in 2021

5-8 billion kWh
Potential of small hydropower plants per year

15 deposits
Oil and gas industry



Member of WTO

For \$ 47,5 million
major and current repairs of facilities were carried out

490 million kWh
Solar energy potential per year
250 sunny days per year

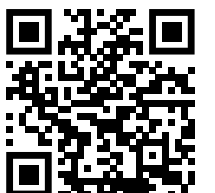
17 deposits
Gold mining industry

Kyrgyzstan is a member of **CASA – 1000**

13,7 thd
tests of building materials were conducted by State Committee for Construction

44 million kWh
Wind energy potential per year

\$336.25 million
mined minerals in 2021



Figures and Facts



80% of 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



40% Exhibitors book space for the next year



2500M²

Area of Exposition



10

Participating countries



71

Number of exhibitors



51

International companies

20

Local companies



180

Brands



210

Types of products

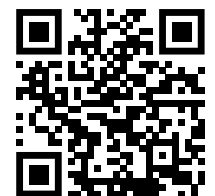


60

Producers

Страны участницы:

-  Belarus
-  Germany
-  India
-  Iran
-  Kazakhstan
-  China
-  Kyrgyzstan
-  Russia
-  Poland
-  Türkiye



KyrgyzBuild 2023

19th Anniversary 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:

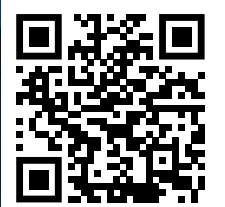
- Construction materials
- Construction equipment, tools and special systems
- Metal in construction
- Window systems and accessories
- Doors. Fittings. Locks
- Facades. Roofing. Gates
- Floor coverings
- Paints and Decorative Plasters
- Architectural Metal Decoration. Ceramic Tile
- Stone

- 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 2023

13th 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 2023

8th 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 2023

8th 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.

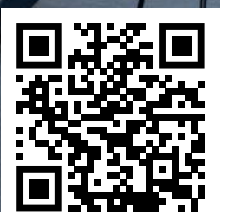
The event is a great opportunity to establish and strengthen business ties and expand the horizons of companies.



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

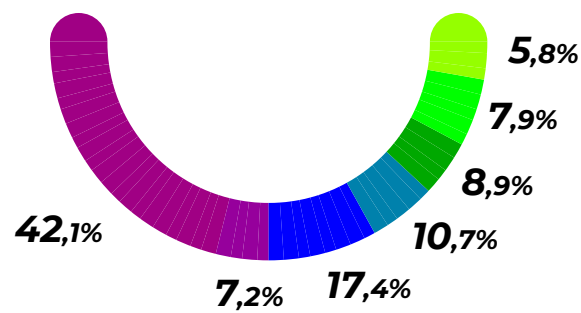


Visitors 2022

Total number of visitors

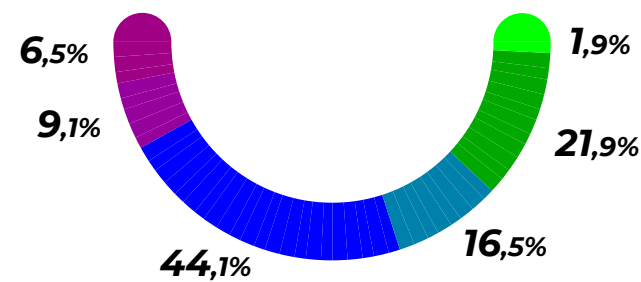
3222

The purpose of the visit:



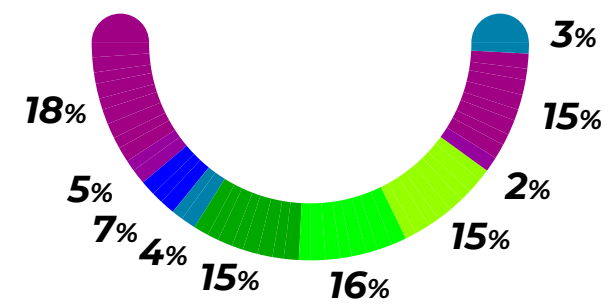
- 42,1% To get information about products
- 7,2% To buy products/services
- 17,4% To find new suppliers
- 10,7% To support existing business contacts
- 8,9% To visit a seminar/conference/workshop
- 7,9% To communicate with colleagues
- 5,8% To offer my products/services to exhibitors

