



**APRIL 21-23, 2010**

**Pavilions 10, 11  
Almaty, Kazakhstan**

**Post Show Report on the 10<sup>th</sup> Anniversary Kazakhstan International Exhibition**

**KITF 2010 – TOURISM AND TRAVEL**

### **Organised by**

- Ministry of Tourism and Sports, Republic of Kazakhstan
- Iteca LLP (Almaty, Kazakhstan)
- ITE Group Plc (London, U.K.)

### **Official Support for the Exhibition**

- World Tourism Organisation (UNWTO)
- Ministry of Tourism and Sports, Republic of Kazakhstan
- Almaty City Akimat
- Trade Mission of Russia in Kazakhstan

### **Official Exhibition Opening Ceremony**



**Exhibition Press Conference** took place at 14:30 on April 20 at the National Press Club

### **Speakers**

1. Kaken, Karlygash Gazizovna – Chairperson, Committee for Tourism Industry, Ministry of Tourism and Sports, Republic of Kazakhstan
2. Nikitinsky, Yevgeny Sergeyevich – Counsellor to Minister of Tourism and Sports, Republic of Kazakhstan
3. Borodikhin, Yuri – Executive Director, Iteca LLP

### **Official Exhibition Opening Ceremony**

took place at 11:00 on April 20, at the main entrance to Pavilion 10.

The opening ceremony was attended by the following guests of honour:

1. Seidumanov, Serik Turarovich – Almaty City Deputy Akim
2. Kaken, Karlygash Gazizovna – Chairperson, Committee for Tourism Industry, Ministry of Tourism and Sports, Republic of Kazakhstan
3. Nikitinsky, Yevgeny Sergeyevich – Counsellor to Minister of Tourism and Sports, Republic of Kazakhstan
4. Peruashev, Azat Turlybekuly – Chairperson, Atameken Union Kazakhstan National Chamber of Economy

## Visitor Promotion

- radio advertising – Europe Plus
- outdoor advertising on the streets of Almaty (cross-street banners)
  - Dostyk St. – Zhambyl St.
  - Seifullin St. – Gogol St.
  - Gogol St. – Furmanov St.
  - Almaty International Airport (Arrivals)
- TV advertising – LifeTV (an entertainment channel of ICON cable television)
- print of tear-off invitation tickets in advertising and political newspapers of Kazakhstan and Kyrgyzstan
- advertising and articles in trade media of Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, and Ukraine.

Mail-out of 35,000 invitations throughout Kazakhstan, Uzbekistan, Kyrgyzstan, and Russia.

## KITF 2010 Exhibitors

Exhibitors included about 500 companies from 36 countries, with 130 stands and 15 national groups.

81% of exhibitors participated in KITF2009.

Total exhibition area covered 8 000 sq m (increase of 11%).



