

# **SuluExpo**

## **SPECIALIZED EXHIBITION OF BEAUTY INDUSTRY IN KAZAKHSTAN since 2005**



# ABOUT EXHIBITION

**SuluExpo** Beauty Exhibition is the unique specialized exhibition in Kazakhstan with 100% participation of only profile cosmetic companies from different countries of the world.

The exhibition is held 2 times a year: in spring (in April) in Almaty, in autumn (in November) in Astana, demonstrating innovative developments of well-known and absolutely new companies not previously represented in the market of Kazakhstan, representing the products of all sections of the exhibition: nail stylistics, hairdressing, cosmetology and aesthetic medicine, decorative and care cosmetics, equipment and tools for salons, tattoo / lash&brow industry.

Within 3 days of the exhibition under the business program, specialists from all regions of the country share their experience and improve their skills.

**A wide range** of cosmetics for women, men and children of any age **has always presented** at the exhibition!

**Organizer** - *KAZEXPO International Exhibition Company, the first organizer of exhibition arrangements in the Republic of Kazakhstan since 1991. Being a professional organizer in the exhibition activities of 5 own projects in various sectors of the economy. KAZEXPO International Exhibition Company has an impressive number of awards for organizing and holding international exhibitions in France, Italy, the Philippines, and South Korea, Turkey, India, Iran, Pakistan. KAZEXPO Company is a reliable partner in rendering exhibition services in Kazakhstan.*  
***www.kazexpo.kz***

# EXHIBITION SECTIONS

-  Professional, therapeutic and decorative cosmetics
-  Apparatus and aesthetic cosmetology, plastic surgery, anti-age medicine
-  Salon equipment, (furniture, equipment, accessories, consumables, etc.)
-  Specialized training centers, schools
-  Nail service
-  Hair style service
-  Perfumery, selective products
-  Fitness industry
-  Pharmacy cosmetics, cosmeceuticals, dietary supplements
-  Cosmetic products "hand made"
-  Mass media



Today - SuluExpo is an exhibition of rich content and events



# BUSINESS PROGRAM

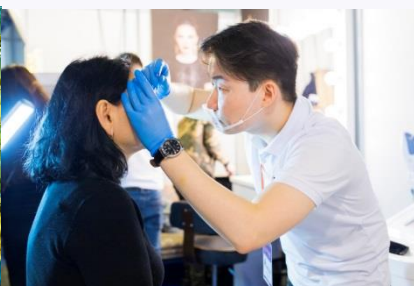
## Brief archive of events for 2013-2018:

