It is time to sum up that it is done, and to imagine further. Charles de Gaulle
Content of the report:

Exhibition Overview ................. 3
Official Support and Sponsors ...... 7
Exhibitor Evaluation ................. 8
Visitor Evaluation .................. 10
Advertising Campaign ............... 11
Organizer .......................... 12
Upcoming Exhibition ................. 13
Photo Gallery ....................... 14
Exhibition Overview

Every year for the past 13 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 27. Guests and participants of the exhibition became the audience of the solemn ceremony, which welcomed by:

Head of the department of industry and industry-innovation development of Karaganda region
Galimzhan Zhumasultanov,

Chargé d’affaires a.i. of the Republic of Poland in the Republic of Kazakhstan
Andrzej Skrzydło,

Counselor of the Trade Mission of the Russian Federation in the Republic of Kazakhstan
Vladimir Bendersky,

Deputy of Executive Director of the Association of Mining and Metallurgical Enterprises
Tulegen Mukhanov,

Director of the representation of the international exhibition company TNT Productions, LLC in the Republic of Kazakhstan
Alexandr Khmelevskiy.

The opening ceremony was also attended by:
Deputy of director of subsoil department of the Ministry of Investments and Development of the Republic of Kazakhstan
Azamat Shalabayev,

President of the exhibition company WORLD EXPO International, organizer of Polish participation in the exhibition
Ryszard Puciato.
VIP round
After the official opening ceremony distinguished guests accompanied by organizers of the event looked round the exposure. Participants demonstrated the most interesting designs and innovations of their companies to the members of the delegation.

The business program of the exhibition was closely related to the exposure and aimed at various target audiences. Seminars, round tables, presentations took place within the framework of exhibition, business communication and exchange of practical experience passed in different formats. In total, 8 events were held during 3 days of the exhibition. The key events of the business program were the Polish-Kazakhstan thematic seminar and the Round Table “Improvement of environmental legislation of the Republic of Kazakhstan” organized by the Association of Mining and Metallurgical Enterprises [AMME].

On the third day of the exhibition, the participants visited the Metallurgical Plant of ArcelorMittal Temirtau JSC.

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

Attention! You can obtain the full version of the business program on our website www.miningweek.kz, see section «Exhibitors / Business program» or by a call to the Organizing Committee by phone No.: +7 727 250 19 99.
On June 27 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 13th International Exhibition “Mining Week Kazakhstan’ 2017”.

Throughout the evening the guests were amused by the leading artists of the republic. The participants of exhibition were welcomed by:
- Director the Hotel Complex Cosmonaut Fedor Osipov.
- Head of the Department of entrepreneurship of the Karaganda region Ablaeva Tatyana
- Representative of Roscosmos Sergey Semchenko

The evening of 28 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 wide palette of musical and dance genres.
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 point for scientists, equipment manufacturers, new technologies developers, suppliers and potential consumers.

Exhibition Sections:
- 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

Number of exhibitors: 90
Number of countries: 10
Net exhibition area: 1018 sq.m.
Gross exhibition area: 2070 sq.m.
Total visitors: 2020
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.

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

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
- International business magazine “Kazakhstan”, Energy and Electrical Equipment
- Russian magazines: Ugol’, Globus, Vestsna, Siberian Metallsupply, etc.

All-Kazakhstan and regional newspapers, such as the “Industrialnaya Karaganda”, “Vzglyad na sobytiya”, etc., provided extensive coverage of the exhibition work. TV and radio channels broadcasted news reports from the international exhibition “Mining Week Kazakhstan’2017”.

Official support received from:
- Ministry of Investments and Development of the Republic of Kazakhstan
- Committee of Geology and Subsoil Use of the Ministry of Investments and Development of the Republic of Kazakhstan
- Akim of Karaganda Region

Official partner of the exhibition:
- Beijing Joint-Union Exhibition Co., Ltd. (China)
Participants

The exhibition fully justified the status of an international project. Over 90 companies from 10 countries of the world presented their achievements and innovative designs in the area of mining and metallurgical industry.

The great interest of professional visitors has caused collective foreign exposure, which formed Poland and Czech Republic. Poland showed the highest level of interest. Visit of the Chargé d’affaires a.i. of the Republic of Poland in the Republic of Kazakhstan Mr. Andrzej Skrzydło, as well as the participation in the exhibition 15 Polish companies have shown a willingness to go through the development of innovation.

Traditionally, German, Russian, Ukrainian, Chinese companies take active part in the exhibition. Exclusive exhibition stands of such companies as FAMUR S.A. (Poland), DEP (Russia), Promarmatura, JSC (Ukraine), ArcelorMittal Temirtau, JSC and Eurohydroservice, LLC (Kazakhstan) and etc. became a prominent part of the exhibition.

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

Number of exhibitors 90

Participating countries 10

Proportion of companies from the participating countries
- Belgium 1%
- Republic of Belarus 1%
- Germany 12%
- Kazakhstan 27%
- China 8%
- Poland 17%
- Russia 17%
- Turkey 2%
- Ukraine 6%
- Czech Republic 9%

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

Major goals of the exhibitors were:
- Establishment of new business contacts (90%)
- Advertising of their products (80%)
- Supporting the company’s brand image (47%)
- Market survey (50%)
- Finding potential clients (67%)

Exhibitors’ results
- 87% found potential clients
- 33% made a successful presentation of their company

Attention! Attention! You can obtain the list of exhibitors on our website www.miningweek.kz, see section «Exhibitors / List of exhibitors» or by a call to the Organizing Committee by phone No.: +7 727 250 19 99.
Visitors

The high-profile visitors make this exhibition very special.

It is connected to the industrial specialization of Karaganda region where coal production, extraction 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 for target visitors - most of them are specialists from different Kazakhstan cities: Karaganda, Astana, Almaty, Temirtau, Shakhtinsk, Saran, Satpayev, Zhezkazgan, Balkhash, Ekibastuz, Pavlodar, Atyrau, Aktau, Ust-Kamenogorsk, Petropavlovsk, Kokshetau, Kostanai, Rudny, Karkaralinsk.

There were visitors from Russian cities: Moscow, Saint-Petersburg, Perm, Orenburg, Ufa (Bashkortostan) and representatives of Germany, Czech Republic, France, Slovenia, Cyprus, Republic of Belarus and Ukraine.
Advertising campaign of the exhibition «Mining Week Kazakhstan’ 2017» 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 Internet sites;
- 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.

Sources you learned from about the exhibition:

- 40% Direct initiatives from the organizer
- 17% Business partners
- 13% Internet
- 10% TV, radio
- 11% Printed advertisements
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).

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 Internationals (UFI).

The company headquarters are located in the USA.
Conclusion

The annual holding of the exhibition «Mining Week Kazakhstan» and its business activities facilitate the strengthening of the authority of Karaganda city as a center of mining and metallurgical industry. The exhibition by right, takes its place in the calendar of events that are obligatory for visiting among the professionals of the mining and metallurgical industry.

What will be the future of the mining and metallurgical industry in 2018? Which technologies will become the most popular? These questions can be answered only with your help as you are the participants of the exhibition project.

Next, the 14th International Exhibition «Mining Week Kazakhstan’2018» will be held in Karaganda from 24 to 26 April 2018.

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

The Organizers thank Svetlana Karyagina and the Hotel Complex Cosmonaut for the given photos.

Report is prepared by

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