

post show report

# COLDCHAIN 2019

November 6-9, 2019

КЦДС "Атакент", Алматы, Казахстан



# About ColdChain

**4TH** CENTRAL ASIAN INTERNATIONAL EXHIBITION  
“COLD STORAGE, TRANSPORTATION AND COLD CHAIN  
SERVICES”



ColdChain Qazaqstan is the first cold chain industry exhibition in Central Asia.

Its main topics include innovative solutions, products and services to meet the requirements for special temperature conditions for storage and transportation of perishable products.



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Qazaqstan





# VISITORS



5445

VISITORS\*

50,3%

OF THEM CAME FOR THE FIRST TIME

400

DIRECT BUYERS OF COLD CHAIN EQUIPMENT



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\*TOGETHER WITH COLDCHAIN EXHIBITION THERE ARE ALSO FOODEXPO, HOREX & CLEANEXPO, AGROWORLD, QAZPACK EXHIBITIONS



**The exhibition was visited by representatives from 41 countries**

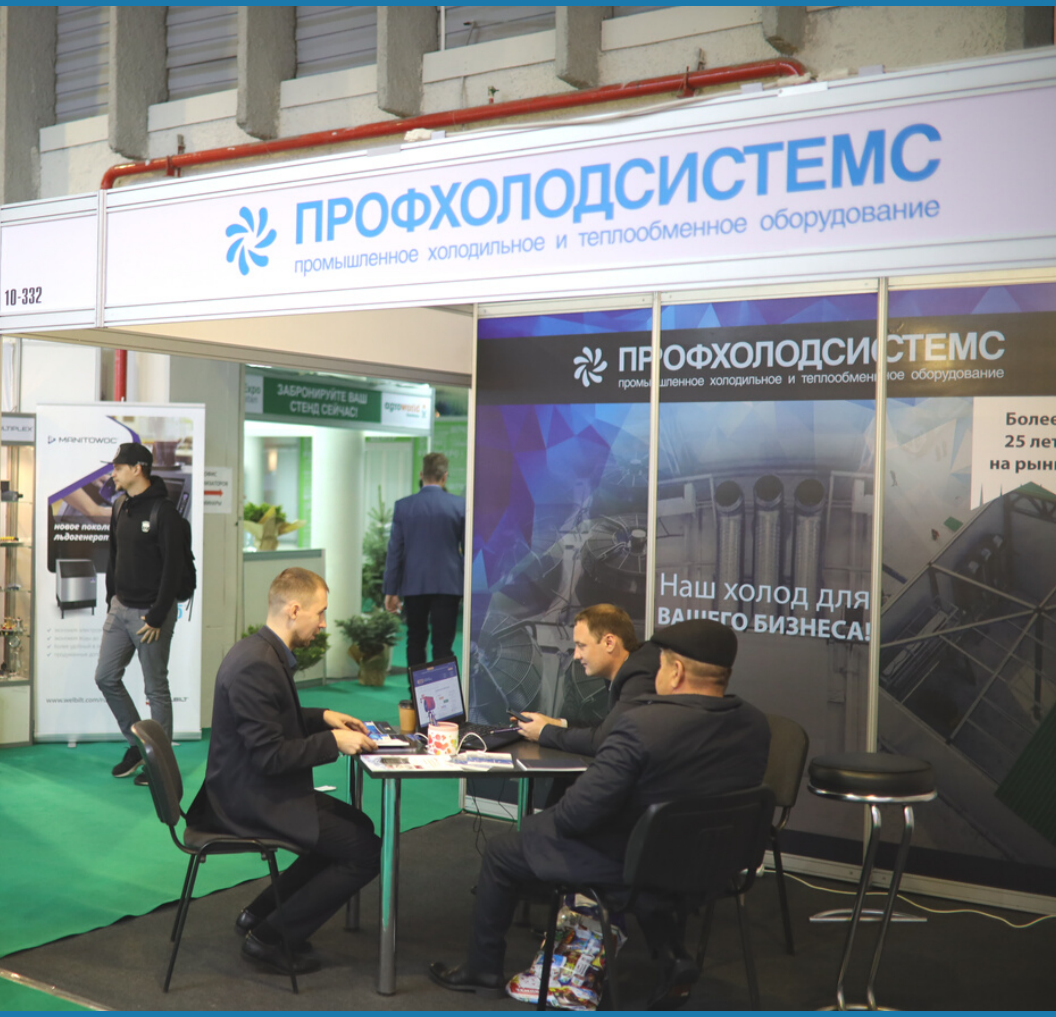


# ColdChain Qazaqstan

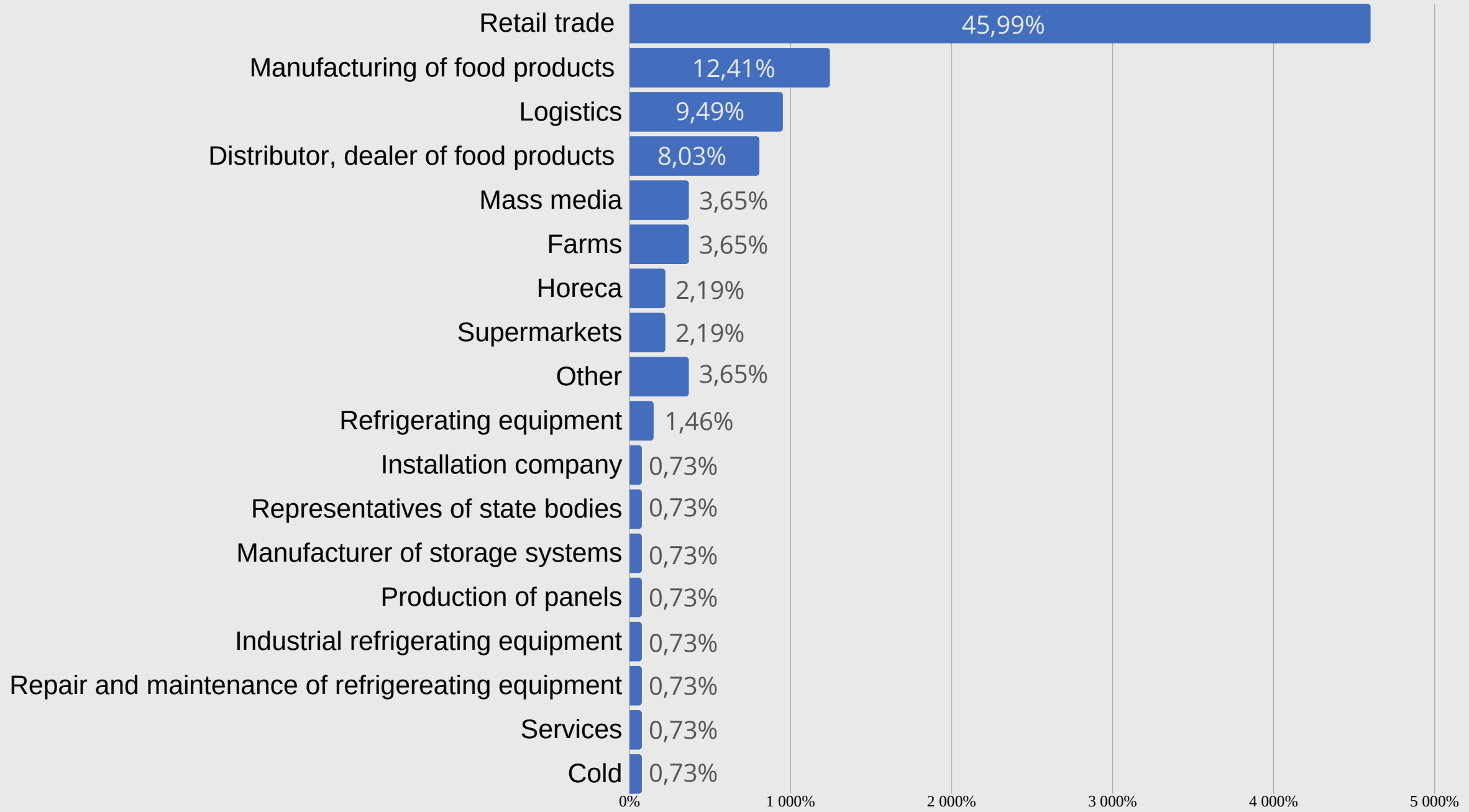




# VISITORS



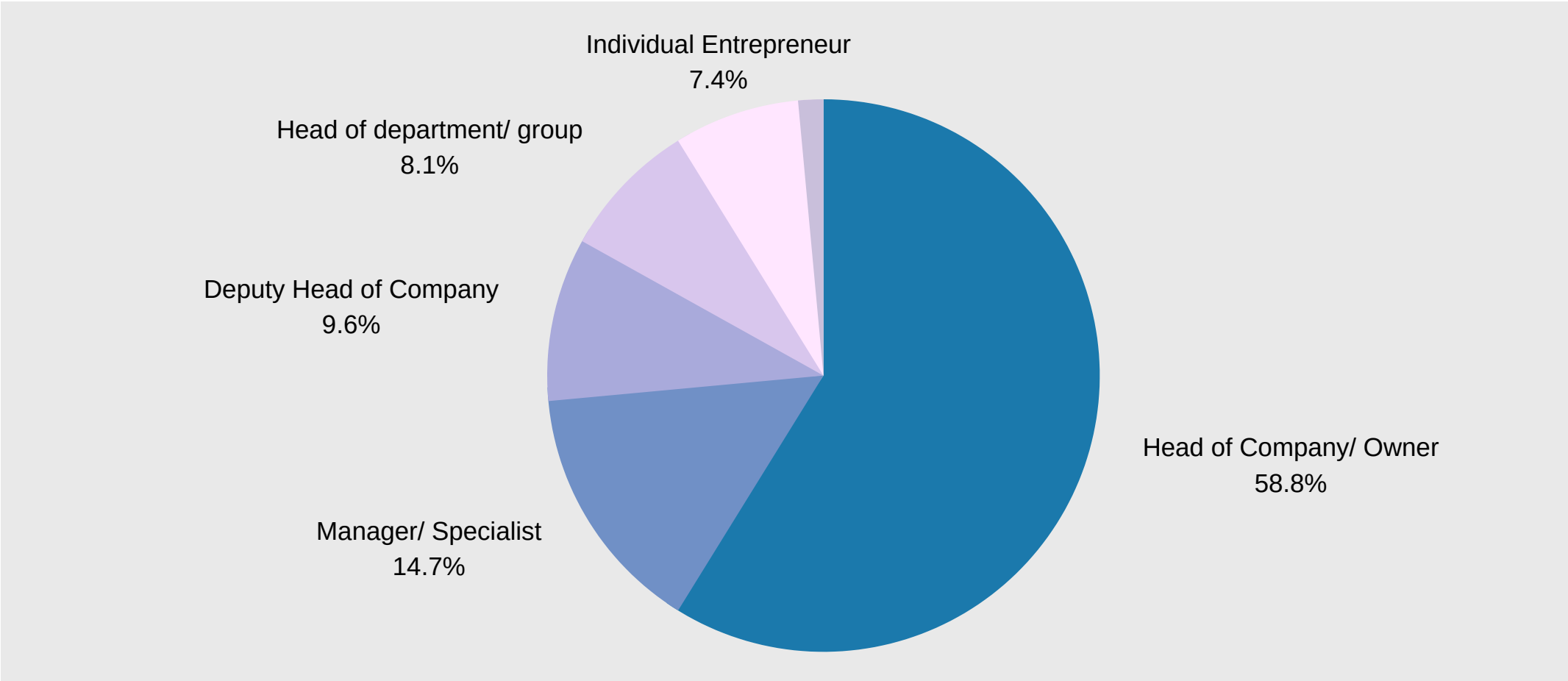
# FIELDS OF ACTIVITIES



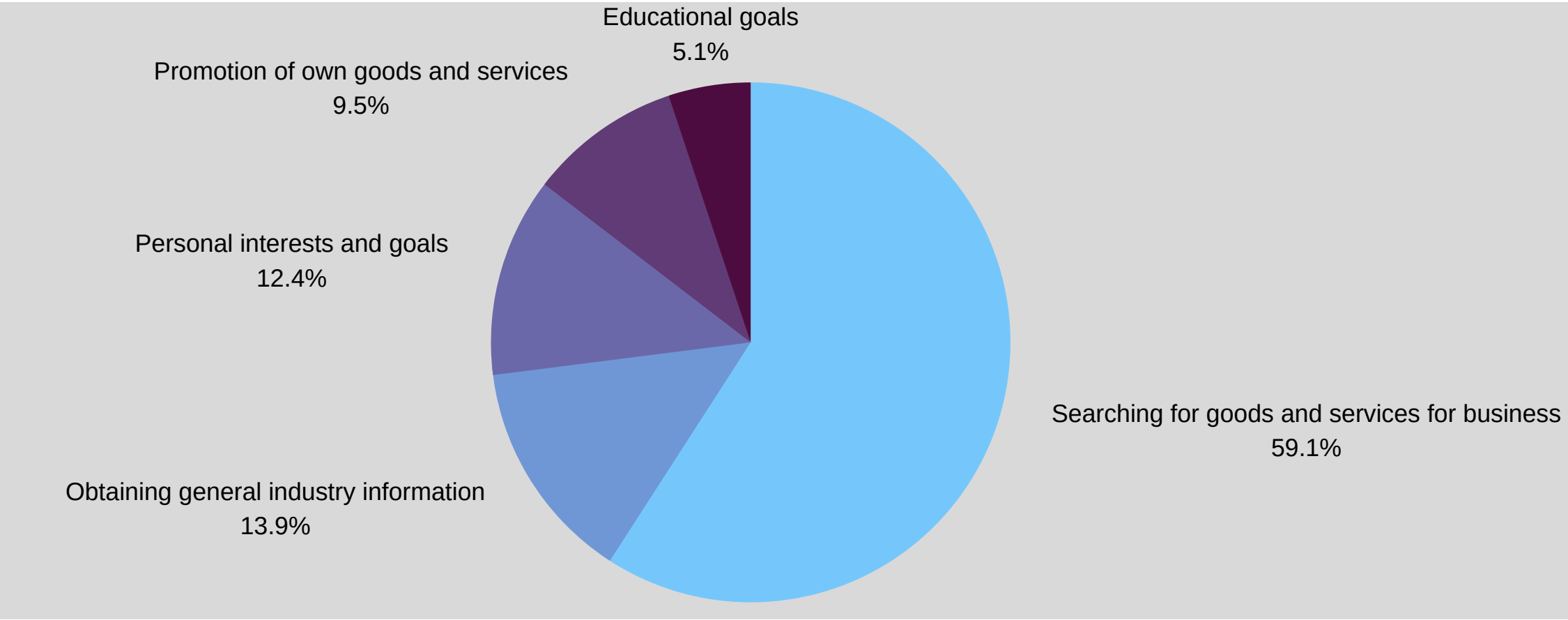
# VISITORS



LEVEL OF JOB TITLE



GOALS OF EXHIBITION ATTENDANCE



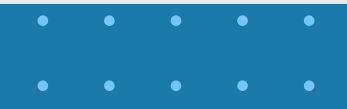
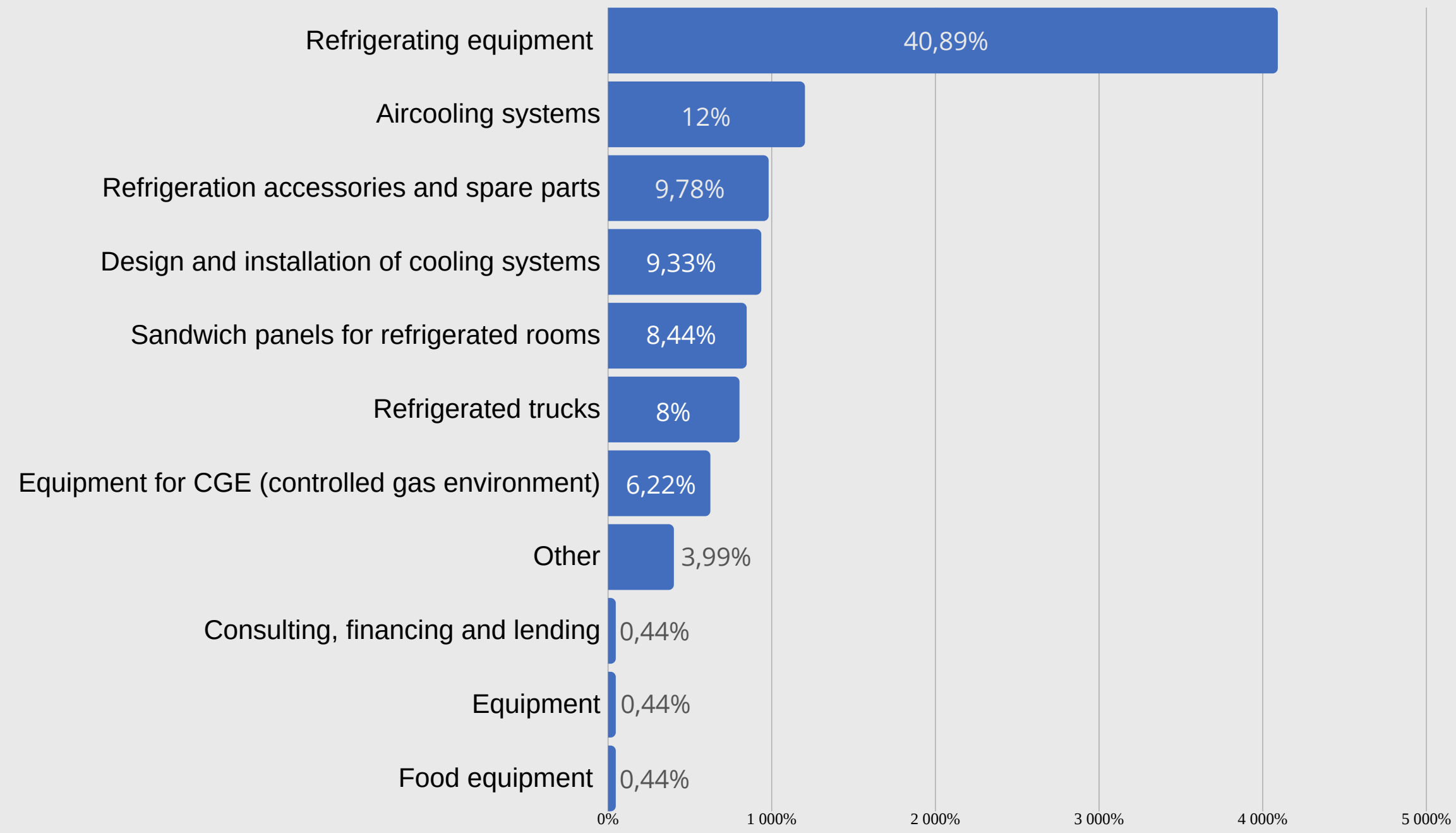
