

POST SHOW REPORT



June 25-27, 2019

Stadium "Shakhter", Karaganda, Kazakhstan

The 15th International Exhibition for Mining and Exploration, Mineral & Coal Processing and Metallurgical Technologies "Mining Week Kazakhstan' 2019"

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2019



EXHIBITION OVERVIEW

The 15-th time at the Shakhter stadium in Karaganda the International Exhibition for Mining & Exploration, Mineral & Coal Processing and Metallurgical Technologies «**Mining Week Kazakhstan' 2019**» brought together domestic and foreign companies.

Every year for the past 15 years, the exhibition gives the opportunity to see a complete and objective picture of the last developments of mining and metallurgical industry. Mining Week Kazakhstan Exhibition has clearly outlined its role as a platform for demonstration of up-to-date equipment and innovative technologies, and the place for concluding mutually beneficial contracts.



The exhibition was officially opened at 12:00 on June 25.

Guests and participants of the exhibition became the audience of the solemn ceremony, which welcomed by:

Deputy of the Akim
of the Karaganda Region
Almas Aidarov

Chairman of the Board
«Tau-Ken Samruk»
National Mining Company
Kanat Kudaibergen

Trade Commissioner of the Russian
Federation in the Republic of Kazakhstan
Maxim Kochetkov

Counselor for Economic Affairs of the
Embassy of Ukraine in the Republic of
Kazakhstan
Oleg Kobzysty

2-nd Secretary of the Embassy of Czech
Republic in the Republic of Kazakhstan
Luboš Joza

Deputy of Executive Director of the
Association of Mining and Metallurgical
Enterprises
Tulegen Mukhanov

Director of the representation of the
international exhibition company
TNT Productions, LLC
in the Republic of Kazakhstan
Alexandr Khmelevskiy

The opening ceremony was
also attended by:

President of the exhibition company
WORLD EXPO International, organizer of
Polish participation in the exhibition
Ryszard Puciato

Head of the regional department
«CenterKazGeoInform»
Nurlan Maukulov

Head of the TNT Productions Bureau in
Germany
Rainer Hahn



Deputy akim of the Karaganda region, Almas Aydarov, spoke about the role of the Mining Week Kazakhstan exhibition in terms of the mining and metallurgical industry development. He noted that:



«all the technologies, developments presented at the exhibition have practical application in the future».

Deputy of Executive Director of the Association of Mining and Metallurgical Enterprises Mukhanov T.M. congratulated the participants and guests of the exhibition on the 15th anniversary and presented diplomas to the organizers of exhibition.

Gratitude and memorable award for effective cooperation in organizing the exhibition were presented to the organizers by the President of Polish exhibition company World Expo International Sp. z o.o. Mr. Ryszard Puciato.

The organizers, in turn, presented the guests with memorable badges in honor of the 15th anniversary of exhibition.

VIP ROUND

During the VIP tour, the guests of honor accompanied by the organizers of event familiarized with the exposition and assessed the level and quality of the presented products. Participants demonstrated the most interesting designs and innovations of their companies to the members of the delegation.



Video Reporting

<http://miningweek.kz/ru/exhibitors.html>

BUSINESS PROGRAM



days
of the exhibition



events
were held

The business program was closely associated with the exhibition and is designed for different target audiences. Past events touched on the most important thematic areas related to the industry development. Seminars, presentations took place within the framework of exhibition, business communication and exchange of practical experience passed in different formats.

The business program was opened by the presentation of JSC NMK "Tau-Ken Samruk" "The Path from Junior to the Champion", which was attended by the Chairman of the Board of JSC NMK "Tau-Ken Samruk" Kanat Kudaibergen and Deputy Akim of Karaganda region, Almas Aydarov.

Tau-Ken Samruk, as a national company, primarily aims to stimulate the mining sector, including juniors, through financial, expert, marketing and government support.

The audience's great interest was aroused by the round table "Ecology. Topical issues of environmental legislation", which was held by the Association of Mining and Metallurgical Enterprises.

The company ZAM-SERVIS s.r.o., Czech Republic shared its experience in the field of Motion monitoring of personnel, vehicles and mine air monitoring.



2019

25.06.2019

On June 25 on the occasion of the beginning of the exhibition work in the business hotel Cosmonaut took place the cocktail party, sponsored by the Hotel Complex Cosmonaut - hotel- partner of the 15th International Exhibition «Mining Week Kazakhstan' 2019".