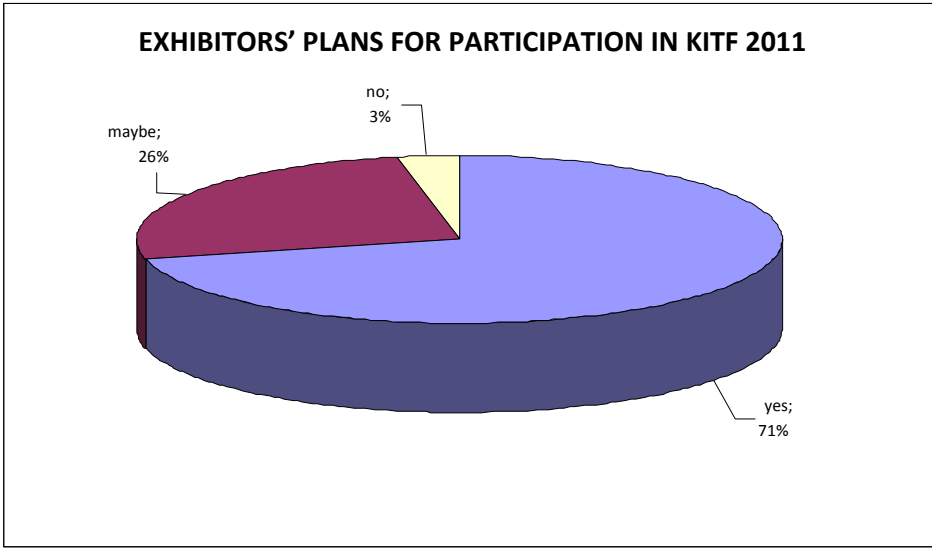
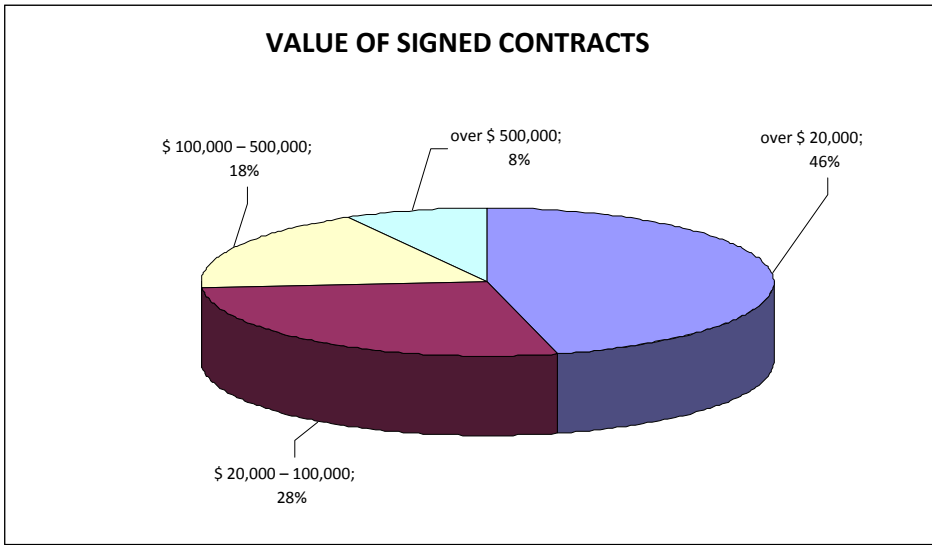
### Exhibiting Countries:

Australia ♦ Brazil ♦ China ♦ Croatia ♦ Czech Republic ♦ Dominican Republic ♦ Egypt ♦ France ♦ Georgia ♦ Greece ♦ Hungary ♦ India ♦ Israel ♦ Italy ♦ Kazakhstan ♦ Korea ♦ Kyrgyzstan ♦ Latvia ♦ Malaysia ♦ Maldives ♦ Mauritius ♦ Poland ♦ Russia ♦ Seychelles ♦ Singapore ♦ Slovakia ♦ South Africa ♦ Spain ♦ Sri Lanka ♦ Switzerland ♦ Thailand ♦ Turkey ♦ Ukraine ♦ United Arab Emirates ♦ United Kingdom ♦ Vietnam

### National Groups:

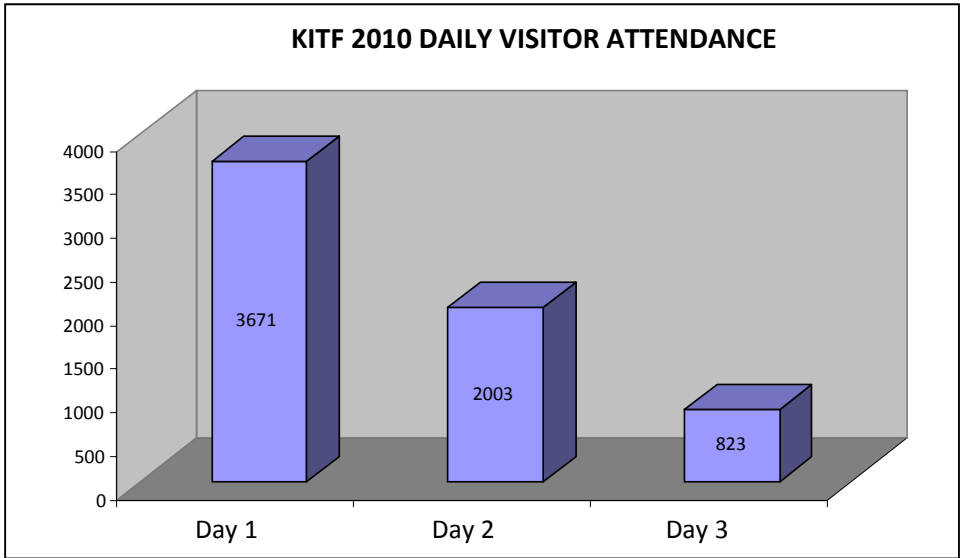
China ♦ Czech Republic ♦ Georgia ♦ Greece ♦ India ♦ Kazakhstan ♦ Kyrgyzstan ♦ Malaysia ♦ Republic of South Africa ♦ Slovakia ♦ South Korea ♦ Spain ♦ Thailand ♦ Turkey ♦ UAE

