Global Oil & Gas

25th Kazakhstan International Oil & Gas Exhibition and Conference

October 4-6, 2017
Atakent Exhibition Centre, Almaty, Kazakhstan

October 4-5, 2017
Intercontinental Almaty Hotel

POST SHOW REPORT
VIP guests included:

- **Dosmukhabetov Makhambet Zholdaskaliyevich**, First Vice-Minister of Energy of the Republic of Kazakhstan
- **Madiyev Almas Uskenbayevich**, Deputy Akim of Almaty city
- **Shmanov Nurtas Nuribekovich**, Senior Vice President for Oil and Gas Transportation of NC KazMunayGas JSC
- **Veterans** – oil workers of the Public Fund Munaishy
- **Honored workers of the oil and gas industry in Kazakhstan**
- Heads of the National Company KazMunayGas and its subsidiaries
- Heads of the international consortia and oil and gas operators
- **His Excellency Mojtaba Damirchilu**, Ambassador Extraordinary and Plenipotentiary of the Islamic Republic of Iran to the Republic of Kazakhstan
- **Jørn Rosenberg**, Consul General of Germany
- **Yakovlev Aleksandr Viktorovich**, Trade Representative of the Russian Federation in the Republic of Kazakhstan
- **Miladin Miladinov**, Head of Commercial and Economic Department
- **Hemdan Ibrahim**, Attache for Cultural and Educational Affairs of the Embassy of the Arab Republic of Egypt in Almaty
- **Nicola Baltatu** – Investment and Foreign Trade Advisor, Embassy of Spain in Kazakhstan
- **Van Den Weghe Denis**, Chairman of the Board, President of KBCC Atakent JSC
- **Yuri Borodikhin**, Director of the exhibition company Iteca

**More information at:** [www.kioge.kz](http://www.kioge.kz)
Visitors

Geographical location of the visitors

- Kazakhstan: 89%
- International: 6%
- Russia: 5%

Visitor job titles

- Manager/specialist: 35%
- Head of Department/Division: 25%
- CEO/Owner: 24%
- Deputy CEO: 14%
- Individual entrepreneur: 2%

Purpose of visit

- To obtain industry-wide information: 27%
- Research products and services for business: 26%
- Personal interests: 25%
- To promote goods and services: 16%
- Educational goals: 5%

Level of responsibility on purchase decision at the exhibition

- Joint decision makes: 71%
- Find decision makes: 24%
- I do not make decisions, but recommend: 4%
- I do not influence decisions: 1%

Next exhibition: October 3 - 5, 2018, “Atakent” Exhibition Centre, Almaty, Kazakhstan

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Visitors

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Seminars in the framework of the exhibition:

- Seminar of “Tengizchevroil” LLP
- Seminar of NCOC
- Seminar of the Union of Service Companies of Kazakhstan “KazService”
- Seminar of “Edil-Oral.kz” LLP
- Seminar of Algoritmi KZ LLP
- Seminar of Dow Chemical
- Training Course with the support of the European Association of Geoscientists and Engineers
- Seminar of the SRO Kazakhstan Register jointly with “INTRON PLUS” LLC
- Seminar of “DAMU” Entrepreneurship Development Fund
- Seminar of “Tien-Shan Engineering” LLP
- Seminar of “Inversion-Sensor”
- Presentation and Autograph Session of the book “Black Blood of Kazakhstan: Oil History of Independence”.
- Seminar of the Kazakh National Research Technical University named after K.I. Satpayev
- Seminar of KIMEP University
- Seminar of “Quality Management Centre”
- Seminar of Nazarbayev University

Detailed program of the seminars at www.kioge.kz

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Visitors’ Feedback:

• **KNOC/Ada oil LLP/Altius Petroleum Operation b.v.**, Mukhamedyarov Adik Amangeldiyevich - Head of the Maintenance Department, Kazakhstan, Aktobe
  Despite the small number of participants, we are satisfied with the quality. Many Chinese companies are the manufacturers of equipment for the oil and gas industry. Many companies have expanded their product lines. We held business negotiations with the companies: HMS Neftemash, NIPneftegaz, Nasosenergomash Sumy Plant, EMIS, Ezau PE, Atyrau Neftemash. The exhibition was very useful, it is necessary to develop, increase the number of participants. We will wait for the invitation next year!

• **KNOC/Ada oil LLP/Altius Petroleum Operation b.v.**, Zholidayev Darkhan Mirkhanovich – Deputy Head of Production and Technical Department, Kazakhstan, Aktobe
  This year the number of participants was not so much compared to last year, but the quality of the participants was good. All the participants were very well prepared for the exhibition. At the exhibition we met with: Teplopxior-Kazakhstan, PAKER NPF, Drilling technologies. We wish You and all Your team success and prosperity!