- “Imperial Gold Care” Beauty-performance of ENHEL BEAUTY Company (Russia).
- Presentation “Aesthetic taping of face and body”. Phiten (Almaty).
- Make-up master class “Make-up Revolution” from Victoria Stanevich, the multiple World Champion, the Judge. (Almaty).
- Open author's master class and the show of the World Champions in hairdressing: Venera Koshanova (Karaganda) and Kira Gonchar (Moscow).
- Presentation of unique cosmeceutical chemicals of Rauan Scientific Production Center (Shymkent).
- Seminar: Quick result - peptide mesotherapy. Apriline meso- mesococktails of new generation to solve the problems of young skin, anti-age therapy, and hair. (KOMTI) Ye.Neumyvakina , Lecturer - dermatovenerologist, cosmetologist, certified trainer of GERnetic Synthese laboratory (Kazakhstan / France).
- Competition of cosmetologists from KOMTI Kazakhstan Society of Mesotherapy (Kazakhstan).
- Show program ELGON ELEGANCE COLLECTION -2017 on hairdressing from the Tamsan Beauty Academy, Astana
- Series of master classes on hair of the best residents of Prosvirin Studio in Almaty (Kazakhstan).
- Express-master classes in nail design from the winner of the Festival “Golden Hands of the World” Yana Shistko (Ukraine / Kazakhstan).
- 1st Open Championship of the Republic of Hairdressing, nail aesthetics, makeup and body art from the RK Association of Beauty Industry (Kazakhstan).
- Master class from the technologist of Emsibeth Spa Italian Academy - Mr.Luca Cassandro, (Italy).
- Seminar for directors of the salon industry “Effective salon management and development, M. Leonidov, Lecturer (Russia)
- Show of works on Hair Tattoo, founder of the direction in the Republic of Kazakhstan and the hair tattoo coacher - Didar Aliyev, Almaty (Kazakhstan).
- Training “Analysis of the salon business by example” from Beauty business Club Company, Aida Shynybekova, Lecturer, Almaty (Kazakhstan).
- Master class in aesthetic medicine of Corneal Company (Russia), speakers M. Shashkina and S. Terina, Moscow.
- “Make-up AWARDS 2014” International Championship of makeup artists and visagistes, organized by: ProExpert Beauty School (Kazakhstan);
- Conference on aesthetic medicine “Modern cosmetology and anti-aging technologies” and a round table for managers from Cosmetology and Plastic Surgery Center in Yekaterinburg (Russia);
- Forum of massage technology, body shaping and rejuvenation specialists. Organizer - Healing Hands School of Massage Art with the participation of A. Syrchenko, the President of the International Spa School, Vice-President of the National Federation of Massage Therapists of the Russian Federation (Kazakhstan / Russia);
- ONS Kazakhstan Neil-Stylists Festival in 8 nominations from Tamsan Training Center under the supervision of S.A.Abykenova, Astana (Kazakhstan);
- Closed master class of Mrs. T. Vassilyeva, the author of the pencil technique, the trainer, who brought up the champions and prize-winners of competitions and world championships (Ukraine);
- Show-tournament “De Kor - Visage De Klie”, organized by Bio Solutions LLLP, Almaty (Kazakhstan). Irina Abyzova, Chief Justice Top Stylist of Wella, international-class makeup artist;
- Conference for salon business owners on the topic: “Salon Business New Technologies” of Scientific Beauty Academy Corporation (Russia, Moscow);

**\* Sulu Boom lottery is held every year according to the tradition  
for beauty-specialists of all directions.**



# EXHIBITION EVENTS





# EXHIBITION BENEFITS

- Specialized Beauty Exhibition is held in Kazakhstan twice a year: Astana and Almaty;
- Involvement and participation of only profile companies in the beauty industry;
- Own database of Professional experts, visitors and companies of the CIS countries and Europe with more than 10 000 actual contacts;
- Large-scale advertising campaign (more than 15 types of advertising media are involved);
- Stable traffic of specialists - every year at least 10 000 persons from other regions of Kazakhstan (Karaganda, Pavlodar, Kokshetau, Temirtau, Aktobe, Kapshagay, Taldykorgan, etc.);
- Optimal pricing policy of participation conditions (without hidden extra charges);
- Modern specialized exhibition space and permanent venue - Korme, Atakent Exhibition Centers;
- Always objective data and indicators of the exhibition;
- Lack of own production of beauty industry products in Kazakhstan and, therefore, the full interest of the Kazakhstan market in manufacturing companies from other countries;
- Active development of Astana, as a business capital in Central Asia and Almaty, as the main financial center of Kazakhstan;
- Close cooperation with Foreign Embassies in the Republic of Kazakhstan
- Growth of the popularity of selective cosmetic products and perfumes in Kazakhstan;
- Preferential geographical location of cities, allowing to cover large regions of Kazakhstan as well as Kyrgyzstan and Uzbekistan;
- For companies from the countries of the Customs Union - the possibility of free movement of goods;
- Visa support, transfer, accommodation in hotels;
- Excursion for foreign participants;
- Solemn ceremony in the best restaurants of the city on the occasion of the exhibition opening;



**\* KAZEXPO International Exhibition Company, the exhibitor of 5 own exhibition projects, each held more than 10 times!**

# ADVERTISING CAMPAIGN

- **Invitation cards** (50 000 pcs.) distribution in beauty salons, beauty markets, aesthetics and spa centers, distributors, cosmetology clinics.
- **E-mailing database** (more than 10 000 companies)
- **TV / Radio** in prime-time
- **Led-displays** of the city
- **Advertising layouts in special editions** of the Republic of Kazakhstan and the Russian Federation (announcement, post-release)
- **Banners on facades** of exhibition centers: Korme and Atakent.
- **Internet - portals** of the Republic of Kazakhstan and the Russian Federation
- **SMS / Whats App mailing** with photo
- **Social networks** of official pages of the exhibition + special projects “Let's go”, “Billboard of Almaty, Astana”
- **Mailing:** Embassies, National Companies, Ministries (more than 10 000 envelopes)
- **Calling the personal base** of specialists and directors of companies of beauty-industry (more than 2500 persons)