- ◆ 56% of exhibitors presented their new services at the exhibition
- ◆ 67% of exhibitors signed contracts at the exhibition



**KITF 2010 Visitors**

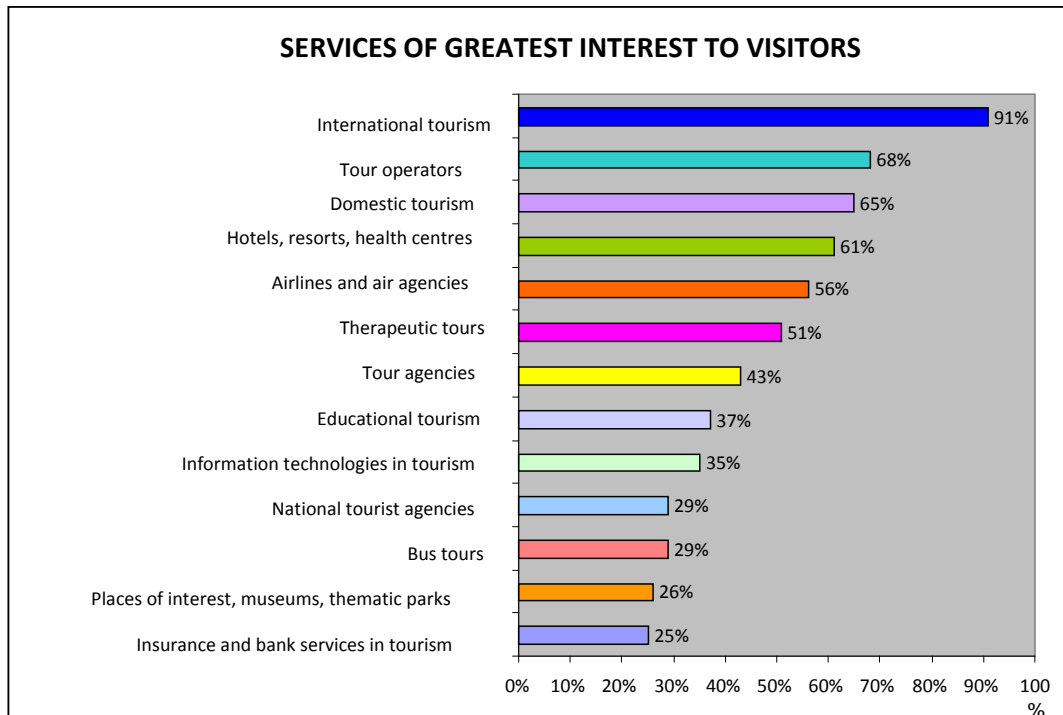
During the 3 days, the exhibition was visited by 6 500 trade specialists from Kazakhstan, Kyrgyzstan, Russia and other CIS countries.



