

**October 30 – November 1**  
**2024**

# **Power**ALMATY**expo**

22nd Kazakhstan International Energy, Electrical Equipment  
and Machine Building Exhibition

**Your guide to the  
electrical industry  
of Central Asia**

— **powerexpo.kz**



Since 2001, Powerexpo Almaty has annually presented specialists with a full range of the most modern equipment, technologies, and services for the energy industry, becoming a traditional site for business meetings, exchange of experience, establishing new contacts, and negotiations.

## MAIN SECTIONS



Electrical  
equipment



Cable and wire  
products



Automated  
control systems



Lighting, industrial  
lighting equipment



Energy saving and  
energy efficiency



Alternative  
energy sources

## In just 3 days of participation in Powerexpo Almaty you can



— Increase sales volumes

— Find new customers and partners

— Expand business geography

— Increase brand awareness

# Statistics of Powerexpo Almaty 2023

Powerexpo<sup>ALMATY</sup>



**117**  
exhibitors  
from 10 countries



**63%**  
foreign  
companies



**2,710**  
unique visitors  
from 29 countries

## Business program



**30**  
speakers



**12 hours**  
of business  
sessions



# EXHIBITORS

Powerexpo<sup>ALMATY</sup>

97%

are satisfied with the quantity and quality composition of visitors at their exhibition stands

95%

are ready to recommend the exhibition to friends and partners in the industry

EXHIBITORS  
FEEDBACK



## TOP 5 reasons to participate:

94%



Searching for new customers/partners

67%



Increasing company brand/products/services awareness

48%



Meeting with existing customers/partners

46%



Maintaining the company's image

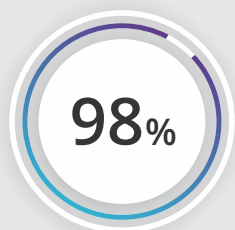
28%



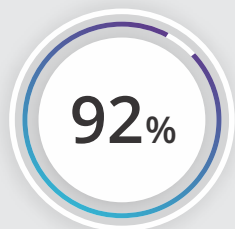
Entering a new market



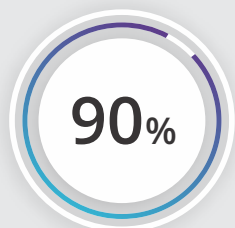
# VISITORS



believe that visiting Powerexpo Almaty is important for the fruitful business operations



