

POST-SHOW REPORT

Kazakhstan
Security Systems



CDS
CYBER AND DIGITAL SECURITY

**Modern
Office
Expo**

**Business
Technology
Expo**

3-5 April 2024
"EXPO" IEC

ASTANA
EXPO

OVERVIEW

Strategic partner:
positive technologies

Official partner:
staffcop

Kazakhstan Security Systems

Key Security Exhibition and Conference



Exhibition-Forum of Information Security

Modern Office Expo

International Exhibition of Modern Office

Business Technology Expo

International Exhibition-Forum of Technologies for business



The exhibition area 3 843 m²



9 companies from 90 countries



30% more than in 2023



4081 Professional visitors

Participating countries



EXHIBITORS



**positive
technologies**

- 90 companies
- from 9 countries



64% Kazakhstan
36% Foreign countries

- 20% Planning to conclude contracts worth \$100,000 or more
- 35% Planning to conclude contracts worth \$10,000 to \$50,000
- 40% have established business contacts with over 100 potential partners
- 68% participate in the exhibition with the aim of finding new partners
- 70% participate in the exhibition with the aim of finding new partners
- 49% rate the effectiveness of their investments as «high» and «very high»

Quality of business contacts

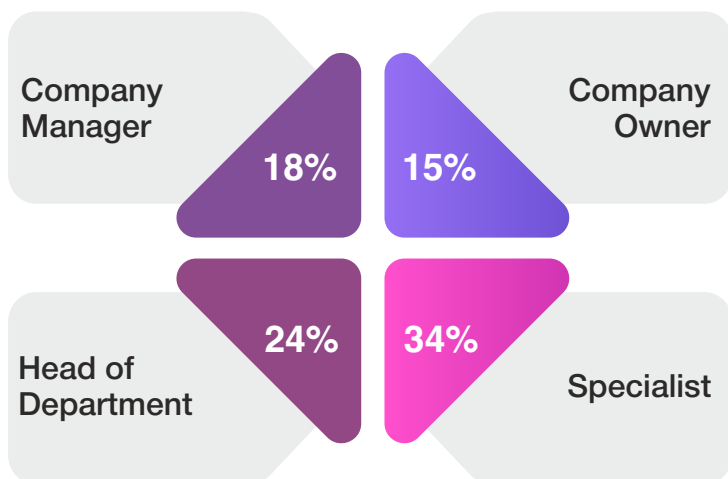
22%	70%	8%
EXCELLENT	GOOD	SATISFACTORILY

VISITOR PROFILE

Kazakhstan 
Security Systems

The exhibition gathered 4,081 professional visitors from 15 cities of Kazakhstan and 13 countries of the world

Job title



Line of business



BAYER CAPABILITY

The data was obtained based on the results of a survey of exhibition visitors

- 72%** Rate the effectiveness of their visit as «high»
- 70%** Influence purchasing decisions or make decisions independently
- 59%** Influence purchasing decisions or make decisions independently
- 70%** Rate the visibility of this event as «high»
- 90%** Are satisfied with the composition and quality of participating companies
- 72%** Rate the products and solutions presented at the exhibition as «high»

Product Interest

- 29%** —  Video surveillance
- 24%** —  Cyber security
- 15%** —  Perimeter Security and Access Control
- 9%** —  Automation systems for dispatching in buildings
- 8%** —  Anticorrosive systems
- 7%** —  Anti-terrorist protection systems
- 5%** —  Means, equipment and equipment for law enforcement agencies
- 4%** —  Means of border control and customs inspection