# PARTICIPANTS GEOGRAPHY

**Kazakhstan Turkey Russia Iran Ukraine**  
**Belarus Italy UAE Malaysia USA Poland**  
**France Spain Latvia Germany Pakistan**  
**Egypt Lebanon China Korea Israel**  
**Belgium Netherlands Thailand**  
**Kyrgyzstan Canada Uzbekistan Jordan**  
and ...





# EXHIBITION AUDIENCE

Specialists and representatives of various areas of beauty and salon industry in various regions of Kazakhstan:

- Manufacturers and distributors;
- Owners of the salon business;
- Retailers (beauty-markets, beauty store chains, salon equipment centers, pharmacy chain);
- Specialists of the beauty industry in all directions;
- Retail buyers of related fields of activity.

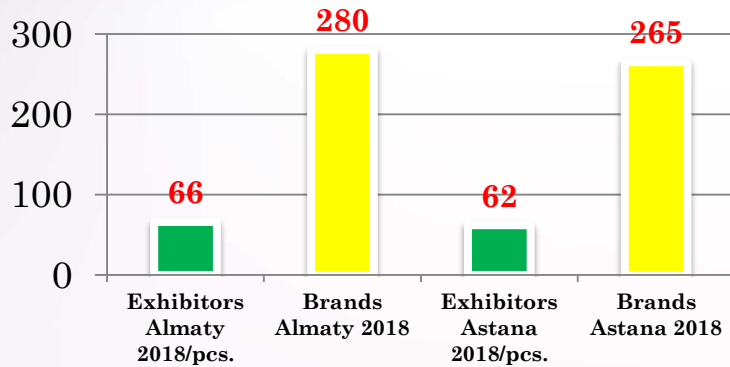
*GENDER: women (21 - 55 years old) - 70% (mostly), men (22-60 years old) - 30%*

*DESCRIPTION: medium and high incomes employed in their business: manufacturers and distributors, salon business managers, retailers (beauty markets, beauty stores, beauty salon equipment centers, beauty industry specialists of all directions, INTERESTS: cosmetics, training, new brands, new market, beauty industry exhibitions.*

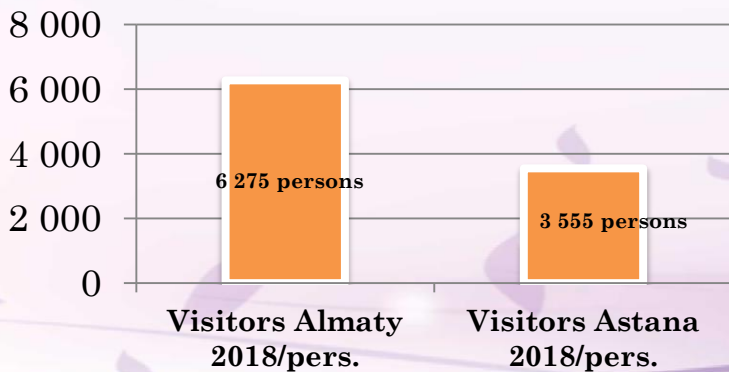


# EXHIBITION RESULTS

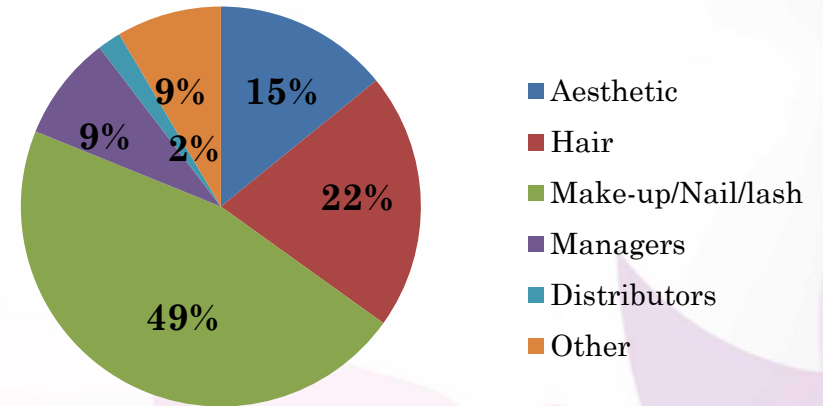
**Quantity of exhibitors and brands represented at SuluExpo Exhibitions for 2018**



