

UNITED CHEMICAL SHOW

POST-SHOW REPORT



JANUARY 28-30, 2026

ASTANA, KAZAKHSTAN

📍 «EXPO» EXPO International Exhibition Center

EXHIBITION OVERVIEW

UNITED CHEMICAL SHOW — is an international exhibition of the chemical industry, technologies, equipment, and materials for chemical processing.

It is the largest chemical industry exhibition in Central Asia, covering the entire production cycle — from chemical and polymer raw materials, chemical components, auxiliary materials, and equipment to the manufacturing of finished chemical products.



**5800 m² —
EXHIBITION AREA**



**100+ EXHIBITORS
FROM 15 COUNTRIES**



**7000+ SPECIALIST
VISITORS**



**30+ LOCAL AND
FOREIGN SPEAKERS**



**150+ MEDIA
PARTNERS**



**10+ THEMATIC
MASTER CLASSES**

MAIN SECTIONS OF THE EXHIBITION



Chemical raw materials
and auxiliary materials



Equipment, machinery,
laboratory instruments



Finished products



Additional services

EXHIBITION SECTIONS



CHEMICAL
COMPONENTS



PETROCHEMICALS



PLASTICS
AND RUBBER



PHARMACEUTICAL
CHEMISTRY



CHEMICAL
AND LABORATORY
EQUIPMENT



CHEMICAL
ENGINEERING
AND PUMPS



AGROCHEMISTRY



PROFESSIONAL AND
HOUSEHOLD CHEMICALS



SERVICES,
LOGISTICS
AND PACKAGING



FOOD CHEMICALS

VISITOR DATA



TOP COUNTRIES



KAZAKHSTAN



UZBEKISTAN



KYRGYZSTAN



RUSSIA



CHINA

KEY JOB FUNCTIONS VISITORS



HEADS OF ENTERPRISES
AND PRODUCTION FACILITIES



PURCHASING
DEPARTMENTS OF
RETAIL CHAINS AND
HYPERMARKETS



TOP MANAGERS OF
SERVICE DEPARTMENTS
OF INDUSTRIAL
ENTERPRISES



SPECIALIZED REPAIR
GOODS STORES



WHOLESALE
COMPANIES,
DISTRIBUTORS

OFFICIAL SUPPORT



Министерство промышленности
и строительства Республики
Казахстан

Ministry of Industry and
Construction of the Republic
of Kazakhstan



National Chamber of
Entrepreneurs of the
Republic of Kazakhstan
"Atameken"



Akimat of Astana City



Kazakhstan Union
of Chemical Industry



Association of Chemical
Industry of Kazakhstan



Association of Paint and Coatings
Manufacturers "SOYUZKRASKA"



Qazaqstan
Qurylysshylyar
Odagy

Union of Builders of Kazakhstan



kaz gbc

Kazakhstan Green Building
Council – KazGBC



СОЮЗ ХИМИКОВ
РЕСПУБЛИКИ КАЗАХСТАН

Public Association "Union of
Chemists of the Republic of
Kazakhstan"



Aluminum Association
of Russia



АССОЦИАЦИЯ ЗАСТРОЙЩИКОВ
КАЗАХСТАНА

Association of Developers
of Kazakhstan

INFORMATION SUPPORT

100+ PARTICIPANTS FROM 15 COUNTRIES



KAZAKHSTAN



CHINA



RUSSIA



INDIA



BELARUS



GERMANY



IRAN



UZBEKISTAN



SWITZERLAND



PAKISTAN



CZECH



TURKEY



FINLAND



UAE



ITALY



WAS THE EXHIBITION SUCCESSFUL?

