



On 30 October - 1 November, Almaty, Kazakhstan's financial hub, hosted three industrial exhibitions – 11<sup>th</sup> Kazakhstan International Energy, Electrical Equipment and Machine Building Exhibition **Power Kazakhstan 2012**, 2<sup>nd</sup> Kazakhstan International Lightning, Lightning Equipment and LED Technology Exhibition **Lighting Kazakhstan 2012**, and 2<sup>nd</sup> Kazakhstan International Renewable Energy Sources, Energy Saving, Energy Efficiency, and Resource Saving Exhibition **ReEnergy Kazakhstan 2012**.

Since its inception, the Power Kazakhstan Project has grown to become a flagship event among Central Asian electric shows and serves as a long-standing ground where industry players and power engineers meet and establish business contacts.

The 2012 exhibitions brought together over 160 companies from Kazakhstan, Belarus, Russia, Ukraine, Poland, Iran, Austria, Hong Kong, Germany, and Serbia. Three countries – the Czech Republic, Slovakia and China – put their national stands. Also, the event presented a group of Novosibirsk companies compiled by the Department of Industry, Innovations and Businesses of the Novosibirsk Mayor's Office and Novosibirsk City Chamber of Industry and Commerce.

In terms of the number of exhibitors, the overall exhibition floor area has expanded by 36 versus 2011. Such a dynamic growth is a clear evidence of Kazakhstan's accomplishments. It is quite indicative that Kazakhstan companies have taken almost half of the total floor area and Russian companies have taken one third of the floor area.

The Exhibitions Opening Ceremony was carried out by Ye.A. Abitayev, Advisor to the Chairman of the Board, Samruk-Energy; B.T. Kazhiyev, Chairman of the Board, KEGOC; Sh.A. Urazalinov, Chairman, Kazakhstan Electricity Association; F. Hybner, Chairman, Czech and Moravian Electrical and Electronic Association; Yu.Yu. Shkurupiy, Deputy Trade Commissioner of the Russian Federation in Kazakhstan and Director of the Trade Representation in Almaty; and B.A. Danilenko, Sales Director, Iteca.

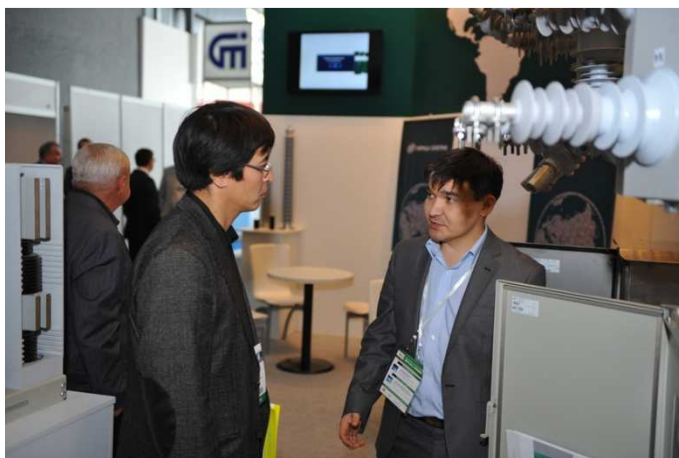




The exhibitions offered a very busy agenda. Visitors could learn about exhibitors' equipment and services through over 20 workshops and presentations.

Almost 2,500 experts attended the exhibitions over three days. Those were representatives of government agencies and bodies, managers of regional power networks/power generating/power supplying companies, system operators and centralised trade operators, managers of major research and development establishments and associations, power engineers and engineers of large industrial consumer-companies, lightning designers and developers, electric equipment and lightning distributors, and other industry players.

31.9% of the total number of visitors was from Almaty; 30.6% came from other regions of Kazakhstan; 19.3% from the CIS countries and 18.2% from other countries.



The key feature of the Power Kazakhstan Project is its annual Kazakhstan Forum of Power Engineers. This year, the Forum took place on 30 October in Bakshasarai Reception House gathering over 100 Kazakhstan and international experts.

The Forum's main topic was *Innovative Development Priorities of the Energy Sector*. The Forum agenda had 28 speakers in four sessions covering such topics as *Kazakhstan's Innovative Development Concept and Legal Frameworks; Energy Saving Technology of Green Economy, Economic Incentives for Energy Saving and Renewable Sources of Energy; Thermal Engineering, Applied Innovative Developments and Environment Safety*.