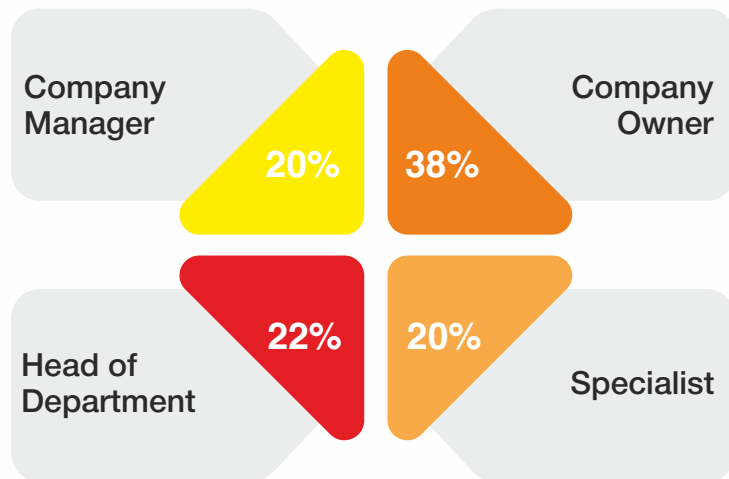


VISITOR PROFILE



The exhibition gathered 4,081 professional visitors from 15 cities of Kazakhstan and 13 countries of the world

Job title



Line of business



BAYER CAPABILITY

The data was obtained based on the results of a survey of exhibition visitors

- 75%** Rate the effectiveness of their visit as «high»
- 73%** Influence purchasing decisions or make decisions independently
- 80%** Have found new partners and established business connections with over 50 companies
- 70%** Rate the visibility of this event as «high»
- 81%** Are satisfied with the composition and quality of participating companies
- 70%** Rate the products and solutions presented at the exhibition as «high»

Product Interest

50%



Marketing & Sales, Project Management

26%



IT Infrastructure and Cloud Solutions

13%



Financial Technology, Accounting Systems

10%



HR Technology

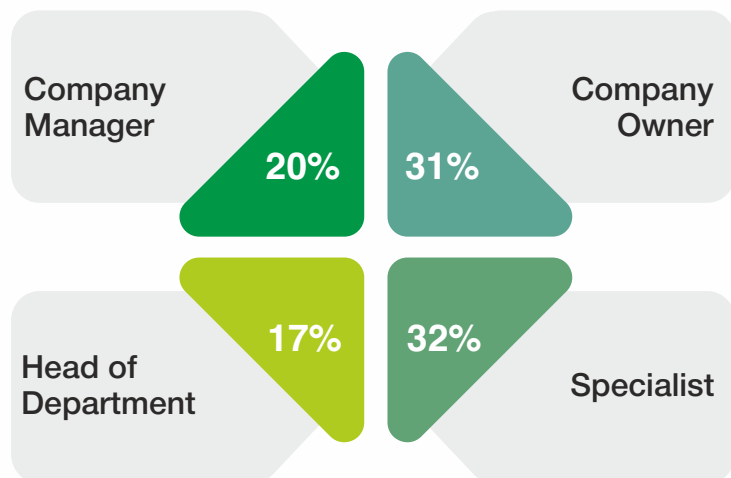


VISITOR PROFILE



The exhibition gathered 4,081 professional visitors from 15 cities of Kazakhstan and 13 countries of the world