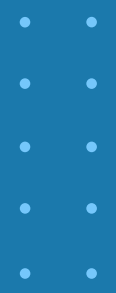


# VISITORS



95% of visitors are satisfied with the exhibition  
96% of participants assess achievement of their goals above the average  
98% of visitors consider that the exhibition is important for business development

## SECTIONS OF INTEREST





## "Cold Chain Technology and Skills Workshop"

November 6th, 2019



On November 6, an exclusive event organized jointly with the Global Cold Chain Alliance (GCCA) with the support of USAID - "Cold Chain Technology and Skills Workshop" took place within the framework of the Central Asian International Cold Storage, Transportation and Cold Chain Services Exhibition.



**GLOBAL COLD CHAIN**  
ALLIANCE®



**USAID**  
FROM THE AMERICAN PEOPLE

Key topics of the seminar were dedicated to technologies and skills in the field of cold chain, best practices in the field of transportation, energy management and innovations in the field of cold chain. Participants were able to actively participate in roundtable discussions on the Cold Chain curriculum in Central Asia.



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# BUSINESS PROGRAM



## "Cold Chain Technology and Skills Workshop"

November 6th, 2019



➔ Main speaker: Brian Fox

An expert in cold chain management, sales and marketing, provides advice on strategic planning, management, accounting, sales promotion, contract negotiations, logistics, staffing, training and customer service.



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# BUSINESS PROGRAM



"Processing of fruits and vegetables:  
making profit all year round"

November 7th, 2019



➔ Main speaker: Madiyev Sarvarbek  
Technocool Engineering company



"Energy-efficient technologies and  
materials for storing fruits and vegetables"

November 7th, 2019

➔ Main speaker: Ukhvatov Valeriy  
Project Manager, Industrial Construction Department, ProfHod  
company



