

Three Exhibitions – One Venue

Uzbekistan Coatings Show

Uzbekistan Chemical Show | Uzbekistan Concrete Show

Post-show report



September 16–18, 2026

Tashkent, Uzbekistan, Anhor Park Expo

Exhibition Overview

Uzbekistan Coatings Show

International exhibition of paints, coatings, raw materials, equipment, and production technologies

Uzbekistan Chemical Show

International exhibition for the chemical industry, technologies, and chemical processing equipment

Uzbekistan Concrete Show

International exhibition of cement, concrete, construction mixtures, equipment, and technologies

5000 M²
exhibition area

100+
participants
from 10+ countries

4500+
industry visitors

40+
local and international
speakers

120+
media partners

20+
thematic
masterclasses

Official Support



A state directorate under the Cabinet of Ministers — coordinates the construction of the Tashkent satellite city on 19,700 hectares.



Unites more than 100 organizations and supports the production of cement, gypsum, cement board and other materials.



Uzbekistan and Karakalpakstan MEYOS — supports furniture and fat-and-oil industry manufacturers and develops exports.



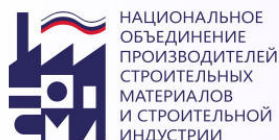
Uzbekistan Green Building Council — a non-profit organization promoting sustainable construction and energy efficiency principles.



Kazakhstan Chemical Industry Association — unites the country's chemical and related industry enterprises.



Uzbekistan Construction Market Professional Association — established to develop the industry and improve business efficiency.



The national association of Russian building materials and construction industry manufacturers, representing industry interests at the federal level.



Russian Paint and Varnish Materials Manufacturers Association — cooperates with government bodies on industry development issues.



Chemical Reagents and High-Purity Substances Manufacturers Association — supplies reagents for science, industry and pharmaceuticals.

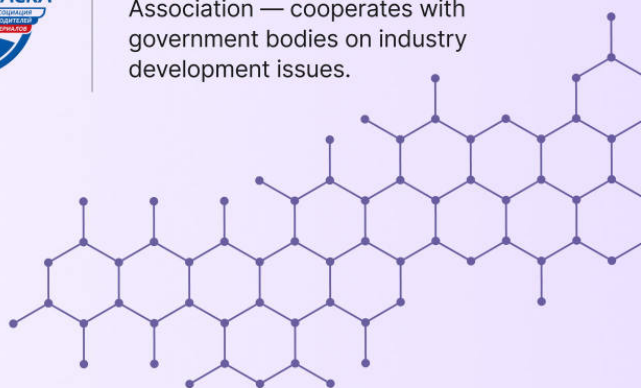
Sponsors



BCC digital banking for business — account opening, payments, taxes, counterparty verification and online company finance management, without visiting a branch.



BCC Bank's international B2B platform for wholesale trade, corporate procurement and electronic tenders — bringing buyers and suppliers together in a single digital space.



Exhibition Sections

Uzbekistan Coatings Show

raw materials and auxiliary materials painting and coating services

finished products other products of the paint and coatings

industry and related sectors containers, packaging, and filling

new technologies and R&D equipment, machinery, and instruments

Uzbekistan Chemical Show

chemical components plastics and rubber

pharmaceutical chemistry laboratory equipment

mechanical engineering and pumps agrochemicals household and professional

logistics and packaging food chemistry

Uzbekistan Concrete Show

cement and raw materials turnkey plants ready-mixed concrete and concrete mixes

dry-mix mortars production and processing

industrial equipment construction industry services and consulting

building materials and components environmental and energy-saving solutions

laboratory equipment and quality control admixtures and chemical components

Visitor Data



Top Countries



Uzbekistan



Kazakhstan



Kyrgyzstan



Russia



China

Key Visitor Job Functions

31,48% | Heads of enterprises and production facilities

31% | Purchasing departments of retail chains and hypermarkets

21,26% | Top managers of industrial service departments

14,25% | Specialized home improvement stores

11% | Wholesale companies and distributors

100+ participants from 10 countries



Uzbekistan



Kazakhstan



Russia



China



India



Bulgaria



Hong Kong



Turkey



Italy

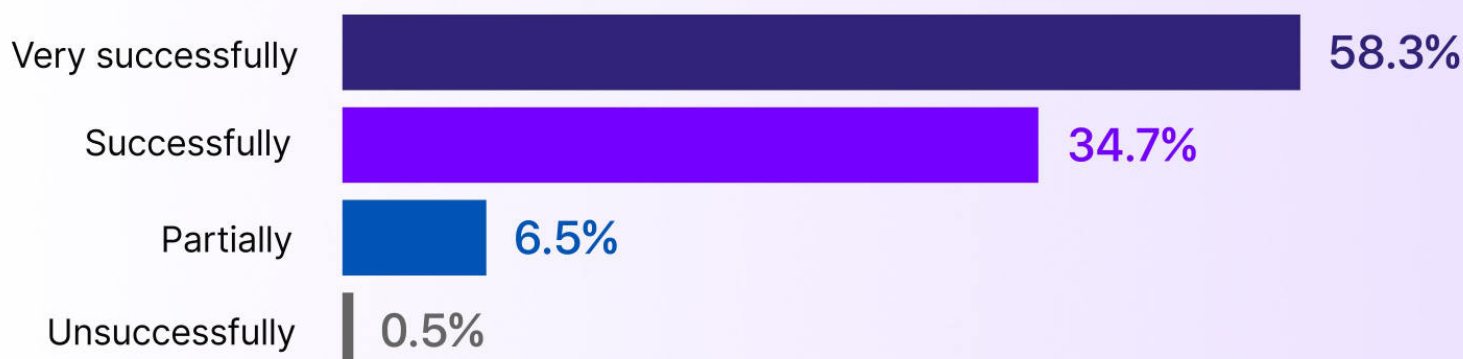


Belarus



Was the exhibition a success?