• **Emir Oil**, Supugaziyev Pangerei Kalmukhanbetovich - Head of Engineering and Production Group, Kazakhstan, Aktau
  I viewed all stands with equipment used in the oil and gas industry. Particular attention was given to such enterprises that produce ESP pumps, packers for insulation and separation of productive layers, both for oil production and for injection of liquid for reservoir pressure maintenance. I considered the basic processes of separation of hydrocarbon gases, as low-temperature and membrane processes and took part in the meetings with the representatives of the plant on manufacturing equipment to test well production, measure oil flow rates, and select wellhead samples. I collected a lot of materials on the preparation and accounting of the commodity gas flow. There were classes and seminars on studying the installation and application of check valves for ESP pumps with the possibility of simultaneous direct washing of the pump through the well tubing string. I met with new companies that produce well control systems and produce telemetry equipment. In general, I am satisfied with the quality of the exhibitors!

• **Altius Petroleum International B.V.**, Amirzhanov Bauyrzhan - Oil and Gas Production Engineer, Kazakhstan, Atyrau
  We thank the organisers of the exhibition for the opportunity to participate in this exhibition and learn something useful for our work. We viewed the stands of all exhibitors, including selected companies, as well as the catalogues of manufacturers. We had verbal agreements on further cooperation. We are considering the offers for joint work. We wish prosperity to Iteca!

• **Beineu-Shymkent Gas Pipeline**, Zharekeyev Mukhtar Kalkabaiuly, Leading Engineer.
  We are an exporting organization, we transport gas. And annually, we traditionally visit the exhibition. A lot of useful information, every year there is new information.
### Purposes of participation

- Searching new customers/partners: 24%
- Increasing brand awareness for a company/products/services: 18%
- Meeting with existing customers/partners: 17%
- Maintaining company’s image: 14%
- Entering a new market: 9%
- Studying business competitors: 6%
- Introducing a new product/service: 6%
- Studying the demand for a new product/service: 3%
- Attracting attention of municipal services and state agencies: 2%
- Investment activity: 1%

### General overview

- Very successful: 51%
- Successful: 30%
- Good: 14%
- Poor: 4%
- Very poor: 1%

### The ratio of the number of visitors personally making purchasing decisions and the number of participants at the exhibition

<table>
<thead>
<tr>
<th>Number</th>
<th>Share of visitors who personally make purchasing decisions</th>
<th>The ratio of Buyers&amp;Sellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>166</td>
<td>(3856*24%)/166 = 5,56</td>
</tr>
<tr>
<td>Visitors</td>
<td>3856</td>
<td></td>
</tr>
</tbody>
</table>
Annually the organisers give the participants specially established awards in several nominations. In 2017, the following companies were awarded:

- **INNOVATIVE DEBUT OF THE YEAR** – Taewon Precision
- **MOST ORIGINAL STAND DESIGN** – Tem Po
- **MOST ORIGINAL STAND DESIGN** – Borkit Safety
- **MOST ORIGINAL STAND DESIGN** – Tatneft
- **BEST CORPORATE STYLE DISPLAY** – Xinjiang Pavilion
- **BEST CORPORATE STYLE DISPLAY** – Hydromashservice / HMS Group
- **THE MOST TECHNOLOGICALLY ADVANCED STAND** – Autodom Wagenborg
- **THE MOST TECHNOLOGICALLY ADVANCED STAND** – Borkit Oiltech
- **DEBUT OF THE YEAR** – Caspian Resources Technical Services
- **BEST STAND DESIGN** – Transneft
• Kamynin Igor Igorevich, Director, Representative Office of Russian Export Center JSC in the Republic of Kazakhstan

For us, the oil and gas industry is one of the key areas where we promote the products of Russian producers. Therefore, recently we have become an official operator, an agent of the Russian government for exhibition activities. This is already our 3rd exhibition in Kazakhstan, in which we are participating with the united stand of the manufacturers of the Russian Federation and this time we also added the promotion of the brand “Made in Russia”. This is our new innovation, we actively promote this brand, which unites the manufacturers of high-quality Russian products. The exhibition is very good, good traffic. This exhibition, according to the exhibitors’ feedback is more interesting than last year. There are 30-40% more contracts than at the previous exhibition, high interest in the Russian companies’ products.

• Bulatkali Baktygul, Local Marketing Manager Algoritmi KZ LLP

The company is registered in Kazakhstan, we represent the unique integrated database “Alash”. The database “Alash” is an integrated database for the 3 largest operators in Kazakhstan - NCOC, TCO and KPO. This is the second year we are participating in the exhibition KIOGE. This year we held two seminars and we had a stand. The seminars went well, the organisers supported and helped. In general, the exhibition was good, there were new customers, new companies, we had good meetings, there were many interested companies. In general, I think that participation was useful.

• Frolov Aleksandr Georgiyevich, Director for Work with CIS countries, HMS GROUP

The HMS Group is a Russian construction holding company with the production assets, the assets for the production of power equipment, compressor equipment, oil and gas equipment. This exhibition is an anniversary one, there were the representatives of the ruling circles of Kazakhstan, who were interested in the state of our affairs in Kazakhstan, we reported that relations with the local customers are developing. I would like to note that the organisers of the exhibition make the right accent on inviting representatives of the country’s ruling circles to shortcut communication between the manufacturer and potential customers. We are planning to continue participating in the main events, which bring us a positive effect in the work on Kazakhstan’s market.

