

Kazakhstan International Automotive Expo (KIAE) – spotlight on components

Following the steps of a world exhibition brand Automechanika, [KIAE](#) enters the Kazakhstan market to help industry participants establish contacts with local and regional visitor groups. Kazakhstan has great potential for growth both for auto retail and the local manufacturing of auto components. The Government creates favorable environment drafting the «Road map» for the automotive industry as well as providing financial support for further renovation of production.

The new regional project KIAE supported by Automechanika will become the "crossroad" for meetings between European and Asian automotive market participants. Nowadays Kazakhstan opens up new horizons and market channels for car care products, components; service stations and car washing services; automobile design and engineering; IT & logistics and truck competence.

According to *Association of Kazakhstan Auto Business (AKAB)*, investments into the automotive industry in the Republic exceeded 30 bln. tenge (124, 5 mln euro) at the end of 2014, of which 14.4 bln tenge were related to the automotive industry. In addition, official dealers' sales in 2014 were roughly at the level of 2013: 1.63 mln in 2014 against 1.65 mln units in 2013. Due to the introduction of new capacity at the production sites in Kazakhstan, it is planned to significantly increase domestic cars production. The market for new cars in Kazakhstan is inferior in terms of the vast secondary market, the prospects of which are largely determined by outdated vehicle fleet and the growing demand for its services.

Event supported by:

Messe Frankfurt – organizer of the world's leading trade fair Automechanika

AKAB (Association of Kazakhstan Automotive Business)

Russian Automotive Market Research

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