Throughout the evening the guests were amused by the leading artists of the republic. The participants of exhibition were welcomed by the director of the Hotel Complex Cosmonaut Dmitriy Balandin.

26.06.2019

The evening of 26 June continued with a reception for the exhibition participants in the cozy atmosphere of the restaurant "Arista". According to the tradition, the organizers have prepared a colorful palette of musical and dance genres.

According to the results of the exhibition all participants received honorary diplomas.



Within the framework of Mining Week Kazakhstan' 2019 the 9x12 photo contest was held for the 7th time.

The series of photos featuring the unique shots of the mining industry and people who linked their destiny with it were presented at the exhibition. The nominees of the contest received diplomas and presents.

The organizers thank all participants and intend to continue this photo contest hereafter as well.

EXHIBITION THEME

The theme of the exhibition and Karaganda as the exhibition venue were determined by immediate vicinity of the largest enterprises of the mining and metallurgical industries. Today we may positively state – this is the meeting platform for scientists, equipment manufacturers, new technologies developers, suppliers and potential consumers.



- 01** Technologies and equipment for mining and metallurgical complex
- 02** Mineral prospecting and production technologies
- 03** Mineral processing
- 04** Supplies and materials for drilling and blasting
- 05** Technologies and equipment for coal and mineral raw material processing
- 06** Technologies and equipment for mining and metallurgical complex waste treatment
- 07** Transportation
- 08** Power equipment
- 09** Communication and signaling systems
- 10** Ventilation systems
- 11** Security and protection facilities
- 12** Environment protection

KEY FACTS

130

Number of
exhibitors

19

Number of
countries

1531 M²

NET
exhibition area

2673 M²

GROSS
exhibition area

1960

Total visitors



! All figures are confirmed by the Certificate of the independent international audit of statistical figures

OFFICIAL SUPPORT

The exhibition is rightfully considered to be one of the key business events for mining and metallurgical industry professionals and receives support from the leading industry organizations and specialized governmental agencies.

Official support:

- Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan
- Committee of Geology and Subsoil Use of the Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan
- "Tau-Ken Samruk" National Mining Company
- Akimat of Karaganda Region

Official partner of the exhibition:

Republican Association of Mining and Metallurgical Enterprises

Exhibition organizers received official support from:

- ArcelorMittal Temirtau JSC
- World Expo International Ltd. (Poland)
- Czech Trade (Czech Republic)
- Beijing Joint-Union Exhibition Co., Ltd. (China)
- Beijing Essence Fairs Co., Ltd. (China)

Information support

More than 40 media outlets covered the work of the exhibition: major specialized printed sources, permanent information partners - Kazakhstan magazines: Mining and Metallurgical Industry, Mining magazine of Kazakhstan; Russian magazines: Gornaya promyshlennost (Mining Industry), Ugol', Globus, Vestsna, Mine surveying and subsurface use, etc. Kazakhstan's regional newspapers, such as Industrialnaya Karaganda, Vzgl'yad na sobytiya, etc., provided extensive coverage of the exhibition work. TV and radio channels broadcasted news reports from the international exhibition "Mining Week Kazakhstan'2019".

Participants and guests of the exhibition received 6 official greetings from:



Roman Sklyar
Minister of Industry and Infrastructure Development of the Republic of Kazakhstan



Akbatty Nadyrbayev
Chairman of the Committee of Geology and Subsoil Use of RK Ministry of Industry and Infrastructural Development



Erlan Koshanov
Akim of Karaganda region



Nikolai Radostovets
Executive Director of the Association of Mining and Metallurgical Enterprises



Kanat Kudaibergen
Chairman of the Board of National Mining Company "Tau-Ken Samruk"



Alexandr Yakovlev
Trade Commissioner of the Russian Federation in the Republic of Kazakhstan



Video Reporting

<http://miningweek.kz/ru/exhibitors.html>

PARTICIPANTS

The exhibition fully justified the status of an international project. Over 130 companies from 19 countries of the world presented their achievements and innovative designs in the area of mining and metallurgical industry.

As before, the Kazakhstan market remains interesting and attractive for foreign companies. The participation of companies from Russia (36 companies) in all sections of the exhibition at the Mining Week Kazakhstan'2019 was the most representative.

The great interest of professional visitors was aroused by collective overseas expositions, which was formed by Poland and the Czech Republic.