• Borys Levin Dipl.-Ing., Dipl.-Betriebswirt Head of Sales for Russian Federation, Ukraine and Caspian Region SBU Turbomachinery Sales Refineries & HPI Sales & Contracts Oil & Gas, MAN Diesel &Turbo

We are not the first year at this exhibition, there was a small pause, but this year we are participating again. The overall impression is very positive, even better than last year. Since people who are interested in continuing business with our company are often approaching us. There are new companies interested in developing business in relation to this region. In general, we are very satisfied with the situation at the exhibition and maybe we will come again next year.

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More information at: www.kioge.kz
KEY SPEAKERS:

- **Makhambet Dosmukhambetov**, First Vice Minister of Energy of the Republic of Kazakhstan
- **Traian Laurentiu Hristea**, Ambassador, Head of the Delegation of the European Union to Kazakhstan
- **Nurtas Shmanov**, Senior Vice President for Oil Transportation, NC KazMunayGas JSC
- **Baltabek Kuandykov**, President, Kazakhstan Society of Petroleum Geologists
- **Murat Mukashev**, Deputy General Director, Tengizchevroil
- **Zhakyp Marabayev**, Deputy Managing Director, NCOC
- **Kaiyrgeldy Kabyldin**, Deputy General Director for Relations with the Government of the Republic of Kazakhstan, CPC-K JSC
- **Murat Zhurebekov**, General Director, PSA LLP
- **Rashid Zhaksylykov**, Chairman of the Presidium of the Union KazService
- **Anuar Zhaksybekov**, Chairman of the Board, Embamunaigas JSC
- **Mikhail Novikov**, General Director, EAGE in Russia and CIS countries
- **Robert Beaman**, Director of the Editorial Group, EMEA Crude Oil Market, S&P Global Platts

Detailed program of the conference at [www.kioge.kz](http://www.kioge.kz)
The 25th Anniversary International Oil and Gas Exhibition & Conference KIOGE 2017 was marked by a solemn session “Legends of the Oil and Gas Industry”. Within its framework key people, people who made a huge contribution to the establishment and development of the oil and gas industry of the Republic of Kazakhstan, reported their achievements and shared their experience with young specialists who will soon replace them in the oil and gas business.

**Participants:**

- Akchulakov Ural Akchulakovich
- Baikenov Kadyr Karkabatovich
- Dosmukhambetov Mahambet Zholdasgaliyevich
- Yeskozha Bazar Atashevich
- Zholtayev Geroy Zholtayevich
- Ibrashev Kenzhebek Niyazovich
- Issayev Mussabek Issayevich
- Kablydin Kairgeldy Maksutovich
- Karabalin Uzakbai Suleimenovich
- Kiinov Lyazzat Ketebayevich
- Kuandykov Baltabek Mukhanovich
- Kuantayev Nysanbai Yesserkepovich
- Marabayev Zhakyp Nessipkaliyevich
- Naushiyev Tanbai Yessenaliyevich
- Ogai Yevgeniy Kiponiyevich
- Rayeva Klara Adaibayevna
- Tugelbayev Sagat Kashkenovich
ADVERTISING CAMPAIGN

• MEDIA SUPPORT
More than 62 specialized websites and publications of Kazakhstan, CIS countries and internationally

• TELEMARKETING
Calling around to companies and updating the database during the year according to “Portrait of a Visitor”

• POSTAL NEWSLETTERS
Personalised mail delivery to chief executive officers, specialists of large oil and gas, energy, design and engineering companies of Kazakhstan, Uzbekistan, Azerbaijan

• E – MAIL MARKETING
Sending newsletters to over 15,000 industry professionals

• EXTERNAL ADVERTISING
- Advertising on LED displays in Almaty, Astana cities
- Billboard Advertising in the airport of Atyrau city
- Advertising on brandmobiles around Atyrau city

• INTERNET ADVERTISING
Posting announcements and banners on the Internet portals across Kazakhstan

• POSTING TARGETED ADVERTISING

• SMS
SMS–newsletters to 5,000 specialists

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• **Promotional tools available for exhibitors:**

- E-invitations for clients and partners
- Personalised banner for web & email use “Visit our stand”
- Image for subscription and e-mail newsletters
- Printed invitations for clients and partners
- Sample invitation letters and other materials available on request of participants.

• **Free posting of news about products to be presented on the event website throughout the year.**

Information about new products, special offers, competitive advantages of products and services.

• **Personal exhibitor account which enables participants to:**

- Post information about the company in the exhibition catalogue
- Download the e-invitation with the stand number and name of the company
- Pre-register employees to obtain exhibitor badges
- Upload a logo to place on the main page of the website and in an online participants list
- Download the technical manual, logistics of the exhibition and much more.

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More information at: www.kioge.kz
Official support:

Ministry of Energy of the Republic of Kazakhstan

Local Administration of Almaty city

ЗОЛОТОЙ ПАРТНЕР

Silver Partners

Bronze Partners

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More information at: www.kioge.kz
For enquiries regarding participation, please contact the organisers:

**Exhibition and Conference**

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