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POST SHOW REPORT 2024

ALMATY
Powerexpo

**22nd Kazakhstan International
Exhibition**

**ENERGY, ELECTRICAL EQUIPMENT AND
MACHINE BUILDING**

30 October - 1 November 2024

Atakent, Almaty, Kazakhstan

www.powerexpo.kz

Organisers:



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SUPPORT



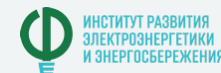
OFFICIAL SUPPORT



Ministry of Energy
of the Republic of Kazakhstan



Akimat of Almaty City



MEDIA SUPPORT

GENERAL INFORMATION PARTNER





EXHIBITORS

186 companies from **12** countries

Austria, Azerbaijan, Belarus, Germany, Italy, Kazakhstan, China, Russia, Thailand, Turkey, Uzbekistan, Czech Republic

COMPANIES PROFILE:

- Power supply
- Lighting equipment
- Cable and conductor products
- Electrical installation products and tools
- Electrical installation devices
- Measuring, monitoring, and control instruments
- Automation and energy efficiency
- Installation, design and engineering services

COLLECTIVE STANDS:

- AGENCY FOR REGIONAL DEVELOPMENT OF ARKHANGELSK REGION
- MOSPROM, ANPO
- OMSK REGION
- REPUBLIC OF MORDOVIA
- THE REPUBLIC OF UZBEKISTAN, "UZELTEKHAHNOAT" ASSOCIATION
- EXPORT SUPPORT CENTER OF VOLGOGRAD REGION

68 national companies

118 foreign companies



95%

are satisfied with the quantity and quality of visitors at the booth

95%

are ready to recommend the exhibition to acquaintances and colleagues in the industry

77%

plan to or have already decided to participate in next year's exhibition

95%

achieved their goals related to participation in Powerexpo Almaty 2024

23%

of exhibitors entered into contracts at the exhibition

EXHIBITORS' FEEDBACK

“

This is our first time participating in Powerexpo Almaty. We were overwhelmed by the turnout and are grateful to the organizers for such a successful event. Our booth received a lot of attention from day one, with visitors showing great interest in our product. We even had representatives from other companies inquiring about our offerings. The foot traffic exceeded our expectations. It's clear that significant deals are being initiated here at the exhibition.

AINUR KERDASBAY
CNC ELECTRIC

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“

This is a very well-organized exhibition, and our booth was visited by many interested parties. We presented information about our products, which generated a lot of interest. The Kazakh market holds immense potential for us. We established strong connections with several potential clients who visited our booth and look forward to concluding deals with them in the near future.

EBERL CHRISTOPH
MWM AUSTRIA GMBH

”

“

We are satisfied with our participation and can confidently say that we have secured a \$1.5 million contract for the supply of our products, specifically copper pipes manufactured at our plant. There was a great deal of interest in our booth and our products, as our goods are quite specialized. Next year, we plan to take a larger booth to showcase our entire product range.

BEKZOD MIRZARAIMOV
UZELTECHSANOAT ASSOCIATION JSC

”



VISITORS

3506 unique visitors from **36** countries

Austria, Azerbaijan, Angola, Armenia, Belarus, Belgium, United Kingdom, Germany, Honduras, Georgia, Denmark, Israel, India, Iran, Spain, Italy, Kazakhstan, China, Kyrgyzstan, Lithuania, Malaysia, Netherlands, Pakistan, Poland, Russia, Slovakia, United States of America, Tajikistan, Turkey, Uzbekistan, Ukraine, France, Czech Republic, Switzerland, South Korea, Japan.

GEOGRAPHY OF VISITORS



KAZAKHSTAN



OTHER COUNTRIES



- 39% Visited the event for the first time
- 89% Visitors from Kazakhstan
- 11% Foreign visitors

POSITION LEVEL



- 42% Company Director / Owner
- 23,5% Manager / Specialist
- 18,8% Department / Group Head
- 11,5% Deputy Company Director
- 3,4% Individual Entrepreneur

VISITOR SURVEY:



- 99% believe that attending the exhibition is important for the fruitful operation of the business
- 99% are willing to recommend the exhibition to friends and colleagues in the industry
- 98% plan to attend the exhibition next year

9 out of **10** visitors fully or partially influence purchasing decisions for equipment/services in their company



FIELD OF ACTIVITY

■ Energy / Electric Grids	64.6%
■ Electrical Engineering	9.2%
■ Alternative Energy Sources	7.1%
■ Heavy Industry	4.3%
■ Construction	3.7%
■ Cable and Wires Products	2.7%
■ Lighting Engineering	2.5%
■ Design and Construction	2.3%
■ Communication and Telecommunications	1.5%
■ Other	1.8%
■ Nuclear Industry	0.4%