*"Kazakhstan is one of the most rapidly developing countries in the region. Its stable growth in all sectors triggers a growth in electric energy demand. According to experts, Kazakhstan's electric energy demand will reach 101 billion kWh by 2015 and 145 billion kWh by 2030. According to the RK Master Plan of Electric Energy Development till 2030, the country should generate 150 billion kWh by 2030 to foster further economic development. Potential export is expected to reach 6 billion kWh by 2030 and that will meet the domestic demand in full,"* A.M. Satkaliyev, Samruk-Energy's Chairman of the Board, reported at the Forum.

The presenters at the Forum were A.M. Satkaliyev, Samruk-Energy's Chairman of the Board; B.T. Kazhiyev, KEGOC's Chairman of the Board; Sh.A. Urazalinov, Chairman of the Kazakhstan Electricity Association; A.S. Trofimov, General Director of KazSelEnergoProject; N.N. Druz, Social Issues Expert, UNDP/GEF; V.V. Liderman, ISERV Director; D.L. Kozlov, Facility Design Engineer, SibEnergoMash; Ye.G. Madiyev, Director of Exchange Trade and Marketing Department, KOREM; and other experts.



## POWER KAZAKHSTAN 2012 EXHIBITORS:

- AC Group, Kazakhstan
- Electrotechnical Products, Company Ltd, Slovakia
- Elgis Garbatka Sp. Z o. o., Poland
- ELV Produkt a.s., Slovakia
- Engul, s.r.o., Slovakia
- Golnoor Lighting Group, Iran
- Hunan Allonward Hydro Generating Equipment Co., Ltd., China
- Preis & Co., Austria
- Sylex, s.r.o., Slovakia
- Transformer KZ, Kazakhstan
- Unicom Sluk spol s.r.o., Slovakia
- Weifang Supermaly Generating Equipment Co., Ltd., China
- Alageum Electric, Kazakhstan
- KEGOC, Kazakhstan
- Bancomzvjaz, Ukraine
- Academician Chokin Kazakh Scientific Research Institute of Energy, Kazakhstan
- KazEnergoKabel, Kazakhstan
- KEMONT, Kazakhstan
- Samruk Energy, Kazakhstan
- NasosEnergoMash Sumy, part of HMS Group, Ukraine
- Baoding Tianwei Baobian Electric Co. Ltd, China
- Vertesz Peterburg LLC, Russia
- ElectroTyazhMash Plant, Ukraine
- SverdlovElektro Group, Russia
- Novaem Group of Companies, Russia
- Department of Industry, Innovations and Businesses of the Novosibirsk Mayor's Office, Russia
- Belintegra JSC, Belarus
- Siberian Technological Engineering Plant, Russia
- Hakel Ros, Russia
- EnergoMash (Yekaterinburg)-UralElectroTyazhMash CJSC, Russia
- Tseosit Siberian Technological Company, Russia
- Smart Energy a.s., Czech Republic
- KPB INTRA s.r.o., Czech Republic
- Ministry of Industry and Trade, Czech Republic
- Ministry of Economy, Slovakia
- Novosibirsk City Industry and Trade Chamber, Russia



- Ardatov Lighting Systems Plant, Russia
- GMS Group, Russia
- Pinggao Group, China
- MosElektroShchit, Russia
- Poltava Turbo-Mechanical Plant, Ukraine
- SarEnergoMash, Russia
- Sverdlovsk Current Transformers Plant, Russia
- SvyazInvest, Belarus
- ElectroPribor, Russia
- Oksid Novosibirsk Plant of Radio Components, Russia
- Elsib, Russia
- Omicron Electronics GmbH, Austria
- SibContact Co. Ltd, Russia
- Alexander Electric Group of Companies, Russia
- Barnaul LED plant, Russia
- Bars-Service, Russia
- Ortis Gpoup of Companies, Russia
- Iserv, Russia
- NPP Bresler, Russia
- NPP Monolit Energo, Ukraine
- EnergoKomplekt, Belarus
- Stanki RTM Co. Ltd, Russia
- Ostec Systems, Russia
- Terma Energo, Russia
- Togliatti Transformator, Russia
- Cable Alliance Holding, Russia
- Shaanxi Longxiang Electrical Co, China
- ElektroVent Plant, Ukraine
- Em-Cable, Russia
- NP Gran Systema-S, Russia/Belarus
- NPF Irbis, Russia
- OEZ s.r.o., Czech Republic
- Kazakhstan Electricity Association, Kazakhstan
- ZaporozhTransformator (ZTR), Ukraine
- Relsis Electro-Technical Plant, Ukraine
- Reko Praha a.s., Czech Republic
- Svetorezerv Co. Ltd., Hong Kong
- Sensit s.r.o., Czech Republic
- Taporel Electric Ltd., China