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



plan to visit the exhibition next year

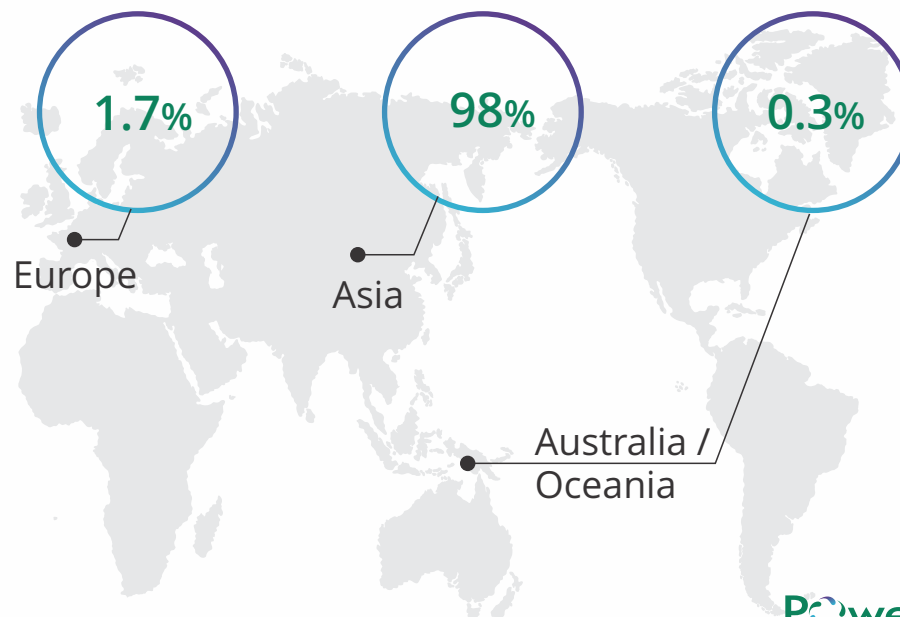
## VISITORS FEEDBACK



## Position held level











## Geography of visitors

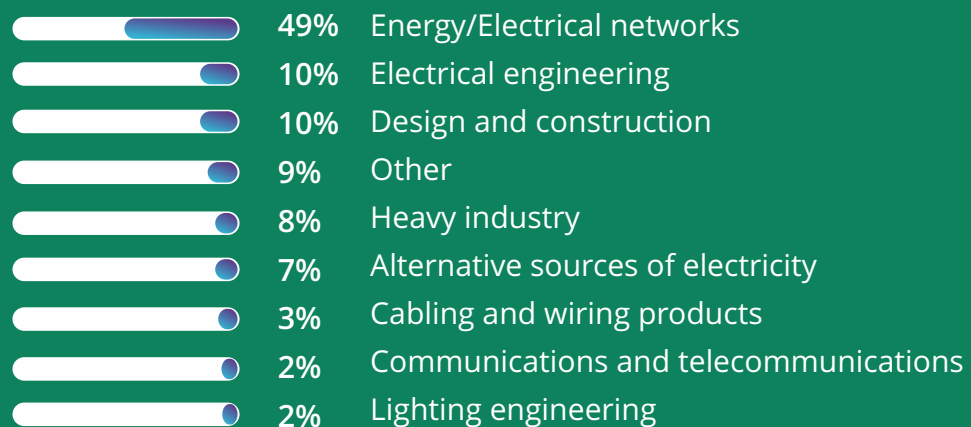




## Who visits Powerexpo Almaty?

 Fuel and energy complex	 Community facilities	 Engineering and technical services	 Transport companies
 Installation organisations	 Design and construction organisations	 Industrial enterprises of various sectors	 Trade enterprises
 Service companies	 Electricity Distribution Companies, Thermal Power Plant, Hydro-Electric Power Station		 Representatives of government structures and departments

## Areas of activity of visitors:



## Interests:

- 69% Electrical equipment
- 43% Energy saving, innovation and energy-saving technologies and equipment
- 42% Electrical energy industry
- 33% Alternative sources of electricity
- 31% Industrial energy
- 31% Cabling products, wires, fittings
- 26% Power engineering industry
- 25% Lighting, lighting engineering, light sources
- 25% Engineering services and design
- 22% Installation works
- 19% Accounting and monitoring of energy saving and consumption of fuel and energy resources
- 17% Heat supply
- 17% Safety of energy facilities
- 14% Environmental safety and environmental protection technologies
- 9% Integrated safety systems for nuclear power plants
- 7% State authorities and local self-government

# Advertisement for your company all year round!

ALMATY  
**Powerexpo**



## Official website of Powerexpo Almaty

- Posting news of participants
- **+36,000** users per year



## Media

- More than **60** information partners among industrial media and associations
- Dissemination of information in the largest media in Kazakhstan



## Telemarketing

- More than **4,000** calls annually
- Calling the target audience



## Mailings

- **Email mailings:** professional audience base of more than **9,000** contacts
- **VIP post mailings:** Personal invitation letters to industry leaders
- **SMS mailings**
- **WhatsApp mailings**



## Digital


- Posting news of participants on social networks
- Instagram, Facebook:**  
**+ 337,740** coverage
- LinkedIn:**  
**+ 18,973** views
- **Google Ads:**  
**+ 573,211** views



# ALMATY Powerexpo

## Social networks

 powerexpo.kz

 powerexpo\_kz

 Powerexpokz

 in



## Official support



Ministry of Energy of  
the Republic of Kazakhstan



Akimat of the  
city of Almaty



## Organisers

