



THE 16th INTERNATIONAL EXHIBITION FOR MINING AND EXPLORATION,
MINERAL & COAL PROCESSING AND METALLURGICAL TECHNOLOGIES

POST SHOW REPORT

22-24.06
2021
KARAGANDA, KAZAKHSTAN



www.miningweek.kz



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EXHIBITION OVERVIEW

"Mining Week Kazakhstan '2021" is the first offline event of the industry in the Republic of Kazakhstan after a period of restrictions imposed due to the coronavirus pandemic.

Despite all the difficulties, 79 companies representing 10 countries of the world became participants of the exhibition.

Every year for the past 16 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 22. Participants and guests of the international exhibition were greeted by:



Deputy of Executive Director of the Association of Mining and Metallurgical Enterprises
TULEGEN MUKHANOV

Head of the Interregional department «CenterKazNedra»
NURLAN MAUKULOV

Director of the representation of the international exhibition company TNT EXPO, LLC in the Republic of Kazakhstan
ALEXANDR KHMELEVSKIY

Deputy Executive Director of the Republican Association of Mining and Metallurgical Enterprises Mukhanov T. M. spoke about the role of the exhibition "Mining Week Kazakhstan" in terms of the development of the mining and metallurgical industry. He noted that **"all the technologies and developments presented at the exhibition should be implemented in production."**



On the second day of the exhibition, the exposition was visited by the Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Kazakhstan,
P. Y. VRUBLEVSKY

BUSINESS PROGRAM

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.

Within the framework of "Mining Week Kazakhstan'2021", the photo contest "9 x 12" was held for the eighth time.

The exhibition presented a series of photographs depicting unique shots of the mining industry and people who have linked their fate with it. Every year it becomes more popular and not only in Kazakhstan, but also in other countries. The winners of the first photo contest "Zhas Geologist in the frame" also became participants of the photo contest.

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

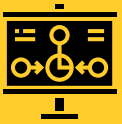


The business program was opened by the presentation of the company **K-MINE Inc. (Ukraine)** "Digital transformation of mining enterprises with K-MINE".



Zhanat Karibayev, General Director of the Republican Center for Geological Information "**Kazgeoinform**" LLP, Zhanat Kairbekovich

presented the report "On the activities of the national operator for the collection, storage, processing and provision of geological information".



BUSINESS PROGRAM

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



On June 23, an evening reception was held at the **Cosmonaut Business Hotel**, where the exhibition participants continued to communicate in an informal atmosphere. Throughout the evening, the guests were pleased with the leading artists of the republic. The hotel Complex "**Cosmonaut**" is an official partner hotel of the international exhibition "**Mining Week Kazakhstan**".



Attention! You can obtain the full version of the business program on our website www.miningweek.kz, see section "Information for Exhibitors" or by a call to the Organizing Committee +7 727 344 00 63.

EXHIBITION SECTIONS

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.**



- Technologies and equipment for mining and metallurgical complex
- Mineral prospecting and production technologies
- Mineral processing
- Supplies and materials for drilling and blasting
- Technologies and equipment for coal and mineral raw material processing
- Technologies and equipment for mining and metallurgical complex waste treatment
- Transportation
- Power equipment
- Communication and signaling systems
- Ventilation systems
- Security and protection facilities
- Environment protection



KEY FACTS

79

Number of exhibitors

10

Number of countries

1099 m²

NET exhibition area

2673 m²

Gross exhibition area

1857

Total visitors



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
- Geology Committee of the Ministry of Ecology, Geology and Natural Resources 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

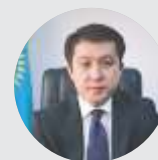
Exhibition organizers received official support from:

- K-MINE Inc. (Ukraine)
- ArcelorMittal Temirtau JSC
- Republican Center for Geological Information
- «Kazgeoinform», LLP
- World Expo International Ltd. (Poland)

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), Globus, Vests nab, Mine surveying and subsurface use, etc. Kazakhstan's regional newspapers, such as Industrialnaya Karaganda, Business Kazakhstan, etc., provided extensive coverage of the exhibition work. TV and radio channels broadcasted news reports from the international exhibition "Mining Week Kazakhstan'2021".