Job title

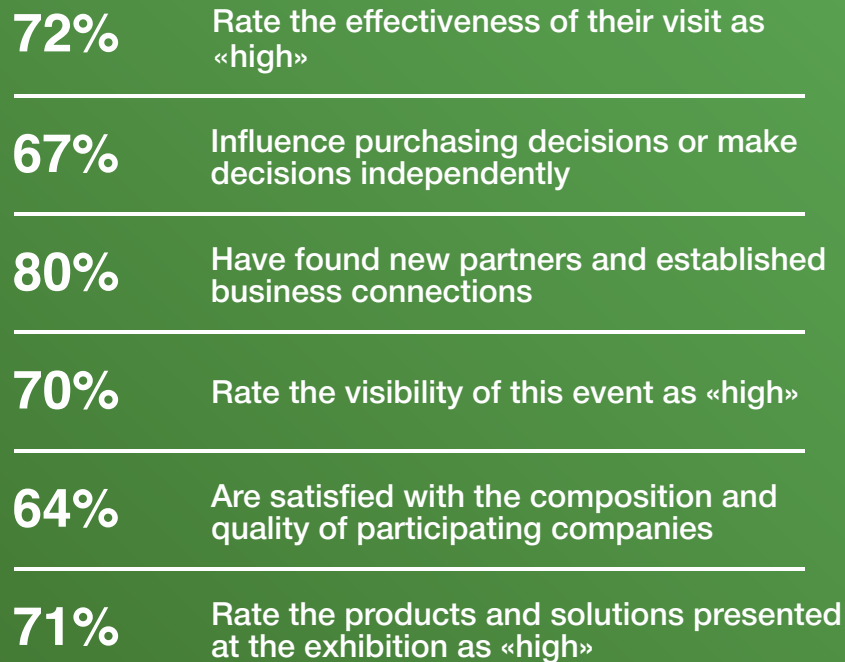


Line of business



BAYER CAPABILITY

The data was obtained based on the results of a survey of exhibition visitors



Product Interest

29%



Furniture and interior

18%



Planning and construction of office premises

16%



Office Equipment, Office Services Technology

15%



Ergonomics and Workspace Management

11%



Automation and Engineering Systems

11%



Lighting, sound insulation and climate



VISITOR PROFILE

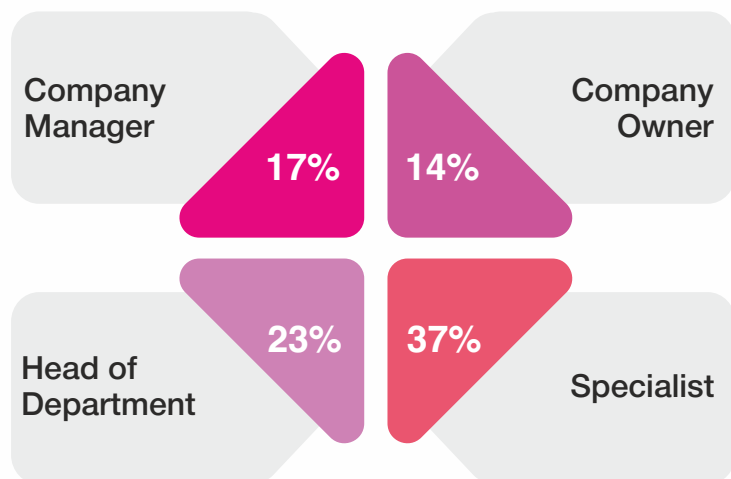


CDS
CYBER AND DIGITAL SECURITY

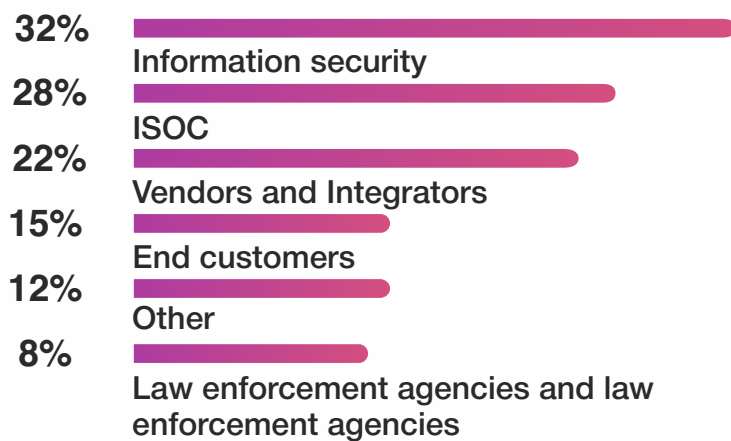
Powered by
Kazakhstan
Security Systems

The exhibition gathered 4,081 professional visitors from 15 cities of Kazakhstan and 13 countries of the world

