

October 30 – November 1
2024

PowerALMATY **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



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



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



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

EXHIBITORS FEEDBACK



TOP 5 reasons to participate:



Searching for new customers/partners



Increasing company brand/products/services awareness



Meeting with existing customers/partners



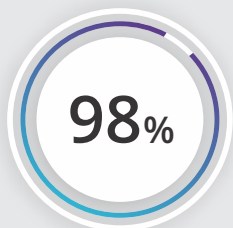
Maintaining the company's image



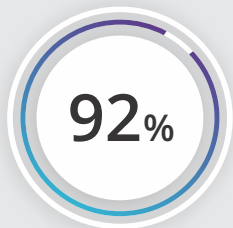
Entering a new market



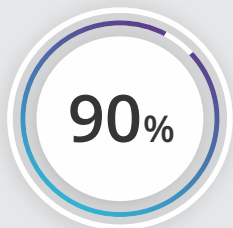
VISITORS



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

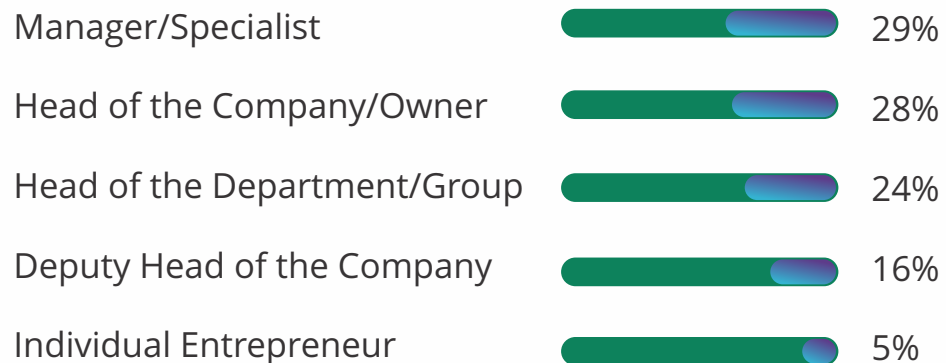


plan to visit the exhibition next year

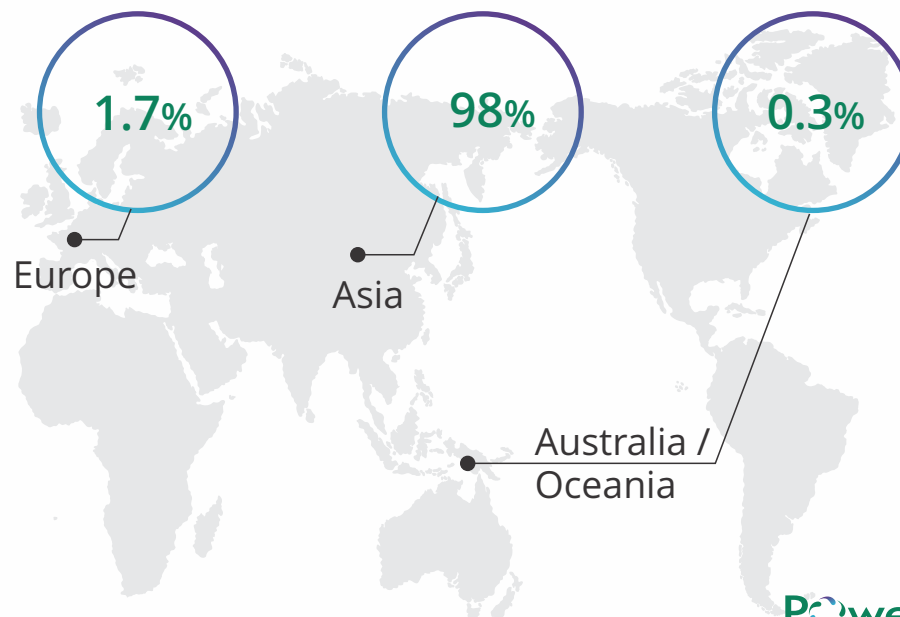
VISITORS FEEDBACK














Position held level



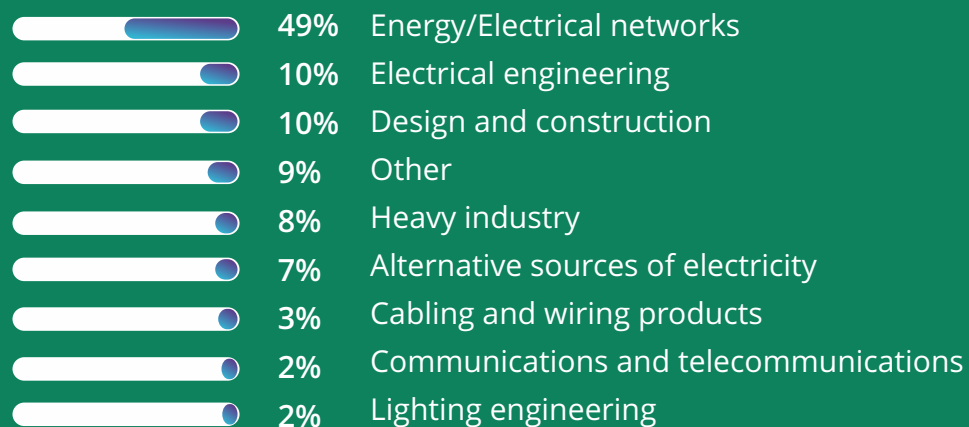
Geography of visitors



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!



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