Exclusive exhibition stands of such companies as:

- FAMUR S.A. (Poland)
- ÜNTEL KABLO (Turkey)
- TUFEKCIOGLU (Turkey)
- ArcelorMittal Temirtau (Kazakhstan)
- TURKUAZ MACHINERY (Kazakhstan)
- Eurohydroservice (Kazakhstan)
- Eurasian Machinery (Kazakhstan)

became a prominent part of the exhibition.

For the first time, within the collective regional exposition, companies from the Moscow Region were represented.

Collective regional expositions contribute to promotion to the Kazakhstan market of often unique products of small and medium-sized businesses, thereby contributing to the economic development of the region and increasing its visibility. Recently, regional stands have begun to acquire a special style of decoration, which attracts the attention of visitors.

The open site of the Shakhter stadium hosted heavy machinery and equipment of various companies and manufacturers.



130

Number of exhibitors



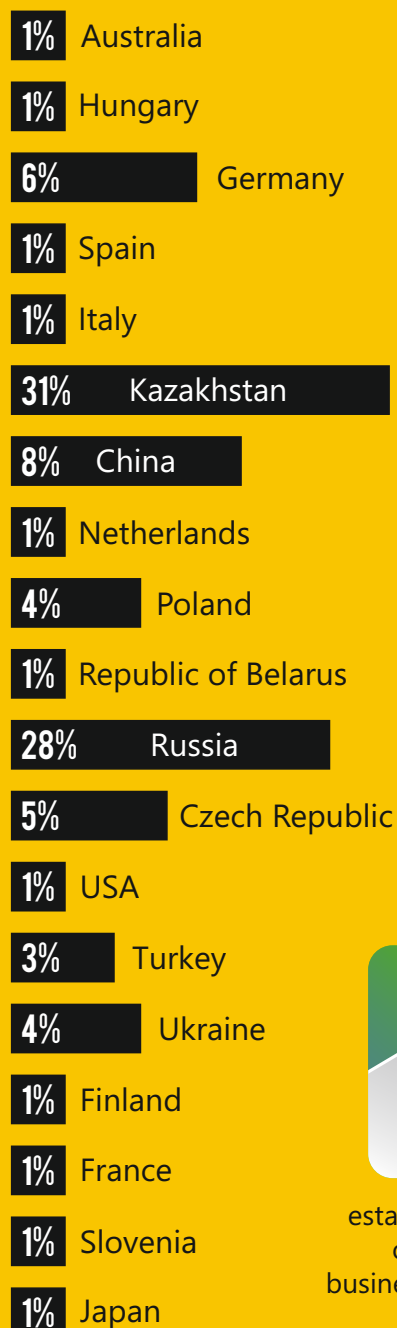
19

Participating countries



EXHIBITORS' STATISTICS

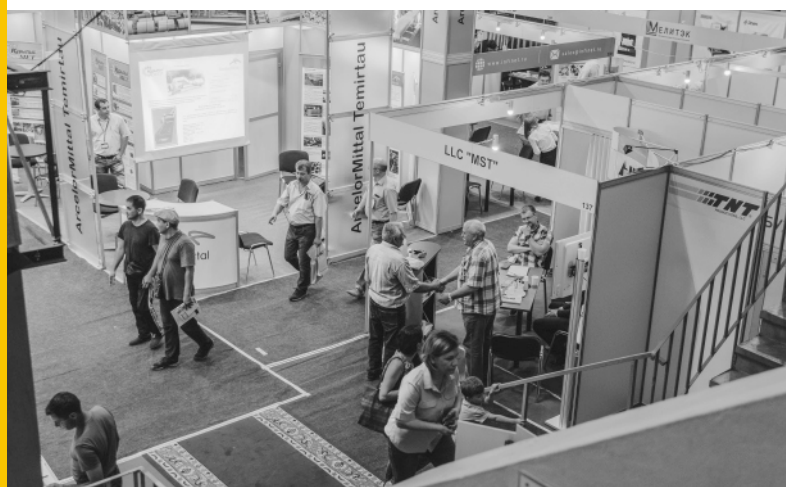
Proportion of companies from the participating countries:



90%
found
potential clients



39%
made
a successful presentation
of their company



According to the questionnaire materials the majority of the exhibitors positively evaluated the exhibition.

Major goals of the exhibitors were:



establishment
of new
business contacts



advertising
of their
products



supporting
the company's
brand image



market
survey



finding
potential
clients

Attention!