- Silumin-Vostok, Kazakhstan
- ElektroMaster Ltd, Kazakhstan
- EnergoTechnic, Kazakhstan
- Inteso, Kazakhstan
- South Network Group Ltd, Kazakhstan
- Test instruments, Kazakhstan
- Tirado, Kazakhstan
- Aktobe Prilad, Kazakhstan
- AtomEnergoKomplekt, Kazakhstan
- Valsa, Kazakhstan
- Gorod Sveta, Kazakhstan
- Savoir Faire Group of Companies, Kazakhstan
- Investor M, Kazakhstan
- Elkos, Kazakhstan
- Kabeks, Kazakhstan
- Kainar Energy, Kazakhstan
- Niled Kazakhstan, Kazakhstan
- OBO Bettermann, Kazakhstan
- Patent-Double, Kazakhstan
- Promondis Kazakhstan, Kazakhstan
- PSK Stroy-Proekt, Kazakhstan
- PF ElectroService, Kazakhstan
- SamaraCable, Kazakhstan
- SvetoTekhnika-1, Kazakhstan
- SredAzEnergoService, Kazakhstan
- Tavrida Electric Astana, Kazakhstan
- UnkomTech Trade Company, Kazakhstan
- Phoenix Contact Kazakhstan, Kazakhstan
- Ekra Kz, Kazakhstan
- ElektroTekhnika Fabrikasy, Kazakhstan
- Energotechnicheskoye Oborudovaniye (Power Equipment), Kazakhstan
- Trevos, a. s., Czech Republic
- Tes Vsetín s.r.o., Czech Republic
- Ural Turbine Works, Russia
- Feman Serbia, Serbia
- Friesland Kabel, Germany
- Czech-Moravian Electro-Technical Association, Czech Republic
- Eximettrafo Spol S R.O., Czech Republic
- Jun Xing Lighting Co., Ltd, China
- KVT Electro-Technical Factory, Russia

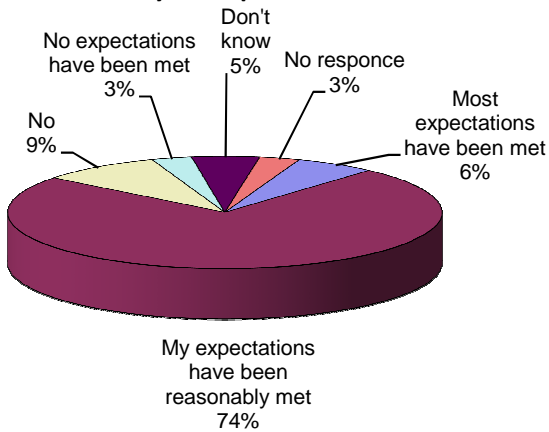
- Energo-Mechanical Plant, Russia
- Ensto Kazakhstan, Kazakhstan
- ETD Transformátory a.s., Czech Republic
- UMO GmbH & Co, Germany
- **Press:**
- Energetika (magazine), Kazakhstan
- International Business Journal, Kazakhstan
- Yellow Pages Kazakhstan, Kazakhstan
- Srochno Trebuyutsa (newspaper), Kazakhstan
- Industrial Kazakhstan (magazine), Kazakhstan
- Business Kazakhstan (newspaper), Kazakhstan
- Liter (newspaper), Kazakhstan
- National Business (analytical magazine), Kazakhstan
- Skidki (promotional magazine), Kazakhstan
- Info Centre (promotional magazine), Kazakhstan
- Vitrina Goroda (promotional magazine), Kazakhstan
- EuroBAK Association, Kazakhstan
- WorldMonitor/EuroBAK (magazine), Kazakhstan
- Media Systems (agency), Kazakhstan
- StroiDom (magazine), Kazakhstan
- Capital Publishing Company, Kazakhstan
- Tax and Finance (magazine), Kazakhstan
- Stroika (magazine), Kazakhstan
- StroiBusiness (magazine), Kazakhstan
- Kazakhstan Power and Fuel Resources (magazine), Kazakhstan
- Info Price Publishing Company, Kazakhstan
- 2GIS (catalogue), Kazakhstan
- Mir Kachestva (newspaper), Kazakhstan
- Capital Agency, Kazakhstan
- Almaty 2790790 Inquiry Office, Kazakhstan
- Stroika (newspaper), Russia
- Electrotekhnicheskiy Rynok (magazine), Russia
- Atomny Proekt (magazine), Russia
- Nizhegorodskaya Delovaya Gazeta, Russia
- Innovatsionny Kapital (magazine), Russia
- Business Industry (business catalogue), Russia
- Energo Info (magazine), Russia
- Poluprovodnikovaya Svetotekhnika (magazine), Russia
- [www.elec.ru](http://www.elec.ru), Russia
- [www.kuriermedia.ru](http://www.kuriermedia.ru), Russia
- [www.newsline.kz](http://www.newsline.kz), Kazakhstan
- [www.i-news.kz](http://www.i-news.kz), Kazakhstan
- [www.nur.kz](http://www.nur.kz), Kazakhstan
- [www.interfax.kz](http://www.interfax.kz), Kazakhstan
- [www.led-e.ru](http://www.led-e.ru), Russia