Organizational Profile:



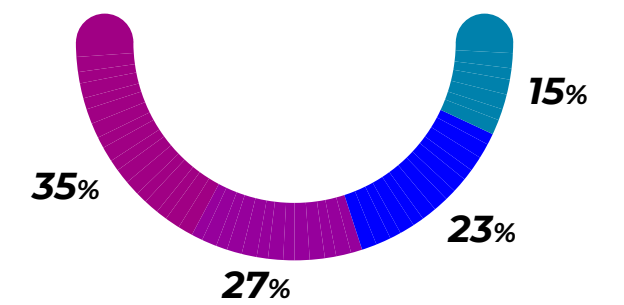
- 6,5% Ministry/Committee/Agency/Service state body
- 9,1% Non-profit organization
- 44,1% Construction company
- 16,5% Production company
- 21,9% Trading company
- 1,9% Educational institution

Visitor's specialization:

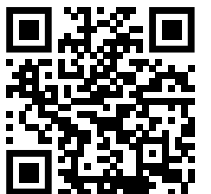


- 18% Architecture and design
- 5% Water supply and sewerage
- 7% Special equipment and road construction
- 4% Window and door technologies
- 15% Interior finishing and construction materials
- 16% Trading and Manufacture of building materials
- 15% Trading and Manufacture of electrical equipment
- 2% Security and video surveillance systems/fire safety
- 15% Design and construction of residential and commercial real estate
- 3% Construction of infrastructure and roads

Rating of visitors on decision making:



- 35% Make my own decision
- 27% Coordinate decision
- 23% Recommend
- 15% Do not affect the decision



Marketing and Advertising Forum

- **Targeted advertising:** Social networks Facebook and Instagram
- **Contextual and media advertising:** SEO Google, Yandex
- **Outdoor advertising:** more than 25 billboards and LED screens
- **Remarketing:** Google Ads technology that allows you to return users to a site that they have previously visited
- **Retargeting:** Yandex.Direct technology that allows you to broadcast advertisements to an audience that visited the site and took specific actions there
- **Classifiers** – advertising in Internet resources on the most rated specialized sites of the CIS
- **Video marketing** – promotion using video content: YouTube, Facebook and Instagram
- **E-mail marketing** – mailings to the database of over 10 000 contacts of profile visitors
- **Telemarketing** – calling more than 10,000 contacts of specialized visitors with a call center
- **Mass media** – more than 30 specialized publications
- **Addressed VIP mailing** – a personal invitation letter on the database of more than 2000 contacts, 2 weeks before the event
- **SMS mailing** – text message to the database of over 10 000 contacts of profile visitors



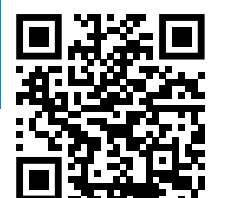
Feedback from the participant of KyrgyzBuild 2022



Khromey Dmitriy Vladimirovich

Head of Department «Sievert Rus», Russian Federation

"We participate with our partners the company "Clinker's World" and a partner from Germany - the manufacturer of Roben bricks. The exhibition for us is a chance to express ourselves. At the exhibition, our company presents bricks produced by the Roben factoryplant, which has a history of more than 150 years of production. Our products have been manufactured since 1919 and for us the market has great prospects. Since 2017 and the last 2 years, the demand and interest in these products has been constantly increasing. Indeed, a lot of people visit this exhibition, there is interest in new and high-quality materials in the republic. I would like to note the quality of the organization of the exhibition. If we talk about how this exhibition is found out, it is clear that the marketing department works very well, because there are a lot of visitors, builders, architects, designers. I can say that we have a desire to participate in this exhibition in the future."





Business program 2022

► April 26



Topic:

«Promotion of prefabricated and energy-efficient technologies in construction»

Speaker: Kassymbekova Assel, Head of Sales Department, Company: "BiAst".



Topic:

«Collapsible module blocks from the domestic manufacturer. Innovative technologies — SIP-house kits. Workshop on the assembly of

CIP-do-mo kit.»

