

AD Central Asia - Conference 2016



AD Central Asia (Kulan Oil) organized its conference for automotive distribution market participants - Autodistribution 2016 - in Kapchagay, Kazakhstan, in the Ramada Royal Village Resort&Spa Hotel.

The event's main objective was to promote premium brands of car parts, fluids, car chemicals and batteries in Kazakhstan. During the conference customers had the opportunity to actually see and touch the products in real life and to get in touch with the representatives of the AD Partners in three countries (Kazakhstan, Turkmenistan, Azerbaijan).

During the Conference participants enjoyed various events and entertainment acts such as "drift shows" with professional racers, RK racing champions, taking participants for a wild drive. Bosch, Dayco and the Kulan Oil company gave prizes in a lottery. There were gifts for almost everybody! The music band on Friday was a pleasant surprise to all!



The event was attended by 156 key customers from Kazakhstan, 25 international brand representatives, members and candidates from AD Central Asia, representatives of the Kazakh mass media, as well as more than 150 visitors of the automotive business in general.

The Autodistribution-2016 Conference was supported by major suppliers, a.o. Bosch and Denso.

Amongst the official partner suppliers were Dayco, FRAM, Gates and Johnson Controls (Varta and Auto-power).

Participants had the opportunity to be in touch with main distributors from the Central Asian auto parts market, to discuss the state of their businesses, their brand position, and ways to present and develop their brands. Finally, there were technical seminars for improvement of qualification, and the fair was an excellent occasion for business negotiations with key customers, including representatives of AD Central Asia.

Video report from the event:

<https://www.youtube.com/watch?v=4Hmf89x9Qqw>



Facts and figures about AD Central Asia:



AD CA – Autodistribution Central Asia:

- Founded March 21, 2012;
- Headquarter – Almaty, Kazakhstan
- Area of responsibility – 9 countries of Central Asia and the Caucasus: Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, Kyrgyzstan, Mongolia, Azerbaijan, Georgia, Armenia;

AD CA members: AD ARAZ MOTORS, AD RAHAT YOL, AD KULAN.



AZERBAIJAN:

Main cities: Baku (capital), Ganja, Sumqayit
 Population: 9,7 M people
 Car park: 1,2 M passenger cars

AD CA partner: AD ARAZ MOTORS

- joined AD CA in 2013
- Staff: 28 people
- Customer base: more than 800 retailers and workshops
- 35 brands from Europe, Turkey and South Korea

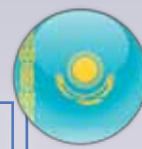


TURKMENISTAN:

Main cities: Asjhabad (capital)
 Population: 5,3 M people
 Car park: 560 000 passenger cars

AD CA partner: AD RAHAT YOL

- Joined AD CA in 2015
- Staff: 30 people
- 25 brands from Europe
- Customer base: more than 250 retailers and workshops



KAZAKHSTAN:

Main cities: Astana (capital), Almaty, ...
 Population: 17,7 M people
 Car park: 3,5 M passenger cars

AD CA partner: AD Kulan

- 14 branches
- Staff: 380 highly qualified specialists all over Kazakhstan
- Over 30 partner warehouses in Kazakhstan and Russia
- Future objective is to have 2 to 4 AD CA members in each city of Kazakhstan
- Active development of HD & trucks direction

Visit <http://ad-ca.kz> for more info