Job tittle



Line of business



BAYER CAPABILITY

The data was obtained based on the results of a survey of exhibition visitors

- 72%** Rate the effectiveness of their visit as «high»
- 67%** Influence purchasing decisions or make decisions independently
- 80%** Have found new partners and established business connections with over 50 companies
- 70%** Rate the visibility of this event as «high»
- 64%** Are satisfied with the composition and quality of participating companies
- 71%** Rate the products and solutions presented at the exhibition as «high»

Product Interest

- 34%** —  Learning about market trends and novelties
- 27%** —  Educational purposes
- 24%** —  New business connections
- 15%** —  Searching for goods and services for business
- 7%** —  Personal interests not related to professional development



OUR VISITORS



Ministry of Defense
of the Republic
of Kazakhstan



National Bank
of Kazakhstan



Ministry of Ecology and
natural resources of the Republic
of Kazakhstan



Ministry of Internal
Affairs of the Republic
of Kazakhstan



Ministry of Healthcare
of the Republic
of Kazakhstan



Ministry of Justice
of the Republic
of Kazakhstan



Ministry of Transport
of the Republic
of Kazakhstan



Association of Enterprises
for Water Supply and Wastewater
of the Republic of Kazakhstan
«Kazakhstan Su Arnasy»



QazAutoJol



BUSINESS PROGRAM

Kazakhstan 
Security Systems

Comprehensive security for industrial enterprises

Key topics:

- Bosch solutions in the areas of: Security Systems, Safety Systems, Audio Communication Systems;
- Access Control Systems (ACS) for a giant plant: how to monitor 50 thousand employees;
- Digital Twin. Everything at your fingertips;
- Innovative approaches to security. How to improve business efficiency with the latest technologies and successful Hikvision case studies;
- Integration of comprehensive security system solutions. Implemented projects from installers;
- Facial recognition video identification for security: from enterprises to metropolises Comprehensive security of industrial enterprises;
- New object protection solutions for 2024.

Finance and Bank Security

Key topics:

- (In)secure open-source. Protection against supply chain attacks for the smallest entities;
- Control of information flows and investigation of internal information security incidents;
- Banking application ecosystem based on low-code platform;
- You can't protect what you can't see. Cyberattack perimeter and Dark Web in banks;
- Fintech in Central Asia.

Retailtech and Retailsecurity

Key topics:

- Support as a company's competitive advantage;
- Accessible cloud solutions for business automation;
- Business optimization with Yandex Maps API geotechnology.



● 5 streams ● 80+ speakers ● 1 000+ attendees

BUSINESS PROGRAM



CDS
CYBER AND DIGITAL SECURITY

Powered by
Kazakhstan
Security Systems

Cyber and Digital Security. One of the leading cybersecurity conferences in Kazakhstan, which has brought together global solution providers, system integrators, and cybersecurity experts from around the world.

Stream 1.

Panel session. CSIRTs as a strategic element of industry development

Stream 2.

Panel session. Women in Cybersecurity

Stream 3.

Panel session. Working with human capital

Presentation section 1.

Infrastructure Protection

Presentation section 2.

Data Security and Information Systems Security

Presentation section 3.

Partnerships and Service Models

Lecture hall



● 5 streams ● 80+ speakers ● 1 000+ attendees

BUSINESS PROGRAM

Business
Technology
Expo



ASTANA
MARKETING
CLUB

BT Conference: Marketing and Sales

Key Topics:

- Exploring the values and preferences of Generations X, Y, Z, and Alpha: How to adapt marketing strategies to new generations;
- Customer Journey Mapping - real application for business;
- Sales Psychology: The foundation of successful customer communication;
- Performance Marketing and its role in 2024;
- Affiliate Marketing - an effective marketing channel;
- Panel session: Marketing strategies;
- The power of branding in the modern world;
- Building effective sales with Bitrix24;
- Team management in intellectual services or Marketing team management;
- How to generate 100,000 leads through SEO on a minimal budget;
- Why a loyalty system is crucial for business survival?