Speaker: Roman Stokrotsky, Head of Construction Department, Company: "BiAst".

Topic:

«Features and prospects of the work of strategic industries in the new conditions.»

Discussed topics:

- What is happening in the economies of Russia and the allied countries of the EAEU in connection with the Ukrainian crisis?
- Has the investment attractiveness of Kyrgyzstan increased?
- What advantages can the strategic industries and economy of the Kyrgyz Republic derive for themselves in the emerging conditions of global redistribution of markets?

Speakers:

Veronika Isaeva, Deputy Minister of Economy of the Kyrgyz Republic
Grigory Parshakov, Deputy Head of the International Projects Department, Russian-Kyrgyz Development Fund

Samanov Ainur, Deputy of the Trade Representation of the Russian Federation in the Kyrgyz Republic

► April 27



Topic:

«Workshop on the application of decorative materials of the lacquer and paint factory «Raduga»

Speaker: Vitaliy Mendybayev, National Manager



Topic:

«How to save up to 52% of heating and cooling costs with the HEAT PANEL system?»

Practical experience on the example of more than 300 implemented projects in Russia, Belarus, Kazakhstan, Ukraine, Kyrgyzstan and Armenia.»

Speakers:

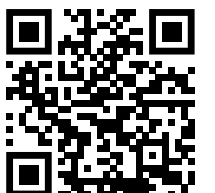
Yuri Ershov, General Director
Dmitry Nikitin, Development Director



Topic:

«Review of the range of products of the Omsk factory "Electrical Engineering and Automation": LED-lamps and OPS».

Speaker: Alexey Terenin, Head of Lighting Engineering



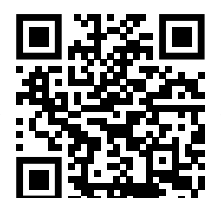
Develop your business based on objective data!

The visitor data provided in the report were collected and processed using the EXPODAT service.

A unique service for registering visitors EXPODAT and the mobile application LeadER EXPO is a modern way to collect contact information, without paper questionnaires, without collecting business cards, without errors and the human factor.

Features of LeadER EXPO:

- ▶ Instant identification of the target visitor by scanning visitor's badge;
- ▶ Fixing the interests of visitors in the catalog of goods;
- ▶ Conducting surveys and questionnaires of visitors;
- ▶ Forming of a database of contacts for managers who worked with visitors to the booth;
- ▶ Adding notes/photos to collected contacts, both during and after the meeting;
- ▶ Motivating your booth staff with KPI analysis of their work during the exhibition, even if you do not present at the exhibition;
- ▶ Online reports with the results of the work of the booth, without waiting for the end of the event.



Participation formats

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

Booking terms:

- Early booking period *
from June, 1 2022 to June, 30 2022
- Standard booking period *
from July, 1 2022 to Jan, 31 2023
- Late booking period *
from Feb, 1 2023 to Apr, 18 2023

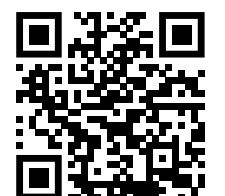
* Mandatory prepayment of 30% of the contract amount.

Feedback from the participant of KyrgyzBuild 2022

Victor Miroshnichenko

Brand Director of «Alina Group», Republic of Kazakhstan

«Today we present this stand with the most professional brand of dry building mixtures Alinex. We are participating in this exhibition for the first time. I am glad that this exhibition is attended by a large number of visitors from exactly those areas that we need - large construction companies, foremen, architects. Talking about the exhibition, I want to note the innovation that I liked - this is the scanning of QR codes, which replenishes the database of clients with which it will be possible to work in the future. Customer flow at this exhibition is very high. We liked the organization and format of the exhibition. We hope that in the future this exhibition will flourish and will receive more and more resonance among representatives of the construction industry. We hope that after this exhibition we will get fruitful cooperation and start promoting a new product from the Alinex brand.»