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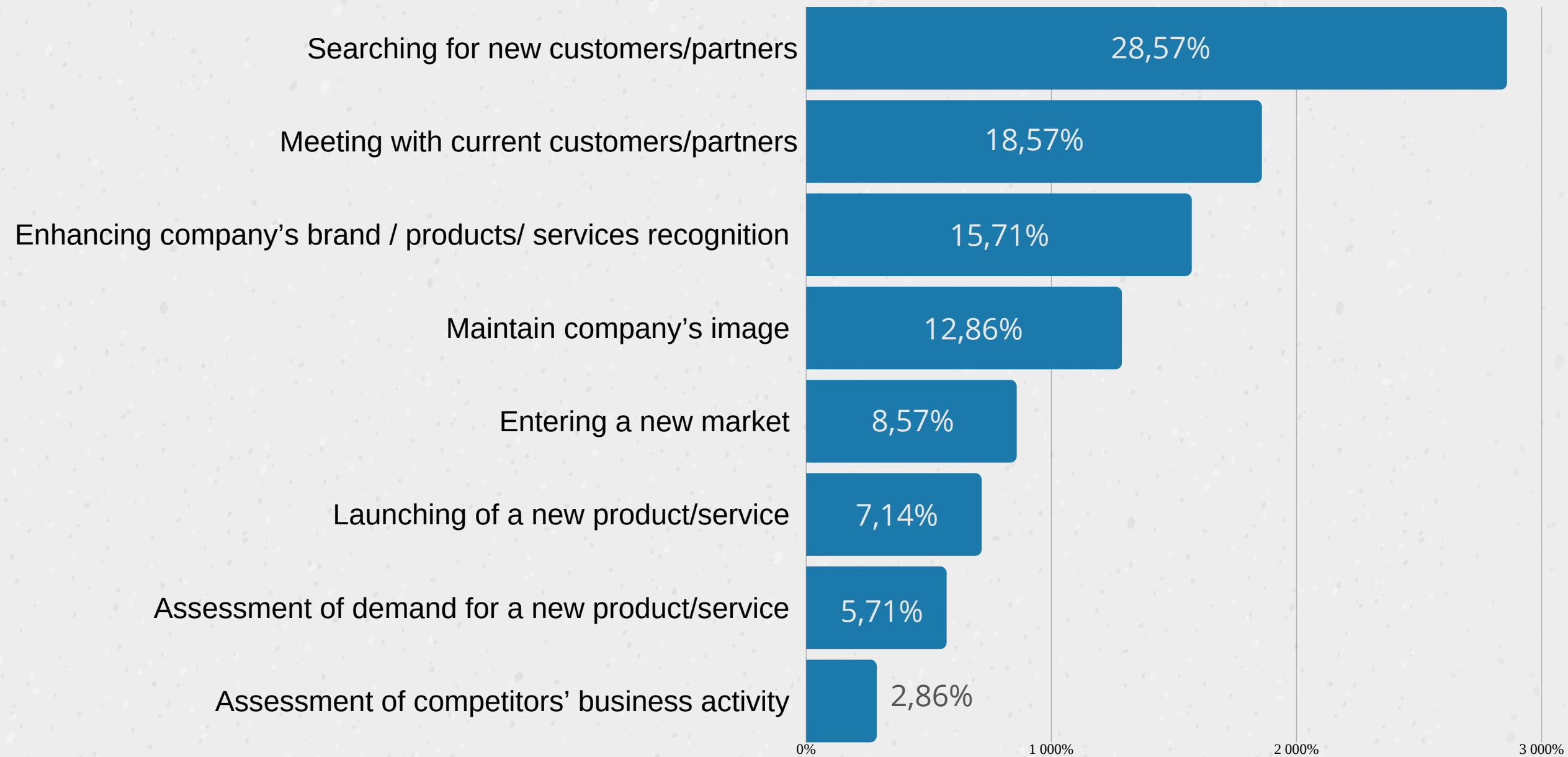




