

XVII INTERNATIONAL EXHIBITION FOR MINING AND EXPLORATION,
MINERAL & COAL PROCESSING AND METALLURGICAL TECHNOLOGIES
«MINING WEEK KAZAKHSTAN' 2022»

POST SHOW REPORT



28-30.06
2022
KARAGANDA, KAZAKHSTAN



miningweek.kz

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EXHIBITION OVERVIEW

The annual international exhibition **Mining Week Kazakhstan** is rightfully considered to be one of the key business events for mining and metallurgical industry professionals.

For the past **17 years**, the exhibition gives the opportunity to see a complete and objective picture of the last developments of mining and metallurgical industry.

During the exhibition, the participants held many negotiations with potential customers, established new business contacts and discussed new projects with representatives of various industries.

The grand opening of the exhibition was a **bright and spectacular event** for the participants.



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

Director general of the Republican Center for Geological Information «Kazgeoinform»
Zhanat Karibayev

His Excellency Extraordinary and Plenipotentiary Ambassador of Czech Republic in the Republic of Kazakhstan
Rudolf Hykl

Economic Attaché of German Embassy in the Republic of Kazakhstan
Pascal Rose

Counselor of the Embassy of Ukraine in the Republic of Kazakhstan
Sergey Pavlenko

Head of Foreign Trade Office of Polish Investment and Trade Agency in Kazakhstan
Julia Horodecka

Head of the interregional department «Centerkaznedra»
Nurlan Maukulov

Director's General advisor of «Kazakhmys Barlau»
Zhunisbek Temirlan

Commercial director of the international exhibition company TNT EXPO
Alexandr Khmelevskiy

BUSINESS PROGRAM

The business program was closely associated with the exhibition and was 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.

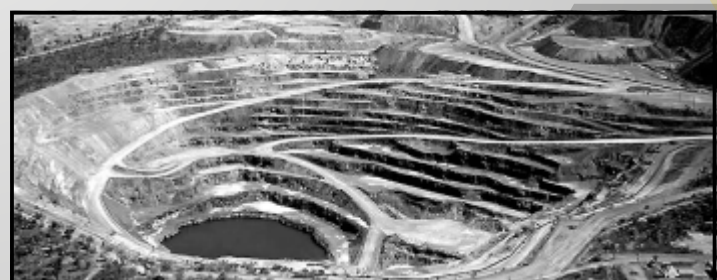
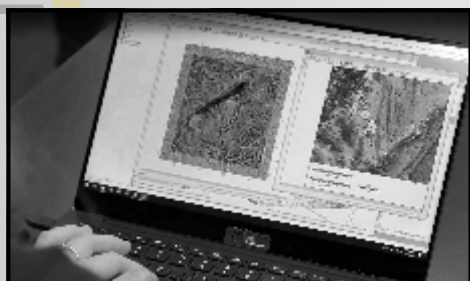
The audience's great interest was attracted by the round table «Advanced solutions in the implementation of digitalization projects of the Mining and Metallurgical Complex», which was organized by the company «Two Key».



Within the framework Mining Week Kazakhstan' 2022 the 9x12 photo contest was held for the 9th 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.



BUSINESS PROGRAM

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



On June 28 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 17th International Exhibition «Mining Week Kazakhstan' 2022».



The evening of 29 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.



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

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

84

Number of exhibitors

17

Number of years the show has run

15

Exhibiting Countries

1881 M²

Net exhibition area

2734

Total visitors

2673 M²

Gross exhibition area



OFFICIAL SUPPORT

The most important aspect of the exhibition is the support of the leading industry organizations, as well as relevant government authorities.

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

Official assistance to the exhibition organizer was by:

- ArcelorMittal Temirtau JSC
- Republican Center for Geological Information «Kazgeoinform» LLP

Information support:

More than 30 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, Ugol', Globus, Vestsnab, Mining Industry, etc. Kazakhstan's regional newspapers, such as Industrialnaya Karaganda etc., provided extensive coverage of the exhibition work. TV and radio channels broadcasted news reports from the international exhibition «Mining Week Kazakhstan'2022».

Video Reporting: www.miningweek.kz/ru/exhibitors.html



Participants and guests of the exhibition received 5 official greetings from:



T. Satiyev
Chairman of the Geology Committee of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan



V. Basin
Deputy Akim region of Karaganda region



N. Radostovets
Executive Director of the Republican Association of Mining and Metallurgical Enterprises



N. Itemgenov
Acting Chairman of the Management Board of JSC «Tau-Ken Samruk» National Mining Company



A. Babko
Trade Commissioner of the Russian Federation in the Republic of Kazakhstan

PARTICIPANTS

The exhibition fully justified the status of an international project. **84 companies from 15 countries** of the world presented their achievements and innovative designs in the area of mining and metallurgical industry:

Australia, Republic of Belarus, Chile, China, Czech Republic, Finland, Germany, India, Kazakhstan, Poland, Russia, Sweden, Switzerland, Turkey, Ukraine.