A survey was conducted among exhibition participants

VERY SUCCESSFUL



58.3%

SUCCESSFUL



34.7%

PARTIALLY
SUCCESSFUL



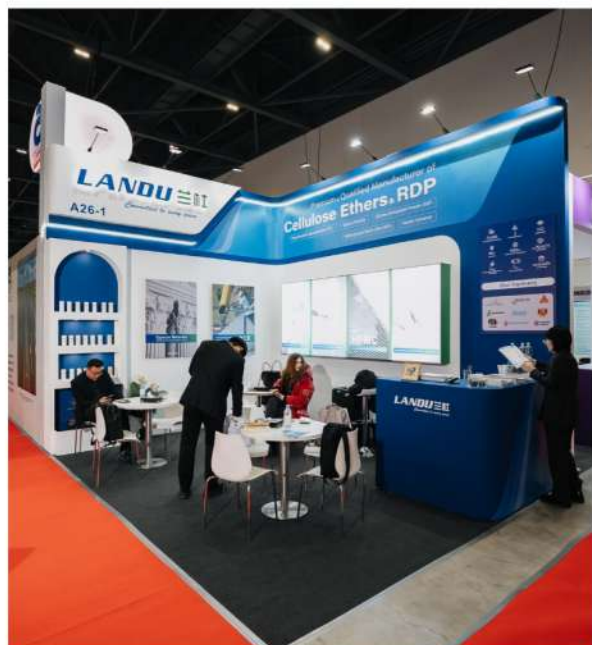
6.5%

NOT SUCCESSFUL



0.5%

EXHIBITION PARTICIPANTS



OFFICIAL OPENING OF THE EXHIBITION



2-DAY BUSINESS CONFERENCE



MASTER CLASSES



PR CAMPAIGN

As part of the Central Asia Coatings Show 2025, an exclusive report on the event was prepared and presented by Kazakhstani news channels Qazaqstan and Atameken Business, covering the key moments and most important events of the exhibition. The exhibition was covered by over 150 media partners from around the world.



ADVERTISING CAMPAIGN

- Billboards
- Billboards
- Roll-ups
- Monitors

100+
Locations



ADVERTISING CAMPAIGN

Targeted advertising
(8,750+ registrations)

PR articles on 170 portals
in Kazakhstan, Uzbekistan, Russia, Kyrgyzstan

Email marketing
(12,000+ recipients)

WhatsApp newsletters
(7,000+ recipients)



TARGETED ADVERTISING ON FACEBOOK AND INSTAGRAM

Advertising covers 4 countries: Kazakhstan, Uzbekistan, Kyrgyzstan, and Azerbaijan