BT Conference: HRTECH, IT&CLOUD SOLUTIONS

Key Topics:

- Digital Evolution: Digital signatures in any information system;
- Corporate gamification in modern business;
- Before and After: Business Process Transformation with Neural Networks;
- Game changers: Neural networks as innovation drivers in business;
- Thoughtful choice of IT equipment hosting platforms;
- AI application in business: from simple to complex;
- Generative BI;
- Organizing cloud storage in a home data center.



● 5 streams ● 80+ speakers ● 1 000+ attendees

BUSINESS PROGRAM

Modern
Office
Expo

SMART OFFICE SCENARIO CONCEPTS: THE EVOLUTION OF WORKSPACE IN THE FUTURE

Key Topics:

- Parametric Design -Haworth CoDesigner;
- Creating AI-powered offices: A perspective from Lenz Architects;
- Delivering superior audio-visual experiences in any project;
- Spaces: The new flexible concept (the 'city within a city' approach);
- Energy efficiency and office modernization;
- Building a smart conference room with KRAMER, SurgeX, and ABL products. Creating a comfortable collaborative workspace;
- Neural networks and design;
- The Temptation of the Office;
- Acoustic comfort in the office.



● 5 streams ● 80+ speakers ● 1 000+ attendees

EXIBITOR'S TESTIMONIALS



Ekaterina Kolesnikova, Head of International Sales at Arma Kontrol Group Company:

«We knew that Kazakhstan would welcome us warmly. We were very fortunate; this market is still unexplored, and our products have become a hit here. We secured contracts for 2 of the largest state projects. Additionally, we sold 150 barrier systems, and on the second day, we had more sales, with another order coming in today. And all of this happened at this exhibition. We expected a good sales peak, but not to this extent. We are thrilled.»



Dauren Salipov, Co-Founder and CEO of MSSP Global:

«I liked the exhibition. The most important moment at the exhibition is the opportunity to invite clients. Secondly, it's about networking with potential clients, partners, and friends already in this field. Each such meeting helps to boost the market a little. The meetings lead to some agreements being reached, which in turn help to grow your business and that of your partner or even the client, and ultimately the market as a whole.»



Asylkhan Baymagambetov, Development Director of "API YANDEX Maps" in the CIS:

«The impressions are very good, there were a lot of clients. We were approached by people from various fields of activity, from different industry clients. This was our target audience. We exchanged contacts, I think it will have a very positive effect. Participating in exhibitions is different because you can immediately come and meet people and have more productive conversations. This is much better because live communication has always been more effective.»



Alena Bulgakova, Sales Department Manager at Pro Space:

«The exhibition is great, a lot of interesting solutions are presented. We are also looking at other solutions available today. There are many networking opportunities, which is the primary benefit. The main value of such events is conveying to companies that are furnishing their office spaces the idea that an office can be organized in a way that is interesting and pleasant for employees to come and work.»

SEE YOU IN 2025!

**Kazakhstan
Security Systems**



CDS
CYBER AND DIGITAL SECURITY

**Modern
Office
Expo**

**Business
Technology
Expo**

2-4 April 2025

📍 Astana-Expo KS Exhibition Company
Limited Liability Partnership
16 B, Nazhimedenov str., Astana, 010000,
Republic of Kazakhstan

☎ +7 (7172) 64 23 23
✉ office@astana-expo.com
🌐 astana-expo.com

Project Manager
Natalia Leonova
☎ +7 (7172) 64 23 23 (ext. 210)
✉ nl@astana-expo.com

Project Manager
Erganat Zhussupov
☎ +7 (7172) 64 23 23 (ext. 202)
✉ zy@astana-expo.com