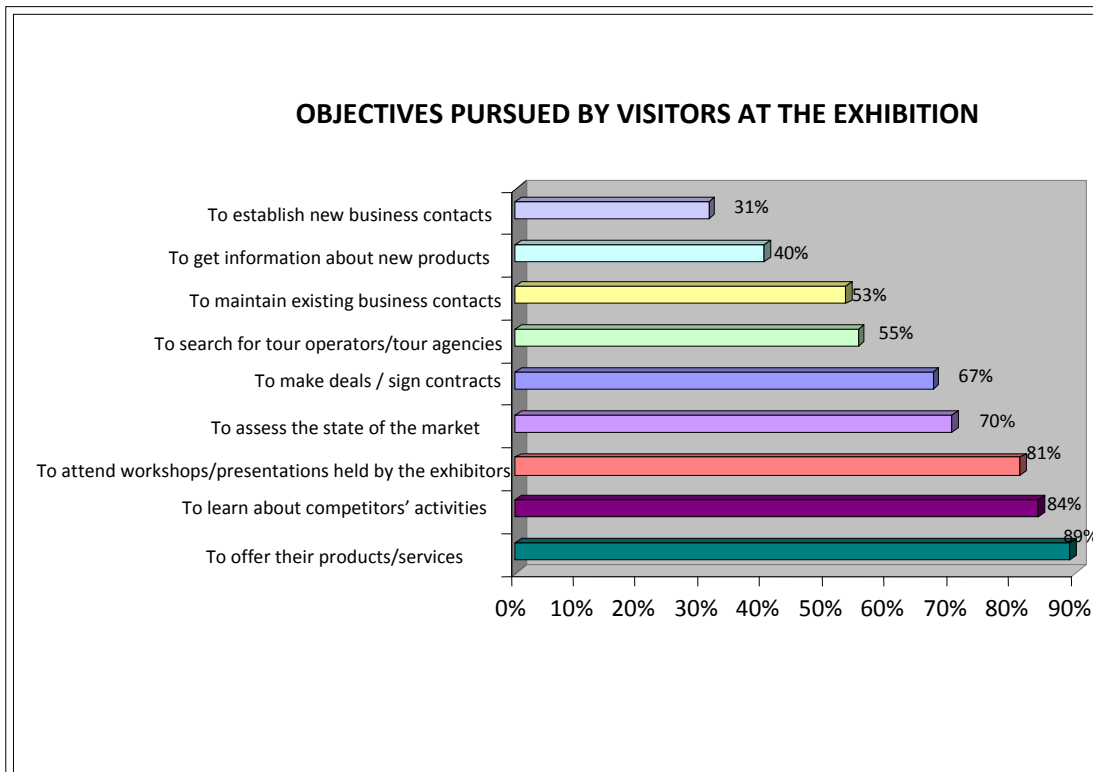
Visitors had access:

- by invitation received by mail from the exhibitors and the Organiser
- with a visitor badge received by mail or printed out from the Visitor Registration web page
- with an entry ticket purchased on site (cost – 200 Tenge, or approx. \$ 1.3)

**Results of the trade visitor survey held during the exhibition:**



- 77% of visitors attend KITF regularly
- 83% of visitors found the products/services they looked for at the exhibition
- 92% of visitors confirmed their participation in KITF2011



## Information Support

Veter Stranstviy ♦ Info Price ♦ Nalogi i Finansy ♦ Assortiment ♦ World Discovery Kazakhstan ♦ RIA Umikum / Gazeta Besplatnykh Obyavleniy (Astana) ♦ Inform-Vest ♦ Menedzhment Kachestva ♦ TS Domashniy ♦ EuroBAK Association ♦ WorldMonitor / EuroBAK Magazine ♦ Biznes v Kazakhstane Newspaper ♦ Restorany i Oteli Astany 2010 ♦ Yellow Pages of Kazakhstan ♦ Skidki ♦ Megapolis Newspaper ♦ Kapital.KZ Newspaper ♦ Iz Ruk v Ruki ♦ Vsya Nedvizhimost ♦ LodeStar ♦ Mir Puteshestviy ♦ InfoCenter ♦ Business-Courier ♦ Biznes i Vlast ♦ RBC ♦ Central Accounting House ♦ Pro-Sport ♦ Qazyna ♦ STRANNIK TV Programme / RAKHAT TV ♦ Prioritet.kz ♦ Arsenal ♦ Everyday ♦ LIFE TV ♦ MediaLink (magazines Time Out, Beauty World, City Mag, Vokrug Sveta) ♦ Discovery Central Asia / Uzbekistan ♦ Otdykh at Legko ♦ Travel and Tour World Magazine

## Websites

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

[www.travelforlife.ru](http://www.travelforlife.ru)

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

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

[www.expoclub.ru](http://www.expoclub.ru)

[www.vmost.ru](http://www.vmost.ru)

[zakon.kz](http://zakon.kz)

[medvoyage.info](http://medvoyage.info)

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

[nur.kz](http://nur.kz)

[menu.kz](http://menu.kz)

**See you at KITF 2011 on 20-22 April, 2011!**