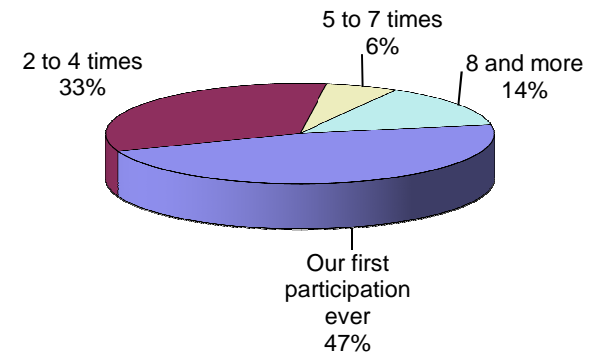
## POWER KAZAKHSTAN 2012 EXHIBITORS POLLING:

At Power Kazakhstan 2012, Iteca ran exhibitors polling. When asked if the exhibitor's company was going to exhibit at Power Kazakhstan 2013, 35% responded "yes", 57% "probably" and 8% "no".

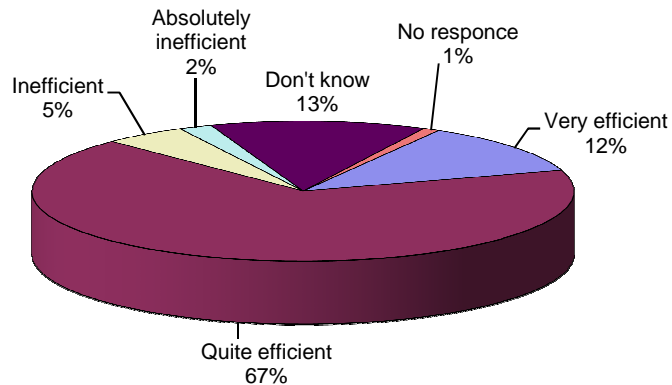
**Has the Exhibition met your expectations?**



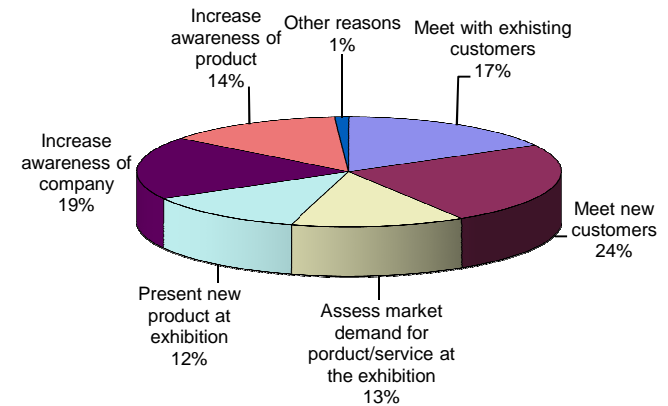
**How many times have your company exhibited at Power Kazakhstan?**