Survey conducted among exhibition participants



Exhibition Participants



Exhibition opening



2-day business conference



Master classes



PR Campaigns

A large-scale international PR campaign was executed alongside the exhibition, aimed at promoting the event to industry professionals. Promotion was conducted via industry media, digital channels, professional communities, and partner networks, ensuring extensive media coverage.

The exhibition was covered by over 120 media partners from around the world.



Advertising Campaign

Targeted advertising
(8,700+ registrations)

PR articles on 120+ portals
in Uzbekistan, Kazakhstan, Russia, Kyrgyzstan, and others

Email marketing
(12,000+ recipients)

WhatsApp messaging
(7,000+ recipients)



Targeted advertising on Facebook and Instagram

Ads launched in 4 countries: Uzbekistan, Kazakhstan, Kyrgyzstan, and Azerbaijan

Uzbekistan Coatings Show

Группа объявлений	Охват	Показы	Бюджет	Результат	Цена за результат	Потраченная сумма	С
Химия_гео Астанинская область_рус.я	280 992	835 694	35,69 \$	539	5,17 \$	2 785,76 \$	
Коатинг_гео Астана область вся_рус.яз	161 163	497 648	50,00 \$	363	6,51 \$	2 361,58 \$	
Коатинг_Области: Алматинская, Жамбылская, ...	260 750	846 945	30,00 \$	444	4,86 \$	2 157,16 \$	
Химия_гео Весь Казахстан_рус.яз_Ал все ре...	130 604	509 549	50,00 \$	310	6,67 \$	2 067,15 \$	
Коатинг_Узбекистан Ташкент и Самарканд...	221 623	792 193	30,46 \$	284	5,80 \$	1 647,04 \$	
Коатинг_LAL от 1 до 2%_ВСЕ Целевые лиды 600 ...	185 292	378 457	30,00 \$	221	7,43 \$	1 642,84 \$	
Коатинг_LAL 1%_ВСЯ БАЗА_гео Весь Казахстан	162 625	317 424	30,00 \$	193	7,95 \$	1 533,95 \$	
Коатинг_гео Алматинская область вся_рус.яз...	100 247	243 533	15,00 \$	194	5,89 \$	1 142,47 \$	
Результаты, число групп объявлений: 63	3 304 319 Аккаунты Meta	28 299 321 Всего	—	—	—	76 001,80 \$ Общие расходы	

76 001,80 \$

Audience reach: .3 million unique users • Ad impressions: 28 million

Uzbekistan Chemical Show

Объявление	Охват	Показы	Бюджет	Результат	Цена за результат	Потраченная сумма
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_1 У...	39 299	95 780	20,69 \$	26	7,26 \$	188,66 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_4 У...	48 979	81 722	20,69 \$	20	7,84 \$	156,80 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_2 У...	155 226	478 494	20,69 \$	209	4,86 \$	1 014,98 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_7 У...	37 356	64 143	20,69 \$	25	4,97 \$	124,19 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_6 У...	397 607	1 393 148	20,69 \$	419	4,96 \$	2 077,04 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_3 У...	4 694	5 673	20,69 \$	3	4,67 \$	14,01 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_5 У...	34 330	56 563	20,69 \$	12	9,97 \$	119,60 \$
Химия_ТАШКЕНТ_16-18 СЕНТЯБРЯ 2026_1 р...	2 447	2 954	71,84 \$	1	7,10 \$	7,10 \$
Результаты, число объявлений: 110	1 225 388 Аккаунты Meta	6 953 741 Всего	—	3 633 Лиды (форма)	5,34 \$ За лид (форма)	19 385,52 \$ Общие расходы

Audience reach:
1.2 million unique users

Ad impressions: 6.9 million

19 385,52 \$

Uzbekistan Concrete Show

Кампания	Охват	Показы	Бюджет	Результат	Цена за результат	Потраченная сумма
Лиды_Бетон_Посетители	1 201 569	5 503 356	Используется б...	1 504 Лиды	5,80 \$ За лид	8 695,52 \$

8 695,52 \$

Audience reach: 1,2 million unique users

Ad impressions: 5,5 million



UZBEKISTAN
COATINGS
SHOW



**INTERNATIONAL EXHIBITIONS OF PAINT AND COATING
MATERIALS, THEIR PRODUCTION EQUIPMENT
AND TECHNOLOGIES, THE CHEMICAL INDUSTRY,
AND CEMENT-CONCRETE TECHNOLOGIES**



SCAN THE QR CODE

AND TAKE PART IN THE EXHIBITIONS — SEPTEMBER 15-17, 2027