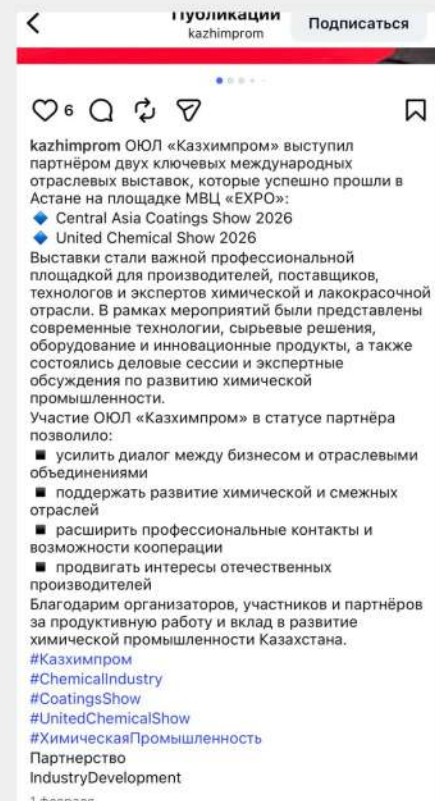
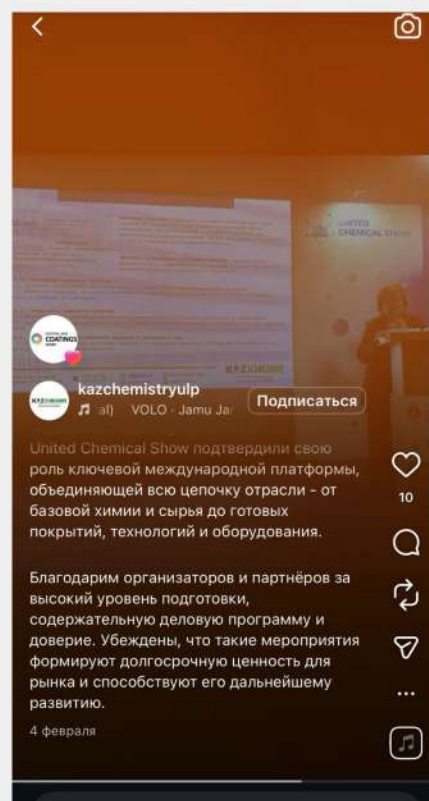
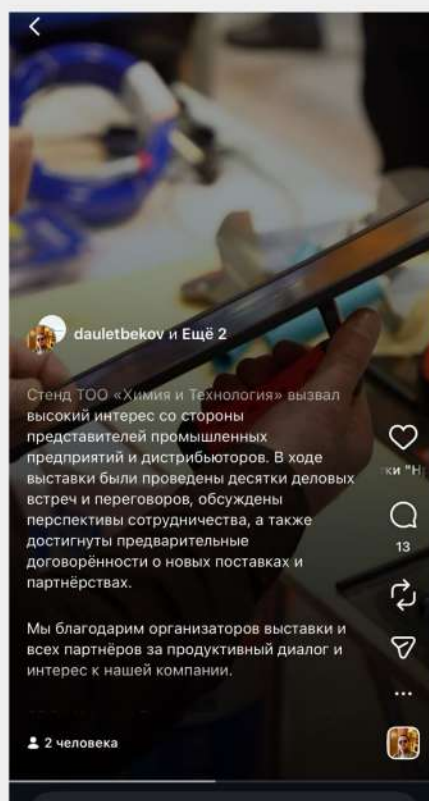
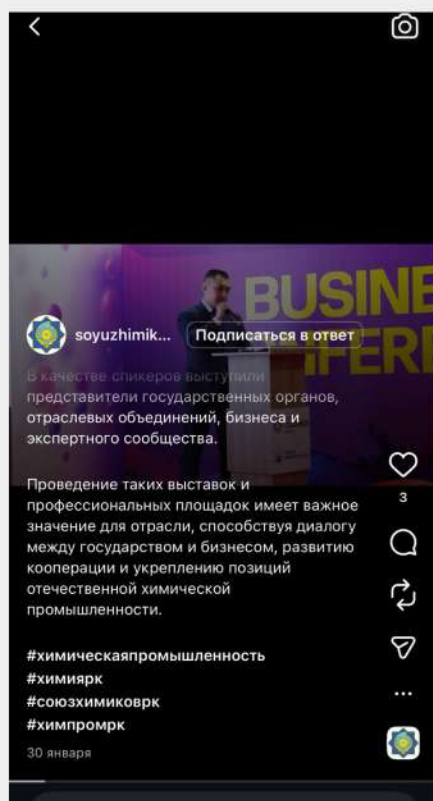
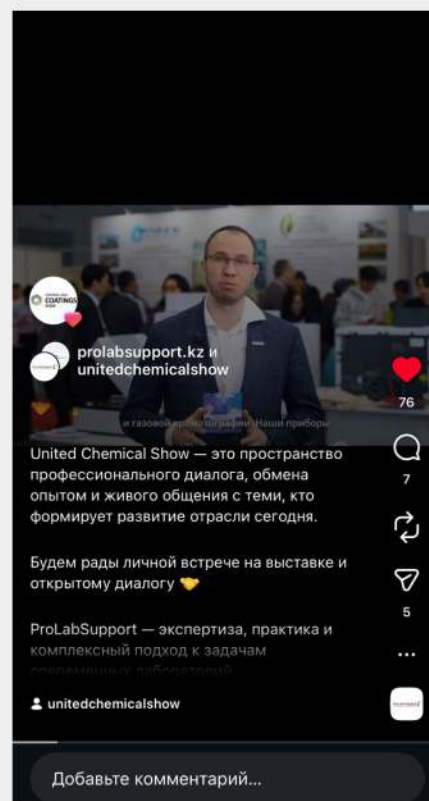
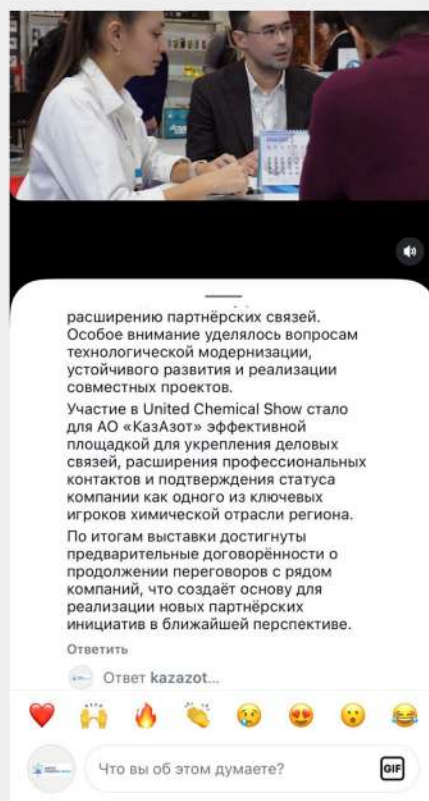
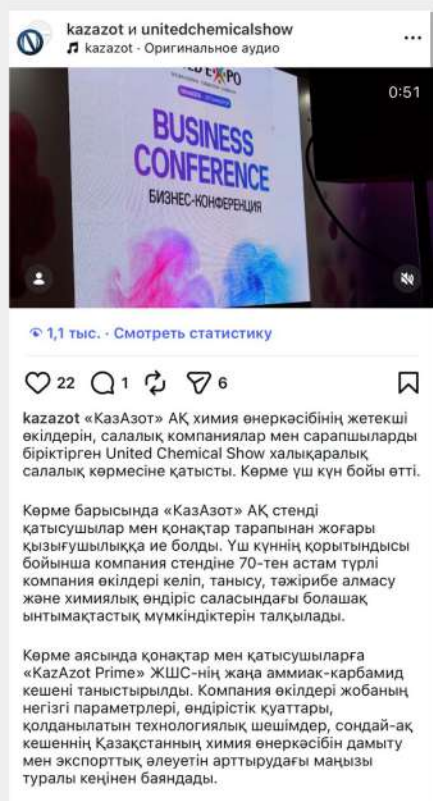
Группа объявлений ↑↓	Охват ↓	Показы ↑↓
Участники_Коатинг_гео_Алматы, Казахстан_рус.яз	51 151	160 682
Участники_Коатинг_Узбекистан_гео_Астана, Казах...	46 272	170 461
Коатинг_Области: Алматинская, Жамбылская, Туркестанская, ...	39 959	59 024
Участники_Химия_гео_Астана, Казахстан и 3 соседние о...	38 497	106 895
Коатинг_гео_Весь Казахстан_рус.яз_АИ все рекомендации	37 361	65 310
Коатинг_Азербайджан, Баку_Широкая аудит_рус.яз п	35 419	51 815
Коатинг_гео_Астана, Казахстан и 3 соседние обл_Широкая...	33 617	48 879
Коатинг2_гео_Астана, Казахстан и 3 соседние обл_рус.яз	32 888	85 953
Результаты, число групп объявлений: 52 ⓘ Удаленные объекты не включены	1 560 201 Аккаунты ...	7 914 278 Всего