# EXHIBITORS



## GOALS OF PARTICIPATION



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# EXHIBITORS

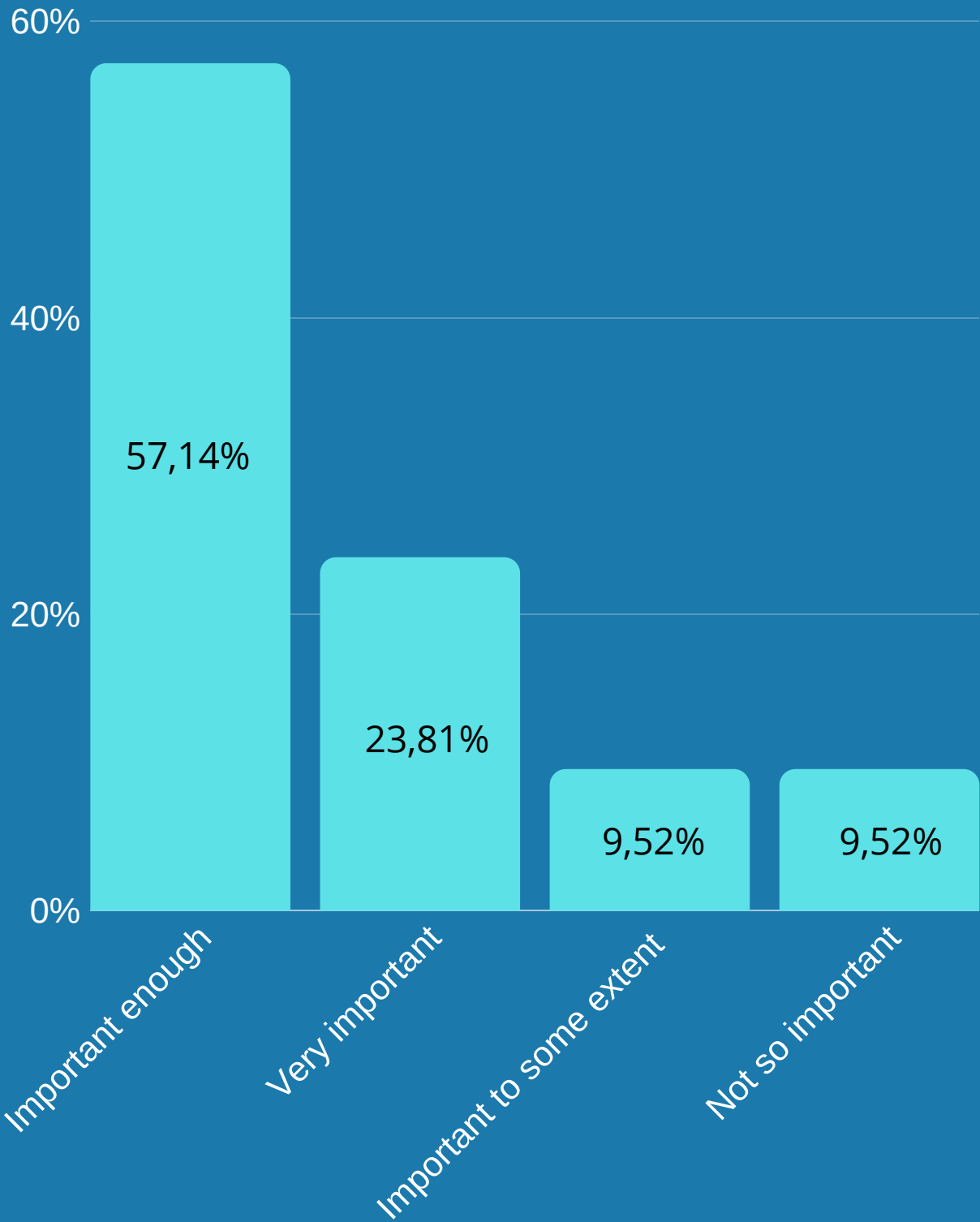
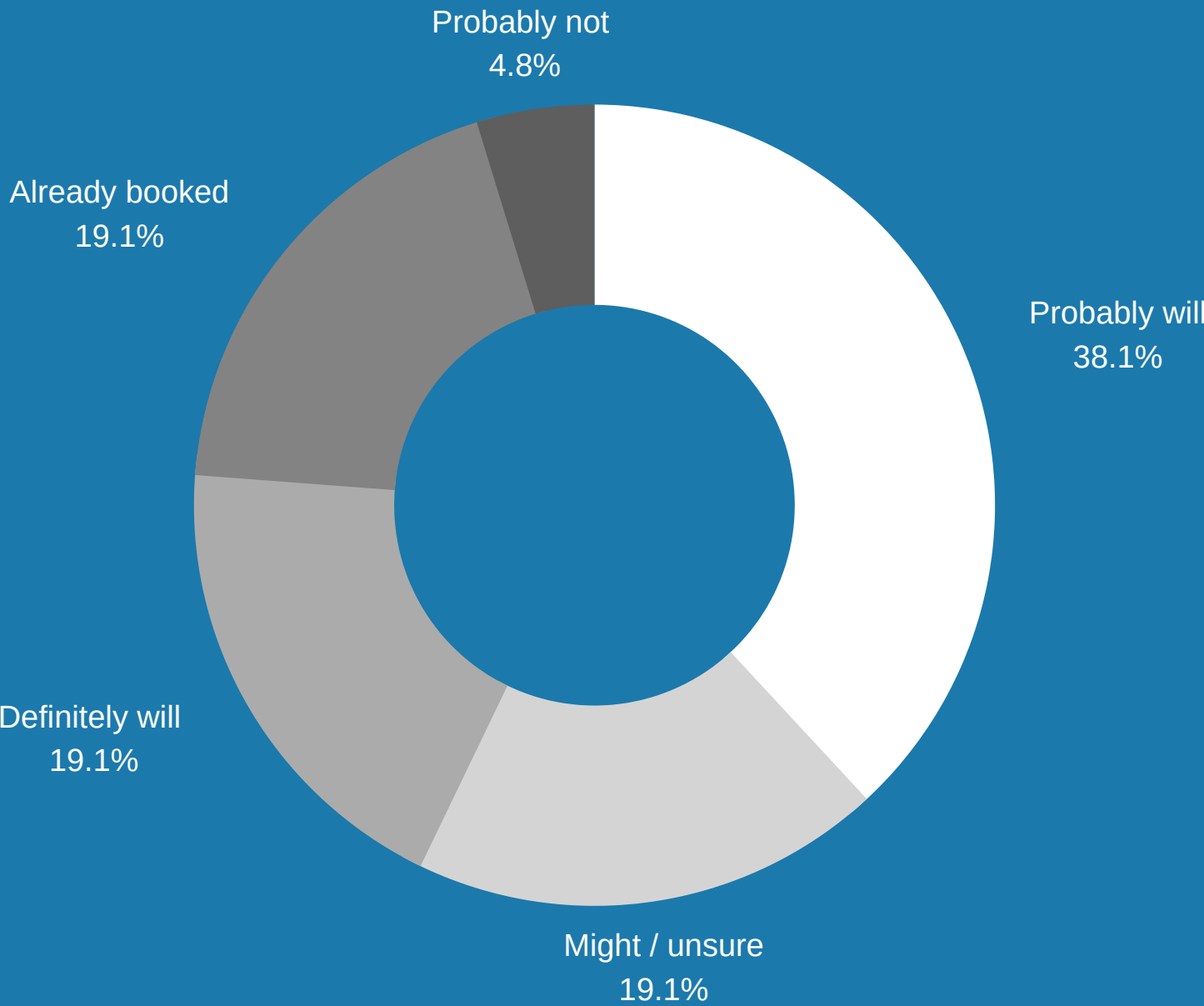