VISITORS INTERESTS

■ Electrical Equipment	21%
■ Energy Saving, Innovations, and Energy-Saving Technologies and Equipment	13%
■ Alternative Energy Sources	10%
■ Cable Products, Wires, and Fittings	9%
■ Energy Machinery Engineering	8%
■ Engineering Services, Design	7%
■ Lighting, Lighting Engineering, Light Sources	7%
■ Energy Facility Safety	6%
■ Monitoring and Accounting for Energy Savings and Fuel-Energy Resource Consumption	6%
■ Construction Materials, Structures, and Elements	5%
■ Integrated Safety Systems for Nuclear Power Plants	4%
■ Government Authorities and Local Self-Government	2%
■ Other	2%

VISITORS FEEDBACK

“

This is our third time attending the exhibition, and each time we discover something new. This year, we managed to meet a number of new suppliers we were previously unaware of and gained a lot of valuable information from their presentations. Although we haven't signed any final cooperation agreements yet, I've already received commercial proposals that we will consider for future partnerships.

YEVGENY KAISA
KAZ ENERGO POWER

“

This was my first time visiting the Powerexpo Almaty exhibition, and I was very pleased. There are many manufacturers represented here, and there's plenty to see. I'm especially happy that Kazakhstan produces not only goods for sale but also its own technologies. I met with several suppliers and plan to cooperate with them in the future.

ALEXANDR MAMCHUROVSKY
ALEL AGRO JSC

“

This is my second visit to the exhibition. This year, the exhibition was pleasantly surprising: the number of companies has noticeably increased, and the level of organization has become even higher. We came specifically to meet with several companies, and we managed to conduct productive negotiations and conclude mutually beneficial agreements. Such exhibitions undoubtedly have a positive impact on the development of the industry.

YELIZAVETA DROZHZHINA
AKAS ENERGY LLP

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15 sessions

17 hours

26 speakers

PLENARY SESSION

«Future of Hydrogen Energy in Kazakhstan: Trends and Prospects»

Discussion Topics:

- Development and implementation of a national hydrogen energy strategy
- Assessment of the economic efficiency of hydrogen energy projects
- Integration of hydrogen technologies into the existing energy infrastructure
- Ensuring environmental safety in hydrogen production and use
- Interaction with international organizations and knowledge exchange
- Standards and certification of hydrogen technologies

CASE SESSION

«Innovations in Cybersecurity and the Application of AI in Energy: Challenges and Opportunities for Kazakhstan»

Discussion Topics:

- Current threats and challenges in cybersecurity for Kazakhstan's energy systems
- The role of artificial intelligence in ensuring the safety and efficiency of energy networks
- Innovative approaches and best practices in cybersecurity applicable to the energy sector
- Cooperation between public and private entities to protect critical infrastructure from cyber threats
- Prospects for the development and implementation of new technologies in Kazakhstan's energy sector

PANEL DISCUSSION

«Domestic Value. Local Manufacturers in Energy»

Discussion Topics:

- The role of local producers in Kazakhstan's energy independence: how local companies contribute to reducing reliance on imported technologies and equipment
- Overview of successful cases and innovative solutions developed by local companies
- Government support and development
- Key challenges faced by Kazakhstani producers and potential solutions
- Trends and opportunities for further growth of local manufacturers in the energy sector



KEY SPEAKERS

ALMATY
Powerexpo



Zhakyp Khairushev
Managing Director of
Atameken NCE RK



Damir Narynbayev
Executive Director of
KAZENERGY Association



Bayan Abylkairova
Deputy Chief of Party of
USAID Power Central Asia
Project



Zhanibek Baidulla
Deputy General Director
for Production Issues of
Uranenergo LLP



Marat Kalmenov
Director of the Processing
and Analysis Department of
the Electric Power and
Energy Saving Development
Institute



Assel Kazbekova
Director of KPMG
Law Kazakhstan



Sergey Agafonov
Chairman of the Kazakhstan
Association of Energy Supply
Organisations

SEE YOU NEXT YEAR

2025

21 - 23 October

23rd Kazakhstan International Exhibition

ENERGY, ELECTRICAL EQUIPMENT AND MACHINE BUILDING

ALMATY
Powerexpo

www.powerexpo.kz



For questions regarding participation, please contact:

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BOOK A STAND