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



Marat Karabaev
Chairman of the Industrial Development Committee of the MIID of the RK



Talgat Satiyev
Chairman of the Geology Committee of the MEGNR of the RK



Zhenis Kasymbek
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"



Andrey Babko
Trade Commissioner of the Russian Federation in the Republic of Kazakhstan

PARTICIPANTS

The exhibition fully justified the status of an international project. 10 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 (21 companies) in all sections of the exhibition at the **Mining Week Kazakhstan'2021** was the most representative.

For the first time, within the regional expositions, companies from the Kemerovo Region – Kuzbass, Republic of Bashkortostan, Penza 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.

Exclusive exhibition stands became a prominent part of the exhibition

- FAMUR S.A. (Poland)
- TUFEKCIOGLU (Turkey)
- Mining systems & technologies (Russia)
- South Ural Weighing Plant (Russia)
- TRATOS CAVI S.P.A. (Russia)
- ArcelorMittal Temirtau (Kazakhstan)

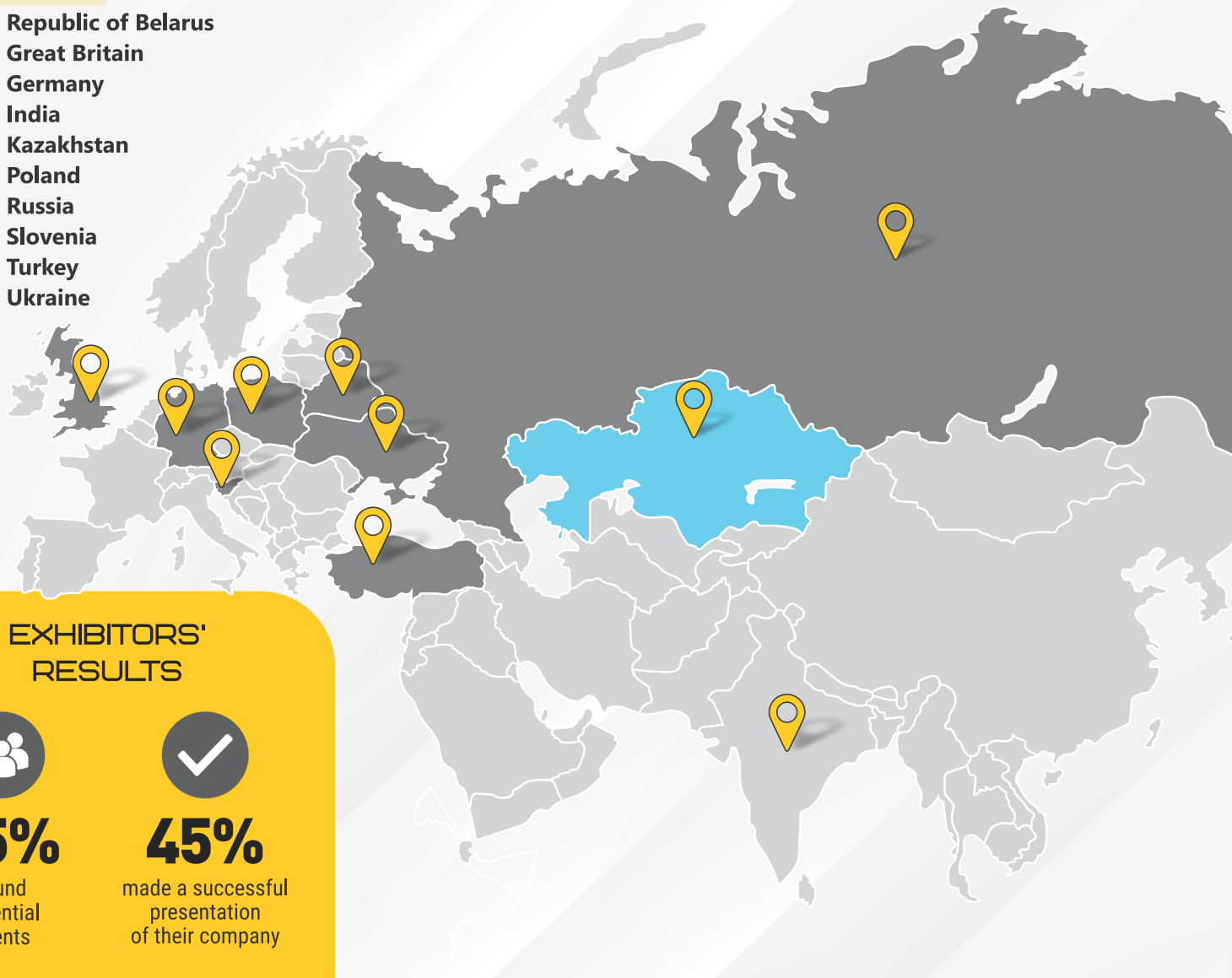
The open site of the Shakhter stadium hosted heavy machinery and equipment of various companies and manufacturers.