Among the permanent exhibitors of the exhibition:

- Polimermash (Russia)
 - Kopeysk machine-building plant (Russia)
 - Ecophyspribor NTC (Russia)
 - Ingortech (Russia)
 - Niva-Holding (Republic of Belarus)
 - FAMUR S.A. (Poland)
 - MDJ ELECTRONIC (Poland)
 - Thiele GmbH & Co.KG (Germany)
 - d&I GmbH & Co KG (Germany)
 - Tiefenbach Control Systems GmbH (Germany)
 - TUFEKCIOGLU (Turkey)
 - CFT Kazakhstan (Kazakhstan)
 - OME Group (Kazakhstan)
 - CCS Services - Central Asia (Kazakhstan)
- etc.

The following companies participated in the exhibition for the first time:

- Desert King (Chile)
 - FrigorTec GmbH (Germany)
 - OLKO-Maschinentchnik GmbH (Germany)
 - UralActiv (Russia)
 - Gormash Vostok (Kazakhstan)
 - Viarte (Kazakhstan)
 - Navistar Asia (Kazakhstan)
- etc.

As before, the Kazakhstan market remains interesting and attractive for foreign companies.

The Polish Investment and Trade Agency was the organizer of the Polish national stand. The following companies presented their products at the exposition:

- «Damel» S.A.
- FASING S.A.
- KONKO S.A.
- MOJ S.A.
- TRENT

Exclusive exhibition stands of such companies as:

- FAMUR S.A. (Poland)
- TUFEKCIOGLU (Turkey)
- TRATOS CAVI S.P.A (Russia)
- DEP Company (Russia)
- ArcelorMittal Temirtau (Kazakhstan)
- Aspan Arba (Kazakhstan)

The open site of the Shakhter stadium hosted heavy machinery and equipment of various companies and manufacturers such as:

Ferrit s.r.o. (Czech Republic), Sevalo Engineering Machinery Kazakhstan - the official distributor of the concern - Shandong Lingong Construction Machinery Co. LTD (SDLG), etc.



EXHIBITORS' STATISTICS

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



EXHIBITORS' RESULTS



87%

Found potential clients



40%

Made a successful presentation of their company



47%

Expressed their desire to take part in Mining Week Kazakhstan'2023

Major goals of the exhibitors were:



100%

Establishment of new business contacts

Advertising of their products

67%



33%

Supporting the company's brand image

Market survey

53%



47%

Finding potential clients



You can obtain the list of exhibitors on our website www.miningweek.kz/en/exhibitors-2022.php or by a call to the Organizing Committee +7 727 344 00 63.

VISITORS

The high-profile visitors make this exhibition very special. Due 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 enterprises of the mining and metallurgical industry, energy, mechanical engineering, as well as the construction complex. In just three days, the exhibition was visited by about **3 thousand specialists**.



GEOGRAPHY OF VISITORS

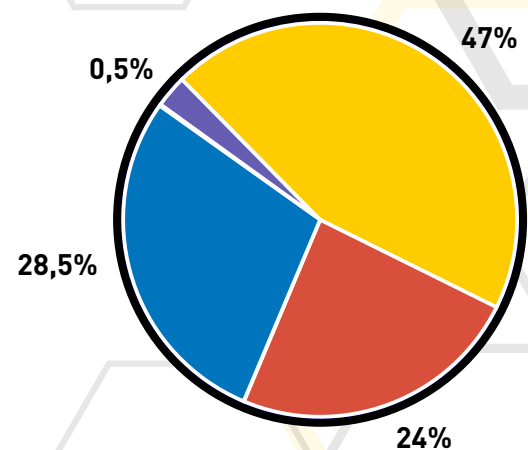
92%

Kazakhstan

8%

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' 2022» 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 web portals as well as media campaign in social media



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



CONCLUSION

The exhibition «Mining Week Kazakhstan'2022» has again shown its effectiveness as a platform for a productive and interesting dialogue between producers, distributors and consumers.

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 18th International Exhibition for Mining and Exploration, Mineral & Coal Processing and Metallurgical Technologies «Mining Week Kazakhstan' 2023» will be held from 27 to 29 June 2023.

REPORT IS PREPARED BY



T O O « T N T E X P O »

TNT EXPO, LLP
PO Box 186,
134, Bogenbai batyr Str,
050000, Almaty

☎ +7 727 344 00 63
✉ mintek@tntexpo.com
🌐 miningweek.kz
tntexpo.kz
📷 [mining.week.kazakhstan](https://www.instagram.com/mining.week.kazakhstan)

More than 25 years International exhibition company TNT EXPO 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.



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XVIII

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MINERAL & COAL PROCESSING AND METALLURGICAL TECHNOLOGIES



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Approved
Event

Mining Week

KAZAKHSTAN'2023

2023
27-29
JUNE

KARAGANDA, KAZAKHSTAN



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