You can obtain the list of exhibitors on our website www.miningweek.kz, see section "Information for Visitors" or by a call to the Organizing Committee +7 727 250 19 99.

VISITORS

The high-profile visitors make this exhibition very special. It is connected to the industrial specialization of Karaganda region where coal production, extraction and enrichment of metal and iron ores as well as nonferrous metals, machine construction, metal processing, and other related activities are strategically important.

Following the standard procedure all visitors have been registered each of three days of the exhibition. To analyze the data received we applied methods of mathematical statistics, social and marketing approaches. The exhibition is noted by target visitors - most of them are specialists from different Kazakhstan cities: Almaty, Aktau, Atyrau, Zhezkazgan, Karaganda, Kostanai, Kyzylorda, Nur-Sultan, Pavlodar, Saran', Semipalatinsk, Stepnogorsk, Temirtau, Ust-Kamenogorsk, Khromtau, Shakhtinsk, Ekibastuz. There were visitors from Russian cities: Moscow, Saint-Petersburg, Yekaterinburg, Chelyabinsk, Novokuznetsk, Nizhniy Novgorod, Magnitogorsk and representatives of Turkey, Republic of Belarus and Uzbekistan.

GEOGRAPHY OF VISITORS

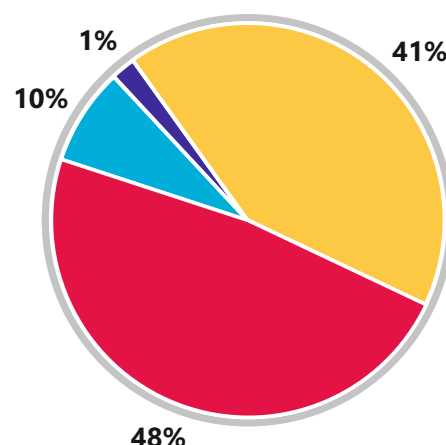
94%

Kazakhstan

6%

CIS &
non-CIS countries

OFFICIAL STATUSES OF VISITORS



- Director General Manager
- Division Manager Chief Engineer
- Specialists
- Other



ADVERTISING CAMPAIGN

We use the latest technologies to work with target audiences, competently combine them with traditional method of attracting for participants and visitors.



Advertising campaign of the exhibition "Mining Week Kazakhstan' 2019" included:



several stages of targeted mailouts of booklets over its database covering Kazakhstan, CIS and non-CIS countries;



advertising campaign in major specialized periodicals, which maximally cover professional readership;



advertisement on search engines and specialized Internet sites;



radio and TV advertisements and commercials;



personal VIP- invitations for ministries, governmental structures, embassies;



direct distribution of invitation tickets;



outdoor advertisements in Karaganda city;



telephone marketing to inform of the forthcoming exhibition and its participants;



SMS mass messaging.

ORGANIZER

More than 20 years International exhibition company **TNT Productions, LLC** is keeping a leading position in expo market in Kazakhstan.

We created the team of professionals who has a huge experience in organizing international exhibitions. High level of the exhibition events organized by our company is approved by international exhibitions' authorities.



TNT Productions, LLC -
is member of the Society of
Independent Show Organizers (SISO)
and UFI - Union des Foires
Internationals (UFI).
The company headquarter is located
in the USA.



CONCLUSION

15 years is not only a date in the history of our exhibition, it is a past stage, an occasion to take stock of the work done and set new tasks and goals for ourselves, because there is not a single similar anniversary ahead. There were victories and failures. But there is no development without difficulties. It is impossible to assess the degree of success without difficulties.

We thank all those who provided invaluable support in organizing and holding the exhibition and thematic events, as well as all exhibitors for their professional approach to product promotion.

We sincerely look forward to continue close and productive cooperation.

The Organizers thank the Hotel Complex Cosmonaut for the given photos.

REPORT IS PREPARED BY



TNT Productions, LLC

Representative Office in Kazakhstan

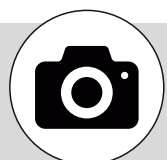
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Photographic materials
are available in a photo gallery:
<http://miningweek.kz/en/exhibitors.html>



The 16th International Exhibition for
Mining and Exploration, Mineral &
Coal Processing and Metallurgical
Technologies

"Mining Week Kazakhstan' 2020"

will be held from

23 to 25 June 2020.

Remember, that the exhibition
is a marketing instrument with
a long-term effect.

We'll meet again!

2020