So Russian company "ASR-Uglesbyt" LLC presented the KSP-35 roadheader, designed for the mechanized destruction of the face and loading of rock mass during horizontal and inclined mining operations. "Welding Company" LLP demonstrated the work of welding equipment.



GEOGRAPHY OF PARTICIPANT

- Republic of Belarus
- Great Britain
- Germany
- India
- Kazakhstan
- Poland
- Russia
- Slovenia
- Turkey
- Ukraine



EXHIBITORS' RESULTS



95%

found potential clients



45%

made a successful presentation of their company



Attention!
You can obtain the list of exhibitors on our website www.miningweek.kz see section "Information for Exhibitors"/ Catalogue or by a call to the Organizing Committee +7 727 344 00 63.

Exhibitors' Statistics

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

Major goals of the exhibitors were



99%

establishment of new business contacts



80%

advertising of their products



65%

supporting the company's brand image



49%

market survey



70%

finding potential clients

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, Aksai, Balhash, Zhezkazgan, Karaganda, Kostanai, Nur-Sultan, Pavlodar, Saran', Semipalatinsk, Stepnogorsk, Satpayev, Temirtau, Ust-Kamenogorsk, Ekibastuz.

There were visitors from Russian cities: Moscow, Saint-Petersburg, Yekaterinburg and representatives of the Republic of Kyrgyzstan.



GEOGRAPHY OF VISITORS

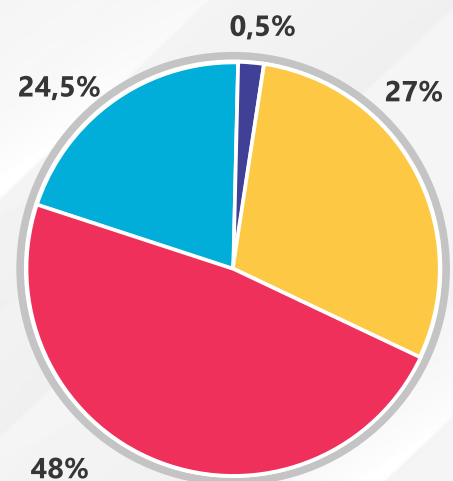
96%

Kazakhstan

4%

CIS and 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' 2021" included:



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



advertisement on search engines and specialized Internet sites



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



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



Since 1987 TNT has produced more than 60 specialized international exhibitions that have been held in Russia (Moscow, Novosibirsk, Yekaterinburg), Kazakhstan (Almaty, Astana & Shymkent), Uzbekistan (Tashkent), Kyrgyzstan (Bishkek), Armenia (Yerevan), Georgia (Tbilisi) and Romania (Bucharest and Timisoara), Croatia (Split) and Kuwait (Kuwait City).

More than 20 years International exhibition company **TNT Expo, 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.

We are the proud members of the following two major international trade associations serving the exhibition industry:

Society of Independent Show Organizers (SISO) and UFI - Union des Foires Internationales.

The company headquarters are located in the USA.



CONCLUSION

The organizers of the exhibition took a serious approach to ensuring the safety of visitors and exhibitors. At the entrance to the pavilion, the Ashyq application was used, the temperature was measured in a non-contact way. Participants and visitors were not allowed to enter the hall without personal protective equipment. In the conference hall, where business events were held, seating was made taking into account the need to maintain a social distance. The aisles between the stands were wider than usual.

The restrictions imposed due to the coronavirus pandemic certainly affected both the number of guests and the format of the exhibition: for example, a trip to ArcelorMittal Temirtau JSC was canceled. At the same time, we have tried to preserve our main traditions.

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.

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

REPORT IS PREPARED BY



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Photographic materials are available in a photo gallery:

www.miningweek.kz

The 17th International Exhibition
for Mining and Exploration,
Mineral & Coal Processing and
Metallurgical Technologies



28-30
JUNE, KARAGANDA

2022

We will meet again!