**Was your participation in Power Kazakhstan 2012 efficient for the potential growth of future sales?**



**What were your key goals at Power Kazakhstan 2012?**



## **INTERVIEWS WITH POWER KAZAKHSTAN 2012 EXHIBITORS:**

*“That was our first experience of participating in Lighting Kazakhstan, and we did not expect it would be so beneficial for our company. Golnoor Lighting Group is a leading manufacturer of outdoor lightning goods, outdoor lamps, projectors, LED lamps, solar lightning systems, and energy saving lamps. Our company has four factories and our core business is lightning projects. Very shortly, we will send samples of our products to the visitors who had expressed their interest in our products. We are aware that the Kazakhstan market has a huge potential and we expect to get material results after the exhibition.”*

**Amir Yousefian, Export Department Expert**

**Golnoor Lighting Group, Iran**

“ENSTO Kazakhstan is a subsidiary of ENSTO, a leading manufacturer of overhead line hardware for self-supporting insulated wires. This technology is widely applied in Kazakhstan nowadays. Numerous distribution grid companies and construction and installation companies are our customers. Most of our plants are located in Europe and we have been present in Kazakhstan for 10 years already. We are hopeful that our company will be manufacturing charging plants for vehicles shortly. I find the exhibition quite efficient. With a big number of similar shows arranged in Kazakhstan, we believe Power Kazakhstan is the most successful one and this is why we take part in this event. We had participated in the exhibition since 2004 until we quit in the crisis year. From now on, we will continue participating in the exhibition every year and we will not miss any of it for two reasons: 1) our company’s reputation and 2) our company is an innovation-driven company. We are confident our participation has been fruitful.”

**Vladimir Kim, General Manager**

**ENSTO, Kazakhstan**

*“OBO Bettermann is a subsidiary of International Holding OBO Bettermann GmbH & Co. KG. We offer a wide array of electrical installation solutions starting from cable systems and systems preventing fire propagation. Power Kazakhstan 2012 is a remarkable event, and I was happy to meet my Russian partners here. I find the exhibition efficient and to crown it all it was held simultaneously with the Power Engineers Forum. We extend our appreciation to Iteca for giving us this opportunity.”*

**Dmitry Shorstky, Project Manager**

**OBO Bettermann, Kazakhstan**

*“MOSELECTRO was founded on the base of an industry’s leader, MosElektroShchit Plant, which was the first plant in the USSR that manufactured switchgear cubicles in the 1950s. We manufacture low voltage equipment and electrical pathways for power facilities. Our company offers packaged supplies of equipment for various power facilities. We came to Power Kazakhstan 2012 with our major products. We appreciate the exhibition for its busy agenda. This month, we participated in Russian exhibitions; however Power Kazakhstan 2012 has a bigger number of visitors and attracts more partners.”*

**Alexander Perov, Deputy General Director for Strategic Development**

**MOSELECTRO, Russia**

*“SIBENERGOMASH engineers and installs power equipment – high pressure boilers, high capacity hot water boilers and waste-heat recovery units. The topic of our presentation at the Power Kazakhstan Forum was SIBENERGOMASH’s Contemporary Solutions Applied to Hard Coal Boilers. I believe this topic can be interesting to Kazakhstanis as Kazakhstan electric power stations use such coal. Another critical issue is emission of air pollutants. To address this issue, our company offers waste-heat recovery units. The Exhibition and the Forum are quite effective as anyone can come, take our contact details and ask any question. Our customers may order our products after that.”*

**Dmitry Kozlov, Design Engineer**

**SIBENERGOMASH, Russia**

*“SILUMIN VOSTOK supplies a wide range of European quality equipment. We supply electric equipment, filters, shutoff and regulating valves, and compressor refrigerating systems. Our company was founded in 1992. We also supply pumps and control cabinets assembled in Ust-Kamenogorsk. This Exhibition has impressed us with the number of visitors despite a small number of exhibitors. Visitors were keen to learn about domestic manufacturers. We were happy to establish new contacts and develop the existing ones. We look forward to participating in the next events.”*

**Inna Myachikova, Sales Manager**

**SILUMIN VOSTOK, Kazakhstan**

## AWARDING THE POWER KAZAKHSTAN 2012 EXHIBITORS:

The Awarding Ceremony was held as part of the Gala Dinner on the occasion of the opening of Power Kazakhstan, Lighting Kazakhstan and ReEnergy Kazakhstan on 20 September, at InterContinental Almaty Hotel. The Awarding Ceremony had the following nominations:

**For Long Standing Support and Assistance**

KEGOC

**For Long Standing Support and Assistance**

Kazakhstan Electricity Association

**For Long Standing Support and Assistance**

Academician Chokin Kazakh Scientific Research Institute of Energy

**Best Individual Stand Design**

MosElectro Group of Companies

**Best Group Stand**

Ministry of Industry and Trade, Czech Republic

**Best Group Stand**

Exponex Ltd.