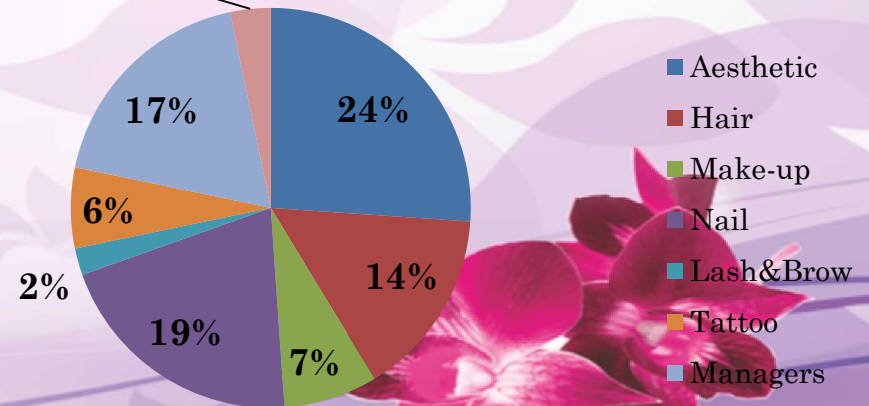
**Visitors traffic of exhibitions for 2018**



**Professional visitors of the exhibition SuluExpo-ALMATY 2018 by directions**



**Professional visitors of the exhibition SuluExpo-ASTANA 2018 by directions**

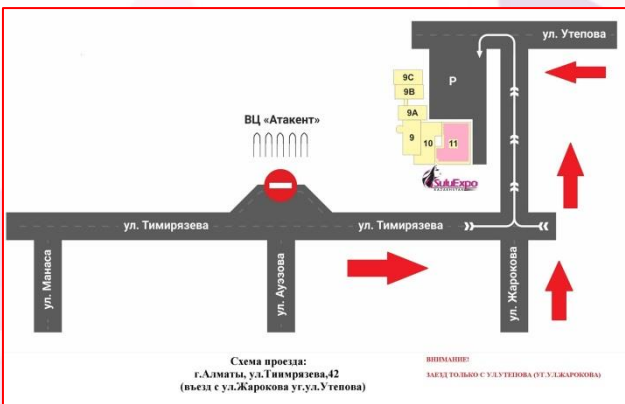




## KORME EC Astana



## ATAKENT EC Almaty



SuluExpo International Exhibition of the Beauty Industry is annually held in modern, specialized exhibition centers: Korme and Atakent. Holding exhibition projects in specialized exhibition complexes creates conditions for comfortable business communication both for exhibitors and exhibition visitors.



# EXHIBITIONS 2019



**4-6 APRIL**  
ALMATY city  
EC ATAKENT, pav. 11a  
4, 5 April – 10:30-19:00  
6 April – 10:30-16:00

**SuluExpo 2019**  
**Almaty**  
The 17th INTERNATIONAL EXHIBITION  
FOR BEAUTY INDUSTRY



**7-9 NOVEMBER 2019**  
ASTANA city, EC KORME  
7, 8 November --- 10:30 - 19:00  
9 November --- 10:30 - 17:00

**SuluExpo 2019**  
**Astana**  
The 18th INTERNATIONAL EXHIBITION  
FOR BEAUTY INDUSTRY



**WE INVITE YOU TO!**



# COMPANY OFFICE



90, Shevchenko str.(corner of Nauryzbai batyr str.),  
Karatal BC, office 76,  
Almaty, the RK, 050022  
+7 (727) 250-75-19, 313-76-28, 313-76-29  
e-mail: [kazexpo@kazexpo.kz](mailto:kazexpo@kazexpo.kz)  
[www.kazexpo.kz](http://www.kazexpo.kz)



**WE ARE GLAD TO HAVE MET YOU!**