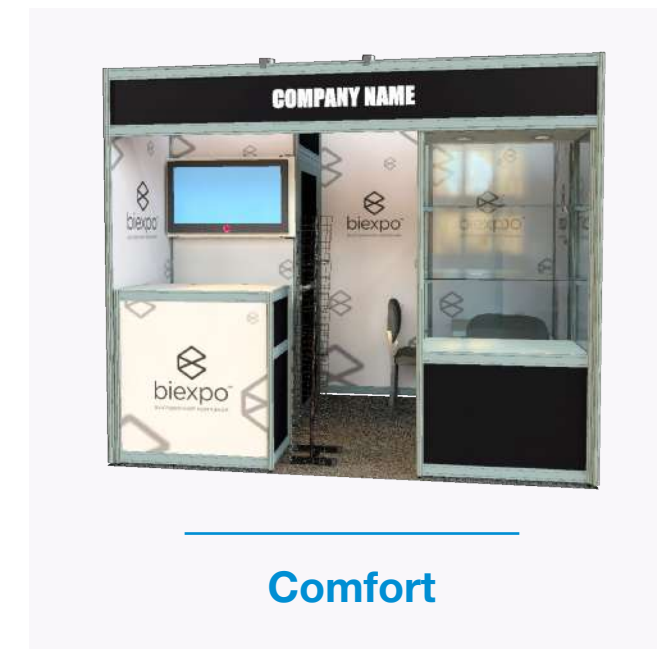
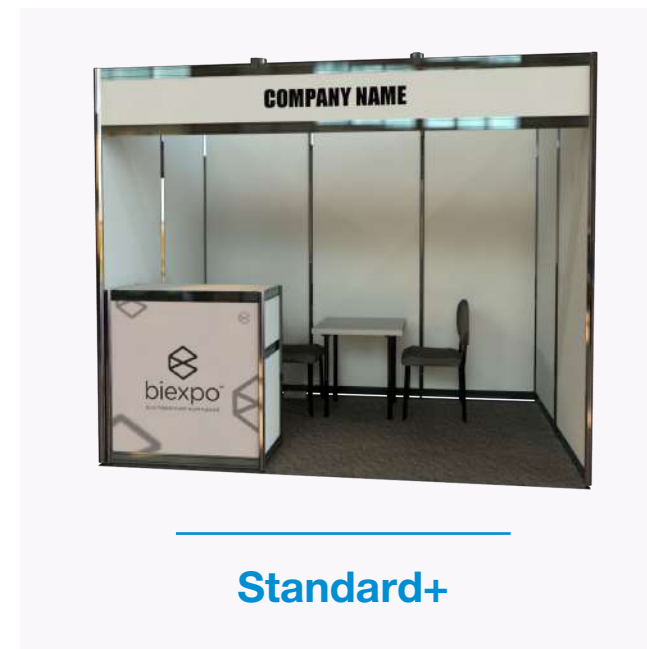
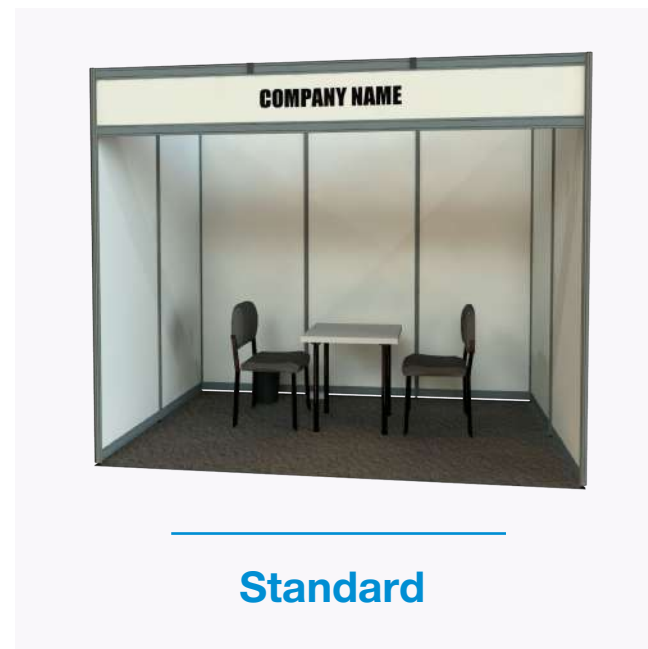