**Best Group Stand**

Ministry of Economy, Slovakia

**Best Debut**

Feman Serbia

**Best Stand Design**

Savoir Faire Group of Companies

**Best Stand Design**

Tavrida Electric Astana

**Best Stand Design**

Silumin Vostok

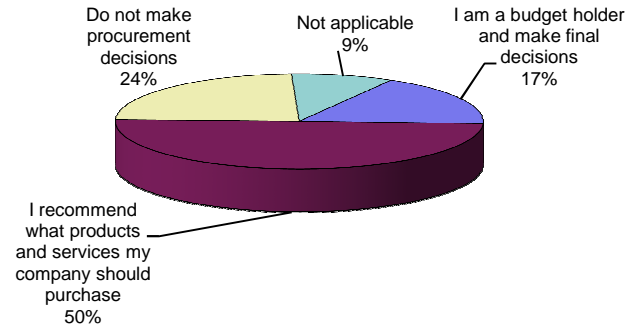




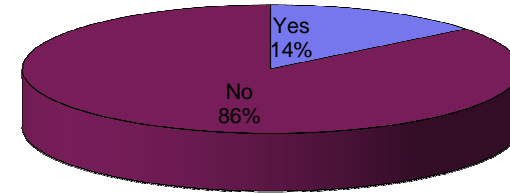
## POWER KAZAKHSTAN 2012 VISITORS POLLING:

At Power Kazakhstan 2012, Visitors Promotion staff of Iteca ran visitors polling.

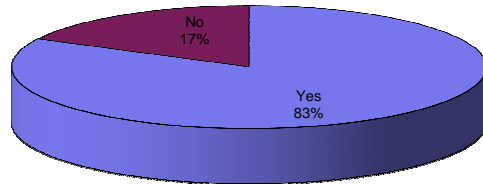
What is your decision making role in procurement?



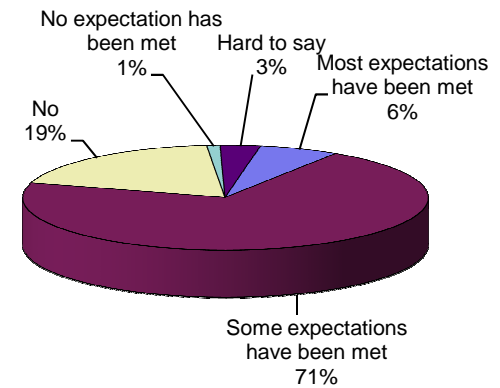
Have you concluded any contracts at the exhibition?



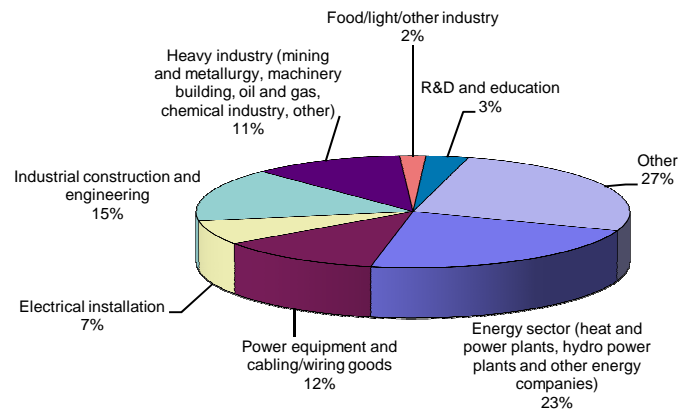
Are you satisfied with the range of exponents?



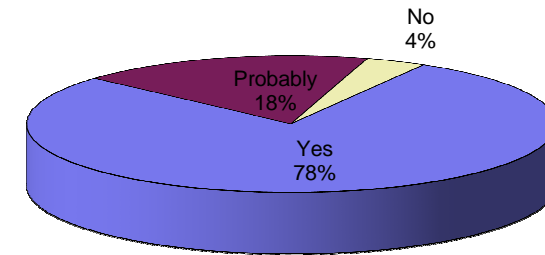
Has the exhibition met your expectations?