Audience reach: over 7,000,000

Группа объявлений ↑	Охват ↑↓	Показы ↑↓	Результат ↑↓	Цена за результат ↑↓	Сумма затрат ↑↓
Химия_гео_Алматинская область_рус.яз	86 991	178 840	142 Лиды на платформ...	4,35 \$ За лид Meta	617,56 \$
Химия_гео_Астана, Казахстан и 3 соседние обл_рус.яз	100 384	202 583	254 Лиды на платформ...	2,65 \$ За лид Meta	672,75 \$
Химия_гео_Астанинская область_рус.я	176 833	444 914	327 Лиды на платформ...	4,13 \$ За лид Meta	1 350,28 \$
Химия_гео_Весь Казахстан_рус.яз	16 288	16 874	1 Лид Meta	89,28 \$ За лид Meta	89,28 \$
Химия_гео_Весь Казахстан_рус.яз_АИ все рекомендации	352 907	1 029 217	643 Лиды на платформ...	5,38 \$ За лид Meta	3 461,24 \$
Химия_гео_Узбекистан Весь_рус.яз	71 402	266 088	134 Лиды на платформ...	4,21 \$ За лид Meta	564,69 \$
Химия_гео_Атырауская обл_рус.яз_АИ все рекомендации	15 363	24 423	14 Лиды на платформ...	8,29 \$ За лид Meta	116,11 \$
Химия_гео_Западно-Казахстанская обл_рус.яз_АИ все рекомендац...	9 325	19 425	6 Лиды на платформ...	12,97 \$ За лид Meta	77,83 \$
Результаты, число групп объявлений: 52 ⓘ Удаленные объекты не включены	1 560 201 Аккаунты ...	7 914 278 Всего	4 795 Лиды на платформ...	5,76 \$ За лид Meta	47 025.79 \$ Общие расхо...

47 025.79 \$

PARTICIPANT FEEDBACK



SEE YOU AT THE NEXT EXHIBITIONS!



**UNITED
CHEMICAL SHOW**
UZBEKISTAN

UNITED CHEMICAL SHOW UZBEKISTAN

September 16-18, 2026
Tashkent, Uzbekistan

TASHKENT Anhor Park (Exhibition Hall)



**UNITED
CHEMICAL SHOW**

UNITED CHEMICAL SHOW

January 27-29, 2027
Astana, Kazakhstan

International Exhibition Center "EXPO"