Exhibition stands

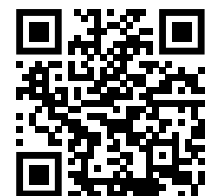
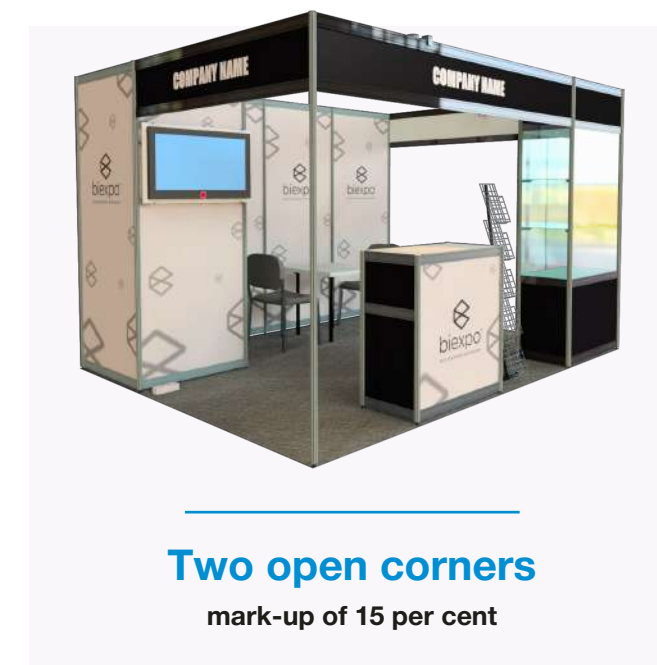
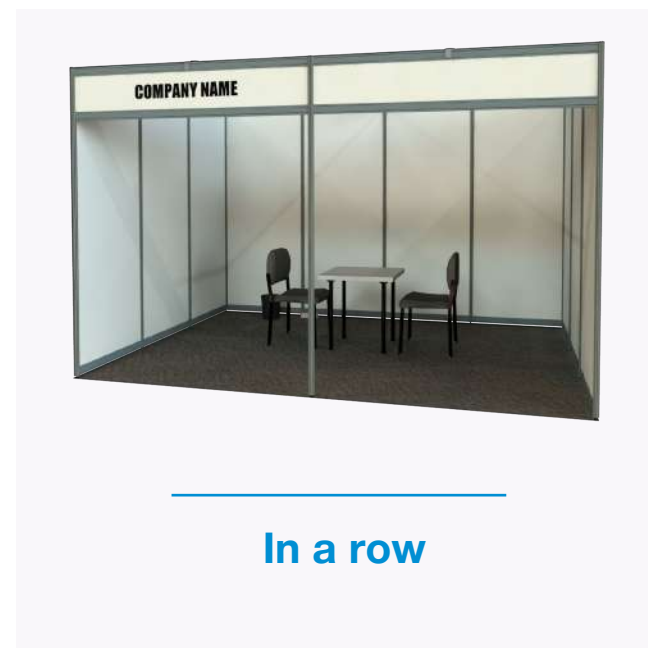


You can choose a stand with the necessary area, equipment and configuration depending on the exhibition plan and your wishes

Options of equipped stands on the example of 6 sq.m.:



Options for the configuration of stands on the example of 12 sq.m.:



Sponsorship opportunities

We invite you to take part in the exhibition as a Sponsor.

- The sponsor status allows you to consolidate your leadership position in the industry and provides a unique opportunity to promote your product both among the professional target audience and direct customers.
- Each of the ready-made sponsorship packages contains the optimal set of tools to ensure the most effective participation in the exhibition. The content of sponsorship packages can be adjusted and options can be reconsidered to create an individual sponsorship package, according to your marketing goals and objectives.

**For more information, please contact the event organizer.*



Feedback from the participant of KyrgyzBuild 2022

Mikhail Pazilov

Representative of Hafele (Germany), Republic of Kazakhstan

«We are participating in the KyrgyzBuild exhibition for the first time. We express our deep gratitude to the organizers, everything was carried out at a steep level. There are a lot of fruitful potential contracts, a lot of people, a competent audience, very strong masters. This is the first time we are participating in this exhibition. Definitely, we will participate in this exhibition next year. The Kyrgyz audience was very impressed, the market is huge, the potential is powerful. Thanks to the organizers. We present at this exhibition hotel assortment for hotel rooms, fittings for bathrooms and showers, electronic locking systems and much more.»