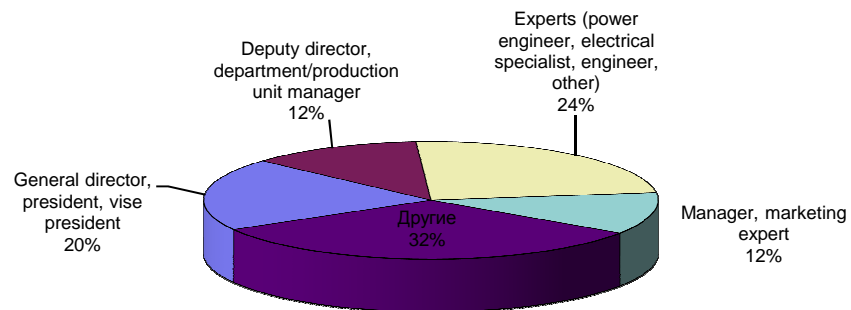
### Visitor's Core Business



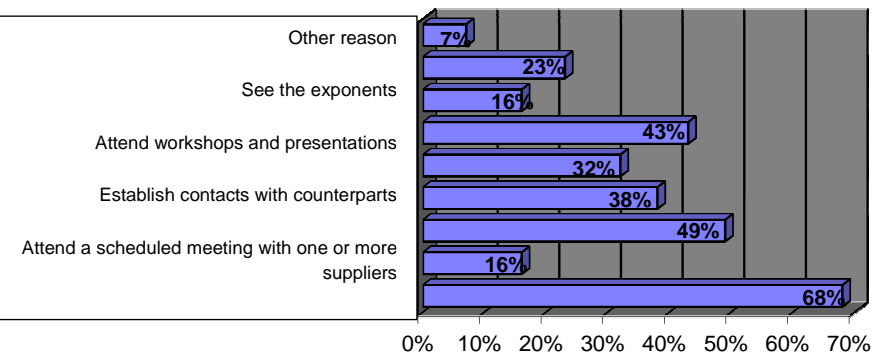
### Will you attend the next year exhibition?



### Visitor's Position



### Why did you attend the exhibition?



## **INTERVIEWS WITH POWER KAZAKHSTAN 2012 VISITORS:**

“This is our second day at the exhibition and we are sizing up potential partners. Our company’s prime business is power electronics. We look forward to finding new partners at the exhibition.”

**Alexander Kuchma**

**New Technology, Russia**

“This is an outstanding exhibition – a lot of visitors and new companies as compared to the spring show. I’ve established many new contacts. I also met with companies’ representatives here.”

**Evgeniy Sergeev**

**Asar Building Energy, Kazakhstan**

What I like about the exhibition is the number of new companies. We are willing to establish contacts with some exhibitors.”

**Yerlan Danikin**

**Siemens, Kazakhstan**

In my opinion, the exhibition is very well organised. Amiability of exhibitors and their new technologies cannot go unnoticed. I attend this exhibition every year to meet with my old partners and I can say that the exhibition grows every year. I find Power Kazakhstan the best electricity-related event.”

**Natalya Varkalist**

**YUTRON-Kazakhstan, Kazakhstan**

## **ORGANISERS:**



**Iteca LLP**, Kazakhstan's leading exhibition organiser that holds over 50 exhibition events annually.

[www.iteca.kz](http://www.iteca.kz)

**ITE Group Plc.**, a UK group that operates the largest exhibitions and conferences in the CIS and outer countries.

[www.ite-exhibitions.co.uk](http://www.ite-exhibitions.co.uk)

## **CONTACTS:**

Gulzana Abdusharipova

Project Manager

Tel: +7 727 2583447 (direct), 2583434 (ext. 292)

e-mail: [Gulzana@iteca.kz](mailto:Gulzana@iteca.kz)

Nazira Bektemisova

Project Coordinator

Tel: +7 727 2583434 (ext. 233)

e-mail: [power@iteca.kz](mailto:power@iteca.kz)

**YOU ARE CORDIALLY INVITED TO ATTEND THE 2013 EXHIBITIONS:**

**POWER KAZAKHSTAN 2013 | LIGHTING KAZAKHSTAN 2013 | REENERGY KAZAKHSTAN 2013**

**29-31 OCTOBER 2013 | ATAKENT EXHIBITION CENTRE, ALMATY, KAZAKHSTAN**