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## ASSESSMENT OF IMPORTANCE OF THE EXHIBITION FOR BUSINESS DEVELOPMENT

### POSSIBILITY OF PARTICIPATION NEXT YEAR





# EXHIBITORS



This year I was impressed by the number of participants. We are glad to a big number of visitors with business inquiries, applications, real projects. The exhibition was very fruitful. Although we do not see it as an event that must definitely pay off. It is an image event and the participation itself says about active growth of the company. Whether the customer trusts us or not depends on our positioning at the exhibition. My opinion: you participate at the exhibition for good positioning, to get feedback and to build trustful relationships.

86% of participants are satisfied with the number of visitors at the exhibition  
90% of participants are satisfied with the quality of visitors at the exhibition  
81% of participants rate the achievement of their goals above average



Alexandr Tambovtsev  
KHOLODOM Company LLP

It is our fourth consecutive year at the exhibition. Each year we notice our results. We really find here new partners and customers, see what our competitors offer. We consider this exhibition as very useful for business development. Here, you always can find a lot of interesting equipment. Today, many companies transfer to another cooling agents, apply new engineering solutions, and here, at the exhibition, you can observe and learn from each other.



Yevgeniy Khvan  
Kholod market Company



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## GENERAL INFORMATION PARTNER



## MEDIA

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WE INVITE YOU TO  
PARTICIPATE IN THE  
2020 EXHIBITION

**NOVEMBER 4-6, 2020**  
ALMATY, KAZAKHSTAN



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